



Building Leadership Through Case Competitions

As we honor Dr. Martin Luther King Jr. today, we reflect on his vision of leadership and service. In business, leadership often begins with learning how to tackle complex challenges and **case competitions** are one example of an activity you can get involved with that offer a powerful way to practice that. Below, we'll share more about what case competitions are, why they matter, and how you can get involved.

And don't miss our **Resource Spotlight** at the end of the newsletter, featuring STEM support for students currently enrolled in Calculus or Statistics.

What is a Case Competition?

A case competition is an experiential learning opportunity where teams analyze a real or simulated business problem and present their solutions to judges. It's a chance to practice problem-solving under pressure, strengthen your presentation skills, and network with peers and industry professionals.

Why Participate?

- **Skill Development:** Critical thinking, data analysis, and communication.
- **Career Advantage:** Employers value candidates who have experienced tackling complex challenges.
- **Networking:** Connect with recruiters and alumni who often judge these events.

Example Types:

- **Strategy:** A strategy-style challenge emphasizes creative solutions for strategic business issues.
 - **Financial:** A financial-style challenge is focused on investment strategies and financial analysis - perfect for those interested in finance.
 - **Marketing:** A marketing-style challenge involving the development of strategies in areas like market research, branding, consumer insights, product positioning, digital marketing, and campaign planning.
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Being BUSI

Are you looking for ways to engage with Kenan-Flagler and the larger UNC community as a Pre-Business student? Here are 3 opportunities to consider...

Carolina Case Challenge Qualifier (CCC)

The Carolina Case Challenge Qualifier is a new addition to the signature events offered by the Undergraduate Business Program and is for UNC - Chapel Hill students ONLY. The goal of the Qualifier is to provide an opportunity for UNC students to engage in a strategy case competition where you can practice your strategic thinking, quantitative reasoning, teamwork, and presentation skills and grow as a team.

 **Friday, February 20, 2026**

 [Apply by Sunday February 1](#)

 **Bell Hall, UNC Kenan-Flagler Business School**

Visit the [CCC Qualifier](#) website and review team requirements.

Deloitte Undergraduate Case Competition

Are you interested in learning more about Deloitte? Do you enjoy working in an interactive team to solve real-life business challenges? If so, we invite you to participate in the Deloitte National Undergraduate Case Competition! Gain real-world, hands-on experience, meet Deloitte leaders and compete to win/take home a prize.

 **February 6, 2026**

 [Apply by January 25th](#)

 **Bell Hall, UNC Kenan-Flagler Business School**

Visit the [Deloitte Undergraduate Case Competition website](#) and review team requirements.

10th Annual P&G x UNC Marketing Case Competition

Ready to build business acumen working on a real-life business challenge that's vexing the best minds in the world at P&G? Help us figure out a winning strategy for a \$1B+ brand and present your findings to a Brand Director! No case competition experience required – we want your fresh perspective.

 **February 27, 2026**

 [Apply by February 15th](#)

 **Bell Hall, UNC Kenan-Flagler Business School**

Resource Spotlight

UNC Learning Center: STEM Resources

If you're currently enrolled in Statistics or Calculus, now is the perfect time to take advantage of the [UNC Learning Center's STEM Resources](#). These courses move quickly, and getting timely help can make the difference between simply keeping up and truly mastering the material. Whether you're stuck on a concept, want to prepare for an exam, or just need someone to walk through practice problems with you, STEM resources can help you strengthen your understanding and boost your confidence. Investing in support now doesn't just improve your grades in these classes, it also sets you up for success in future business topics like economics, analytics, and finance. Using these resources early ensures you're building the strong quantitative foundation you'll need as you move toward the business major.

Learn more about the [UNC Learning Center's STEM Resources](#) today!

View previous Pre-View Archives and other Pre-Business Resources, including our BUSI Talk recordings, [here](#).



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