



# JOHN MOLSON

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

Take Part in The Most Prestigious  
MBA Case Competition in The World

Judges' Guide  
2015



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The John Molson School of Business is excited to be hosting the 34<sup>th</sup> annual John Molson MBA International Case Competition. This is one of our signature events with a reputation we are proud to have.

The competition represents a wonderful opportunity for participants to develop many competencies that are essential for business leaders. Due to the generous participation of industry supporters like you, the event also provides an occasion for professionals, sponsors and students to connect and develop valuable partnerships.

The John Molson School of Business is committed to creating a learning environment that responds to the needs of the global economy. The international character of this competition helps serve that mission as we welcome students, coaches and corporate partners from around the world to our city and to our business school.

I would like to thank you for your participation in this competition. Indeed, we look forward to hosting you at the John Molson School of Business.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Steve Harvey', with a long horizontal flourish extending to the right.

Steve Harvey, PhD  
Dean, John Molson School of Business





# Message from the MBA program Director

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In January 2015, MBA students from around the world will gather in Montréal for the 34<sup>th</sup> annual John Molson School of Business MBA International Case Competition. Last year, students from 36 different universities in 15 countries tested their skills, intuition and stamina in an intensive week-long student organized case competition.

The commitment of the judges at the competition has always been a hallmark of the quality and educational value of the experience to the competitors, the organizers and the volunteers. It is you, the judge, who brings the real world into the room and pushes the MBA student out of the academy and into the business world.

On behalf of the John Molson MBA program, I welcome you to the judging panel and thank you for your commitment to the competition.

Merci beaucoup et bienvenue,

A handwritten signature in black ink that reads "Sandra B".

Sandra Betton, PhD  
MBA Program Director, John Molson School of Business





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The John Molson School of Business is hosting the 34<sup>th</sup> edition of the world's largest and one of the most prestigious MBA case competitions from January 4 to 9, 2015 in Montréal, Québec, Canada at the Fairmont Queen Elizabeth Hotel. Teams from 36 business schools from over 15 countries attend the John Molson MBA International Case Competition to compete for the Concordia Cup and the first place prize money of \$10,000 CAD.

The competition format is a round-robin tournament consisting of five business cases. The list of previous cases used at the John Molson MBA International Case Competition can be found at [mbacasecomp.com/competition/cases](http://mbacasecomp.com/competition/cases).

One of these cases is a live case presentation by a major company about a real-life business challenge they are currently facing. The "live case" exemplifies the interaction of the academic and corporate worlds that takes place during the intense week of competition.

Each team of four will be given three hours to deliberate on the business case at hand. During this time, teams review the issue, develop a recommendation including alternatives, implementation plan, financial considerations, and create a presentation to be delivered to a panel of judges.

Following the round robin tournament, nine teams advance to the semi-finals for the opportunity to compete in the three-team final.

This information and further details about the competition can be found at the official competition website: [www.mbacasecomp.com](http://www.mbacasecomp.com).





# Become a Judge - Make a Difference

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“*The John Molson MBA Competition is an outstanding venue for the brightest MBA teams to challenge their judgement and skills against their peers from around the world. I have been privileged to participate as a judge for over 20 years and have found each experience rewarding and enriching. There is nothing like witnessing future business leaders matching their wits in a case competition superbly structured and managed by students of the John Molson School of Business themselves.*”

- **Oleg Romar, President & CEO of Supratek Pharma Inc. , 2014.**

More than 200 senior business executives serve as judges, using their unique backgrounds, experience, and perspectives to critically assess the participants' presentations. Teams are judged on creativity, insight, substance and plausibility of the implementation. The expertise, business knowledge, and professionalism that judges bring to the John Molson School of Business MBA International Case Competition is of utter importance for the success of the event.

We are currently recruiting judges for the upcoming edition of the John Molson MBA International Case Competition.

DIVISION E				DIVISION F			
Country	Schools	Wins	Points	Country	Schools	Wins	Points
USA	Yale	4	131	USA	MIT	4	131
Canada	Laval	4	131	Canada	UIC	3	120
Canada	Nyenrode	3	120	Canada	WILU	3	119
Canada	Ottawa	3	119	USA	ASU	1	62
Germany	Münster	1	62	Sweden	Lund	0	18
Germany	Porto	0	18				



# Demographics

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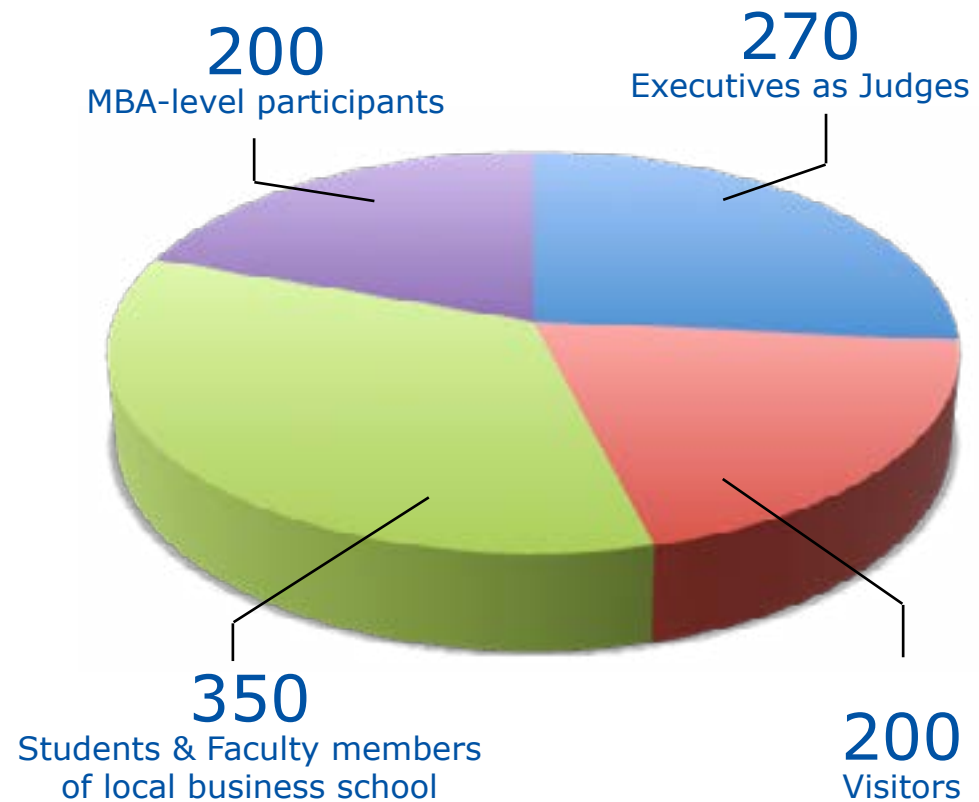
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Over 1,000 people participate and contribute during the event.





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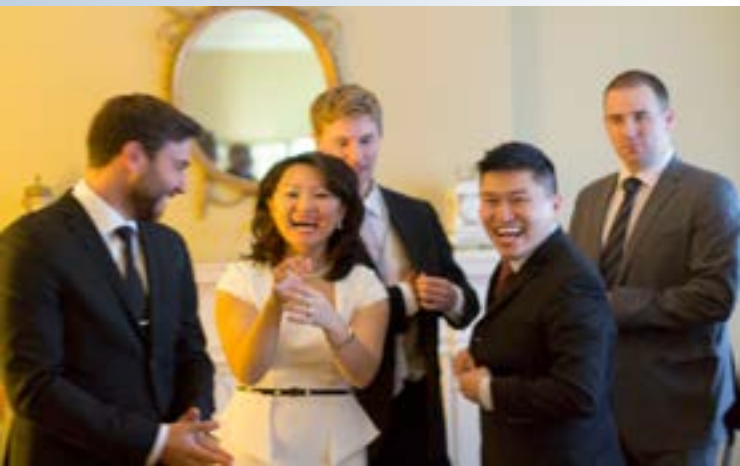
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## Global Connections • Global Impact

As a judge, you will:

- Connect with other fellow executives volunteering as our judges;
- Identify exceptional national and international MBA students for recruitment;
- Strengthen the partnership between academia and the business world;
- Access contemporary ideas from MBA students across the globe.





# Eligibility

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## Who Can Become a Judge?

Professionals with the following experience and background:

- Significant relevant business and/or professional experience;
- Senior or middle-level manager with decision-making authority;
- Senior, experienced, consultants and advisors;
- Professionals with management experience.

Judges should also have the ability to work within a multidisciplinary team and be exceptional listeners and communicators who can effectively convey information.





# A Typical Day for a Judge

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9:00 - 10:50

Arrive at the judges' room  
Read the case and discuss at your table

11:00 - 11:25

Team 1 presents (Team 2 is not in the room)

11:25 - 11:40

Judge panel questions Team 1

11:50 - 12:15

Team 2 presents (Team 1 may stay in the room)

12:15 - 12:30

Judge panel questions Team 2

12:30 - 1:30

Judges deliberate and reach a decision



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## If you are interested in getting involved

Please send your résumé to Rasha Dergham at [rasha.dergham@mbacasecomp.com](mailto:rasha.dergham@mbacasecomp.com)

Your application will be reviewed and you will receive a response within a week.

You will be required to:

- Attend a 1 hour briefing session if you are a first-time judge;
- Register for judging at least 1 case;
- Be present at the Queen Elizabeth Hotel at the date and time of your assigned case.

We encourage you to familiarize yourself with the rules and procedures for the 2015 competition at [www.mbacasecomp.com](http://www.mbacasecomp.com)





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## For additional information, please contact

Rasha Dergham, MBA Candidate

Organizer, 2015 John Molson MBA International Case Competition



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# JOHN MOLSON

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MBA INTERNATIONAL CASE COMPETITION

The John Molson MBA International Case Competition 2015  
John Molson School of Business, Concordia University  
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