



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

For its 36th edition, the 2017 John Molson MBA International Case Competition (ICC) is pleased to invite you to submit original business cases. The ICC is the oldest and most prestigious competition of its kind. As the 2017 John Molson MBA ICC Organizing Team, we are extremely proud to host and celebrate its continued success. The competition will be held from January 1st to 6th, 2017 in Montreal. It will bring together 36 teams of students from different MBA programs around the globe to compete for the Concordia Cup. **The short case is a think-on-your-feet 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 are eligible to submit cases for consideration, except participating students or persons involved with training, coaching or other preparation of participating students at the 36th edition of ICC.

Requirements

Submitted short 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- Unpublished, untested and not presented or discussed in any public form.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;
- A maximum of **4 pages of narrative** (double-spaced and limited to 250 words per page) **and no more than 6 pages** including financial documentation and other appendices (case text is not permitted in appendices);
- 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.
- 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.
- Submitted in electronic format (.doc or .docx file) to cases@mbacasecomp.com.

Prizes

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

Submission of Entries

Entries must be submitted no later than October 21st, 2016. Required documents include: (1) author's original case including supporting documentation, and (2) completed entry form found on the following page. Where required or requested, a Release Form must also be provided. Cases not selected for the ICC will be released back to authors in November 2016 and winning cases will be released post-competition in January 2017.

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 faced by the students.

All decisions made by the selection committee are final.

For additional information, please contact:

Valerie Consolante at:

valerie.consolante@mbacasecomp.com



Entry Form

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 Release Form 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 7th, 2017, unless previously released by the competition.

Dated at _____ (location) on _____ 2016 (date).

(Signature, Author 1)

(Signature, Author 2)

(Print name, Author 1)

(Print name, Author 2)

Please submit this completed form with your case to cases@mbacasecomp.com by **October 21st, 2016**.