



John Molson

MBA International Case Competition 2013

Briefing for New Judges
November 29th 2012

Agenda

- 2013 Organizing Team and Executive Assistants
- The John Molson MBA International Case Competition 2013
- Competition Format
- Judging Criteria
- Lead Judge Role
- Judge's Schedule
- A Few Pointers
- Q & A Period

Organizing Team

- Simon Ainsworth - Cases, Marketing & Volunteers



Organizing Team

- Ramy Fahmy – Budget & Events



Organizing Team

- Kartik Rao - Schools, Hotels & Logistics



Organizing Team

- Caroline Ribeiro – Sponsors & Judges



Executive Assistants

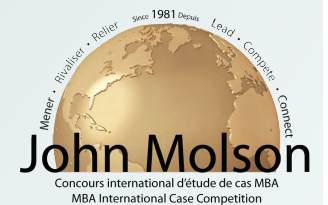


Left to right: Rana Beiruti (Marketing), Rebecca Houjaij (Volunteers), Dimitri Shapiro (Judges), Katie Bibbs (Sustainability), David Spinner (Logistics)

The John Molson MBA International Case Competition 2013

- Largest & most widely recognized MBA case competition in the world
- 32nd year of tradition & excellence
- Bilingual competition
- Student organized event, supported by an academic advisor & a board of directors
- 36 Schools, 250 Participants, 250 Judges, 350 Volunteers
- 7 Cases over 5 days
- Networking events
- Budget of \$280,000

Some Sponsors



Participants: Canadian & U.S.

Canadian	U.S.
HEC Montréal	Kent State University
John Molson School of Business	Pepperdine University
McMaster University	Purdue University
Memorial University	University of Florida
Queen's School of Business	University of Pittsburgh
Saint Mary's University	University of South Carolina
Université Laval	University of Vermont
University of Alberta	
University of Calgary	
University of Manitoba	
University of Ottawa	
Wilfrid Laurier University	

Participants: International

Name	Country
American University of Cairo	Egypt
Queensland University of Technology	Australia
University of Cape Town	South Africa
University of Technology Sydney	Australia
Aalto School of Economics	Finland
BEM Bordeaux Management School	France
Ben-Gurion University of the Negev	Israel
Porto Business School	Portugal
Lagos Business School	Nigeria
Lund University	Sweden
Nanyang School of Business	Singapore
National University of Singapore	Singapore
UCD Michael Smurfit	Ireland
University of Dusseldorf	Germany
University of Kaiserslautern	Germany
University of Muenster	Germany
University of Paderborn	Germany

Participant's Schedule

	Sunday January 6	Monday January 7	Tuesday January 8	Wednesday January 9	Thursday January 10	Friday January 11
6:00						
7:00			Breakfast 6h30-7h30		Breakfast 6h30-7h15	
8:00		Coach Briefing 8h00-9h30	Case 2 7h30-12h35	Breakfast 8h00-9h30	Case 5 7h15-12h15	Breakfast 7h30-9h30
9:00		Opening Brunch 9h30-11h00				
10:00						
11:00		Case 1 11h15-16h20		Live Case 10h30-16h00	Lunch 13h15-14h45	Final 10h00-16h00
12:00	City Chase 12h00-16h00		Lunch 13h00-14h30			
13:00			Short Case 14h30-18h00			
14:00				Networking Cocktail 17h00-19h00	Semi Finals 15h00-21h00	
15:00						
16:00						
17:00	Opening Ceremony					
18:00						
19:00	Meet & Greet 19h00-21h00	McCord Museum 1900-2300	TBD 18h30-23h00	Karaoke 20h00-23h00		Banquet 19h00-22h00
20:00						
21:00						
22:00				Theme Party 22h00-02h00		

Cases

- 5 traditional cases, 1 live case, 1 short case
- Cases are unpublished & untested
- Selected from a competition
- Live case – company presents a current strategic issue facing the firm
- Short case – two pages in length, shorter presentation & preparation time

A Typical Judges Day

Time	Activity
12:20	Arrive at the judges room where you are assigned to one of 18 tables where you will meet the other 4 judges on your panel, including the lead judge
12:30	Read the case and discuss at your table
13:30	A faculty member will lead a discussion on the case
14:30	A volunteer will lead your panel to one of eighteen presentation rooms where each of two teams will make their presentations
14:45	Team 1 presents (Team 2 is not in the room)
15:10	Judge panel questions Team 1
15:25	Break
15:40	Team 2 presents (Team 1 may stay in the room)
16:05	Judge panel questions Team 2
16:20 -17:20	Both teams and the audience leave the room . Judges deliberate for up to one hour, reach a decision and prepare a feedback form to each team See a copy of a sample feedback form included in your kit

Competition Format

- Six randomly chosen divisions of six teams
- Round robin: each team competes head to head within their division
- Each team includes 4 students, plus one alternate & a coach
- For each case a team has:
 - 3 hours to prepare
 - 25 minutes to present its analysis and recommendations
 - 15 minutes Q&A period
- For each case, the judges assign a total of 11 points between the two teams: 6-5; 7-4; 8-3 etc

Competition Format

- Semi-final Round:
 - 6 divisional winners (teams with most wins in each division)
 - 3 wild cards (teams with most points accumulated)
- Semi-finalists divided into 3 groups of 3
- Each group compete head to head in a sixth case, the winner of each group advances to the final
- 3 finalists compete in a seventh case for the Concordia Cup & \$10,000

Judging Criteria

Evaluation of teams is based on the following elements:

- Identification of key issues
- Analysis
- Evaluation of suitable alternatives and recommendations
- Implementation and plan of action
- Handling of questions
- Presentation form and style

Lead Judge Role

- Review sequence of activities & judging procedures with panel
- Organize Q&A process after each presentation
- Lead deliberation discussions during evaluation period
- Take a vote at the appropriate time
- Cast the deciding vote in case of a tie
- Complete the feedback form & official score on the forms provided and hand to Judge Coordinator

Judge's Schedule

Judge's Schedule



Monday - January 7

Tuesday - January 8

Wednesday - January 9

Judge's Schedule



Thursday - January 10

Friday - January 11

Case 1
11:15 - 16:20

Lunch
12:30 - 14:30

12:20 Judges arrive at briefing room and read the case
13:30 A member of the board or faculty leads the case discussion
14:30 Judge coordinators lead panels to presentation rooms
14:45 **Team 1 presentation**
15:10 Judges question Team 1

15:25 Break

15:40 **Team 2 presentation**
16:05 Judges question Team 2
16:20 Judges deliberate winners, scores, and agree on feedback

Case 2
7:30 - 12:35

Breakfast
7:30 - 9:00

8:35 Judges arrive at briefing room and read the case
9:45 A member of the board or faculty leads the case discussion
10:45 Judge coordinators lead panels to presentation rooms
11:00 **Team 1 presentation**
11:25 Judges question Team 1

11:40 Break

11:55 **Team 2 presentation**
12:20 Judges question Team 2
12:35 Judges deliberate winners, scores, and agree on feedback

Case 3 Short Case
14:30 - 17:35

BRP Lunch
13:00 - 14:30

14:30 Judges arrive at briefing room and read the case
15:30 A member of the board or faculty leads the case discussion
16:15 Judge coordinators lead panels to presentation rooms
16:30 **Team 1 presentation**
16:45 Judges question Team 1

16:55 Break

17:10 **Team 2 presentation**
17:25 Judges question Team 2
17:35 Judges deliberate winners, scores, and agree on feedback

Case 4 Live Case
10:30 - 16:00

Lunch
13:10 - 14:10

10:00 Judges and coaches are seated
10:40 **Company Presentation**
11:10 Question & Answer period
12:00 A member of the board or faculty leads the case discussion
13:10 **Lunch Break**

14:10 Judge Coordinators lead panels to presentation rooms
14:25 **Team 1 presentation**
14:50 Judges question Team 1

15:05 Break

15:20 **Team 2 presentation**
15:45 Judges question Team 2
16:00 Judges deliberate winners, scores, and agree on feedback

McCarthy Tetrault Networking Cocktail
17:00 - 19:00

Case 5
7:15 - 12:15

8:15 Judges arrive at briefing room and read the case
9:30 A member of the board or faculty leads the case discussion
10:30 Judge coordinators lead panels to presentation rooms
10:45 **Team 1 presentation**
11:10 Judges question Team 1

11:25 Break

11:40 **Team 2 presentation**
12:05 Judges question Team 2
12:20 Judges deliberate winners, scores, and agree on feedback

EDC Lunch
13:15 - 14:45

Case 6 Semi-Finals
15:00 - 21:00

16:00 Judges arrive at briefing room and read the case
17:15 A member of the board or faculty leads the case discussion
18:15 Judge coordinators lead panels to presentation rooms
18:30 **Team 1 presentation**
18:55 Judges question Team 1

19:10 Break

19:25 **Team 2 presentation**
19:50 Judges question Team 2

20:05 Break

20:20 **Team 3 presentation**
20:45 Judges question Team 3
21:00 Judges deliberate winners, scores, and agree on feedback

Case 6 Final Case
10:00 - 16:00

Lunch
11:30 - 13:00

11:00 Judges arrive at briefing room and read the case
12:10 A member of the board or faculty leads the case discussion
13:15 Judge coordinators lead panels to presentation rooms
13:30 **Team 1 presentation**
13:55 Judges question Team 1

14:10 Break

14:25 **Team 2 presentation**
14:50 Judges question Team 2

15:05 Break

15:20 **Team 3 presentation**
15:45 Judges question Team 3
16:00 Judges deliberate winners, scores, and agree on feedback

mccarthy tetrault

A Few Pointers

- Judge from a broad business perspective
- Be sensitive to cultural & linguistic differences
- Avoid any reaction or interruption during the presentations
- Keep the questions short & within the scope of the case
- Engage with the students but do not discuss results with students or coaches

Enjoy the Experience!!!



Q&A Period

Thank you