



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

2023

JUDGES' GUIDE

1st January - 6th January
Montreal, Quebec - Canada



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Dean, John Molson School of Business



In January 2023, the John Molson School of Business will host the 41st edition of the John Molson MBA International Case Competition. It is the oldest and largest competition that is student-run.

This world-class event presents a unique opportunity for over 200 of the world's top business students to put their analytical, sales and consulting skills to the test. To be successful, the competition organizers recruit 270 judges, over 400 volunteers, and notable corporate sponsors.

The six-day event will attract 36 teams of 4 students from around the globe who will compete for the Concordia Cup by analyzing business cases and presenting feasible solutions to a panel of esteemed judges.

The judging panel is made up of executives and business leaders, like yourself. It is a unique opportunity where we invite you to network with local and national peers, all while you share your collective insights with the next generation of global business leaders.

Can I count on you to inspire our competitors as one of our judges?

On behalf of the John Molson MBA program, I thank you for your consideration in supporting our competition.

MESSAGE FROM THE ICC TEAM

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 41 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.

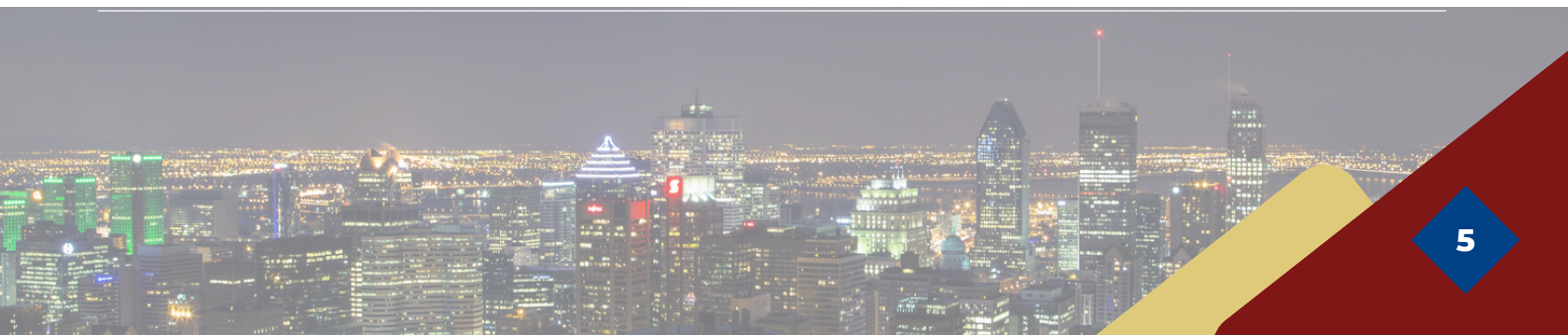
We thank our judges for the time and effort you give to make this competition an outstanding event





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1. SCOPE OF THE COMPETITION

WHAT?

A not-for-profit case competition organized by a team of John Molson MBA candidates.

6 days of events covering seven cases including a live case, as well as numerous networking activities.

WHO?

Our stakeholders include approximately:

210 MBA competitors and coaches from across the globe

300+ local business executives

400+ student volunteers

WHEN?

We will kick off the competition at the start of 2023. The entire event will run from:

January 2nd - January 6th, 2023

You will be scheduled for 1 to 3 cases depending on your availability

WHERE?

Hotel Bonaventure, Montreal, QC

WHY?

Benefit from a variety of **networking, recruitment, and social events** by taking part in the most prestigious MBA Case Competition worldwide!

2.

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.



2.1

BENEFITS

As a judge, you will have the opportunity to:

- Mentor 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

2.2

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 judgment, open-mindedness, and cultural sensitivity
4. Ask relevant questions to students during Q&A periods.



3.

2020 EVENT SCHEDULE

The 2020 John Molson MBA International Case Competition had an exciting schedule, details are shown below. The 2023 events calendar is underway and promises to be just as exciting.

	Sunday January 5th	Monday January 6th	Tuesday January 7th	Wednesday January 8th	Thursday January 9th	Friday January 10th	
6:00							6:00
7:00			Breakfast 6:30 - 7:30		Breakfast 6:00 - 7:15		7:00
8:00		Opening Breakfast 7:00 - 8:25		Breakfast 7:30 - 9:00		Breakfast 7:00 - 9:00	8:00
9:00		Opening ceremony 8:30 - 10:00	Case 2 7:45 - 12:35		Case 5 7:25 - 12:15	Coaches' debriefing 8:15 - 9:45	9:00
10:00							10:00
11:00			Wave 1 Presentation 11:00 - 11:40 Wave 2 Presentation 11:55 - 12:35	Case 4 (Live Case) 9:35 - 15:20	Wave 1 Presentation 10:40 - 11:20 Wave 2 Presentation 11:35 - 12:15	Finals 10:00 - 15:45	11:00
12:00		Case 1 11:00 - 15:50					12:00
13:00	School's Registration 12:00 - 16:00		Lunch 13:00 - 14:00		Lunch 12:35 - 13:35	Wave 1 Presentation 13:15 - 13:55	13:00
14:00		Wave 1 Presentation 14:15 - 14:55 Wave 2 Presentation 15:10 - 15:50		Wave 1 Presentation 13:45 - 14:25 Wave 2 Presentation 14:40 - 15:20		Wave 2 Presentation 14:10 - 14:50	14:00
15:00			Case 3 (Short Live Case) 14:35 - 18:00			Wave 3 Presentation 15:05 - 15:45	15:00
16:00					Semi Finals 14:45 - 20:30		16:00
17:00			Wave 1 Presentation 16:55 - 17:20 Wave 2 Presentation 17:35 - 18:00				17:00
18:00	Matchups announcement 18:00				Wave 1 Presentation 18:00 - 18:40 Wave 2 Presentation 18:55 - 19:35 Wave 3 Presentation 19:50 - 20:30		18:00
19:00	Coaches' briefing 19:00 - 20:00						19:00
20:00	Opening cocktail 19:00 - 21:00	Hockey Game 19:00 - 22:00	Coaches' dinner 19:15 - 22:15	Networking cocktail 18:00 - 21:00		Final Banquet 19:00 - 22:00	20:00
21:00			Mange & Mélange 19:45-22:45				21:00
22:00							22:00
23:00					Theme Party 22:00 - 1:00		23:00
0:00							0:00

4. **TYPICAL DAY FOR A JUDGE**

As mentioned, the 2023 events calendar is underway. But if you are selected to become a judge, this is an example of how a typical day will look. However, the actual schedule and time may vary and will be communicated to judges well in advance.

09:00 - 10:50

11:00 - 11:25

11:25 - 11:40

11:50 - 12:15

12:15 - 12:30

12:30 - 1:30

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

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

Team 1
Question & Answer period

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

Team 2
Question & Answer period

Judges Scoring

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.

5.

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.mbacasecomp.com/competition/rules/

6.

CONTACT

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