

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

JMSB ON THE PODIUM!

As the Fall semester wraps up, the CCC would like to extend a big congratulations to all the teams who competed at Münster, KGP, ICOP, DeGrootte and the first GDBA case competition. The JMSB teams placed outstandingly in all these competitions, highlighting the level of competitors and the effectiveness of the CCC training program. Student engagement levels have been exceptionally high, due in part to new CCC initiatives like the drop-in office hours and the "Perfect Pitch" holiday event hosted jointly with the MBA Society. Already 12% of the MBA class has either attended or is in training to attend an external competition representing JMSB, while 21% has attended at least one internal CCC activity (including bootcamps, try-outs and internal competitions) to date.



Team 4MC Takes 1st Place at DeGrootte

On November 8-9th, the DeGrootte School of Business at McMaster University hosted their annual case competition, sponsored by Meridian Credit Union. Team 4MC, representing JMSB, took home the 1st place prize with their innovative market entry strategy for Canadian Tire in China. They beat out the teams from DeGrootte and Asper School of Business (Manitoba) who came in 2nd and 3rd place, respectively. Congratulations Alex Tsanev, Félix Saint-Denis, Kavan Someshwar and Pankajakshan Ramaswamy! Félix Saint-Denis also placed first during the mixed-teams event on Friday November 8th.



Alex Tsanev, Félix Saint-Denis, Kavan Someshwar and Pankajakshan Ramaswamy

"Initially, when we started out, we had a hard time leveraging our core competencies. But with the amazing coaching by Tim (Field), Anju (Suddul) and Evan (Steeves), and our own dedication and hard work, we mitigated our weaknesses and came out stronger as a whole. By the time we read the case during the competition, we knew we had this in the bag. We were complimenting each other's ideas and building upon one another. This showed especially in the Q&A, where we made sure we didn't trip over each other and backed each other up only when needed. I think the final presentation was the best part of the competition, we later found out that we won with a unanimous decision by the panel of judges. It has been a most incredible journey from our first case to our final presentation. We faltered, we failed, we rose up stronger." – Pankajakshan Ramaswamy



In This Issue

- 4MC wins at DeGrootte
- KGP competition results
- JMSB MBA's 1st internal competition: ICOP
- CCC and GDBA
- 'The Perfect Pitch' holiday event



Félix Saint-Denis takes 1st place in mixed teams event

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JMSB Makes the Podium at KGP

The KGP Project Management Case Competition is the first opportunity many MBA students have to participate in an external competition. The last time JMSB made the podium was in 2016 with a 3rd place finish, despite getting close in 2017 with two teams in the finals. This year the competing teams broke the streak and once again finished in 3rd place - congratulations to Varthini Bhaskaran, Krishna Chaitanya, Veda Roy and Hira Chakraborty who cracked the case on consumer durables using the agile project management methodology! The teams who took 1st and 2nd place both represented UQAM. The CCC would like to congratulate the three other JMSB MBA teams for a strong performance. Thank you to JMSB alumni Raid Attir and Emad Naemi, who hosted a preparatory coaching session for all participants.



3rd place – Varthini Bhaskaran, Hira Chakraborty, Veda Roy and Krishna Adapa

“Through the event, we have learned how to manage internal conflicts and think of immediate and sustainable solutions to problems that could be detrimental for a project’s success. Qualifying for the finals from over 12 teams in the same category, being the only-English speaking team, and representing JMSB were the biggest highlights for us throughout the event.” – Veda Roy

“The process of designing a product from the ground up, analyzing the market challenges and developing a uniquely targeted rollout program for a product is a truly eye-opening experience. The process of analyzing how best to implement agile methodologies in a team resistant to change truly taught me a lot regarding change management and how best to handle the human aspect of business. These lessons will definitely act as a growth experience in the corporate world.” – Hira Chakraborty

ICOP Hosts Another Successful Internal Competition

This year the International Community Outreach Program (ICOP) partnered with the Asante Africa Foundation to host their annual case competition. Participants were challenged to help Asante find ways to engage their leadership program alumni and enhance their education outreach in East Africa. Of the 47 participants, 21% had previously participated in CCC competitions while another 64% attended the bootcamp sessions earlier this year, demonstrating the importance of internal competitions as an avenue for first-time participation in case competitions.



1st place – Krishna Adapa, Hira Chakraborty, Veda Roy and Varthini Bhaskaran

Congratulations to the winning teams!



2nd place – Paola Sunyé, Hussam Al Maleh, Michael Wood and Aws Al Hasani

CCC Presence at GDBA Case Competition

Though the CCC's mandate is to support MBA students in case competition activities, there has been an increasing interest from GDBA students in participating in case competitions. In an effort to bring more awareness of case competition benefits to the other graduate students, the GDBA Society hosted their own case competition open to any JMSB graduate student. To help support these initiatives, CCC alumni Paola Sunyé hosted a preparatory case-cracking workshop, and CCC VP Logistics Stéphane Larin was one of judges. Among the participants were two MBA teams, including the winning team of Eda Tuzunatac and Marie-Pier Darsigny.



Judge Stéphane Larin with winners Marie-Pier Darsigny and Eda Tuzunatac

Celebrating the Holidays CCC-Style

In celebration of such a successful Fall semester, the CCC and the MBA Society hosted a holiday event open to the entire MBA cohort: the Perfect Pitch. Using short games and prompts adapted from the Toastmasters Club, participants had the chance to practice their public speaking and presentation skills in a fun and relaxed environment. Despite the cold weather and looming exams the event had a great turnout of MBA students and CCC coaches - enough for eight rounds of games with everyone participating (even our MCs!). The grand prize of the evening went to Hussam Al Maleh, who took top spot with his hilarious and almost-accurate definition of the word 'quinquevir'. The CCC will continue to partner and host events like this in the future to keep fostering a community of peers and informal mentors within the MBA.



Coaches and students alike enjoying the party
For more photos, visit our Facebook page!

Save the Date

- Stéphan Crétier Foundation (Garda) Case Competition: February 15, 2020



LET'S KEEP IN TOUCH

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The CCC wishes everyone a very happy holiday season and is looking forward to what the New Year will bring!