



**BIUCAC**

**British Inter-University**

**Commercial Awareness Competition**

**2022**

## Important Notices

To be eligible to compete in BIUCAC 2022, you must be an undergraduate law student at a non-Russell Group university and not have secured and accepted a training contract offer. You must register via the BIUCAC webpage to compete in BIUCAC 2022: [www.biucac.com](http://www.biucac.com)

Please read the competition rules set out on the BIUCAC website as we, the BIUCAC committee, operate on the assumption that you, the contestant, have read and understood these rules. Failure to abide by those rules may result in your disqualification and may result in the rescission of your prize.

If you require a time extension for medical reasons, you must submit your form by no later than 18:59:59 on 30 October. Only one form needs to be submitted for the entire competition. Do not submit more than one form. You can access the form by clicking on this link: <https://forms.gle/Fc2g5EajYnS7pgMV8>

If you encounter any urgent difficulties during the competition, please inform us at [info@biucac.com](mailto:info@biucac.com) as soon as possible.

## Executive Summary

BIUCAC 2022 consists of five rounds: Round 1, Round 2, Round 3, Round 4 and Round 5. The first four rounds are conducted online, while Round 5 is conducted in person in London.

For the first three rounds, only the top 50% of contestants progress onto the next round. For Round 4, only the top 60 performing contestants in Round 3 will progress onto this round. For Round 5, only the top 24 performing contestants in Round 4 will progress onto this round. For the Grand Final of Round 5, only the top 6 performing contestants in the Semi-Final of Round 5 will progress onto this round.

All judges in Round 4(B) and Round 5 will be partners from sponsoring law firms of BIUCAC.

## Competition Timeline

01 November, 19:00 – 19:14 (GMT): Round 1 of BIUCAC 2022

03 November, 19:00 – 19:12 (GMT): Round 2 of BIUCAC 2022

09 November, 19:00 – 19:10 (GMT): Round 3 of BIUCAC 2022

16 November, 19:00 – 19:10 (GMT): Round 4(A) of BIUCAC 2022

23 November, TBC: Round 4(B) of BIUCAC 2022

08 December, 10:00 – 19:30 (GMT): Round 5 of BIUCAC 2022

## Round 1, Round 2 and Round 3

Round 1 is a 30 multiple-choice question quiz conducted via Google Forms at 19:00 (GMT) on **01 November**. You will be given **14 minutes** to complete the quiz. Your score in Round 1 is worth **100%** of your overall score for Round 1.

Only the top 50% of contestants competing in Round 1 will progress onto Round 2. Round 2 is a 30 multiple-choice question quiz conducted via Google Forms at 19:00 (GMT) on **03 November**. You will be given **12 minutes** to complete the quiz. Your score in Round 2 is worth **100%** of your overall score for Round 2.

Only the top 50% of contestants competing in Round 2 will progress onto Round 3. Round 3 is a 30 multiple-choice question quiz conducted via Google Forms at 19:00 (GMT) on **09 November**. You will be given **10 minutes** to complete the quiz. Your score in Round 3 is worth **100%** of your overall score for Round 3.

## Round 4

Only the top 60 to 70 contestants competing in Round 3 will progress onto Round 4. Round 4 is conducted online via both Google Forms and Zoom. This round consists of two parts: Part A and Part B. If you progress onto Round 4, you will be sent via your personal email a contestant confirmation form which you must fill out by no later than the deadline specified in the email.

A more detailed overview of Round 4 will be provided to contestants who progress onto this round.

### Round 4: Part A

Part A of Round 4 is a 20 multiple-choice question quiz conducted via Google Forms at 19:00:00 (GMT) on **16 November**. You will be given **10 minutes** to complete the quiz. Some of the questions in this quiz will be math-based and require the use of a calculator. Your score in Part A is worth **20%** of your overall score for Round 4.

### Round 4: Part B

Part B of Round 4 is a virtual presentation conducted via Zoom on **23 November** at a time to be confirmed later. You will be given **12 minutes** to answer four short and four long questions in front of two judges. This will be followed by answering a few short follow-up questions from the judges. The amount of time you spend on answering each question is at your discretion. The topics on which the questions are based will be provided to you one week in advance of Part B of Round 4. Your score in Part B is worth **80%** of your overall score for Round 4.

### The Formula for Calculating Scores

The mathematical formula used to calculate your overall score in the semi-Final is as follows:

$$(\text{Score in Part A} \bullet 20\%) + (\text{Score in Part B} \bullet 80\%) = \text{Overall Score in Round 4}$$

## Round 5

Only the top 24 performing contestants in Round 4 will progress onto Round 5. Round 5 is conducted in person at the London office of Fieldfisher LLP (Riverbank House, 2 Swan Lane, London EC4R 3TT) from 10:00 (GMT) to 19:30 (GMT) on **08 December**. This round consists of two stages: the Semi-Final and the Grand Final. If you progress onto Round 5, you will be sent via your personal email a contestant confirmation form which you must fill out by no later than the deadline specified in the email.

A more detailed overview of Round 5 will be provided to contestants who progress onto this round.

## Round 5: Semi-Final

The Semi-Final of Round 5 consists of two parts: Part A and Part B.

### Semi-Final: Part A

Part A of the Semi-Final consists of two exercises: a client pitch exercise and a negotiation exercise. For these two exercises, you will randomly be allocated into a team of three contestants – however, you will be judged as individuals. You and your team will be given the client pitch and negotiation exercise fact sheet on the day and **45 minutes** to prepare for both exercises.

Your score in Part A is worth **40%** of your overall score for the Semi-Final.

#### Semi-Final: Part A – Client Pitch Exercise

This exercise involves you and your team, acting as representatives of a law firm, delivering a pitch to a client in front of two judges. You and your team will be given **10 minutes** to deliver a client pitch. Your score in this exercise is worth **10%** of your total score for the Semi-Final.

#### Semi-Final: Part A – Negotiation Exercise

This exercise involves you and your team, acting as legal representatives of a client, negotiating against another team representing a different client. Both your team and your opponents will be given **20 minutes** to negotiate in front of two judges. Your score in this exercise is worth **30%** of your total score for the Semi-Final.

## Semi-Final: Part B

Part B of the Semi-Final is an in-person presentation. You will be given **10 minutes** to answer one of two questions in front of two judges. This will be followed by a **4-minute** session where you will be asked follow-up questions by the judges. The two questions will be provided to you one week in advance of Part B of the Semi-Final. Your score in Part B is worth **60%** of your overall score for the Semi-Final.

### The Formula for Calculating Scores

The mathematical formula used to calculate your overall score in the semi-Final is as follows:

$$(\text{Client Pitch} \bullet 10\%) + (\text{Negotiation} \bullet 30\%) + (\text{Part B, Semi-Final} \bullet 60\%) = \text{Overall Semi-Final Score}$$

## Round 5: Grand Final

Only the top 6 performing contestants in the Semi-Final will progress onto the Grand Final. The Grand Final is a presentation on a fictitious commercial case scenario. You will be given **10 minutes** to deliver your presentation in front of three judges, including the chief judge, Mr Denis Viskovich. This will be followed by a **5-minute** session where you will be asked follow-up questions by the judges. The fictitious commercial case scenario will be provided to you one week in advance of Part B of Round 4.

Winners of the various prizes will be revealed after the conclusion of the Grand Final. You can view a list of the prizes at [www.biucac.com](http://www.biucac.com)