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Call for Entries

*2006 Reaching Out MBA Case Writing Competition
Sponsored by Booz Allen Hamilton*

PURPOSE

There exists a very limited pool of MBA business school cases which adequately treat contemporary LGBT business issues with an appropriate sensitivity and sensibility. In an effort to remedy this, we are delighted to announce the 2006 Reaching Out MBA Case Writing Competition, sponsored by Booz Allen Hamilton!

Students, alumni, and faculty from MBA programs throughout the world are invited to research and write an original business case for the competition. Prizes will be awarded for the most effective and illustrative cases, with the likelihood that the winning case will also be used for the 2006 Reaching Out MBA Conference Case Study Competition.

Our goal is to first provide a rich educational opportunity for participants while also amassing a collection of quality cases on LGBT related topics. Secondly we hope to provide quality cases to business schools internationally for consideration and inclusion in curricula, thereby expanding the conversation of LGBT issues among straight and gay MBA students. Our stated objectives are:

- ❖ To promote education and learning about LGBT issues in the workplace as an integral component of the 2006 conference and future conferences.
- ❖ To develop a library of historical LGBT business cases and support ongoing partnerships with corporations to keep case material current and acquire new material.
- ❖ Provide a vehicle for continuous transfer of knowledge to current and future LGBT professionals and leverage case studies for use in ROMBA annual case competition.

BACKGROUND

The 2006 Reaching Out MBA Conference, scheduled to take place from Friday, October 13th through Sunday, October 15th at the Hyatt Grand Central, is jointly organized by MBA students attending the Leonard N. Stern School of Business at New York University, Columbia Business School, and the Johnson School of Management at Cornell University.

This year's theme, "**What's Next? Defining LGBT Business Leadership,**" will address how the rise of globalization and social responsibility impact and shape a new generation of LGBT business leaders. Additional information on this year's conference and theme is available online at www.reachingoutmba.org/introduction.

Since its inception in 1999, The Reaching Out MBA Conference has been hosted in Boston, Chicago, Los Angeles, New York, Philadelphia, and San Francisco. Each year, the conference is organized by a new team of MBA candidates, and in recent years attendance has grown to over 600. In 2004, ROMBA was incorporated as a 501 (c) (3) tax-exempt non-profit organization.

AWARDS & PRIZES

Grand Prize: \$5,000 scholarship will be awarded to the 1st place winning team, underwritten by Booz Allen Hamilton.

SUBMISSION GUIDELINES

In order to qualify for the competition:

1. All cases must be field cases that involve primary research, including interviews with company insiders who provide sufficient background to write about a specific business dilemma.
2. Work must be original research and writing. Any work deemed to be plagiarism or copyright violation will be disqualified.
3. All contributors and collaborators must be acknowledged in the case submission cover sheet. Each individual must be recognized in the submission document and must agree to the terms of the competition. No names, schools, or other identifying information should be included in the case itself.
4. Cases which are submitted will become the property of Reaching Out, Inc. who reserves the right to publish or distribute cases without compensation to the authors.
5. Cases should follow the standard template provided by Reaching Out. Visit the

Reaching Out MBA Conference website for more details.

- ❖ Accuracy of information
- ❖ Educational value of the case

6. Cases should be submitted in Microsoft Word with accompanying data submitted in Microsoft Excel.
7. A senior representative, preferably a faculty advisor or an academic chairperson affiliated with an accredited university, must authorize the case submission for the competition in his or her field of study.
8. All teams should be primarily composed of participants associated with an accredited MBA program. This can include students, alumni, or faculty from a single school or a team blended from several schools. While Reaching Out is primarily an event for MBA students, we have chosen to open the case writing competition to include PhD candidates, alumni and faculty as well in order to broaden the number of case submissions. We encourage potential teams to include a mix of current students and alumni with a faculty advisor, but leave the exact composition of teams up to the individuals.
9. Firms which are the subject of a case study must authorize the final submission. We will endeavor to match teams with potential firms on the 2006 Reaching Out MBA Conference website. Teams may also wish to directly contact a firm or organization for permission to create a case study on their handling of LGBT issues.

JUDGING STANDARDS

Judges for the case writing competition will be a panel of industry experts and academicians who will be “blinded” from direct knowledge of the identity of the authors and the schools they are from. Further, every effort will be made to not include judges who are affiliated with the entity being studied. The cases will be judged on the following criteria:

- ❖ Relevance to LGBT issues in business
- ❖ Significance of the issues analyzed
- ❖ Quality of style, tone, and format

REGISTRATION & TIMELINE

Writing a business case can be a large undertaking, for that reason we require that all teams who wish to participate **register by Friday, June 30, 2006** by completing competition registration form.

Participants are urged to register for the competition as soon as they have assembled a team and received clearance from the firm they will study. This “reserves” that firm and topic for the team. We hope to avoid having multiple teams studying the same firm, unless the cases are clearly different topics entirely.

Two (2) intermediate progress reports and/or conference calls must be scheduled by teams with case coordinators. A Booz Allen Hamilton consultant will serve as a third-party advisor to each team. Progress reports are tentatively scheduled for July 14 and August 11.

The final submission is due by midnight on Thursday, August 31, 2006. No late submissions will be accepted.

All participants will be recognized at the 2006 Reaching Out MBA Conference in New York City. The winning case may be used as the basis for the case study competition. We reserve the right to edit or expand the chosen case as needed for the basis of the case study competition. If a team’s submission is chosen for the case study competition, all contributors agree to not assist competitors in any way as they prepare their presentations for the 2006 case study contest.

FURTHER INFORMATION & QUESTIONS

Additional resources and information are posted at www.reachingoutmba.org/case.

Questions may be sent directly to:

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