

JOHN MOLSON
MBA CASE COMPETITION COMMITTEE

JMSB MBA CCC February Newsletter

Training

Every year, the MBA Case Competition Committee offers students the opportunity to enter the world of case cracking.

On January 25, 2019, the MBA Case Competition Committee hosted a successful workshop with over 50 attendees. The presentation topic was Intro to Case Cracking: Fundamentals of Case Analysis and was led by Professor Tim Field. The session was followed by three case presentations from the teams representing JMSB at the HEC CSR Challenge and Rotman A4S International Case Competition.

This event was an opportunity for the teams to practice in front of a panel of judges and a big audience. Moreover, the attendees got the chance to watch a formal case presentation and learn from the judges' questions.



Prof. Tim Field teaching incoming Winter 2019 students about case cracking tools and tips

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Stéphan Crétier Foundation Case Competition



From left to right: Tim Field, Hon. Christian Paradis, Ida-Marie Furino, Maxime Langlois, Geoffrey Weissbach, Cedrin Law and Marc LeGuen

On Saturday February 2, 2019, 31 MBA students from the John Molson School of Business participated in the Stéphan Crétier Foundation Case Competition. The topic of the competition was about GardaWorld and ways the company could engage Indigenous communities across Canada to be part of its workforce.

The panel of judges was composed of:

- Maxime Langlois, General Manager, Stéphan Crétier Foundation
- Hon. Christian Paradis, Senior Vice President, Strategic Development, Protective Services, GardaWorld
- Ida-Marie Furino, Specialist, Employer Branding and Communications, GardaWorld
- Tim Field, Faculty Advisor, MBA Case Competition Committee, JMSB
- Cedrin Law, Senior Product Marketing Manager, Ultrasound Training Solutions, CAE Healthcare
- Genevieve Redstone, Quality Improvement Coordinator, Rossy Cancer Network
- Jonathan Faerman, Associate Director, Insights and Analytics, LoyaltyOne
- Geoffrey Weissbach, Operational Excellence Professional, Medtronic
- Marc LeGuen, Networking Solutions Specialist, Team Lead, PCM Inc.

The total prize of \$5000 was possible thanks to the generous donation of the Stéphan Crétier Foundation which also sponsored the networking cocktail at Wienstein & Gavino's. The participants got the opportunity to receive feedback from the judges and exchange with their peers.

“The Stéphan Crétier Foundation Case Competition proved to be far more than just another in-house case competition. The live case experience was new for me, and I found it much more fulfilling to present to a panel of company representatives – it made the experience more challenging, but also felt like we were contributing to solving real problems in the business world. Winning this competition felt extra special because of how passionate I am about the subject matter, and the prize money was a very welcome respite to the student budget. I was able to pay for all my textbooks and software this semester.”

Rachel Simmons, 1st place winner

1st prize (\$2500)



Left to right: Stéphane Larin, Rachel Simmons, Pankajakshan Ramaswamy and Félix Saint-Denis

Second place (\$1500) went to Kavan Someshwar, Carolyn Elizabeth, Zane Ruiz and Jingjing Xu, and third place (\$1000) went to Boulos Salame, Isabelle Bittar, Paul Bugnon and Yana Karieva

Two wins for JMSB at the 10th HEC Montréal CSR Challenge!

When the two JMSB MBA teams were selected to compete at the 10th HEC Montréal CSR Challenge, they wanted to aim for the sky. And they did it, bringing home the 1st and 2nd prizes!

From February 14 to 16, 2019, 22 teams from 17 universities from across the globe, including Spain, United States, France, and United Kingdom,

second place. The third place went to team Eat, Case, Love represented by the Schulich School of Business.

Teams had the opportunity to crack three cases over the weekend. The first was a research case on how multi-national companies can act responsibly when operating in a conflict zone. The



From left to right: (2nd place winners) Stéphane Larin, Rachel Simmons, Philippe Toren, Paola Sunyé and (1st place winners) Winnie Hu, Amanda Rushton, Udhay Kapoor, Jonathan Faerman

analyzed and presented cases to provide solutions to a range of CSR challenges facing companies today.

The first place went to team PB&J represented by Jonathan Faerman, Udhay Kapoor, Amanda Rushton and Winnie Hu. Team Eureka, represented by Paola Sunyé, Rachel Simmons, Philippe Toren, and Stéphane Larin followed in the

second case was on whether a non-profit organization should rely on a partnership to grow; and the last case required teams to put forth a recommendation on how a Biosphere Reserve could become financially autonomous while maintaining its UNESCO designation.

All teams received feedback from their panels of judges, which consisted of professionals from both

Two wins for JMSB at the 10th HEC Montréal CSR Challenge! (Continued)

public and private sectors who specialize in CSR and sustainability, including representatives from the United Nations, Desjardins, Millani, Vidéotron, Loto-Québec, and the Government of Quebec. Both JMSB teams received highly positive comments and constructive criticism from their judges.

The event was sponsored by HEC Montréal, Desjardins, Vidéotron, Osiskos, Nespresso, S3R, Énergère, Devlor and BDC.

When asked about their performance, the JMSB delegates explained they were able to score high

“JMSB delegates explained they were able to score high marks for the solutions and presentations they provided thanks to the support of their dedicated coaches Stavros Athanasoulis, David Spinner, Matthew Beck and Timothy Field”

marks for the solutions and presentations they provided thanks to the support of their dedicated coaches Stavros Athanasoulis, David Spinner, Matthew Beck and Timothy Field.

“The HEC CSR Challenge has evolved into a premier international case competition. I am incredibly proud of our teams and appreciate greatly the dedication and commitment of our coaches and MBA Case Competition Committee members.” says Tim Field, faculty advisor for the MBA Case Competition Program.

Testimonials



“The HEC CSR Challenge Case Competition was a great experiential learning opportunity. It was a very well-organized event with an excellent caliber of competition and judging. Having two JMSB teams in the competition gave an added element of camaraderie to the whole experience – we felt such pride when cheering each other on! Presenting three cases over two days, we honed our communication and storytelling skills. Cracking these challenging cases under time pressure was useful exercise in teamwork and a lot of fun! The cases made us aware of the issues companies face today when trying to create ethical, sustainable business solutions.”

- 1st place winning team



“The overall experience, from the training sessions through to the competition, was very positive. The event was well organized and we felt supported by the coaches and the MBA Case Competition Committee. We learned how to get to the core issue of a case and focus on what was important, instead of getting sidetracked by red herrings. We also learned to manage the balance between depth and breadth and the importance of alternating between high level aspects of a recommendation and the nitty gritty. Finally, as we cracked cases, we realized the importance of not staying in our silos and working in a more collaborative manner by supporting team members as needed.”

- 2nd place winning team

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](#).

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JMSB at East Meets West MBA Leadership Case Competition

Our JMSB delegates Anne Morinville, Karolyne Courville, Evan Baker and Natarajan Arulolie competed at the East Meets West MBA Leadership Case Competition, held at Western University- Ivey School of Business in London, Ontario from February 7 to 9, 2019.

The theme surrounded business leadership. On day 1, schools were broken up and split into mixed teams, allowing all the participants to crack a case with new team members from across the country.

On day 2, teams participated with their peers for a second case. Both cases were followed by a debrief session with industry leaders and academics on the topic covered in the case. These sessions proved to be very insightful to the participants, who also had the opportunity to ask questions to the judges and subject experts.

On both days, participants had the chance to network during social events. The competition was executed flawlessly. According to Evan Baker (participant): "East Meets West was a meeting not only of top business schools from across Canada, but a true meeting of minds. From walking into the impressively designed main campus at Ivey, to rubbing elbows with CEOs and highly experienced board members, this competition deepened my gratitude for the opportunities that pursuing a John Molson MBA has given me. I took full advantage of

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my time in London to make new friendships and nurture old ones, learn from many people far smarter and more experienced than I, and to put into practice the hard work and dedication of my colleagues as we represented our school, and ourselves, to the Canadian MBA community."

The winner of the competition was University of Manitoba- Asper School of Business. A total of 10 teams and universities participated.