



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

For its 38<sup>th</sup> edition, the 2019 John Molson MBA International Case Competition (ICC) is pleased to invite you to submit original business cases. As the 2019 John Molson MBA ICC Organizing Team, we are extremely proud to host and celebrate its continued success. The competition will be held from January 7-11, 2019 in Montreal. It will bring together 36 teams of students from different MBA programs around the globe to compete for the Concordia Cup.

The theme for the 2019 ICC is **business ownership**. It is imperative that business students are cognizant of how disruptive business models are shaping the future. There are many factors both within a company and in the external environment that can have a disruptive effect on a business, a business model or an industry and case writers are encouraged to submit cases in which managers/owners are facing the opportunities and challenges of either being “Disrupters” or dealing with the consequences of being “Disrupted.” It is our intention to emphasize the wide range of this theme, as well as its application, and although technology has been a key element and a prime mover in the disruption of many businesses and business models over time, we do invite case writers to consider a broader definition of the term “Disruption.”

Although all submitted cases will be considered for the case writing competition, priority when selecting the winners will be given to those encompassing the theme of “Disruption.” Selection will favor relevant and timely cases that incorporate the challenges that business school graduates will face in creating or adapting to disruption in their careers.

**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. It is not meant to be an abridged version of a traditional business case.** 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 is eligible to submit cases for consideration, except for participating students or persons involved in their students' training, coaching or other preparation for the competition.

### Requirements

Submitted short cases should be geared towards MBA students and must be:

- Unpublished, untested and not presented or discussed in any public forum. Confidentiality is of the utmost importance and the expectation is that case writers will abide by this requirement;
- 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). Teaching notes are not required;
- Based on either a real or 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 have dealt with current business issues and/or topical management situations.
- Written in English or French. Cases submitted in French and selected for the competition will be translated into English and remitted to case writers after the competition;
- Submitted in electronic format (.doc or .docx and .xls or .xlsx for financial documentation) to: [cases@mbacasecomp.com](mailto:cases@mbacasecomp.com).

### Prize

The winning case writer, if selected, will receive a prize of **\$1,000**.  
\*Currency is in Canadian dollars

### Publishing

Writers may opt to have their case considered for subsequent publication under the JMSB banner.

### Submission of Entries

Entries must be submitted **no later than October 16<sup>th</sup>, 2018**. 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 2018 and the winning case will be released post-competition in January 2019.

### 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:

Julia Galbraith at: [Julia.galbraith@mbacasecomp.com](mailto:Julia.galbraith@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 11, 2019, unless previously released by the competition.

- I would like this case to be considered for publication under the JMSB banner, following the 2019 John Molson MBA International Case Competition.

Signed at \_\_\_\_\_ (location) on \_\_\_\_\_ 2018 (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](mailto:cases@mbacasecomp.com) by **October 16, 2018**.