

# JOHN MOLSON MBA CASE COMPETITION COMMITTEE

## JMSB MBA CCC January Newsletter

### New Year's Message

Dear colleagues,

It is with great pleasure that I wish you all a happy new year as we shift our momentum into the second half of our mandate. The past few months have been marked by several noteworthy achievements.

First and foremost, we have selected, trained, and sent more than 12 different teams of four to represent JMSB at five different case competitions across Canada and to Münster, Germany. It is with immense pride that we commend all students and their coaches for the time they have dedicated to improving the craft of case-cracking.

As an organization, I am also proud to say that the MBACCC has taken steps to evolve and mature. We have improved our communications and marketing initiatives to increase engagement. We have also bettered our logistics services and tightened our finance policy to reflect a more risk-averse strategy. Moreover, we have made our Bootcamps, the internal educational forum for solving cases, more relevant for incoming students.

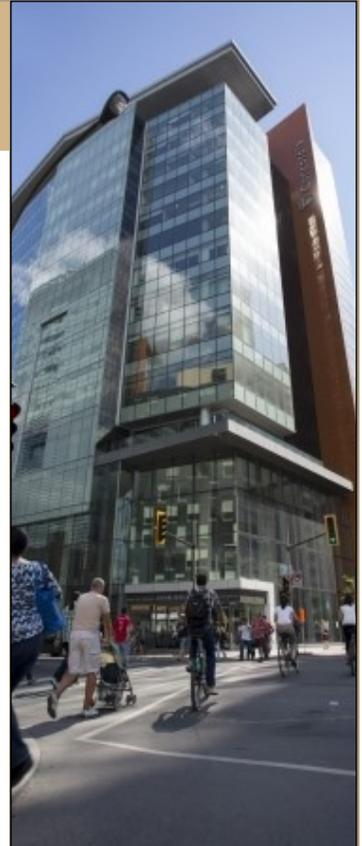
Moving forward, the MBACCC will be preparing six different teams to compete in four more external competitions taking place in Ottawa, London (ON), Toronto, and Montreal. We will also be introducing incoming students to the case comp culture through *Garda*, sponsored by the Stéphan Crétier Foundation.

This has been a great year so far and we anticipate many more memorable milestones ahead. Thank you for your continued support!

With very best wishes,

Winnie Hu

President, JMSB MBA Case Competition Committee



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# John Molson MBA International Case Competition



Top: Jonathan Faerman, Amanda Rushton, Karolyne Courville and Tim Field (coach). Bottom: Winnie Hu and Jesse Prent.

The biggest MBA case competition in the world, John Molson's MBA International Case Competition (ICC), took place during the week of January 7<sup>th</sup> to 11<sup>th</sup>. It was held at Hotel Bonaventure in Montreal, QC and featured 20 countries, 36 schools and over 1000 attendees. The theme of this year's competition was "Disruption". Teams were challenged with cases that explored how disruptive business models are shaping the future, both from the perspective of the "Disrupters" and the "Disrupted".

The home team was represented by second-year MBA candidates: Jonathan Faerman, Jesse Prent, Amanda Rushton, and Winnie Hu. In three days, they cracked five cases revolving around disruption. The team fought hard and were cheered on by their coaches Matt Beck, Cedrin Law, and Tim Field at every turn.

The Concordia Cup went to Nanyang Business School (Singapore), followed by Lund University School of Economics and Management (Sweden) and DeGroote School of Business (Canada).

## JMSB to the rescue!

Disruption affects organizations throughout the world and the ICC was no exception. As teams faced difficulties to make it to the competition, alternates from other schools stepped in to make sure the competition, structured around 36 teams, could proceed as scheduled.

### Team Global

Due to visa issues, the Barna School of Management team could not fly into Montreal to compete. For the first time in many years, the ICC organizers had to put together a "Team Global", which featured two of JMSB's own: Paola Sunye (competing) and Natarrajan Arurolie (alternate). Both had the opportunity to present.

### Team Scotland

JMSB's Vijay Bidnurmath was placed as the Scottish team's alternate and got a chance to compete.



Team Global (left to right): Natarrajan Arurolie (JMSB), Andre Berger (HHU), Gustavo Armenteros (Barna), Paola Sunye (JMSB) and Rico Heuchel (Paderborn).

# Fall 2018 in Review

## Fall 2018 at a Glance

### Activities organized by the MBA CCC

- Case Cracking Bootcamps: September 14 and 21
- Project Management Bootcamp: October 19
- HEC & Rotman Tryouts: November 2

### Case Competitions

- Bell: September 28
- De Groote: November 9 and 10
- ICOP: November 10
- Munster: November 16 and 17
- KGP: November 17

The Fall 2018 semester started off strong, with **two Case Cracking Bootcamps** held on September 14<sup>th</sup> and 21<sup>st</sup>. The goal of these sessions was to introduce the incoming MBA students to the art of case competitions. Both sessions were



Prof. Timothy Field teaching incoming students about case cracking techniques at the September 14, 2018 bootcamp

successful, with roughly 30 participants present in each.

**Many competitions took place over the semester**, starting with a competition held by **Bell**. Students Hamed Safaee, Himanshi Garg and Lifan Yuan, each from **JMSB's MBA program**, **won first place** in their division, competing against 5 other teams.

From November 9<sup>th</sup> to 10<sup>th</sup>, Evan Baker, Marie-Claire Laflamme-Sanders, Mateusz Sznir and Karolyne Courville from the Strategies in Action class, made their way to McMaster University in Burlington, Ontario to compete at the **DeGroote**

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*“Their journey as a team and the experiences they had were life and career-changing”*

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**Case Competition.** Their journey as a team and the experiences they had were life and career-changing, as they competed alongside the top MBA teams across the country.

The **International Community Outreach Program (ICOP)** of JMSB held its competition on November 10<sup>th</sup>, where nine graduate-level teams competed. The winners were from the JMSB MBA program: Zane Ruiz, Zeeshan Ahmad, Ganesh Swami and Daria Nedospasova.

From November 16<sup>th</sup> to 17<sup>th</sup>, four MBA students were sent to the **Munster Case Competition**, held in Munster, Germany. Udhay Kapoor, Geoff Weissbach, Nadya Chuvashova, Adnan Ali and their coach, Matthew Beck, led the team to soar. They were just **one point behind the winners**, Barna Management School, with a score of 70 to 71.

Also on November 17<sup>th</sup>, four JMSB MBA teams competed at the **KGP Case Competition** held by ESG UQAM, demonstrating their project management skills to PMI professionals.

Throughout the semester, the MBA Case Competition Committee held several other events such as the **Project Management Bootcamp** provided to KGP participants on October 19<sup>th</sup> and the **tryouts** for the Rotman and HEC teams for the Winter 2019 competitions. These activities **drove MBA students to increase their engagement in case competitions.**



Case-cracking enthusiasts hard at work

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## What's next?

### Upcoming External Competition Highlights

#### February 7-9: East Meets West

Hosted by the Ivey Business School in London, Ontario in collaboration with the Haskayne School of Business, this is a leadership-themed case competition. It aims to challenge teams with live business cases that focus on leadership through business strategy and ethics.

#### February 15-16: HEC Montreal CSR Challenge

This bilingual case competition is hosted by HEC Montreal and comprises of teams from around the globe. The competition focuses on themes of sustainability, corporate social responsibility and environment.

#### March 1-2: Telfer Diversity and Inclusion MBA Case Competition

Hosted by Telfer in Ottawa, Ontario, this case competition includes 12 teams. Teams have the opportunity to explore the tangible benefits of diversity and inclusion through the lens of business leaders.

#### March 29-30: Rotman A4S International Case Competition

This research-based competition is hosted by Rotman School of Management in Toronto, Ontario. Participating teams are tasked with creating new, disruptive business models that address environmental and social sustainability through technological solutions.

Other upcoming competitions include the **Accuracy Business Cup**, **Haskayne 24 Hour Case Competition**, and the **Ted Rogers Leadership and Inclusion Strategy Invitational Case Competition.**

13

competitions

*with participation by*

92

JMSB MBA students

*guided by*

14

dedicated coaches

*(alumni and faculty)*

## About the JMSB MBA CCC

The JMSB MBA Case Competition Committee (CCC) facilitates the participation of MBA students in case competitions.

Under the supervision of Timothy Field, Faculty Advisor MBA Case Competitions, the committee's Executive Team provides basic training in the form of "Bootcamps" to initiate students to case cracking and presenting, and manages all the outgoing competing teams. With the help of dedicated coaches, teams are provided training and mentoring before heading to case competitions.

This unique opportunity provides students the platform to develop their problem solving & presentation skills, expand their academic & professional networks and represent John Molson School of Business (JMSB).

For more information, visit our website, or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

JOHN MOLSON  
MBA CASE COMPETITION COMMITTEE

# What's next? (continued)

## Upcoming Internal Events Highlights

### January 25: Bootcamp — Introduction to Case Cracking

Students will have the opportunity to receive tips and tools that will serve them well as they prepare to tackle their first cases. At the end of the bootcamp, they will also have the chance to watch experienced teams present (see below).

### January 25: HEC and Rotman Face-Off

For the first time, all teams that will be competing at the HEC and Rotman case competitions will face-off against each other. This will serve both as a practice session for them, and as a learning experience for bootcamp attendees.

### February 2: Stéphan Crétier Foundation (Garda) Case Competition

The MBACCC will be organizing the Garda Case Competition again this year, made possible by the generous contributions of the Stéphan Crétier Foundation. During this eventful day, over 30 students will have the chance to participate for a total of \$5,000 in prizes and, more importantly, JMSB bragging rights.

Towards the end of the semester, the MBACCC will also be holding **interviews** to find the next team, **try-outs** for a coveted position in the Strategies in Action class (MBA 659) and the **Cutthroat Case Competition** (a fun day that celebrates students involved in case competitions throughout the year).

## Thank you!

The MBA Case Competition Committee would like to thank all the coaches for their support as they lead the various teams on their case competition journey.

We want to thank the coaches that helped the Fall 2018 teams: Michel Greiche, Matthew Beck, Cedrin Law and the coaches guiding the Winter 2019 teams: David Spinner, Marc Le Guen, Geoffrey Weissbach, Stephen Stavros Athanasoulis, Genevieve Redstone, Vigneshwaran Ramaraj, Elena Raznovan, Pierre Carpentier, Evan Steeves and Anju Suddul.

A special thank you to professor Tim Field for his dedication to case competitions as a professor, a coach and a mentor.