

Ivybiz Case Debate

Chapter Account Manual

<http://www.casedebate.org/>

Catalogue

1. Register a school account and complete the basic information of the school

2. Add school activities, including setting up referee accounts and scoring criteria

3. Student registration and participation in activities (two ways)

- ✧ School collective import (default registration for activities)
- ✧ Students can register themselves (including registration and enrollment)

4. Team up (three ways)

- ✧ Student accounts imported by group through Chapter account are automatically grouped successfully.
- ✧ Individuals who have successfully registered but have not formed a team can use their Chapter account to help students form a team.
- ✧ Students can register themselves and form their own teams in their accounts

5. Student (team leader) submits proposal

6. Judge rating (team rating and individual rating)

7. View grades

- ✧ View student grades on the Chapter account
- ✧ View grades in student accounts

1. Register a school account

Click on 'Login' and select 'Chapter Portal' to enter the registration and login interface. After registration, complete the basic information of the school.

The screenshot displays the ICRA website interface. At the top, a black navigation bar contains the 'ICRA' logo and a 'Login' button, which is highlighted with a red box and a red arrow. Below the navigation bar, a row of flags is visible. To the right of the flags, a dropdown menu is open, showing three options: 'Student Portal', 'Chapter Portal' (highlighted with a red box), and 'Judge Portal'. Below the dropdown menu, a large image shows a woman speaking at a podium with the number '27' in the background. Below the image, the 'Chapter Account' registration and login form is displayed. The form has a title 'Chapter Account' and a logo consisting of four small squares. It contains two input fields: 'Chapter Account' and 'Password'. Below the 'Password' field, there is a 'Register' button (highlighted with a red box and a red arrow), a link 'switch to Student Account', and a link 'forgot password'. At the bottom of the form, there is a large red 'Log in' button.

ICRA Login

Student Portal

Chapter Portal

Judge Portal

Chapter Account

Chapter Account

Password

[Register](#) / [switch to Student Account](#) [forgot password](#)

Log in

Chapter registration



Type

☒ school ☐ organization

Continent

Asia



Country/Region

China Mainland



Institution Full Name

School Logo

[Choose a file](#)

Address

Postal Code

Official Website

Office Number

Lead Contact

Registered Email

Email

VER Code

[Get Code](#)

Password

Password re-enter

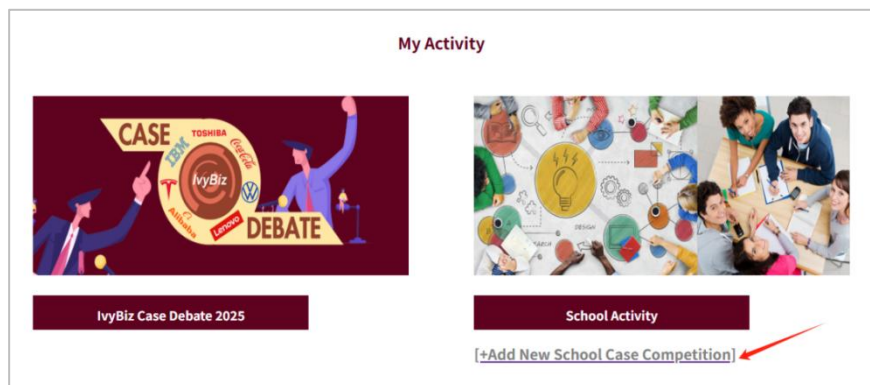
No less than 6 characters (letters,symbols,numbers can be combined)

☐ Subscribe for IvyBiz Case Debate Newsletter.

[Submit](#)

2. Add school activities, including setting up referee accounts and scoring criteria.

- ✧ Click on 'Add New School Case Competition' to enter the page for adding activities and complete the relevant information for the activities. At the same time, you can also add a referee email to create a referee account and set the scoring criteria for this event.
- ✧ After adding the referee information, the referee can log in through the added email and default password Casedebate.
- ✧ After adding the scoring criteria, the school can see the summary table of the scoring criteria for this activity on the activity page.



Add a new case debate activity

Case Debate Activity Name	<input type="text" value="Jiangxi University2025 Business Case Compet"/>
Case	<input type="text" value="case.pdf"/> Choose a file
Case Role and Debate Motion	<input type="text" value="Case Role and Debate Motion.pdf"/> Choose a file
Start Date	<input type="text" value="2025-6-7"/>
End Date	<input type="text" value="2025-9-5"/>
Max Number of Teams	<input type="text" value="10"/>
Min Number of members per team	<input type="text" value="1"/>
Max Number of members per team	<input type="text" value="5"/>
Type of submission	<input checked="" type="checkbox"/> Pdf proposal <input checked="" type="checkbox"/> Video

Judge 1 Login email	<input type="text" value="3568421232@163.com"/>
Judge 2 Login email	<input type="text" value="25891232@163.com"/>
Judge 3 Login email	<input type="text" value="4255421232@163.com"/>

Judge default login password : lveybiz2025

Grading Items (Max. 10 items)

Item 1	<input type="text" value="Fluent language expression"/>
Min. Score	<input type="text" value="0"/>
Max. Score	<input type="text" value="10"/>
Weight (5-100%)	<input type="text" value="15"/>

[+Add New Grading Items]

Judging Rules			
Item	Min. Score	Max. Score	Weight (5-100%)
Fluent language expression	1	20	20
CASE ANALYSIS	1	20	20
Business Proposal	0	20	20
PPTPRESENTATION	1	15	15
Video PRESENTATION	1	25	25

3. Student registration and participation in activities

There are two main ways for students to register and participate in activities:

Method 1: The school will register students in groups under the corresponding activities in the school account. After registering by group, the team will be considered successful and they will successfully register to participate in the activity;

If you are registering to participate in the IvyBiz Case Debate activity, you can add individual students or form teams to add students.

If you are registering to participate in activities organized by the school itself, you can only add students in the form of a team.

After successfully adding the student, the account will be the student's email and the default password will be 123456.



Add Student

☐ Add individual student

☐ Add a team

Team Name:

Language: ☒ English ☐ English (written) + Chinese (debate)

Please understand you will have little chance to advance into global final competition once you set your participating language as "English (writing) + Chinese (debate)". While you will also receive a certificate of participation with ranking if your team have a good performance in the preliminary round at IvyBiz Case Debate.

Member1

School

*Name

*Gender

*Grade

*Email


Mobile

【学校活动】

My Students

[+Add a team]

Name	Gender	Grade
------	--------	-------



Add a team

Team Name: Best

Member1

*Name: Kerr

*Gender: Male

*Grade: Year 3

*Email: 512165465@qq.com

Mobile:

Member2

*Name: linda

*Gender: Male

*Grade: Year 3

*Email: 4515212132@qq.com

Mobile:

Member3

*Name: katie

*Gender: Male

*Grade: Year 3

*Email: 15156465@qq.com

Mobile:

Member4

*Name: dick

*Gender: Male

*Grade: Year 3

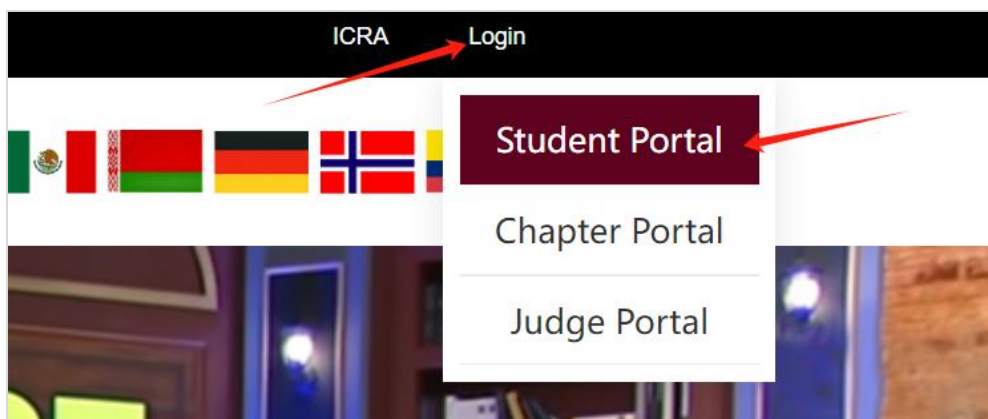
*Email: 78945612132@qq.com

Mobile:

Submit

Method 2: Students register and sign up through the official website. It includes two stages: registration and enrollment.

Step 1: Login and select "Student Portal" to enter the registration and login interface. After registration, complete the student's information.



Student Sign up



Email

Password

Confirm PWD

Get Code

☐ Agree to the IvyBiz Code of Conduct.

Submit

My profile



Name

Gender

Continent

Country/Region

province

School / Org.Name

Type of School

☒ University ☐ College


Grade

Email


Submit

Step 2: Click on the activity you want to participate in and register.

Enrollment




IvyBiz Case Debate 2026



School Activity

Enrollment Confirm

===== ☐ =====

Enroll to	Jiangxi University2025 Business Case Competition
Case File	 case.pdf
Activity Rules & Procedures	
Case Role	
Debate Motion	
Submission Starts	2025-6-7
Submission Ends	2025-9-5

Submit

4. Team up (including three ways)

Method 1: Student accounts imported by group through Chapter account are automatically grouped successfully.

Method 2: If an individual has successfully registered but has not formed a team, they can help students form a team through their

Chapter account.

My Students							
[+Add a team]							
Team Name	Standpoint	Member ID-Full Name	Email	Proposal	Judge	Score	Scoring Time
first test Team up	Positive	9070-11111aaa 94606-test22	1102254926@qq.co m 503214177@qq.co m				

Jiangxi University2025 Business Case Competition


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Team Name

first test

save

Team Photo




Team leader

11111aaa

save

Team Members


Leader
11111aaa


Member
test22

New Member

Full Name

Member ID

submit

Method 3: After successful registration, students can form their own teams on the student page.

The captain can add members through [Member ID] and [Full Name], and each team has one opportunity to change the captain. After successfully forming a team, you need to upload the team name and a team photo.

IvyBiz Competition Homepage



School/Org.: 

Name: gg

Member Id: UIRFXO

Language preference: ☐ English ☒ English (written) + Chinese (debate)

save

Note: Please note that the language preferences are required to keep same within one team, and can not be changed once you have completed teamup.

Group: undergraduate

Team Name:

Team photo:

Team Members:

Team Up

My Team



Team Name

save

Team Photo



Note: Team is expected to hold IvyBiz handbadge or include IvyBiz logo when taking photo.

Team leader

gg

save

Team
Members

Add Members



Leader

Add new team member



New Member

Full Name

Member ID

submit

Note: Once you invite other member to join your team, you are automatically the team leader role. However your team has one chance to adjust the team leader role after the teamup is completed.
Please noted each team shall not exceed 4 members.

5. Submit Proposal

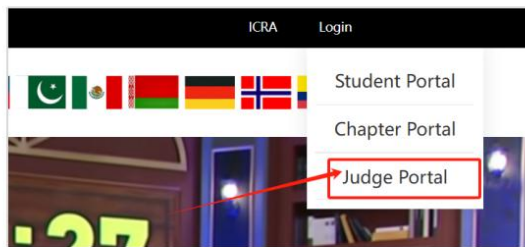
- ✧ Proposals can only be submitted by the team leader.
- ✧ IvyBiz Case Debate: Each group can only submit one video and one PDF document for the competition;
- ✧ School competitions allow submission of multiple videos and PDF documents.
- ✧ Students need to submit before the deadline.

Preliminary Proposal:

Submission Deadline: 2024

Note: Upload a PDF and 1 video in MP4 format (video size not exceeding 100MB)

6.Judge Scoring.



Judge

Account

Password

[Log in](#)

Reference for IvyBiz Case Debate certified coach

Case for 2025 IvyBiz Case Debate preliminary:

- [Case - Deepseek](#) [View](#)
- [Case Role and Debate Topic Worksheet](#) [View](#)
- [Judge score sheet](#) [View](#)
- [Submission Rules](#) [View](#)

Welcome **Lin** [For IvyBiz Case Debate Coach Only](#)

Assigned level(s): Preliminary round and semi-finals

Assigned Age Group(s): Secondary, Post Secondary

Secondary									
Team	Age Group	Preliminary results	Submission deadline for the Preliminary	Other Judge's	Judge Review for the Preliminary	Semi-Final results	Submission deadline for the Semi-final	Other Judge's	Judge Review for the Semi-final
te**	Secondary	N/A	2025-03-12 10:27	N/A	[Go Judging Form]				

Welcome **Li**

Team: te**

Proposal:

- [Lex...4.pdf](#) uploaded: 2025-03-12 10:26
- [case...l.mp4](#) uploaded: 2025-03-12 10:27

Submission I: Case Role and Debate Topic Worksheet

1) Clear assign the team member to ALL case roles given on the worksheet

2) Choose the debate topic and the team's position (for or against) for argument.

Submission II: Business Proposal

1) Consistent with the team's chosen position on the debate topic.

2) Provide analysis from each case role's perspective

3) Key facts synthesized -> Size up the business and market context for example

- 1) What's the business (segment)?
- 2) General characteristics of the business (segment) / market.
- 3) Who are the customers?
- 4) What's the customer value proposition?
- 5) Who are the players' competitive landscape, dominant vs. balanced, major competitors
- 6) What are the key success factors?

4) Issue identification -> Dive into strategic implications and key issue identification

5) Thorough analysis -> Zoom into company strategies for example

- 1) External factors change caused the issue
- 2) Challenges with Product / Pricing / Place / Promotion
- 3) The pros and cons of the key strategy and the alternative

6) Logical tie between analysis & recommendations -> cause, effect, and cure

- 1) Priority (importance, urgency)
- 2) Risks, constraints, cost
- 3) Contingency

Submission III: Video Debate (out of 40)

1) Consistent with the chosen debate topic and its position, while keeping consistency among members

2) Good representation of the case role, show the understanding of case role's professional norms

3) Verbal communication and body language

- Audible, confident, professional
- Good eye contact and body language
- In good logic
- Shows group effort

4) Proper dress code

5) Video editing

Final Score

[Submit](#)

MGT 304 AI in HR

Item	Range	Weight	Score/person	Score/team
Item1 Time Control	0 ~ 5	5%	20240122254 20240120265 20240130013 20240113464	4
Item2 Dress Code	0 ~ 5	5%	20240122255 20240120264 20240130014 20240113464	4.2
Item3 Supporting Data	0 ~ 30	30%	202401222527 202401202626 202401300129 202401134624	26.5
Item4 Verbal communication and body language	0 ~ 25	25%	202401222521 202401202623 202401300124 202401134621	22.2
Item5 Consistent with the debate motion and the chosen standpoints, while consistent with other members	0 ~ 20	20%	202401222515 202401202617 202401300116 202401134614	15.5
Item6 Good representation of the case role, show the understanding of case role's professional norms	0 ~ 15	15%	202401222512 202401202613 202401300114 202401134615	13.5
Final Score			202401222584 202401202688 202401300190 202401134682	86
			Submit	Submit

7. View grades View grades in the school account.

My Students								
Team Name	Standpoint	Member ID-Full Name	Email	Proposal	Judge	Score/per Score/team		Scoring Time
Group 4 Team up	Negative	94733-2024011346	2417468480@qq.com	lv_0_20250623081053.mp4	daisyw74@gmail.com	82	86	2025-07-29 10:54:07
		94736-2024012225	1805873691@qq.com	mmexport1750637726491.mp4		84		
		94738-2024012026	yixuan111_2024@qq.com	mmexport1750637962732.mp4		88		
		94739-2024013001	2628189110@qq.com	mmexport1750639976376.mp4		90		

Preliminary Proposal:

Submission Deadline: 2024

Note: Upload a PDF and 1 video in MP4 format (video size not exceeding 100MB)

Marks and comments:

Avg. Mark 0		
Expert	Judge A	Judge B
CASE ANALYSIS		
PPT PRESENTATION		
Video PRESENTATION		
Sub total		

[End]