



BAYLOR – USASBE STUDENT CASE WRITING COMPETITION
January 13, 2011 – Hilton Head, South Carolina

The Baylor University Entrepreneurship Program and USASBE are jointly sponsoring a student case writing competition in conjunction with USASBE's annual meetings beginning in 2011 at the 25th Annual USASBE Conference to be held in Hilton Head, South Carolina January 13-16, 2011. This is an innovative international event that supports and encourages undergraduate and graduate students who wish to engage in case research and case writing. Submitted cases are suitable if they advance the field of entrepreneurship, broadly defined, and contribute to an understanding of entrepreneurial phenomena. The cases must be original, and their focus can include, but is not limited to, the following:

- New Venture creation
- International entrepreneurship
- Small business management
- Family-owned businesses
- Minority and gender issues in small business and entrepreneurship
- Venture financing
- Corporate entrepreneurship
- Marketing in small businesses and entrepreneurial ventures
- The launch and development of social enterprises

Accompanying the submitted case must be an instructor's manual. The format for the instructor's manual is shown on the web site address listed below. With the submission of a case and instructor's manual, at least one of the author(s) and a faculty supervisor must agree to attend the competition if the case is accepted for presentation.

Student authors are not required to register for the conference, but faculty supervisors are required to register. Cash prizes for the winning cases will be \$2,000 for first place; \$1,000 for second place; and \$500 for third place.

For further information about the competition, see the following web site:
<http://www.baylor.edu/business/entcwc/>

Or contact Marlene Reed at: Marlene_Reed@baylor.edu