

Rubicon Contest 2011
b.one e.V.
Reiterweg 26b
58636 Iserlohn

+49 (0) 2371 776 533
+49 (0) 2371 776 433

info@rubicon-contest.com
www.rubicon-contest.com

Wed, 1. Dec 10

Dear Sir or Madam,

Due to the rapidly increasing internationalization of the business and the academic world, international experience is a key asset for future professional and entrepreneurial success. We offer you – the academic institution – the opportunity to support your students and help them gain valuable experience in an international environment.

From March 1st - 3rd, 2011, 24 teams, consisting of four students each, will have the opportunity to compete at the Rubicon Contest 2011 in an international environment and face the challenge of their lifetime. The Rubicon Contest is an international contest for business students from all over the world. It is organized and hosted for the fifth time by students of the collegiate consultancy b.one e.V.. It will take place at the *Business and Information Technology School (BiTS)* in Iserlohn, Germany.

The Rubicon Contest offers an ambitious, entrepreneurially focused competition to its international participants. Rubicon promotes sharing ideas, intercultural contacts among students and German companies, as well as the unique opportunity to gain an outstanding experience abroad.

Rubicon Contest – The challenge

During the three days of the Rubicon Contest 2011, participants have to work out innovative problem-solving strategies and ideas. In three rounds, teams have to prove their economic skills by competing in computer simulations, business-plan development and case studies. On the first day of Rubicon Contest there will be the welcome ceremony, the introduction to the tasks and a get-together, so the participants get to know each other. All teams take part in a business simulation on the second day. The best teams will move on to the second round on the third day. They compete in a case study with an emphasis on a future topic. In the direct-knock-out round the best four teams are determined by an academic and a business jury. They will move on to the final round the same day to prepare the final case study and present their results in front of the whole jury, as well as all other Rubicon participants and guests.

The Rubicon Contest offers our distinguished guests and participants an extensive program consisting of dinners, guest lectures, workshops, parties and much more. The Rubicon team organizes everything, from a pick-up service at the airport and appropriate housing to an extensive program besides the contest.



Responsible:
b.one e.V.
Reiterweg 26b
58636 Iserlohn, Germany
<http://b.one-consulting.de>

Board members:
Rouven Marquardt
Ilka Ohlmer
Stefan Gresch
Stefan Klang

Register of associations:
Amtsgericht Iserlohn
VR 1289
VAT-ID: 328/5880/5683

Rubicon Contest – The venue

Rubicon Contest 2011 takes place on the campus of the Business and Information Technology School (BiTS) in Iserlohn, Germany. BiTS is a business school with an entrepreneurial focus. Its undergraduate study programs *Business and Management Studies*, *Communication and Media Management*, *Sports and Event Management*, *Business Journalism*, *Business Psychology*, *Green Business Management* and, recently added, *International Management for Service Industries* have a very good reputation. Besides its huge variety of undergraduate studies, as of the Winter Semester 2010/2011, BiTS offers the following five Master programs: *Business Psychology*, *Corporate Management*, *Finance and Management*, *International Sport & Event Management*, *Marketing Management*, and *Public Relations and Corporate Communications*.

Rubicon Contest – The support

You as a university can support your students and help them compete in an international environment against other business students from top business schools from all over the world. We kindly ask you to consider paying your teams' flight expenses and their living expenses during the three-day event. The contest fee is 150€/person including accommodation and board. The remaining costs will be entirely financed through fund-raising by the organizing students, so that your students will make an outstanding experience in Germany and at the same time represent your university.

Rubicon Contest – The application

As a university, you can nominate and apply with a maximum of three teams. Each team has to consist of four people. The Rubicon organization team will evaluate the team applications and pick the most competitive and interesting teams. You will receive notice of acceptance or refusal of teams after one week.

The application period will be from December 13th, 2010 to January 24th, 2011. You can find all application documents as well as guidelines and timetables and further information on www.rubicon-contest.com. If you have any questions, please do not hesitate to contact us directly by mail (info@rubicon-contest.com). Our organizational team will be happy to be of assistance.

In our mailing, we also attached an announcement and a letter to your students about the Rubicon Contest 2011. We kindly ask you to pass on this information.

The time has come to cross Rubicon and let your university and your students be a part of the event. Nominate your teams and apply until January 24th, 2011.

Your Rubicon Contest 2011 Team