

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

A semester of Challenges. Learnings. Growth.

With JMSB transitioning entirely to virtual platforms to facilitate lectures and school activities, the MBACCC too had to pivot its operations to the digital realm.

The committee faced several unprecedented challenges, that lent themselves to valuable learnings such as - extending a personal touch in its communication with various stakeholders, leveraging new technologies and platforms to facilitate operations and engagement with the student body, collaborating with distinct committees for creating & executing events, and crafting new guidelines to effectively function in a virtual world.

These learnings have in turn helped the committee grow into a stronger, agile, and connected platform that aims to further the case competition culture at JMSB.

- JMSB MBA Case Competition Committee

MBACCC x MCC - Consulting Experience Challenge

The MBACCC, in collaboration with Management Consulting Concordia, successfully wrapped up the first edition of its internal Fall case competition, **Consulting Experience Challenge**.

Over a period of two weeks, 13 teams from both the graduate and undergraduate levels battled it out to provide a growth and expansion strategy for **GoMaterials**, a B2B player in the landscape construction industry.

Held on Oct 31st, the finals saw 3 teams from the undergraduate stream and 2 teams from the graduate stream, pitching their recommendations to GoMaterials. The judging panels were chaired by consultants from KPMG along with MBACCC coaches and Prof. Tim Field (MBACCC faculty advisor).

The winners were awarded a private coaching session and a one-on-one partner chat with the KPMG Strategy Consulting division. Select finalists were also offered a fast track recruitment for Summer 2021 positions at KPMG.



Congratulations to Thanh Nguyen, Sumit Gaur, Marco Scanlan, and Ehsan Sharif of Team C Consulting, the graduate stream Winners!



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Top 10 at Creative Shock!

In October, JMSB saw 15 students participate in the Creative Shock Case Competition, hosted by the ISM University Of Management And Economics. Despite being a new addition to the MBACCC external competition roster, **JMSB enjoyed a Top 10 finish at the event!**

This competition saw 290 teams from around the world providing strategic growth recommendations for social enterprises involved in diverse business streams. **The four teams participating from JMSB rounded out the Top 130 list, with Carpe Diem Consulting ranking 10th globally.**



Clockwise (from top left) - Debajyoti Saha, Veda Roy, Neha Shivangi, and Hirak Chakraborty of Carpe Diem Consulting, Top 10 finisher at Creative Shock



Clockwise (from top left) - Ishpuneet Singh, Aswin Thiru Puram, Nikhil Parashar, and Ashita Sharma of Synergy Consulting, Ranked 112th globally



Clockwise (from top left) - Laura Fraticelli, Salman Kabir Faiyad, and Neil Woodcock of Team X Consulting, Ranked 64th globally



Clockwise (from top left) - Jaspreet Kaur, Sai Praveen Gudichuttu, Shuo Han, and Shunan Zhao of Shock Challengers, Ranked 128th globally

During the preliminary round, participants were provided with two case mandates. In Week 1, teams were tasked with generating actionable insights, to successfully navigate the impacts of the COVID-19 pandemic, for an entrepreneurial venture in the Food & Beverages sector. In the following week, teams were asked to develop a 360-degree marketing strategy for an inclusive apparel firm.

Carpe Diem Consulting progressed to participate in seminars and workshops pertaining to social business models in 'The Final Weekend' held on November 28-29.

"The highlight of the entire competition was how our team came together to work through all the challenges. We had each other's back and we complemented each other very well with our offerings and skill set. I believe it is very important that we work with people that complete and complement each other in any competition or project."

- Neha Shivangi, Carpe Diem Consulting

ICOP Case Competition

This year, the International Community Outreach Program successfully conducted its first ever virtual case competition, adding another feather to its cap!

For the 5th edition of this annual event, ICOP partnered with CEED-Concordia, an NGO that furthers the development of the Ugandan youth community by helping them to confidently address life's challenges, thrive in the global economy, and catalyze positive changes.

2020 ICOP Social Business Case Competition



Thanh Nguyen,
MBA



Prathamesh Wanare,
MBA



Faisal Allassadi,
GDBA



Rabeet A. Rao,
MBA

2020 ICOP Social Business Case Competition



Balajji
Madanagopal,
MBA



Priyam
Choudhary,
MBA



Sai Praveen
Gudichuttu,
MBA



Suryakumar
Ramesh,
MBA

Congratulations to the winning teams!

Participants were challenged to help CEED determine various initiatives to transform its 'Youth Entrepreneurship Training Program' to a virtual format for 2021, in light of preexisting regional and economic challenges.



Of the 6 competing teams, comprising of students from both the 2020 & 2021 Fall and Winter cohorts, 36% had participated in prior internal & external case competitions, while another 72% attended the MBACCC bootcamp sessions held in September.

Keeping in line with previous years, the MBACCC supported ICOP by recruiting and facilitating the judging panels for the event.

ICOP continues to serve as an excellent experiential opportunity for students to harness their strategic thinking and business acumen while solving real-world marketing and management challenges.

2020-21 Case Competitions - Meet the Delegations!

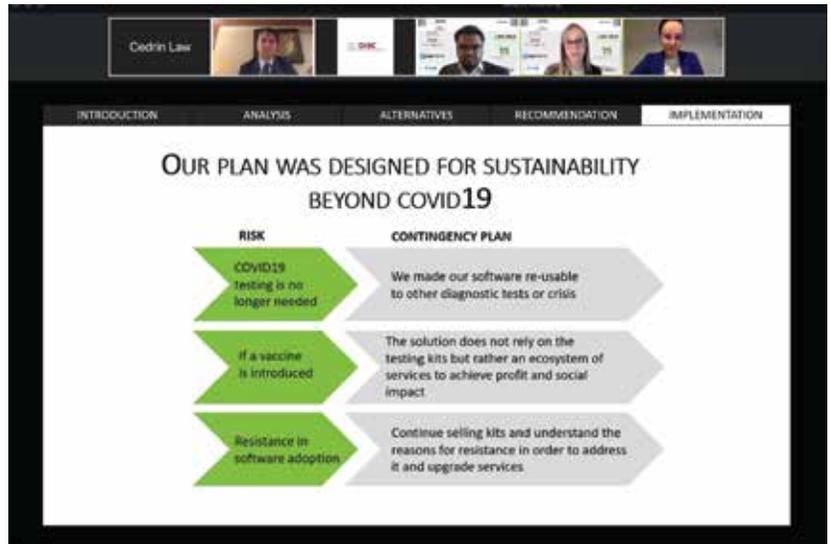


Commendable Performance at DeGroote Innovative Solutions Competition!

On November 14th, Team M²AP, as a part of the Strategies In Action course elective, successfully competed in the inaugural DeGroote Innovative Solutions Competition, hosted by McMaster University.



Clockwise (from top left) - Akshay Shripathi, Polina Gamayunov, Mykola Dumenko, and Marie-Pier Darsigny of Team M²AP



Team M²AP in action

Team M²AP presented a well-rounded strategic recommendation focused on test kits and key services for the COVID-19 response ecosystem. While the team did not advance to the finals, they were commended for their insightful solutions by the judging panel.

The MBACCC extends its appreciation to Lead Coaches, Anju Suddul & Evan Steeves, and Support Coaches, Cedrin Law and Matthew Beck, under whose guidance M²AP trained for the event during the semester.

"Our case dealt with commercializing COVID test kits. While we did not make it to the finals, I learnt that team work truly helps in improving ideas and presentations. Optimal teamwork happens when every member is engaged, responsive, and giving their best, and our team was a testament to this when we had to take feedback from our coaches and craft that into a compelling story in a short time frame."

- Akshay Shripathi, Team M²AP

Congratulations to Team M²AP for keeping the JMSB flag flying high throughout the event!

Canadian Marketing League

In November, two teams represented JMSB at the Canadian Marketing League case competition, hosted by the DeGroote School of Business, McMaster University.

With Jesse Prent at the helm as Lead Coach, Starlight Consulting and Team X Consulting were tasked with developing an advertising video pitch detailing a brand partnership for an international CPG player.

Out of 206 teams that competed in the preliminaries, the top 20% will advance to the knock-off rounds that will be conducted between Jan-Feb 2021.



MBACCC Converse

The MBACCC Converse is a series of conversations with past MBACCC members, coaches, and case competition delegates to understand how case competitions and the culture built around them help augment one's personal growth, graduate school and professional experience.

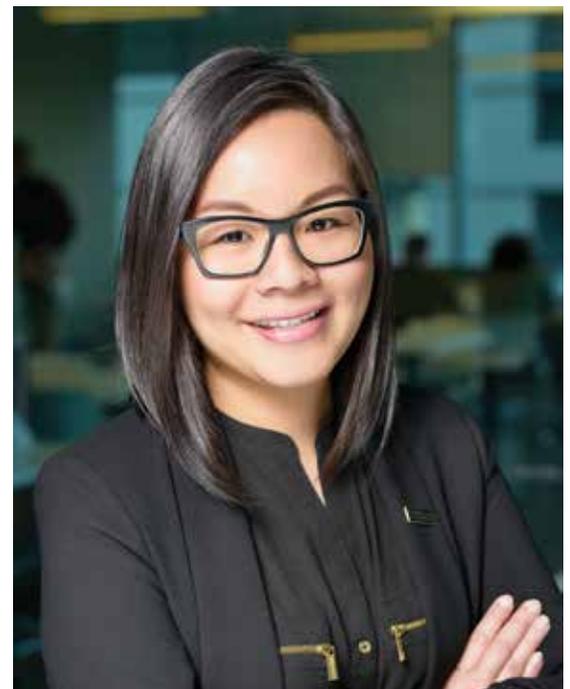
*This edition sees **Magalie Han, the 2018-19 MBACCC VP Communications**, sharing a testimonial based on her experiences and learnings from the MBACCC and the world of case cracking.*

Professional Background Overview

My professional experience includes fundraising, administration and events management.

Motivation to get involved with case competitions

I have always admired students who were involved in case competitions. Some of them have truly inspired me. Initially, I was mostly involved in the organization of case competitions. I was a Lead Volunteer for team hosts and logistics at the JMSB MBA International Case Competition, organized the ICOP Social Business Case Competition and served as VP Communications for the JMSB MBA Case Competition Committee. However, I wanted to get out of my comfort zone and challenge myself as a participant. I wanted to sharpen my analytical, strategic thinking and presentation skills but beyond that, I knew that this experience would contribute to my personal growth. I therefore decided to do the tryouts to be in the Strategies in Action- Case Competition course this Fall. Finally, being involved in case competitions has given me the opportunity to meet, work with and learn from so many talented individuals.



A memorable moment competing and learnings from it

My participation at the Retail Innovation Challenge organized by McGill University last June was definitely a memorable moment. The competition invited participants to generate actionable insights for the food industry to navigate the impacts of COVID-19. My team worked on a local restaurant chain whose business model was disrupted due to the pandemic. It was so interesting because the competition happened when the Quebec government was announcing the regulatory changes regarding restaurants. Therefore, our team had to adjust our plan accordingly.

It was my first time participating at an external case competition in a virtual setting. My team had to adapt its working style while one of our team members was in a different time zone in India. As we worked every day intensely over 2 weeks, we developed a strong tie and I had the opportunity to get to know them more personally. I learned so much from their thought process, technical skills and personal qualities. Our team reached the semi-finals and was among the Top 20 out of 80 participating teams across Canada, placing among the Top 6 teams in our category.

MBACCC Converse



In your opinion, what does it take to win a case competition?

Being open to failure and the willingness to learn from your mistakes is part of the process. In my opinion, there are so many factors involved in winning a case competition and not all of them are controllable. I believe that a strong team synergy contributes to it. Consistent case practice, time management, effective communication and the ability to support your recommendation to the jury are some factors. However, at the end of the day, it is the jury who makes the final decision.

How have your learnings from case competitions and the MBACCC augmented your personal growth and professional endeavours?

For me, the most important learnings come from listening, observing, discussing and collaborating with people. As a member of the Case Competition Committee, I witnessed how much can be achieved by collaborating with a team in a horizontal structure. I gained confidence in expressing my thoughts, especially when they differ from others and learnt the value of bringing different or opposing ideas together with the common goal of finding the best solution. Most importantly, I realized the difference that a compassionate leader can bring about.

Currently, through my weekly case competition trainings, I am constantly being challenged by learning to adapt to new situations. I quickly understood that it was not solely about sharpening your strategic thinking, analytical and presentation skills. It is the ability to reflect and learn from your mistakes, receive and give constructive feedback and constantly work on yourself to ultimately become a better person.

Ring in the Holidays!

Wrapping up a challenging yet successful Fall semester, the MBACCC conducted its annual holiday event on December 18th.

A close-knit affair, the event saw current committee members and alumni join in on a Friday night for a fun-filled virtual evening of trivia and games.

The MBACCC extends its warmest wishes to all of you for a happy holiday season!



LET'S KEEP IN TOUCH

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