DEUSTO COMPETITION

Transforming our world together

Competition Rules and Regulations

2026-2027 edition

University of Deusto · Deusto Business School

Purpose

Transforming our world together is an international academic competition organised by the **University of Deusto** through **Deusto Business School**. Conducted entirely online, it is aimed at undergraduate students from partner universities across the Americas.

The competition seeks to encourage participants to engage in critical reflection on leadership within organisations, promoting a leadership model that, *"by working collaboratively with stakeholders, places the dignity of people at the centre to create both economic and social value."* At Deusto Business School, we refer to this as **humanistic leadership**. One of the ways we bring this approach to life in education is through the **Ignatian Inspirational Paradigm**.

To achieve this, the competition is divided into two stages. In the first stage, participants will produce a video reflecting on seven key challenges currently facing Jesuit business schools. In the second stage, they will analyse a real organisational case and justify the decisions they consider most appropriate.

Participants will enjoy an enriching experience that combines creativity, critical reflection, and business analysis while fostering connections with students from different universities and cultural backgrounds.

The winning team will be awarded a one-week academic stay at the **University of Deusto**. The University will cover flights, accommodation, and meals, and will organise a programme of academic, cultural, and social activities in **Bilbao** and **San Sebastián**. This will provide participants with the opportunity to discover a region renowned for its innovative approaches to leadership and to engage with some of its leading organisations and institutions.

The competition has been designed, and the winning experience organised, with the collaboration of students from the **Deusto Business School International Club**. The Club's mission is to build bridges between cultures by supporting the integration of international students and enriching university life for the entire community, ultimately transforming the academic experience into a shared global journey.

. Team Formation and Registration

- Each team must consist of **three or four students** from the same university.
- Teams may be multidisciplinary, bringing together students from different degree programmes and faculties.
- All team members must be enrolled at the same eligible university at the time of registration.
- There is a limit of 10 teams per University. Acceptation will occur in a first-arrived, first-served basis.
- Students must be in their **second year of study or above**.
- Each team must choose a unique team name that **does not include the name of their university**. This team name will be used throughout the competition, and the identity of the university will remain anonymous to the jury until the final decision has been made.

The Challenge

1. Stage 1: Video Submission

The first stage of the competition consists of producing an original video in which participants reflect on the **Ignatian Inspirational Paradigm**.

As a Jesuit business school, **Deusto Business School** seeks to encourage young people to engage in critical reflection on a series of *hungers* that inspire a genuine and optimistic commitment to transforming the world. We believe that the purpose of education is to empower students to become drivers of integral human development: leaders who fulfil their potential as individuals while contributing to the well-being and success of those around them.

These *hungers* are reflected in the following seven challenges:

Learning Environments that Foster Encounter:

Formative experiences prepare students to respond with creativity, discernment, and purpose to the complex ethical, social, organizational, and technological realities of our time. An Ignatian approach to learning emphasizes the context, experience, reflection, action, and evaluation. Student learning is deepened when they engage not only with real-world challenges through live case studies and digitally enhanced environments, but also through meaningful work with communities and organizations.

Integrated Knowledge:

Considering the overwhelming amounts of information they face, students need a more purposeful formation that integrates their intellectual, affective, intentional, and critical thinking capacities. Ignatian pedagogy aims to help them understand how diverse concepts fit together to reach deeper levels of insight and meaning.

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Universidad de Deusto

A Moral Compass:

Students today experience the limitations that accompany a moral discourse that focuses almost exclusively on individual rights, while largely ignoring the responsibilities we have to each other. Our students need to acquire an ethical foundation, and methods for moral discernment and the cultivation of moral character.

Community and Belonging:

We want students to value building meaningful communities that have genuine connectedness and model engaged civility, to display a strength of passion and commitment to use their gifts and talents for others, perhaps as entrepreneurs creating opportunity for others; there can be a sense among them that they have found their voice as change agents, and now they long to participate more actively, creating more good in the world.

Global Perspective:

Having seen the limitations and dangers of ethnocentrism and nationalism, our students need to develop skills like deep listening and an open mindset to embrace a more global perspective. Each of us dwells in many communities, from the community of our birth to the community of the human family and have duties to each of these communities.

Emotional Well-Being:

Students experience a world of rapid technological change, loneliness, uncertainty, and constant pressure. They long for learning environments that recognize their vulnerability, create safe, inclusive, and supportive spaces, and promote their emotional well-being. By fostering discernment, inner balance, and resilience, we need to assist our students to develop the interior resources to approach the future with hope, navigate complexity with courage, and cultivate healthy, fulfilling lives and relationships.

Adult Spirituality and Meaningful Impact:

Jesuit education awakens a hunger for an adult spirituality that gives meaning to life and opens a horizon of transcendence. Integrating faith and reason, this spirituality becomes the inner source from which students discern who they are, what ultimately matters, and and for and with whom they are called to live. Through this discernment, spirituality becomes a driver of meaningful impact, guiding students to translate their convictions into responsible action oriented toward the common good. For our students to generate positive and lasting impact, we should strengthen their capacity for deep listening, integrated thinking, collaboration, communication and diplomacy. They should thus be enabled to engage in efforts that advance human dignity and social transformation.

In the video, which must not exceed **10 minutes**, team members should address the following questions:

- Which of the seven *hungers* of Jesuit business schools resonates most with your team? Why?

- Provide a specific example from a personal experience or from an organisation or company that illustrates the aspiration you have selected.

The jury will evaluate the strength and clarity of your reasoning, the depth of your reflection, and the originality of your work.

The video submission requirements are as follows:

Element	Requirement
Duration	Less than 10 minutes.
Format and resolution	Free
Language	Any of the following languages: - Spanish - English - French - Portuguese
Filename	The file must be named as follows: *Team Name – DBS Competition*.
Originality	The video must be the team's original work. Any music, images, or other materials used must either be royalty-free or properly licensed. All sources, including any use of AI-generated content, must be clearly acknowledged. Plagiarism or the unauthorized use of copyrighted material will result in automatic disqualification.
Submission	The video must be submitted to the shared Google Drive folder, which will be made available to each team after registration.

2. Stage 2: Business Case Analysis

The ten highest-ranked teams from the first stage will advance to the final stage of the competition. They will receive a business case developed by **University of Deusto** faculty based on a real organisational situation. Each team will be required to analyse the case and justify the organisational decision they consider most appropriate from the perspective of **humanistic leadership**. All finalist teams will present their proposed solution in an online presentation before a jury composed of University of Deusto faculty members.

Registration

- Registration is **free of charge** and must be completed through the official registration form.
- The registration period opens in **September 2026** (see the competition schedule).

- By registering, all team members agree to comply with these **Competition Rules and Regulations** and the **Code of Conduct**.
- Late registrations will not be accepted. Changes to the composition of a team after the registration deadline will only be permitted in exceptional circumstances and subject to the approval of the organising committee.

Competition Schedule

All dates and times are based on **Central European Time (CET)**. Participants are responsible for taking any applicable time zone differences into account when meeting the deadlines.

Milestone	Date
Registration opens	Tuesday, 1 September 2026, 00:00 CET
Registration closes	Friday, 25 September 2026, 23:59 CET
Video submission deadline	16 October 2026, 23:59 CET
First-round results announced	30 October 2026
Start of the second round	2 November 2026
Case solution submission deadline	27 November 2026, 23:59 CET
Presentation to the jury	9–10 December 2026 (time to be confirmed)
Winners announced	14 December 2026
Visit to the University of Deusto	One week between February and April 2027 (subject to the availability of the winning team)

Jury and Evaluation

The jury will be composed of faculty members from the **University of Deusto** and representatives from the business community.

Prize

The winning team will be awarded a **one-week academic stay** at the **University of Deusto**. The prize includes:

- Round-trip **economy-class flights** between the winning team's country and Bilbao.

- Standard **medical insurance** for the duration of the stay.
- Accommodation throughout the visit.
- Meals and local transportation included in the official programme.
- A programme of academic, cultural, and social activities at the University of Deusto and across the **Basque Country**.

The winning team will only be responsible for their personal expenses.

Where required, the **University of Deusto** will provide an official invitation letter to support the visa application process. However, participants are responsible for obtaining their own visa. The **International Welcome Office (IWO)** will be available to provide guidance and answer any questions related to the stay.

Code of Conduct

- Participants are expected to act with honesty and integrity throughout the competition.
- The submitted video must be the team's original work and created specifically for this competition.
- Participants must respect the copyright of all music, images, and any third-party materials used.
- The organising committee reserves the right to verify the authorship and originality of all submissions and may request additional supporting evidence where necessary.
- Failure to comply with this Code of Conduct will result in disqualification.

University of Deusto and Deusto Business School

Founded in **1886** in **Bilbao** by the **Society of Jesus**, the **University of Deusto** is one of Spain's most prestigious higher education institutions. **Deusto Business School**, originally established as the **University of Deusto School of Business** in **1916**, is the oldest business school in Spain and has long been recognised for educating responsible and values-driven business leaders.
The University's main campus is located on the banks of the Nervión River in Bilbao, opposite the iconic **Guggenheim Museum**, and it also has campuses in **San Sebastián** and **Madrid**. The University of Deusto is distinguished by its educational model, which combines academic excellence with the development of professional competencies, ethical values, and a strong international outlook.

Contact

For any questions regarding the competition, please contact us at transforming@deusto.es