

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

The World of MBACCC

MBACCC CASE COMPETITION



March 12th, 2022

**OMNICHANNEL STRATEGIES:
ENDLESS POSSIBILITIES**

First in-person case competition of the year



**JMSB MBACCC Annual Winter
Case Competition 2022**

The first in-person Case Competition of the year!

The competition offers MBA students (full-time and part-time) the opportunity to provide consulting services to PMP - Beyond Consulting, a strategy, development, and transformation consulting firm with offices in Montreal, Paris, London, Brussels, and Casablanca. This competition is not only a chance to win cash prizes but also is a networking opportunity with the client.

The case will be released on March 4th, 2022. The competition will be held on March 12th, 2022 followed by a networking event.



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eICC 2021-22: Team Concordia

Clash of the Case Competition Titans!

JMSB's International Case Competition has the prestige of being the largest MBA case competition in the world that witnessed the participation of 30 universities from around the globe encompassing continents North America, Europe, Africa, and Asia in 2022. Competitors faced five complex business cases from vastly different industries. The fight for the prestigious Concordia cup constituted exemplary performances from the teams which were judged on their strategy, clarity of content, presentation skills, and ability to defend their recommendations amongst many other criteria.



The Concordia team constituted of Alex Wells, Bethea Clarke, Patrick Boire-Schwab, and Julien Abdo coached by Prof. Tim Field, Cedrin Law, and Matt Beck. All the team members were a part of the Strategies in Action class (MBA 659). They were selected for eICC 2022 based on their performance in the class. The team continued their coaching after the Strategies in Action class ended in October. The MBACCC supported the team by providing coaching sessions every week for two months with Tim, Cedrin, and Matt. The team attempted to solve the most difficult and complex cases during these training sessions followed by tough Q&A sessions.

The JMSB eICC 2021-22 Team

The team worked very hard and practiced vigorously. The team solved 11 such cases from October till December before the preliminary round of the competition in December 2021. This preliminary round consisted of a research case. Teams recorded their video presentation and sent it to the eICC judges for evaluation. As the competition took off for the second round in January 2022, each team was paired with one another university team in the same wave. Both teams were given three hours to crack a live case, prepare their slide deck, and present. This was followed by a grueling Q&A session by the judges. The teams were provided with a recording of each other to evaluate their competitor's performances.

Below is an excerpt of the various cases tackled by the team till Round Robin in the words of Bethea, Patrick, and Alex, Concordia eICC 2022 team members:

Case 1: Research Case - Global Wealth Disparity

The first case for eICC was a research case, meaning that the teams had 5 days to prepare and record their presentations. The mandate was quite vague but very topical; teams had to answer a variety of questions about how best to combat global wealth disparity. We divided our recommendation into three distinct sections: actions to be taken by corporations and the wealthy, actions taken by national governments, and actions taken by the international community. The main challenge with a research case is twofold: making a quick decision as to which direction to take and not getting overwhelmed by research to the detriment of the presentation. Our competitors weren't as structured and didn't provide a strong recommendation, and so we won this round.

Case 2: Bobsia (A three-hour Case)

Bobsia is a new entry to the winter sports industry. It's not a snowmobile, but an entirely new experience closer to a motorized sled. The challenge was that both the company and its product were in their infancy and were not well known by potential customers. Our recommendation was to differentiate from snowmobiles and focus on their niche by highlighting the product's strengths - it was safer, cheaper, quieter, and more manoeuvrable than traditional

snowmobiles. We also recommended partnering with a US company to establish a foothold in North America. We were quite ambitious in our timeline, given the company's limited runway, which was something we continued to work on as the competition progressed - it's key to keep your plan simple and attainable. Having said that, we won this round!

Case 3- Cirque du Soleil (The live case)

The case was based around Cirque du Soleil financial issues surrounding the pandemic. Because 85% of their revenue comes from live shows, from one day to the next their revenues dropped to next to \$0. The unique part of the case was the need for immediate solutions as well as long term more sustainable ones to futureproof the company, all while finding ways to connect to a younger audience. The main challenge of the team was to avoid getting side-tracked by all the possibilities that the circus could offer and focusing on what made most sense for the brand. The strategy meant finding a way to make the best of a live show in a potentially virtual world without hindering the experience. They learned to use the brand's own internal language to wrap the presented ideas and help sell them. Our takeaway from this round was that our recommendation was too complex and time-sensitive.

The above case excerpts along with the strategy will help students understand the complexity of business cases. The Concordia team has done an outstanding job and made the university proud with its brilliant performance in the nail-biting competition.

Bootcamp and Try-outs Winter 2022

The MBACCC hosted the Winter 2022 Bootcamp and Try-outs workshop on January 29, 2022, under the guidance of Prof. Timothy Field. It was attended by 37 students and esteemed coaches Anne Morinville, Cedrin S Law, Fatima Malik, Hirak Chakraborty, Jonathan Faerman, Marc LeGuen, and Matthew Beck.

The MBACCC is known for its Bootcamps held every Fall and Winter Semester. However, this Bootcamp was different. MBACCC President, Bethea Clarke, came up with the idea to conduct the traditional bootcamp as a try-out session to select candidates for upcoming case competitions, SFU Net Impact, and Schulich Global Case Competition.



Bootcamp & Try-outs session in progress

It was a remarkable feat as 7 coaches coached students at the same time. The MBACCC received encouraging feedback from the students and the coaches alike about this new format.

The session started with a brief introduction of the MBACCC team and the coaches followed by a workshop hosted by Prof. Tim Field. The students were divided into a team of four and each group was allocated a coach. The teams were assigned to breakout rooms to work on the case. In an hour the teams had to both deliberate amongst each other and prepare the presentation under the guidance of a coach.

In the second half of the workshop, the coaches were shuffled amongst teams and the teams presented to their coach and to a new coach. Each presentation lasted for 10 minutes followed by a 5-minute Q&A session. The MBACCC integrated the previous bootcamp session student feedback into the latest one i.e., providing feedback to all the teams, which happened on the spot by the judges. The session concluded on a high note. After the session, all the judges deliberated on the performance of students, and based on their feedback 8 students were selected for the two upcoming case competitions to represent JMSB. We wish the teams all the best for the competitions. The MBACCC will continue supporting them throughout this journey.

Leaderboard

Students selected for teams at the Winter 2022 Bootcamp & Tryouts for upcoming case competitions

Schulich Global Case Competition 2022

Selected Students

Didier Chan
Jesse Periodica
Shanil Panchamia
Shaurya Talwar

SFU Net Impact Case Competition 2022

Selected Students

Lisa Malachowski
Mehul Bawa
Pratik Gardare
Xavier Alvarez

Upcoming Case Competitions : All the Best to the participants!

Reimagining Women in Leadership Case Competition 2022

Date of Event: March 4th & 5th, 2022

Team members

Aswin Thiru Puram
Bharti Krishna
Constantinos Sanoudakis
Shraddha Manda

HEC CSR Challenge 2022

Date of Event: March 18th & 19th, 2022

Team members

Aditya Chaubey
Aravindhnan Balasubramanian Sudha
Rahul Ramachandran
Suresh Naidu

Strategies in Action (MBA 659)

Read below to find out why it is one of the most valuable and competitive courses of the MBA

What do the previous and current students have to say about the course?

Strategies in Action (MBA 659), taught by Prof. Tim Field, has long given JMSB MBA students concrete training for the business world. SIA is part of the case competition preparation ecosystem supported through coaching sessions by various coaches which are organized by the MBACCC. It furthers the MBACCC goal to educate and prepare MBA students for case competitions and make them efficient in solving business cases.

The MBACCC calls out for registration for the class in the late Winter semester. The selection for the class is preceded by a case-solving session wherein all registered students are assigned random teams and given a case to solve on the spot. During the session, every participant is observed closely and marked on various abilities such as case-solving skills, performance under pressure, problem-solving attitude, and teamwork. In 2021, out of all the students who registered for the selection process, 12 were selected and grouped in three teams of four.

SIA is a big commitment from students' end as it requires students to attend 9 AM to 5 PM class sessions every week during the first six weeks of the Fall semester. However, the engaging class experience makes it a very immersive experience.

Excerpts from an SIA-2020 student experience. Akshay went to compete in the DeGroote Case Competition 2021 along with his team.



As a Product Manager, I often have to carry out an in-depth analysis of a topic, come up with recommendations and present it clearly and concisely. The Strategies in Action course gave me the opportunity to perform a similar exercise on a series of business cases and the learnings are immensely helping me succeed at work. I highly recommend this unique experiential learning course to current MBA candidates., Akshay Shripathi, Central Product Manager - SAP Canada

Excerpts from SIA-2021 students' experiences

"SIA helped me structure my thought process and present my ideas in a crisp manner. SIA gave me a practical understanding of time management and coordination among team-mates.", Suresh Naidu, SIA 2021, HEC Case Competition 2022 participant.



"I was interested in enrolling in MBA 659 primarily because of the thought provoking and well-guided discussions on business cases. What made this course unique was the strong focus on solving real world business problems. It has helped me refine my creative problem solving, presentation, and strategic thinking skills, all of which will surely enhance my career success.", Constantinos Sanoudakis, Reimagining Women in Leadership Case Competition 2022 participant

"The Strategies in Action class is the bridge between class knowledge and professional experience that MBA students need during their journey. It was a valuable opportunity for me and I was able to learn a lot especially from the Coaches who offered their selfless support. I would definitely recommend this class for students looking for a challenge!", Julien Abdo, SIA 2021, ICC 2021-2022 participant.



The class sessions of SIA are organized on the lines of a live Case Competition event wherein, the teams are given a case in the morning which they have to prepare and present during the latter half of the class. It prepares students not only for case competitions but the corporate life that awaits them post-MBA.

The three SIA teams are registered to compete in three external case competitions. The previous SIA teams have competed in International Case Competition, Telfer Case Competition, HEC Case Competition, WIL etc. After the completion of the course, each team is mapped with one or more experienced coach who conducts the weekly coaching sessions here on with the team till the competition date. The coaches, along with Prof. Tim Field, are an integral part of the course. They not only impart various case-solving skills to the students but also act as their mentor. This has helped MBACCC foster a strong case competition ecosystem wherein each year case competition enthusiasts such as the MBACCC team are integrated.

SIA helps students integrate knowledge from all subjects studied during their MBA and apply them in solving a practical business case. This has helped students develop business acumen and practical on-the-job skills. It has also helped students develop a strong network with old students and coaches which helps them in their future career endeavours.

MBACCC Converse Coach Series

Continuing the MBACCC Converse initiative we bring for you the Coach Series! 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 **Hirak Chakraborty**, sharing a testimonial based on his experiences and learnings from professional world and the world of case cracking.

1. Can you tell us about your professional background?

Across my career, I have worked in variety of roles including Business Development, Marketing and Corporate Strategy. Post my MBA, I have worked in a business planning role as part of the Strategy and Analytics team at Bombardier and have recently joined Danone's sales strategy team as Sales Operations and Planning analyst.

2. What made you want to get involved with case competitions and coaching students?

From the very first bootcamp I attended, I have been obsessed with case competitions. There are 2 main reasons behind this – firstly, the exhilaration of solving a real world challenge and secondly, the experience of working together with different individuals in a team while navigating different personalities and ideas. The process of uncovering the core issue behind a mandate and building a solution to it through a structured process is something that has always fascinated me. Being part of the case competition program has been a huge factor in both my personal and professional development.

Now, as a coach, I have the opportunity to enable other JMSB students to enjoy the same experience at case competitions. I look forward to helping students gain the same learnings that I had from the program and build successful

3. You have coached a number of students. What do you think are the most common mistakes students make while solving cases?

The most common mistake students make is probably trying to do too much in solving a problem. Often times, offering multiple solutions in a case competition only serves to complicate things. It is important to accept that you cannot solve every problem! Instead, identify the core issue and aim to design a solution that has the maximum impact on the highest number of stakeholders. Having a narrow focus from the beginning helps to create a more streamlined strategy that is more easily implemented in a real world scenario.

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

In my opinion, the most important factor in winning a case competition is teamwork. A case competition winning team does not have to comprise all superstars. A winning team has a highly functional set of individuals with complementing personalities and skillsets and who work together in perfect harmony. This is why the members of a case competition team should have the empathy to truly listen to each other, exchange ideas and work together to build a solution in a structured manner.



5. What are the most prominent industry changes you see or predict post COVID? How should students aiming for consulting jobs can better equip themselves for the same?

Digital transformation will probably be the biggest influencing factor across industries in the post COVID world. In these uncertain times, customer behaviour has evolved rapidly and, in some cases, unpredictably. Already, organizations across industries are heavily investing in digital transformation initiatives to enhance the customer experience and adapt to fluctuations in demand. Those who exhibit the most flexibility will be best positioned to capture the market.

6. What is one life lesson you would like to share with the students?

The biggest lesson I would share with students is to not get too caught up with the idea of “winning”. Winning is not everything. Do not measure yourself, your skill or your abilities to the idea of always finishing in the top 3. Do it for the experience, for the learning and for the chance to work in a group of people who think differently from you. The learnings that you get from these challenging experiences and from the different perspectives that people around you bring are what will help you become the leader you want to be.

Newsletter III SWAG Quiz



MBACCC offers you a chance to win one of the many SWAG items by answering the following question based on your reading of the newsletter.

Find a word/expression written in the newsletter that means the same as the expression, “seamless-commerce”. Happy searching!

Email us your answers at jmsbcasecomp@gmail.com as soon as possible. SWAG is special and limited. The prize will be given on first come basis if your answer is right. The last date to send in your answers is 20th March, 2022.

Newsletter II SWAG Question and Answer

Newsletter II

Question : Find a word/expression written in the newsletter that means the same as the expression, “stone”.

Answer : Pierre, Boulder

Newsletter II Swag item Winners Special prize : Navaneet Jayamohan

Melissa Koury

Sridharan Vankeepuram

Pratik Gardare

Ali Shahzad

Prakhar Gupta

LET'S KEEP IN TOUCH



jmsbcasecomp@gmail.com



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