



IMPROVING PERFORMANCE AT THE NEXUS OF THE COMMERCIAL AND SOCIAL SECTORS

ABSTRACT

CASE STUDY CONTESTS AT LEADING BUSINESS SCHOOLS (DECEMBER 2013)

The case study and competition approach is used as a training tool in many business schools and firms. Teams of students are supposed to analyze a real-life situation or an imagined scenario and present their solutions and interpretations supported by sound reasoning and all necessary assumptions. Since 2009, the Harvard Graduate Consulting Club and the Consulting Club at MIT have organized a case competition based on a real-life challenge proposed by senior professionals in the industry. The Peak Time International Business Case Competition is the business student competition organized by a Top 25 business school in Europe. In 2011, Peak Time brought together more than 1,500 creative and entrepreneurial students from 202 universities, 70 countries and six continents, in order to challenge talented and energetic youth with complex corporate problems.

