



# JOHN MOLSON

CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA  
MBA INTERNATIONAL CASE COMPETITION

## Compete with a Short Case for the John Molson MBA-ICC Case Writing Competition

The 2015 John Molson MBA International Case Competition (ICC) is pleased, for the first time, to invite for the submission of original short business cases for the 34<sup>th</sup> annual ICC, the oldest and most prestigious competition of its kind. The ICC will be held from January 4<sup>th</sup> to 9<sup>th</sup>, 2015 in Montreal. It will bring together teams from 36 MBA programs from around the world to compete for the Concordia Cup and a \$10,000 first prize. The short case is a think-on-your-foot case where both preparation and presentation times are shorter than the more traditional cases used in the ICC. Only one of the short cases submitted may, at the discretion of the selection committee, be selected for use in the competition.

### Applicants

Any individual or group of individuals with the exception of persons involved with training, coaching or other preparation of participating students at the ICC are eligible to submit cases for consideration.

### Requirements

Submitted cases should be aimed at MBA students and must:

- be unpublished, untested and not presented or discussed in any public form. Confidentiality is of the utmost importance and the expectation is that case writers will work in this spirit;
- be a maximum of 4 pages of narrative, limited to 250 words per page, double spaced and no more than 6 pages including financial documentation and other appendices (case text is not permitted in appendices);
- be based on either a real or a hypothetical business situation involving broad strategic, ethical or crisis response scenarios where students are challenged to react with limited information under time pressure. Past short cases used in the ICC have dealt with current business issues and/or topical management situations.
- be written in English or French. The case selected for the ICC will be translated into French or English as needed. Translated version will be remitted to case writer(s) upon completion of the competition.
- be submitted in electronic format (.doc or .docx file) to [cases@mbacasecomp.com](mailto:cases@mbacasecomp.com).

### Prizes

- The winning case writer(s) will receive a prize of \$1,000.

### Submission of Entries

Cases must be submitted not later than December 1<sup>st</sup>, 2014 and include the Entry Form, the Statement of Originality and where necessary, the Letter of Authorization. Cases not selected for the ICC will be released to authors by late December 2014 and any short case used in the ICC will be released to the author by mid-January 2015. Supporting documentation should also be submitted electronically (preferably scanned).

### Competition Judges

The selection committee will be composed of executives from the ICC Board of Directors. Selection criteria include the interest and relevance of the issue(s) raised to students, originality, the quality and clarity of the writing and the degree of challenge to the students. All decisions made by the selection committee are final.

For additional information please contact Rasha Dergham at [rasha.dergham@mbacasecomp.com](mailto:rasha.dergham@mbacasecomp.com)



# JOHN MOLSON

CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA  
MBA INTERNATIONAL CASE COMPETITION

**Entry Form:** Please submit the below forms to [cases@mbacasecomp.com](mailto:cases@mbacasecomp.com) by December 1<sup>st</sup>, 2014

Case Title: \_\_\_\_\_

Author(s): \_\_\_\_\_

Institution and Position: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email(s): \_\_\_\_\_

Company Covered: \_\_\_\_\_

Subject: \_\_\_\_\_

## Statement of Originality

This case is based on (please check one):  Field research  Secondary research

If the submitted case is based on field research, I have enclosed a statement of release using the company's letterhead that is signed and dated by the responsible senior officer of the company in question.

I/we certify that the attached case study is entirely my/our own work, that it is drawn entirely from the sources documented in the text, that it has never been published in part or in whole in any other venue or otherwise been presented or tested in any public forum. I also agree that this case will not be published or tested before January 10th, 2015, unless previously released by the competition.

Dated at \_\_\_\_\_ (location) on \_\_\_\_\_ 2014 (date).

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print name)

\_\_\_\_\_  
(Print name)