

BAC@MC 2017

BUSINESS ANALYTICS COMPETITION

May 21 - 23

JOIN US IN MAY 2017 for the third Business Analytics Competition & Conference at Manhattan College (BAC@MC). This event provides an exciting opportunity for undergraduate students studying Business Analytics (or related fields) to test their knowledge and hone their skills. Competing students will not only engage in the “art & science” of decision-making but also practice their ability to draw business insight from a comprehensive analysis of relevant data.

STUDENT TEAM

The competition is open to undergraduate student teams consisting of **two to four members**. Each team member must be either a junior or senior and be enrolled in an undergraduate program at the accredited higher education institution that the team member will represent. Each team needs to have a faculty advisor from their home institution. Student teams will register for the competition under the name of their faculty advisor.

PHASE ONE COMPETITION

BAC@MC features a two-phase competition. Both phases require student teams to analyze, and glean business insight from, a competition-specific dataset. Data and questions for the first phase of the competition will be made available to registered teams in February 2017. Student teams, working at their home institutions, will analyze the supplied dataset to develop solutions to the phase-one questions. **Each team will need to prepare and submit a poster** summarizing their analysis and answers to the questions. Team members will present their posters at the May 22th conference poster session. The poster session will be attended by the judging panel and other conference participants.

PHASE TWO COMPETITION

After the poster presentations on May 22nd, teams will be provided with **additional questions and data** on the same or similar theme and will be asked to present their solutions to the judging panel on May 23rd.

JUDGING

Faculty advisors attending the conference will constitute the set of phase one (poster session) judges. Phase one scores will be based on the ratings given by faculty advisors (advisors will not be asked to evaluate their own team). The presentations in phase two of the competition will be evaluated by a panel of practitioners representing various industries who value business analytics. A team's overall score will be determined by a combination of their phase one and phase two scores. The top three teams will be recognized during the award ceremony and will receive monetary awards:

THIRD PLACE: \$500, SECOND PLACE: \$1,000, FIRST PLACE: \$2,000.

Additional teams will be recognized as honorable mention and for best poster.



PARTICIPANTS

Students who participate in the competition and their faculty advisor must attend the conference. The conference will be held on the Manhattan College Campus in New York City. Non-participating students and faculty are welcome to attend, but must register for the conference.

TENTATIVE PROGRAM

Sunday 5/21

Afternoon: Registration and Welcome
New York City excursion

Monday 5/22

Morning: Breakfast
Keynote Speaker
Phase One Competition poster presentation and judging

Noon: Lunch

Afternoon: Phase One Competition poster presentation and judging (cont.)
Start of Phase Two Competition

Evening: Reception

Tuesday 5/23

Morning: Breakfast
Phase Two Competition presentations and judging

Noon: Lunch

Afternoon: Phase Two Competition presentations and judging (cont.)

Evening: Dinner and award ceremony

Wednesday 5/24

Morning: Checkout

REGISTRATION

Conference registration begins December 5th and extends until March 15th, 2017. Cost and additional information will be listed on the conference website listed below.

ACCOMMODATION

On-campus accommodation in residence halls will be made available to competing students. In addition, we are in the process of identifying a list of nearby hotels and will offer reasonable rates for non-competing participants. The list will be posted on the conference website listed below.

IMPORTANT DATES

December 5, 2016	Open Conference Registration
February 1, 2017	Phase One Competition -- data made available to registered competing teams
March 15, 2017	Deadline -- competing team registration
May 8, 2017	Deadline -- competing team poster submission
May 21 - 23, 2017	Conference, Phase Two Competition and Award Ceremony at Manhattan College.

CONTACT

Amanda Butler
School of Business, Manhattan College
Tel: 718-862-7334 Email: BACMC@manhattan.edu Conference Website: manhattan.edu/bac