



— ASCE STUDENT SYMPOSIUM —
BANGLADESH 2026

BUSINESS CASE COMPETITION

— RULEBOOK —



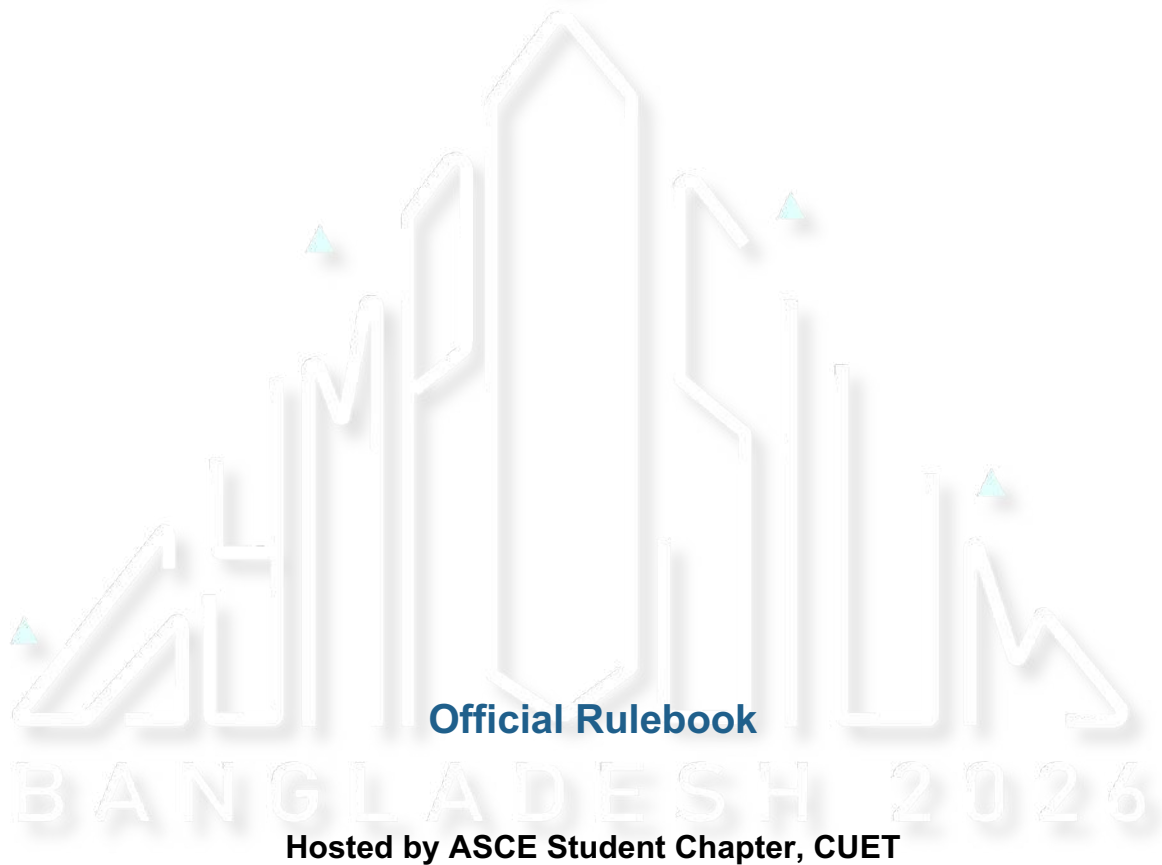
OCTOBER 29-31, 2026



CHITTAGONG UNIVERSITY OF
ENGINEERING & TECHNOLOGY (CUET),
CHITTAGONG, BANGLADESH

ASCE STUDENT SYMPOSIUM BANGLADESH 2026

BUSINESS CASE COMPETITION



October 29-31, 2026 | Chattogram University of Engineering & Technology (CUET), Bangladesh

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1. Purpose and Case Philosophy

1.1 Purpose

The Business Case Competition connects engineering knowledge with commercial and strategic decision-making. Participants are expected to transform a technically grounded engineering challenge into a practical, evidence-based and persuasive recommendation.

1.2 Nature of the Cases

Cases will focus on engineering materials, technologies, products or adoption challenges. The problem will be intentionally broad enough to reward participants who can connect engineering performance with business viability, sustainability, cost, market adoption, risk, implementation and stakeholder impact.

By way of illustration, a case may concern an emerging material and require participants to assess not only its technical performance, but also where it creates value, what constrains its adoption, how it may enter a market, which risks must be managed and how a viable implementation strategy may be designed.

1.3 Expected Mindset

- Participants are expected to look beyond a single technical answer. A strong solution connects engineering judgment with practical decision-making.
- Material assumptions must be stated clearly where the case does not supply sufficient data, and must be distinguished from facts supplied in the case.
- Recommendations should be feasible, defensible and relevant to the stated client/problem context.

2. Eligibility and Participation

2.1 Eligible Participants

- The competition is open to undergraduate students enrolled at a recognized university or equivalent higher-education institution anywhere in the world.
- Participants may come from any disciplines.
- Proof of current student status may be requested at any stage. Not required for CUET.

2.2 Individual and Team Entries

- Individual Submission: One eligible student may register, prepare and submit independently.
- Team Submission: A team may consist of 2 to 4 eligible undergraduate students.
- For team entries, one member must be designated as Team Captain and primary contact.
- A participant may appear on only one competition entry.
- Once the paid submission is confirmed, member changes are not permitted except with written approval from the Organizing Committee in exceptional circumstances.

2.3 International Participation

International participants are responsible for ensuring that they can meet the competition schedule, communication requirements and, if selected as finalists, the requirements for attendance at CUET, Bangladesh. Any travel, visa, immigration, accommodation or related logistical requirements will be communicated separately where applicable. Unless the Organizing Committee expressly announces otherwise, selection as a finalist does not by itself constitute a promise of travel or visa support.

3. Registration and Fees

3.1 Two-Step Registration

Step	What the Participant Does	What Happens Next
Initial Registration	Submit participant/team information through intend form.	The Organizing Committee provides Case 01 and the applicable Round 1 instructions.
Submission Confirmation	Participants will confirm their payment and submit the Case 01	After submission access/instructions are activated.

Note: Every listed team member must complete the applicable individual payment before the team case 1 submission is accepted.

3.2 Registration fee

Category	Fee
Local Student (CUET)	800 BDT
Local Student (Not CUET)	1000 BDT
International Student	20 USD

4. Competition Structure

Round	Significance	Mode	Deliverable
Initial	Screening	Virtual	PPTX deck + recorded presentation video.
Final	Championship	Live at CUET	Live presentation and others

4.1 Progression

- All valid initial round submissions will be evaluated and the highest-ranked entries will be announced by the Organizing Committee, will advance to the Final.
- The Final uses a separate case. Round 1 is primarily a qualification stage; the Final determines the competition winners unless an official addendum states otherwise.

5. Brief of Initial Round

5.1 Required Deliverables

- One presentation deck in PPTX at PDF format.
- One recorded video presentation explaining the submitted solution.

5.2 Slide and Video Limits

Requirement	Limit
Content slides	Maximum 15 slides.
Cover page	Excluded from the 15-slide content limit.
Recorded presentation	Maximum 5 minutes.
Body text	As per requirements

Note: A submission that exceeds a stated limit may be penalized or rejected at the Organizing Committee's discretion. The presentation must be structured so that judges can follow the problem, reasoning and recommendation within the permitted time.

5.3 Presentation Design

- Visuals, diagrams, animation, prototypes, demonstrations and similar techniques are encouraged where they improve understanding.
- Creativity should support the analysis rather than distract from it; production expense is not an evaluation factor.
- Charts and figures must be readable and should identify the source of material external data.
- Participants should limit on-slide text and maintain a clear visual hierarchy.

6. Brief of Final Round

6.1 Final Presentation Timing

Component	Maximum Time
Live presentation	8 minutes
Judges' Q&A	2 minutes
Total	10 minutes

- Time limits are strict. The moderator or judging panel may stop the presentation or Q&A when time expires.
- Finalists should be ready to begin at the assigned reporting time and presentation slot.
- The Organizing Committee may conduct a technical check before presentation.

7. Research, Sources and Use of AI

7.1 Research and Assumptions

- Participants may use publicly available research and other non-confidential sources
- External facts, data, images, models and quotations must be appropriately cited.
- Where reliable data are unavailable, reasonable assumptions are permitted, but they must be identified and justified.

7.2 Human Work Requirement

Generative AI may be used as a supporting tool for ideation, research assistance, drafting support, language refinement or similar functions. The competition, however, evaluates the participant's own thinking. Slides or presentation materials that are entirely AI-generated without meaningful human analysis, refinement, verification or original contribution will not be considered for evaluation.

- Participants remain responsible for every claim, calculation, source and recommendation in the submission.
- AI output should be checked for factual accuracy, fabricated citations, unsupported claims and inappropriate assumptions.
- If the Organizing Committee issues a specific AI disclosure requirement with a case, that requirement becomes mandatory.

7.3 Academic Integrity

- Plagiarism, fabrication, falsification of data, undisclosed copying or misrepresentation may result in disqualification.
- Submitting work prepared substantially by an unregistered third party, coach, consultant or another person is prohibited.

8. Judging and Evaluation

8.1 Evaluation Principles

Judges will evaluate the quality of the reasoning and recommendation, not whether a team reaches a predetermined answer. Strong entries should demonstrate a clear understanding of the problem, sound evidence, coherent analysis, practical implementation and persuasive communication.

8.2 Recommended Scoring Framework

Criterion	Weight	What Judges Look For
Problem Understanding & Analytical Depth	20%	Strong technical and business analysis; relevant evidence and assumptions.
Quality of Proposed Solution	20%	Clear recommendation; logic; strategic fit; ability to address the core problem.
Feasibility & Implementation	20%	Actionable plan; resources; timeline; operational practicality; risk awareness; SWOT analysis
Financial / Commercial Viability	15%	Cost/value logic; market or adoption rationale; commercial sustainability where relevant.
Innovation & Differentiation	10%	Originality and meaningful differentiation rather than novelty for its own sake.
Sustainability & Stakeholder Impact	5%	Environmental/social implications and stakeholder consequences relevant to the case.
Presentation & Communication	5%	Clarity, structure, professionalism, visual communication and synthesis.
Q&A / Defense	5%	Ability to defend assumptions and respond directly and thoughtfully to judges.

Round 1 has no live Q&A; therefore, the Q&A/Defense weighting may be redistributed across the applicable Round 1 criteria. A case-specific score sheet or weighting issued by the Organizing Committee supersedes this general framework.

8.3 Ranking and Ties

- Judges' scores and deliberation will determine progression and final placement.
- If entries are tied, judges may use the strength of the core recommendation and analytical quality as tie-break considerations, followed by deliberation.
- Judging decisions are final, subject only to correction of an administrative or tabulation error identified by the Organizing Committee.

9. Submission and Technical Requirements

9.1 Official Submission

- Only files received through the officially designated submission method will be treated as submitted.
- Participants are responsible for uploading the correct final files before the deadline.
- Late or incomplete entries may be rejected.
- Deliverable's format

Name of University _Case PDF_SL number.pdf

The school's name or abbreviation must match across all submissions.

- Submission guide line will be published through website

10. Communication, RFI and Time Zones

10.1 Official Communication

The official competition communication channels will be identified by the Organizing Committee. Participants are responsible for monitoring those channels and the email address used at registration.

10.2 Request for Information (RFI)

- Use the official RFI process for questions about the case, rules, submission requirements or ambiguities.
- A written clarification, addendum or RFI response issued by the Organizing Committee forms part of the competition instructions.
- Where an RFI answer conflicts with an earlier instruction, the latest dated official clarification will govern.

Section 11. Timeline

Milestone	Date / Status
Rulebook Reveal	August 22, 2026
Initial Registration / Intent Form Opens	August 25, 2026
Case 01 Access & Publish	September 10, 2026
RFI opens	September 11, 2026
Round 1 Submission Confirmation & Payment	October 10, 2026
RFI closes	October 10, 2026
Final Round Case Publish	October 11, 2026
Finalist Announcement	October 15, 2026
Final at CUET, Bangladesh	October 29-31, 2026

12. Conduct, Confidentiality and Fair Competition

- Participants must act professionally and respectfully toward judges, organizers, other participants and event personnel.
- Participants may not attempt to obtain confidential judging information, another entry's materials or unauthorized case information.
- During any case period designated as closed preparation, participants may communicate only with persons expressly permitted by the case instructions.
- Harassment, discrimination, intimidation, deliberate disruption or other serious misconduct may result in removal from the competition.
- The Organizing Committee may investigate suspected rule violations and may request supporting information from participants.

12.1 Case and Submission Materials

Any confidentiality, publication, recording or intellectual-property conditions applicable to a specific case or event will be stated in the case materials, registration terms or finalist instructions. Participants should not assume that confidential case material may be publicly posted.

13. Rule Interpretation and Organizer Authority

- The Organizing Committee may issue clarifications, addenda or procedural instructions necessary for fair and safe administration of the competition.
- Where an unforeseen circumstance is not addressed by this rulebook, the Organizing Committee will make a decision consistent with fairness, competitive integrity and the purpose of the competition.
- Material changes will be communicated through official channels with as much notice as reasonably possible.
- Failure to comply with the rulebook or official case-specific instructions may result in a warning, score penalty, rejection of a submission or disqualification, depending on severity.