

## **Rules of the Case championship of the international block of IV International interuniversity GxP-summit "Choice of the best. Time forward"**

### 1. General information:

- 1.1 These regulations are developed specifically for the international block IV of the International interuniversity GxP-summit "Choice of the best. Time forward" 2020.
- 1.2 The international interuniversity GxP-summit is organized by the Guiding star Charity Foundation.
- 1.3 Case championship (in the lane from English. The method of concrete situations) is a practice-oriented competition based on the description of real economic, social and business situations. Participants should investigate the situation, understand the essence of the problems, suggest possible solutions and choose the best of them. Cases are based on real factual material or are close to the real situation.
- 1.4 Participants of case championship can be foreign students with upper-intermediate level of English and higher.
- 1.5 The organizers of the Case championship reserve the right to make changes to the Rules.

### 2. The procedure for conducting Case championship:

- 2.1 The Organizers send the participants cases (tasks) and the necessary methodological materials to it within the time limits set by these regulations. The case is aimed at demonstrating the participants' basic knowledge about the pharmaceutical industry and its features, as well as demonstrating the application of this knowledge in practice, taking into account a creative approach.
- 2.2 The Case championship Tasks are sent to each participant at the email address specified during registration, two weeks before the start of the summit, respectively, on June 23, 2020.
- 2.3 Cases (tasks) are distributed randomly.
- 2.4 The task of the participants is to analyze the situation, understand the essence of the problem and suggest possible solutions in the time allotted by the organizers.
- 2.5 Case solutions should be issued in \*.ppt or \*.pptx formats, supported by an accompanying video and send to the email address of the organizers margarita.alkaeva@sbmrussia.com, for further evaluation by the expert commission.
- 2.6 By the results of the evaluation of the participants' solutions, the expert Commission will determine the participants with the highest number of points.
- 2.7 The winners of the Case championship will be invited to participate in the V International interuniversity GxP-summit "Choice the best. Time forward" in 2021 with full financial coverage (accommodation, meals, transfer).

### 3. Requirements for presentation and accompanying video:

- 3.1 The presentation should be made accurately and succinctly and should be sent to the organizers no later than July 1, 2020 in the format \*.ppt or \*.pptx.
- 3.2 The presentation must contain no more than 17 slides.
- 3.3 The accompanying video must contain comments on the presentation of the solution. The video should be recorded on a plain background in a neat way and with a good sound. The video of the winners will be published during the summit.
- 3.4 The organizers reserve the right to use presentations and videos of participants in public publications and newsletters to experts.

### 4. The order of Case championship evaluation:

- 4.1 An expert commission consisting of international leading business and science experts of the pharmaceutical industry will evaluate the participants' case solutions.
- 4.2 The criteria of case solutions evaluation is presented below:

<b>Criterion</b>	<b>Description</b>	<b>Max. score</b>
<b>Analysis of the situation and introductory information provided in the case</b>		<b>10</b>
	The analysis is supported by a scientific and theoretical basis.	
	The problem is considered from different sides, and all aspects of this problem are analyzed.	
	Based on the analysis, the most important aspects are highlighted (for example, in the form of a priority scale).	
	There is a comprehensive understanding of the case problem.	
<b>Structure and completeness of analysis, conclusions and solutions</b>		<b>10</b>
	Conclusions are made based on the analysis.	
	Analysis, conclusions and solutions follow the same logic, do not jump from one topic to another.	
	Additional sources (research, articles, etc.) were used for the analysis.	
	The solution answers the questions of the case.	
	The solution describes the steps and approximate deadlines for implementation.	
<b>Degree of creativity and uniqueness in solving the case</b>		<b>10</b>
	An original and creative approach to the solution is used.	
	The solution is essentially feasible.	
<b>Quality of the submitted material</b>		<b>10</b>
	Use of professional terminology.	
	The presentation of the solution is made accurately and clearly.	
	A detailed answer to all the tasks of the case is given.	
<b>Presentation skills (recording video comments)</b>		<b>10</b>
	Clarity, brevity and accessibility of the presentation of the presented material and ideas.	
	Friendliness and enthusiasm when presenting the solution. Ability to convince of the validity of conclusions.	
	Neat appearance, no distracting background, high-quality sound and image.	
<b>Total</b>		<b>50</b>

Where,  
 8-10 score – Maximum level of criterion fulfillment.  
 6-7 score – Sufficient level of criterion fulfillment.  
 4-5 score – Satisfactory level of criterion fulfillment.  
 1-3 score – Not satisfactory level of criterion fulfillment.