

2020 Judges' Guide



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



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On behalf of the Board of Directors from the John Molson School of Business International Case Competition, I would like to thank each and every participant, coach, volunteer, Industry Leader, Judge, sponsor and everyone involved in making this annual case competition the biggest and best MBA case competition there is across the globe! This year marks the 39th anniversary and we are filled with excitement and anticipation in witnessing tomorrow's business leaders perform at their highest levels.

For those Universities and Business Schools returning to the JMSB ICC, we are thrilled to have you back and thank you for your continued support and participation. For those new Universities and Business Schools joining for the first time, welcome, we are excited to have you with us! To everyone involved, we encourage you to make the most of your time here. Your experience will be what you make it, and your opportunities to connect and form valuable relationships will only be limited by the limits you place on yourself. The opportunities are priceless.

Thank you all once again and enjoy this year's event!

Andrea Polatos

Chairman, Board of Directors, JMSB MBA International Case Competition



In January of 2020, the John Molson School of Business (JMSB) will be proudly hosting the 39th edition of the John Molson MBA International Case Competition. It is the oldest and largest competition of its kind and is entirely student-run.

The six-day event attracts thirty-six teams of four students from around the globe who vie for the Concordia Cup by analyzing business cases and presenting recommendations to a panel of judges, made of executives and business leaders. This world-class event presents an unparalleled opportunity for over 200 of the world's top business students to put their analytical and consulting skills to the test, to network with their international peers as well as local executives.

None of this is possible without the generous support of our 270 judges, 400-plus volunteers, and of course our sponsors. I hope to be able to count you among them.

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

Sincerely,

Anne Beaudry

Anne Beaudry, PhD

MBA Program Director



The 2020 Organizing Team

Left to right: Ganesh Swami (Technology, Budget, Hotel and Logistics), Karine Prévost (Judges, Cases and Events), Debanjan Biswas (EA, Sustainability), Stéphane Larin (Sponsorship), Amrita Saluja (Marketing), Pankajakshan Ramaswamy (EA, Volunteers), Karine Paradis (EA, Logistics), Lauren Costain (EA, Judges) and Zane Ruiz (Schools, Volunteers and Sustainability)

The John Molson International Case Competition is the oldest and largest event of its kind. Since its inception in 1982, this prestigious event continues to provide a unique and international networking experience for students, academia, and business executives. For the past 39 years, the organizers, volunteers, judges and sponsors such as yourselves, have contributed to creating more than just a competition – it is an opportunity to innovate, connect and compete.

Engaging in a partnership with our competition is a unique opportunity for your business to expand its client base, gain visibility and place your brand directly in the hands of next generation's business leaders. Furthermore, your participation would provide you with an opportunity to interact with local C-level executives, student competitors and volunteers over the week-long event.

We thank our loyal sponsors for being a valued part of this outstanding event.

Scope of the Competition

WHO?

Our stakeholders include approximately:

- **210** MBA competitors and coaches from over **17** countries
- **300** local business executives
- **400** student volunteers
- **170** visitors and spectators

WHERE?

Hotel Bonaventure Montreal

900, de La Gauchetiere Ouest
Montréal, Québec H5A 1E4
Telephone: 514-878-2332
www.hotelbonaventure.com

WHY?

Be part of the most prestigious MBA Case Competition in the world!

(See page 8 for more benefits.)

WHAT?

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

- **39 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 6 - JANUARY 10, 2020

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.



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.

2019 Event Schedule

The 2019 John Molson MBA International Case Competition had an exciting schedule, details are shown below.

The 2020 events calendar is underway and promises to be just as exciting.

	Sun January 6	Mon January 7	Tues January 8	Wed January 9	Thur January 10	Fri January 11	
6:00							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		Briscoe Opening Ceremony 8:30 - 9:55	Case 2 7:45 - 12:35		Case 5 7:25 - 12:15	Coaches' debriefing 8:15-9:45	9:00
10:00		Coaches' Briefing 10:00 - 11:00	Wave 1 Presentation (11:00 - 11:40)	Case 4 (Live Case) 9:00 - 15:55	Wave 1 Presentation (10:40 - 11:20)		10:00
11:00			Wave 2 Presentation (11:55 - 12:35)		Wave 2 Presentation (11:35 - 12:15)		11:00
12:00						Finals 10:15 - 16:00	12:00
13:00	School's Registration 12:00 - 16:00	Case 1 11:30 - 16:20	Lunch 13:00 - 14:15	Wave 1 Presentation (14:20 - 15:00)	Lunch 13:15 - 14:45	Wave 1 Presentation (13:30 - 14:10)	13:00
14:00		Wave 1 Presentation (14:45 - 15:25)	Case 3 (Short Case) 14:45 - 17:35	Wave 2 Presentation (15:15 - 15:55)		Wave 2 Presentation (14:25 - 15:05)	14:00
15:00		Wave 2 Presentation (15:40 - 16:20)	Wave 1 Presentation (16:30 - 16:55)		Semi-Finals 15:15 - 21:00	Wave 3 Presentation (15:20 - 16:00)	15:00
16:00			Wave 2 Presentation (17:10 - 17:35)				16:00
17:00					Wave 1 Presentation (18:30 - 19:10)		17:00
18:00					Wave 2 Presentation (19:25 - 20:05)		18:00
19:00				Networking Cocktail 18:00 - 21:00	Wave 3 Presentation (20:20 - 21:00)		19:00
20:00		Hockey Game 19:30-23:30	Mange et Mélange 19:30 - 22:00			Bombardier Final Banquet 19:00 - 22:00	20:00
21:00			Coaches' Dinner 19:00-21:30				21:00
22:00							22:00
23:00					Theme Party 22:00 - 1:00		23:00
0:00							0:00

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 Apply

If you are interested in getting involved, please get in touch with us (contact details below).

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.mba-casecomp.com/competition/rules

Contact

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