

2017 Judges Guide

1000 ATTENDEES • 6 DAYS • 36 SCHOOLS • 15 COUNTRIES



CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA
JOHN ◀ MOLSON
MBA INTERNATIONAL CASE COMPETITION

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On behalf of the Board of Directors of the John Molson School of Business (JMSB) International Case Competition (ICC), I would like to thank you for your generous support of the John Molson MBA ICC – 36 years running and among the most prestigious of its kind in the world!

The ICC represents a wonderful opportunity for participants to develop many competencies that are essential for business leaders. Due to the generous participation of industry supporters, the event also provides an occasion for students, sponsors and professionals to connect and develop valuable partnerships and long-lasting relationships. As a past finalist of the ICC, I can attest firsthand to the lasting impacts the competition week, social events and networking opportunities have on participants.

The directors of the JMSB ICC are firm believers that an important part of a business student's education is acquired beyond the classroom and this competition is a terrific example of that. The continued support of the corporate community plays a critical role in making this possible.

Thank you once again for your invaluable contribution to the development of tomorrow's business leaders.

A handwritten signature in black ink, appearing to read 'Ken Brooks'.

Ken Brooks, MBA

Chairman, Board of Directors, JMSB ICC



In January 2017, the John Molson School of Business will be the proud host of the 36th MBA International Case Competition. During this student-run event, more than 150 participants from over 15 countries representing 36 universities will test their skills, intuition and stamina in an intense weeklong competition. We will welcome more than 300 seasoned senior executives who will donate their time and expertise to judge MBA presentations, and over 400 volunteers who will ensure that everything is done efficiently.

This monumental undertaking would be impossible without sponsors like you.

Your generosity provides the backbone of the competition and, without it, the John Molson MBA International Case Competition would simply not be able to showcase the talents of MBA students and bring the vibrant Montréal business community to an international stage.

On behalf of the John Molson MBA program, thank you for your commitment to the competition.

Merci beaucoup,

A handwritten signature in black ink that reads "Sandra B". The signature is fluid and cursive, with a large, stylized "B".

Sandra Betton, PhD

MBA Program Director



The John Molson MBA International Case Competition is the oldest and largest event of its kind in the world. Since its inception in 1981, this prestigious competition continues to provide a unique and international networking experience for students, academia, and business executives. For the past 36 years, the organizers, volunteers, sponsors, and judges such as yourselves have contributed to creating more than just a competition – it is an opportunity to innovate, connect and compete.

We are thankful for our returning judges' continued support, and extend our warmest welcome to our new judges. The success of this competition would not be possible without your involvement and dedication. Teams from 36 business schools in 18 countries will 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 cases are selected from among the top entries from the annual Case Writing Competition. One of these cases is a live case presentation by a major company about a real-life business challenge that they are currently facing. This creates an interactive study opportunity for students and judges alike. A list of cases presented during previous editions of our competition can be found at www.mbacasecomp.com/past-cases/.

Each team of four participants will be given three hours to deliberate on the business cases at hand, review the issue and financials, develop a recommendation including alternatives and an implementation plan, as well as create a presentation for a panel of judges. Following the round-robin tournament, nine teams will advance to the semi-finals for the opportunity to compete in the three-team final. More information about the competition can be found on our website (www.mbacasecomp.com), including a recap video from last year.

The 2017 Organizing Committee

Photo (from left to right): Brandon Abraham, Amanda Fraser, Rosanna Fazio, Mohamed Saleh, Suha Quraini, Aali A. Malik, Valerie Consolante, Vanessa Karras and Zhao Zhang

Scope of the Competition

WHO?

Our stakeholders include approximately:

- **210** MBA competitors and coaches from over **15** countries
- **300** local business executives
- **400** student volunteers
- **170** visitors & spectators

WHERE?

Hotel Bonaventure Montreal

900 de La Gauchetière Ouest

Montréal, Quebec H5A 1E4

Phone: 514-878-2332

www.hotelbonaventure.com

WHY?

Be part of the most prestigious MBA

Case Competition in the world!

(See page 6 for more benefits.)

WHAT?

This is a not-for-profit event organized by a team of John Molson MBA students. It involves:

- **36 years of history**, making it the largest and oldest competition of its kind
- **6 days of events**, including numerous networking and social activities
- **7 cases**, including a live case

WHEN?

We will kick off the competition at the start of the year. The entire event will run from:

JANUARY 1 - JANUARY 6, 2017

Become a Judge

“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 perfectly structured case competition managed by students of the John Molson School of Business.”

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

Close to 300 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 implementation. The expertise, business knowledge and professionalism that judges bring to the John Molson MBA ICC are of utmost importance to the event's success.

We are currently recruiting judges for the upcoming edition of the John Molson MBA International Case Competition. If you, or anyone you know, are interested, please register today!



Benefits

As a judge, you will have the opportunity to:

- **Challenge** future business leaders;
- **Apply your experience** to current business issues;
- **Network** with other local business executives;
- **Identify** exceptional national and international MBA students for potential recruitment;
- **Strengthen** the partnership between academia and the business world



Eligibility

We are looking for business professionals to be our judges. You should register if you:

- Have significant relevant business and/or professional experience;
- Are a senior executive or manager with decision-making authority;
- Are a senior consultant or advisor.

Judges should also have the ability to work within a multidisciplinary team, be exceptional listeners and be able to communicate effectively. Judges will be required to:

- (1) Grasp and analyze case details (including financial data) within a limited time frame;
- (2) Evaluate the effectiveness of arguments and recommendations presented by the students;
- (3) Demonstrate solid judgement, open mindedness and culture sensitivity;
- (4) Ask relevant and pertinent questions to students during Q&A periods.

If you, or someone you know, fit the description above, register today!

Events Schedule

We have an exciting week in store. Take a sneak peek at the 2017 schedule below!

Time	1/Jan/17 SUNDAY	2/Jan/17 MONDAY	3/Jan/17 TUESDAY	4/Jan/17 WEDNESDAY	5/Jan/17 THURSDAY	6/Jan/17 FRIDAY	Time
6:00				Yoga Session 6:00 - 6:45			6:00
7:00		Opening Breakfast 7:00 - 8:25	Breakfast 6:30 - 7:30		Breakfast 6:30 - 7:15		7:00
8:00				Breakfast 7:45 - 8:55		Breakfast 7:00 - 9:30	8:00
9:00		Opening Ceremonies 8:30 - 9:55				Coaches' Debriefing	9:00
10:00		Coaches' Briefing 10:00 - 11:00	Case 2 7:45 - 12:35				10:00
11:00					Case 5 7:25 - 12:15		11:00
12:00	Schools Registration 9:00 - 16:00	Case 1 11:30 - 16:20		Case 4 - Live Case 9:00 - 15:55		Finals 10:15 - 16:00	12:00
13:00							13:00
14:00			Lunch 13:30 - 14:15		Lunch 13:15 - 14:45		14:00
15:00							15:00
16:00			Case 3 - Short Case 14:45 - 17:35				16:00
17:00							17:00
18:00					Semi-Finals 15:15 - 21:00		18:00
19:00	Meet & Greet 18:00 - 21:00			Networking Cocktail 18:00 - 21:00		Final Banquet 19:00 - 22:00	19:00
20:00			Mange & Mèlange at Vargas & Coaches' Dinner at PVM Suite 19:30 - 22:30				20:00
21:00		Hockey Game at Bell Center 20:00 - 23:00					21:00
22:00							22:00
23:00					Theme Party 22:00 - 2:00	After Party 22:00 - 2:00	23:00
0:00							0:00

Note: Judges are only required to be present during the cases (i.e., any one of the 7 sections in blue) in addition to a one hour deliberation post-presentation. We ask that you be available for a minimum of one time slot.



Hockey Night



Mange et Mèlange



Theme Party

A Typical Day for a Judge

9:00 - 10:50

Arrive at the judges' room
Read the case
Discuss at your table

11:00 - 11:25

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

11:25 - 11:40

Team 1 Question & Answer period

11:50 - 12:15

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

12:15 - 12:30

Team 2 Question & Answer period

12:30 - 1:30

Judges Deliberation

Please note:

- All judges are expected to stay for both presentations.
- Judges that interrupt presentations or leave before the deliberation period will **not** be invited back for future competitions.



How to Proceed

If you are interested in getting involved, please get in touch with us (contact details below). Your application will be reviewed and you will receive a response within a week.

You will be required to:

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

We encourage you to familiarize yourself with the rules and procedures for the competition at www.mbacasecomp.com/competition/rules

Contact Us

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