



THE EXECUTIVE LEADERSHIP COUNCIL  
*The Power of Inclusive Leadership*



# NATIONAL BUSINESS CASE COMPETITION

## 2020 OVERVIEW

**Case Solution Submission Due Date:**  
March 23, 2020

**Business Case Competition:**  
April 13-14, 2020  
ExxonMobil Headquarters  
Houston, TX

**[WWW.ELCINFO.COM/BUSINESS-CASE](http://WWW.ELCINFO.COM/BUSINESS-CASE)**

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## OVERVIEW

The Executive Leadership Council (ELC) is the preeminent member organization for the development of global Black leaders. The ELC's mission is to increase the number of successful Black executives, both domestically and internationally, by adding value to their development, leadership, and philanthropic endeavors throughout the life cycles of their careers, thereby strengthening their companies, organizations, and communities. Our purpose is to open channels of opportunity for the development of Black executives to positively impact business and our communities.

The Executive Leadership Council promotes and implements charitable and educational activities designed by the membership of the Council. The ELC supports education programs and provides scholarships to deserving students interested in business and global corporate careers.



**2020 National Business Case Competition Winners**  
**The University of Pennsylvania**

## ABOUT THE EXXONMOBIL BUSINESS CASE COMPETITION

Since 2002, The ELC has hosted the National Business Case Competition. Our corporate partner and sponsor is ExxonMobil, which has provided generous support for the past ten years. Each year, students from around the country submit case solutions on current business challenges. The top three finalist teams present their work before a panel of corporate, non-profit, academic, and policy leaders.

To date, over 375 student teams from colleges and universities across the country have participated and our winners include:

- **2019** - The University of Pennsylvania
- **2018** - University of California at Berkeley
- **2017** - Columbia University
- **2016** - Northwestern University
- **2015/14** - Emory University
- **2013** - Duke University
- **2012** - The University of Houston
- **2011** - Carnegie Mellon University
- **2010/09** - The University of Michigan
- **2008** - Baruch College
- **2007/06** - The University of Pennsylvania
- **2005** - The University of Michigan
- **2004** - Harvard University
- **2003** - The University of Pennsylvania
- **2002** - Harvard University

## 2020 CASE TOPIC

Each team will develop and present viable solutions for the Super Oil and Gas Company to execute a strategy that will lead to digital leadership with a keen focus on how to improve financial performance and drive the corporation's leadership culture around innovation, creativity, and inclusiveness. Teams will receive the full case details upon registration. The registration deadline is **March 6, 2020**. Case solution submissions are due **March 23, 2020**.

## AWARDS

The first-place team will receive a \$35,000 scholarship cash award and will be recognized during The Executive Leadership Council's 2020 Recognition Gala in October. The second-place team will receive a \$20,000 scholarship cash award and the third-place team will receive \$15,000.

**REGISTRATION DEADLINE: FRIDAY, MARCH 6, 2020 AT 11:59PM EST**  
**Visit [elcinfo.com/business-case](http://elcinfo.com/business-case) to register your team.**

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## JUDGING PROCESS

A panel of corporate, non-profit, academic, and policy leaders will serve as judges and review the team submissions. Based on first round scores, the top three teams will be invited to our Finals to present their cases to determine final rankings. Teams will be notified of first round scores by March 27, 2020.

Our Finals event will be hosted by ExxonMobil in Houston, April 13-14, 2020. All travel and lodging will be provided by The Executive Leadership Council.

## ELIGIBILITY

The Executive Leadership Council's 2020 National Business Case Competition is open to graduate MBA, MA, and MS students. Teams may consist of up to four students and each team must include at least two students who are Black, with one of the Black students serving as team captain. There is no registration fee or cost to participate.

IMPORTANT 2020 DATES	
February 24	Online registration opens   Teams receive case
March 6	Deadline to register team
March 23	Deadline for case solution submissions
March 27	Team captains notified of 1st round results
April 13-14	Competition Finals in Houston, TX
October 15	First place team attends The ELC's Annual Recognition Gala



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