

ASSESSMENT & ASSIGNMENTS

JUDGING & PROCEDURE EMCUP 2020

| 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 | 1 st and 2 nd 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 18</i> | | Whole audience | Most changed opinion per debate wins The best 9 teams go to finals |
| FINALS | % | JUDGED BY | REMARKS |
| Assignment 5 (Final assignment & pitch) <i>Top 9</i> | 50% | Whole audience | 50% of Final Pitch 50% of Assignments 1-3 = 100% end score |