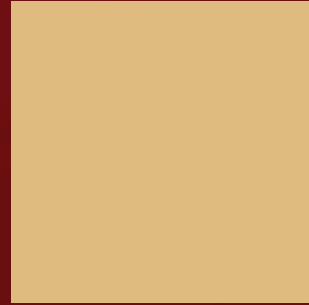




CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA  
**JOHN & MOLSON**  
MBA INTERNATIONAL CASE COMPETITION

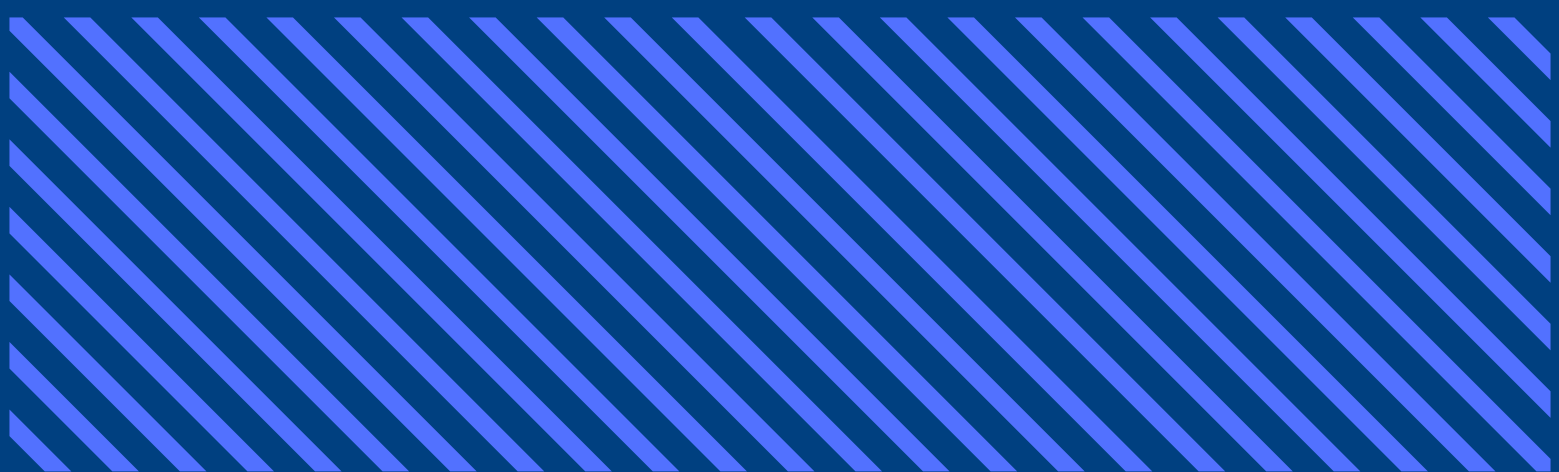
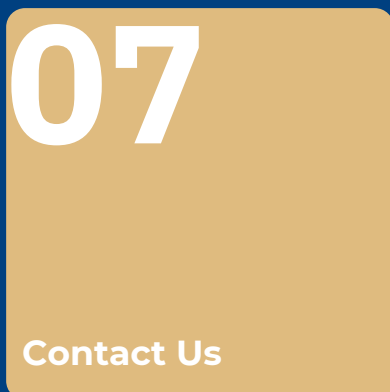
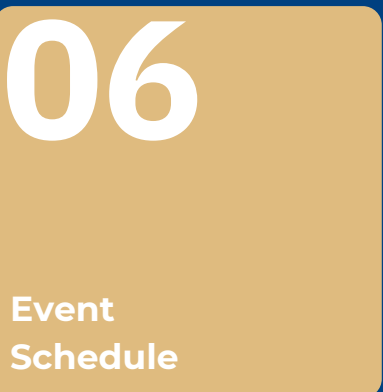
# SCHOOL Package



# 2026



# Contents





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On behalf of the board of directors, it is our distinct honor and privilege to extend a warm welcome to you to the highly anticipated 44th edition of the John Molson MBA International Case Competition (ICC).

The ICC maintains its reputation of being the oldest, biggest and most prestigious international case competition of its kind. Our mission is to offer a unique, once in a lifetime experiential learning opportunity to MBA students gathering from around the world.

To the esteemed schools participating in this event, we extend a warm invitation to join us in this extraordinary endeavor. Your participation not only enriches the competition but also provides invaluable learning experiences for your students. By engaging in this event, you contribute to the global exchange of ideas, knowledge, and best practices in business education. We humbly request your support and invite you to be part of this remarkable journey.

All together, let us contribute to the growth and prosperity of the business community as a whole.



## SERGE HELOU

M. ENG., EMBA.  
Chairman, Board of Directors,  
John Molson MBA International Case Competition



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The John Molson School of Business is proud to host the 44th edition of the John Molson MBA International Case Competition (ICC).

I extend my sincere gratitude to all the schools participating in this prestigious event. Your school's engagement in this event contributes significantly to the global exchange of ideas, knowledge, and best practices in business education.

This event embodies our mission to provide an engaging learning and research environment that empowers our students and community to achieve their greatest potential for the betterment of business and society. By bridging the academic and corporate worlds, the ICC offers students an unparalleled learning experience while giving business leaders access to innovation and inspiration.

This world-class competition brings together 30 teams from six continents who must analyze business cases and present recommendations to a panel of esteemed judges in pursuit of the coveted Concordia Cup.

It is truly an invaluable opportunity for the world's top MBA students to put their analytical and consulting skills to the test and network with local and international peers.

The success of this flagship event relies heavily on the active participation and engagement of schools like yours. I encourage you to delve deeper into the program and discover the invaluable learning experiences it offers to MBA students.

On behalf of the John Molson School of Business, thank you for your support.



**Anne-Marie Croteau**

PhD, CDir  
Dean,

John Molson School of Business



# The Event

The Concordia University JMSB MBA International Case Competition is the oldest and largest event of its kind. Since 1982, this prestigious not-for-profit event has provided a unique experience for students, academia, and business executives alike.

Organized by a team of John Molson MBA candidates, the ICC consists of networking, recruitment, and social activities conceived to connect over 200 MBA competitors and coaches worldwide, 300 local business executives acting as judges, 400 student volunteers, as well as yourselves.

As we move forward from last year's successful competition, we are ecstatic to announce that our

44th edition will be held in person, from January 4th - January 9th, 2026. During these five days of competition, teams, judges, and volunteers will gather at the Hotel Bonaventure, located in the heart of Downtown Montreal, Quebec.

Over the past 43 years, organizers, volunteers, judges, sponsors, and schools such as yourselves, have contributed to creating not only a competition but an opportunity to innovate and connect among a worldwide audience.

We, thank you for being a valued part of this event and for encouraging us to do better each year. We look forward to meeting you all during our upcoming edition.

## WHO?

Our stakeholders include approximately:

**200+** 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 2026. The entire event will run from:

**January 04 – January 09, 2026**  
(in-person registration is on January 4, 2026)

## WHY?

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

## WHERE?

Hotel Bonaventure, Montreal, QC

## Scope of the Competition

## WHAT?

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

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



# Our Mission

The Concordia University JMSB MBA ICC has sustained its legacy as a premier worldwide event on the basis of constant evolution and improvement of its practices in order to offer the best, and most equitable experience for all those involved.

We are proud of the procedures and practices that our event has instilled to date but realize that our strength has always been to grow with the communities we support and those that support us.

## SUSTAINABILITY

Since 2010, the ICC has had an executive dedicated to ensuring that the **event follows sustainability best practices** and improves upon these practices year over year. To validate these efforts, the event has been consistently achieving a **level 5 BNQ score** (highest possible) for over five years.

## INNOVATION

Each year, our competition solicits **new cases** from around the world that tackle new-age problems companies are facing. Not only have our cases **never been seen**, but they also require modern solutions and recommendations to be solved. It is therefore part of the event's core mission to **spur innovation** in the form of business strategies and solutions while preparing our participants to become innovators, problem solvers, and the business leaders of tomorrow.

## DIVERSITY & INCLUSIVITY

We understand that this event and its participants benefit most from the inclusion of individuals from all walks of life and diverse backgrounds. One of our largest missions is indeed to **support diversity and inclusivity** through every facet of the competition. Hosting **countries from around the world**, our event promotes **cross-cultural exchange** and holds the belief that all competitors can take part in the event on equal ground. Over the past 43 years, we are proud to state that event winners have come from all over the world, comprised of all races and genders. Moreover, our event has put into practice protocols to ensure, as much as possible, equal gender representation across all facets of the competition (board of directors, event management, judges etc).

## TRANSPARENCY & EQUITY

The ICC prides itself on maintaining its reputation as a fair, honest, and equal competition for all involved stakeholders. We are committed to providing an environment where all **schools are treated equitably**, with transparency in expectations and event deliverables. Our dedication to safeguarding **intellectual property** ensures that each school's contributions and achievements are respected and valued. As we strive to be a trusted partner to all schools involved, our goal is to nurture lasting relationships and cultivate a **legacy of shared success**. We invite schools to join us in upholding these values and contributing to a memorable and rewarding experience for all.

## TEAMWORK

The management of the ICC is achieved through the combined **efforts of a multitude of dedicated members**. The event itself is managed by a group of MBA candidates who are overseen by a board of directors composed of individuals from **directional offices** within Concordia University as well as business leaders from the Montreal area. Sponsorship funds and event expenses are managed through the university's rigorous public accounting practices. The collaborative effort between all parties has made the JMSB MBA ICC the **consistent success** it has been **over the past 43 years**.



# Benefits of the Competition

## EXPERIENTIAL LEARNING



Case competitions are a great way for students to put the skills they have learnt to use and build on them

While case competitions are great, the ICC is especially challenging. Participants test their endurance, and engage in vigorous and intensive learning throughout the competition. In this way they are able to learn from peers and improve every case.

1

2

## VISIBILITY FOR SCHOOLS

With such a rich history and elevated platform the competition offers schools the ability to standout amongst peers.

Winners especially have Bragging Rights!



## INTERNATIONAL CAREER OPPORTUNITIES

3

The extensive network of companies and top level business executives involved in the competition have access to a resume database which in addition to their performance at the competition allows students enhance their careers on an international platform.



## NETWORKING AND LEARNING OPPORTUNITY FOR COACHES/FACULTY

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The competition is not only engaging for students but coaches have the opportunity for network with international peers and C level business executives from Montreal. Its an opportunity for them to further their careers as well.

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## NETWORKING FOR STUDENTS – INTERNATIONAL

Apart from the resume database students are also able to communicate directly with recruitment representative from companies present at the competition, their peers and over 300 local business executives from Montreal.

# Event Schedule

This year's case competition promises an exciting schedule with many opportunities for sponsors to engage with participants, judges, and volunteers alike.

Below you will find a first look at what our 44th MBA International Case Competition will have in store for all involved.

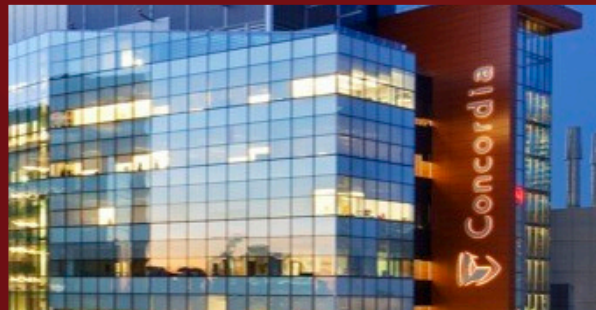
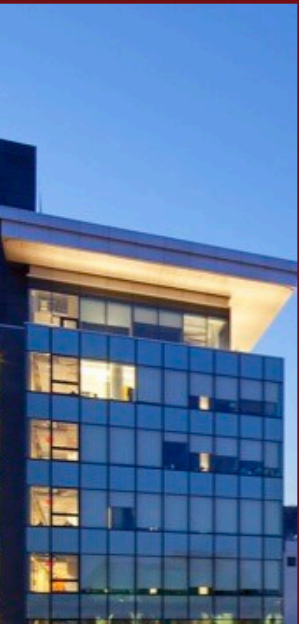


## COMPETITION SCHEDULE

<b>Montreal</b>	<b>SUN</b> (Jan 4)	<b>MON</b> (Jan 5)	<b>TUE</b> (Jan 6)	<b>WED</b> (Jan 7)	<b>THU</b> (Jan 8)	<b>FRI</b> (Jan 9)
7h 30						
8h 30						
9h 30	<b>Registration</b>	<b>OPENING CEREMONY</b>	<b>CASE 2</b> 8:00 - 13:00		<b>CASE 5</b> 8:00 - 12:00	
12h 30						
13h 30		<b>CASE 1</b> 12:00 - 17:00		<b>CASE 4</b> (Live Case) 9:30 - 16:00		
14h 30						<b>FINALS</b> 10:45 - 16:45
15h 30			<b>CASE 3</b> (Short Case) 15:00 - 18:00			
16h 30					<b>SEMI-FINALS</b> 15:00 - 21:00	
17h 30						
19h		<b>Mange et Melange &amp; Coaches' Dinner</b>	<b>Night-Off</b>	<b>Career Fair &amp; Networking Cocktail</b>	<b>Theme Party</b>	<b>Grand Finale</b>

*\*Times and order of events are subject to change and will be notified in advance.*





## Contact Us

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**MBA ICC Schools and Volunteers Organizer**

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shailendra.rai@mbacasecomp.com

For more about the case competition see below:



[mbacasecomp.com](http://mbacasecomp.com)



[linkedin.com/company/jmsb-mba-icc](https://www.linkedin.com/company/jmsb-mba-icc)



[instagram.com/mbaicc](https://www.instagram.com/mbaicc)



[facebook.com/mbaicc](https://www.facebook.com/mbaicc)