



# THE 10<sup>TH</sup> ANNUAL UNIVERSITY OF SOUTHERN CALIFORNIA MARSHALL SCHOOL OF BUSINESS GLOBAL CONSULTING CHALLENGE

Hewlett-Packard ("HP") is sponsoring the 10<sup>th</sup> annual Marshall School of Business Global Consulting Challenge.

MBA student teams from around the globe compete in analyzing complex business problems facing the world's largest technology firm from the perspective of the company, industry, and consultants.





# USC Marshall School of Business Global Consulting Challenge

## OVERVIEW

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This year marks the 10<sup>th</sup> year for the University of Southern California's Marshall School of Business Global Consulting Challenge (GCC). This case competition brings together teams of MBA students from around the world to solve one company's question. Past sponsors include leading companies such as AT&T, Cingular Wireless, Electronic Arts, Fox, and Toyota, providing teams with the opportunity to tackle current challenges facing the company and its industry.

## SPONSOR

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HP is the world's largest technology company with operations in more than 170 countries around the world. HP explores how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. HP applies new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way customers live and work.

No other company offers as complete a technology product portfolio as HP. They provide infrastructure and business offerings that span from handheld devices to some of the world's most powerful supercomputer installations. HP offers consumers a wide range of products and services from digital photography to digital entertainment, and from computing to home printing. This comprehensive portfolio helps HP match the right products, services and solutions to their customers' specific needs.

## Focus

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The Marshall School of Business Global Consulting Challenge takes a different approach to the traditional business school case competition. Through GCC, students are challenged with five weeks of industry analysis to understand the broader context of HP's business environment, followed by a two-day competition at the University of Southern California's campus near downtown Los Angeles. The on-campus competition will take place on February 23<sup>rd</sup> and 24<sup>th</sup>, 2012.

## KEY DATES

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January 4 <sup>th</sup> , 2012:	Team Applications Due
January 6 <sup>th</sup> , 2012:	Teams notified of selection for the competition
January 13 <sup>th</sup> , 2012:	Consulting and Industry Prompts Announced
February 1 <sup>st</sup> , 2012:	Company Prompt Announced*

\*Note: from this point forward, competition participants are prohibited from seeking advice or information from non-public sources, individuals and/or experts.

## ELIGIBILITY GUIDELINES

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The Marshall School of Business Global Consulting Challenge is open to MBA students who are currently enrolled full-time in an MBA program at an accredited business school. Also all participants must be age 18 or older.

Teams are comprised of five students, each of which possesses expertise in a wide range of business disciplines from accounting, economics, finance, marketing, strategy, technology and overall management.

## RULES

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The application information from all five team members must be entered into a single form. Participation by a school in last year's competition does not guarantee acceptance for the 2012 competition. Only one team per university is allowed to compete. Each team must consist of exactly five total MBA students, comprised of any combination of first year students, and no more than two second year students from the same university.

First year students who participate in the completion will be eligible to compete in future Global Consulting Challenge case competitions. Second year students who participate in the competition will not be eligible to compete in future competitions.

The team members must select one second year student to be the team captain.

Once a team has been selected, any replacement personnel must submit an application in accordance with the designated process in order to be included in the competition. A team may be disqualified at the Sponsor's discretion if all five members of the team are not present for either or both presentations.



# USC Marshall School of Business Global Consulting Challenge

## APPLICATION FORM

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To apply for the Global Consulting Challenge, please complete this application and submit via email to Sherri Ghamsary at [shahrzad.ghamsary.2012@marshall.usc.edu](mailto:shahrzad.ghamsary.2012@marshall.usc.edu)

Applications must be submitted by **January 4<sup>th</sup>, 2012 at 5:00PM PST.**

## SCHOOL INFORMATION

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School Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## TEAM FACULTY ADVISOR

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Full Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## TEAM MEMBER 1 (CAPTAIN)

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Full Name: \_\_\_\_\_  
Name for Nametag: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Years of Work Experience: \_\_\_\_\_  
Program: \_\_\_\_\_ Year: \_\_\_\_\_ Concentration: \_\_\_\_\_

\*I have read and understand the rules \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

## TEAM MEMBER 2

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Full Name: \_\_\_\_\_  
Name for Nametag: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Years of Work Experience: \_\_\_\_\_  
Program: \_\_\_\_\_ Year: \_\_\_\_\_ Concentration: \_\_\_\_\_

\*I have read and understand the rules \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

## TEAM MEMBER 3

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Full Name: \_\_\_\_\_  
Name for Nametag: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Years of Work Experience: \_\_\_\_\_  
Program: \_\_\_\_\_ Year: \_\_\_\_\_ Concentration: \_\_\_\_\_

\*I have read and understand the rules \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

## TEAM MEMBER 4

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Full Name: \_\_\_\_\_  
Name for Nametag: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Years of Work Experience: \_\_\_\_\_  
Program: \_\_\_\_\_ Year: \_\_\_\_\_ Concentration: \_\_\_\_\_

\*I have read and understand the rules \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

## TEAM MEMBER 5

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Full Name: \_\_\_\_\_  
Name for Nametag: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Years of Work Experience: \_\_\_\_\_  
Program: \_\_\_\_\_ Year: \_\_\_\_\_ Concentration: \_\_\_\_\_

\*I have read and understand the rules \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

## BRIEF ESSAY

Please provide a brief paragraph essay explaining why your team should be selected to participate in this year's competition:

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