

BUSINESS CASE COMPETITION 2016

BE THE FOUNDER OF A WINNING STRATEGY
FOR A BUSINESS VENTURE!

Experience the role Nielsen plays in helping the world's biggest brands become more successful by understanding what people watch and buy.

Applicable to all students including Science, Technology, Engineering, Mathematics, Marketing & Economics



DEADLINE FOR SUBMITTING THE APPLICATIONS

24 MARCH 2016

via e-mail:

Silvie.Drazilova@nielsen.com

SUBMIT:

- A team name
- Members names (3-4 people)

BASIC TIME

REQUIREMENTS:

4 weeks to develop an English presentation for Czech-Slovak final.

QUESTIONS?

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CZECH/SLOVAK FINAL

11 MAY 2016

NIELSEN OFFICE PRAGUE

Local round winners will represent the Czech Republic and Slovakia in the European final.



EUROPEAN COMPETITION FINAL

29-30 JUNE 2016

The European winning team will receive a one week secondment (**5-9 September, 2016**) to a Nielsen office in a European city outside of their country of origin.

- transport • accommodation
 - meals • sightseeing • work experience • new friends
- assured by Nielsen!**



European winners of 2013 – team Rummies from University of Economics Prague.