

## Make a Global Impact with the John Molson MBA ICC Case Writing Competition

For its 39<sup>th</sup> edition, the 2020 John Molson MBA International Case Competition (ICC) is pleased to invite you to submit original business cases. As the 2020 John Molson MBA ICC Organizing Team, we are extremely proud to host and celebrate its continued success. The theme for the 2020 ICC is **The Future of Business**.

Economic nationalism, protectionism, shifting trade patterns, climate change and evolving world demographics are but a few of the external elements that will continue to affect business and business leaders in the years ahead. The complexity of management will be compounded by the rapid development and application of new technologies including AI, the creation of new businesses and business models, attitudes toward work, ethical and social responsibility concerns as well as an unpredictable regulatory, legislative and fiscal environment. The ability and preparedness of our students to adapt to this ever-changing environment will define their careers and their contributions to both their enterprises and the world around them. Case writers are encouraged to submit cases where management has been or will be required to adapt to changing circumstances in the broadest sense in any of their business disciplines, including strategy, finance, marketing, IT, HR, etc.

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 "The Future of Business."

The competition will be held from January 6-10, 2020 in Montreal. It will unite 36 teams of students from different MBA programs around the globe to compete for the Concordia Cup. Up to five cases will be selected for use during 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 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- Unpublished, untested, and not presented or discussed in any public forum.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 writers will abide by this requirement;
- A maximum of **20 pages of narrative** (double-spaced and limited to 250 words per page) **and no more than 30 pages in total**, including financial documentation and other appendices (case text is not permitted in appendices). Teaching notes are not required;
- Based on either field research or research from secondary sources and describe a recent business situation in an actual organization. Cases can deal with any business discipline e.g. strategy, finance, sustainability, entrepreneurship, e-commerce, international trade, organizational behavior, governance, marketing, succession planning, merger & acquisition;
- 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 electronically (.doc or .docx and .xls or .xlsx for financial documentation) to [cases@mbacasecomp.com](mailto:cases@mbacasecomp.com).

### Prizes

The winning case writer will receive a prize of \$10,000. Second and third place writers will be awarded \$5,000 and \$3,000 respectively. Writers of all other cases used in the competition will be awarded \$1,000 each. If a case has multiple authors, the award will be divided evenly among the authors. \*All currencies are 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 September 30, 2019**. Required documents include: (1) the author's original case, including supporting documentation, and (2) a completed entry form found on the following page. Where required or requested, a release form must also be provided. Cases not selected for the competition will be released back to authors in November 2019 and the winning cases will be released post-competition in January 2020.

### 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 the students, the quality and clarity of the writing, and the nature of the challenge to be dealt with by the students.** All decisions made by the selection committee are final.

For additional information please contact:  Karine Prevost at [karine.prevost@mbacasecomp.com](mailto:karine.prevost@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 10, 2020, unless previously released by the competition.

I would like this case to be considered for publication under the JMSB banner, following the 2020 John Molson MBA International Case Competition.

Signed at \_\_\_\_\_ (location) on \_\_\_\_\_ 2019 (date).

_____ (Signature, Author 1)	_____ (Print name, Author 1)
_____ (Signature, Author 2)	_____ (Print name, Author 2)

Please submit this completed form with your case to [cases@mbacasecomp.com](mailto:cases@mbacasecomp.com) by **September 30, 2019**.