

ASSESSMENT & ASSIGNMENTS

JUDGING & PROCEDURE EMCUP 2019

PRE-COMPETITION	%	JUDGED BY	REMARKS
Assignment 1 (Rumour around the brand)	10%	Organisation	Assessed multiple times
Assignment 2A (Academic paper)	25%	Business Jury	Assessed by at least 3 Business Jury members
COMPETITION DAYS	%	JUDGED BY	REMARKS
Assignment 2B (Pitch academic paper)	15%	Business Jury	1st and 2nd place of each Jury room go to Knock-out phase
Assignment 3 (Case)	50% =100%	Business Jury	
KNOCK-OUT PHASE		JUDGED BY	REMARKS
Assignment 4 (Debate round) <i>Top 16</i>		Whole audience	Most changed opinion per debate wins 8 Teams go to finals
FINALS	%	JUDGED BY	REMARKS
Assignment 5 (Final assignment & pitch) <i>Top 8</i>	50%	Whole audience	50% of Final Pitch 50% of Assignments 1-3 = 100% end score