

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

A NEW ERA

"A new year has begun at JMSB, and the world is still dealing with uncertainty and instability. Last year was incredibly difficult, but daily I found myself so impressed by my MBA colleagues! Regardless of this difficult reality, you are all hustling and making the most of this experience. It's inspiring! I'm grateful every time I get to meet one of you in person, and I truly look forward to another year of learning from and being impressed by you. See you at the next competition."
- Bethea Clarke, President of MBACCC 2021.

"I personally welcome our MBA Cohort to the MBA Case Competition Program. Case Competitions are an integral part of our MBA Program and of all the experiences that the MBA has to offer, few provide the intellectual challenge, lesson in group dynamics, and adrenalin rush of the MBA Case Competition Program. Students within this program are highly sought after by recruiters, become part of a strong network of competition alumni, and are truly the pride of our MBA Program. We hope to see you at our various workshops, internal competitions, and try-out sessions for staffing the teams that will represent JMSB on the global stage." - Timothy Field, Founder of MBACCC.

Introducing the new team



Official Group Photo, (L to R), Anastasia Baikouskaya (VP Finance), Aswin Thiru Puram (VP Marketing), Bethea Clarke (President), Tim Field (Faculty Advisor), Shraddha Manda (VP Internal), Aravindhan Balasubramanian (VP Logistics), Sudha (VP Communications)



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MBA Orientation-Ringing in the new year

MBACCC President Beth was excited to see the high attendance of new MBAs at Orientation in September. She geared her presentation toward informing the incoming cohort not only of the professional benefits of participating in case competitions but also how much fun participating can be! Networking with fellow students and alumni is such an important part of the MBA experience, and case competitions provide an incredible forum for this. The students had some great questions and exhibited a strong interest in the MBACCC. Altogether a great start to the semester!!

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

Let's introduce the team! Our team is headed by our President, Bethea Clarke. The Vice Presidents include VP Logistics - Aravindhan Balasubramanian Sudha, VP Finance - Anastasia Baikouskaya, VP Marketing - Aswin Thiru Puram, VP Communications - Bharti Krishna and VP Internal - Shraddha Manda. Let's get to know them better!

Our President, Bethea, brings in a strong work ethic and vast case competition experience while providing strong leadership to the committee. Fun fact, our president is easily distracted by passing doggos, and had to reiterate her allegiance to felines by patting random cats on six different continents. Our VP Finance, Anastasia, comes in from a medical professional background and brings in level-headedness amidst the chaos that is typical of case competitions. She also happens to be the other cat lover on our team and is responsible for her pet Coco who often chairs MBACCC team meetings of late. Our VP Logistics, Aravindhan, brings in very strong analytical skills and technical expertise to our team and also happens to be a huge basketball fan (literally and figuratively).



Masked up! Let's know the faces behind those masks. Right to Left: Bharti (VP Communications), Tim, Anastasia (VP Finance), Bethea (President), Aswin (VP Marketing), Shraddha (VP Internals), and Aravindhan (VP Logistics). Below is the photo that puts a face to our names. The photo below was captured in Beth's backyard when she played the gracious host to the MBACCC Team.

Aswin, our VP Marketing, embodies the learning spirit of MBACCC, as evidenced by the enthusiasm for all things MBACCC-related; one that we have seldom seen in his other classes thus far. A twin by birth, automotive enthusiast by training, and fantasy literature nerd at heart, he tends to launch into long-winded rants about his latest read of the genre, much to the annoyance of an unsuspecting audience. Our VP Communications, Bharti, was picked for this position for her strong communication skills, and her ability to accommodate the rather demanding workload that the club sometimes requires during case comp season. When not communicating from behind her laptop, she loves to click portraits and get clicked. Shraddha, our VP Internal Events, excels at collaboration and bringing the whole team together and has a self-confessed preference for pineapple on her pizza. As a team, we would like to take this opportunity to thank the outgoing team - Aarya, Anusan, Debojyoti, HIRAK and, Roshini for their stellar work last year.

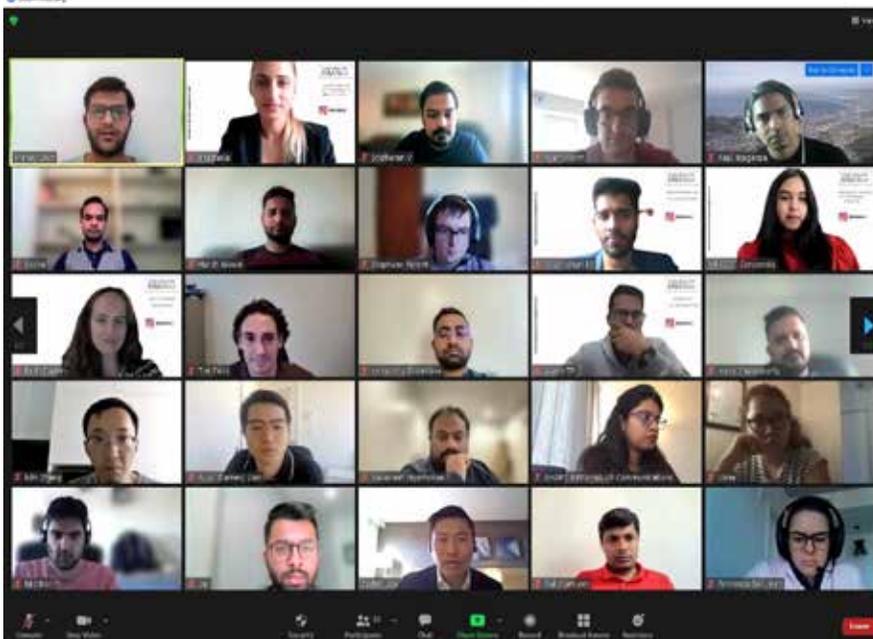


The MBACCC is more than the sum of its parts – its team members. The community that we have created over time is the one we cherish and it is with equal parts gratitude and excitement that this current team starts to build on those foundations. While Anastasia was inspired to join the MBACCC to help the students get the most out of case competition program, Aravindhan was inspired to use his logistics skills to help students get access to the best case competitions around the globe. Aswin was inspired to join the MBACCC due to his fascination for learning through case study and an inherent appreciation for all things MBACCC stands for. Bharti was inspired by the achievements of the previous team and the strong influence of the committee on the student cohort. Shraddha was motivated to inspire more students to take part in case competitions as she believes case competitions are one of the best learning opportunities offered by the MBA program at Concordia.

Summing it up the new team is a set of inspired individuals who come from diverse backgrounds bound together by a sincere desire to see JMSB students succeed in the case competition arena and making JMSB proud.

Fall MBACCC Bootcamps

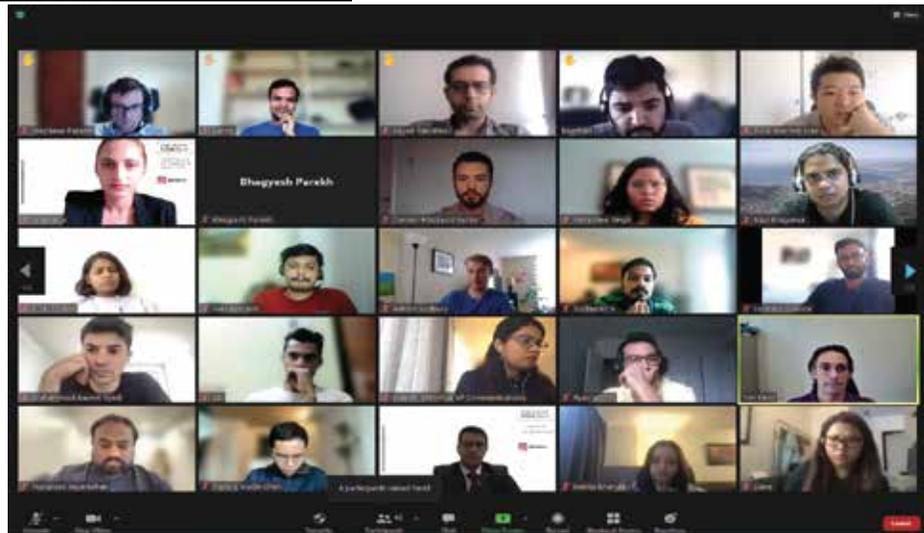
The MBACCC officially kick-started the 2021-22 academic year with a series of bootcamps aimed at introducing to the participants the world of case cracking, a much sought-after skill set to have in one's arsenal. The first bootcamp was organized by the MBACCC team in the third week of September and saw an unprecedented response from the participants not only in terms of attendance but in terms of the level of enthusiasm and engagement. The event started with the formal introduction of the MBACCC team followed by an icebreaker session which gave a chance to the participants to know each other and loosen up a little before the actual session on 'Introduction to case cracking' by Prof. Tim Field, Senior Lecturer, ethics and strategy, here at JMSB. After the session, the participants were given an opportunity to work on a case and the entire activity was overseen by Prof Tim. Meanwhile, our president, Beth, encouraged the participants to actively participate in case competitions by sharing her own experience with case competitions and how it helped her evolve as a consultant. The session was not all work and no play, thanks to our VP Marketing, Aswin, who reminded the participants time and again to keep a happy face as pictures were taken randomly throughout the event. The session ended on a high note with many participants actively engaging in Q&A sessions with Tim and the MBACCC team and actively enquired about the various internal and external case competitions to be held throughout the year.



Bootcamps in progress

the same. The presentations were judged by prof. Tim Field, coach Cedrin Law, our president Beth, and Hirak Chakroorty, a JMSB alum who has brought many accolades to JMSB by winning various case competitions internally and externally. The second bootcamp ended yet again at a high note with participants excited about the upcoming Creative Shock case competition after being equipped with the know-how of case cracking. CCC thanks prof. Tim, Cedrin, and Hirak for their time and effort in making the bootcamps a success.

Come the fourth week of September, when the MBACCC team organized the second bootcamp in a series of two bootcamps which was aimed at giving the participants the opportunity to delve deep into case cracking. This time, it was Cedrin Law, JMSB alum, and one of the official case competition coaches with MBACCC, who oversaw the event and delivered an extremely insightful session with tips on building presentations. This session helped the participants organize and articulate their analysis well on a PowerPoint. After the session, all the participants were divided into groups of four, assigned to different breakout rooms, and were given a case to analyze and present recommendations for



Fall 2021 Case Competitions - Meet the Delegations!

Creative Shock

ISM University of Management and Economics
Sept 27th - Oct 10th, 2021

Team Name	Student Name	Team Position	Team Name	Student Name	Team Position
Black Numbers Consulting	Rahul Agrawal	41	Beyond Profits (BP) consulting	Harsh Mehta	60
	Shanil Panchamia			Raul Braganza	
	Shashank Bansal			Stephane Parenti	
	Bijoy Kothari			Lorenze Dsouza	
Red Maple Consulting	Himanshu, Srivastava	51	Nord Star Consulting	Pranay Dixit	62
	Saksham Jain			Priyam Choudhary	
	Hemant Ghosh			Shun Guo	
	Harsh Jaswal			Sai Praveen Gudichuttu	
Saavy Consultants	Sridharan Vankeepuram	58	Golden Bees Consulting	Sheshasai Venkatesh, Shivalingappa	100
	Visisht Manjankarani Venkatesan			Sai Sruthi Kavalipurapu	
	Alena Mathew			Navaneet Jayamohan	
	Ankit Juneja			Prathamesh, Wanare	
Full Circle Consulting	Ting Gong	121	<i>Congratulations to all the participants!</i>		
	Wanting Zou				
	Didier Chen				
	Malvika Iyer				

We wish luck to all the talented participants of upcoming case competitions and wish to see all of them win and reach the mountain top of case competitions

KGP Case Competition Nov 21st, 2021

Team Name	Student Name
Team A	Ali Shahzad
	Bethea Clarke
	Khalil Guliwala
	Marco Scanlan
Team B	Amr Eid
	Min Zhang
	Syed Muhammad Aazem
	Thanh Nguyen

DeGroot Case Competition Nov 5th-Nov 15th, 2021

Team Name	Student Name
Team A	Aravindh BSA
	Aswin TP
	Bharti Krishna
	Shraddha Manda

Net Impact Case Competition Oct 18th - Nov 10th, 2021

Team Name	Student Name
Team A	Anastasia Baikouskaya
	Bethea Clarke
	Julien Abdo
	Marco Scanlan

Creative Shock

The Creative Shock Case Competition was the first international case competition the MBACCC sent teams to in the Fall semester. Hosted by the ISM University of Management and Economics in Lithuania, it is an international social business case competition. The enthusiasm students exhibited during Orientation and the MBACCC's Bootcamps carried on and eight teams of four students registered!

As always, the MBACCC wants teams to be as prepared and supported as possible, so VP Internal Sraddha organized a coaching session with former MBACCC VP Marketing and MBA graduate Hirak Chakraborty. Hirak competed at Creative Shock last year and out of 175 teams, his team finished in the top 10, for which we were extremely proud! A strong competitor and believer in the case competition program, he was the ideal candidate to help prepare for this year's competitors.



In September Hirak volunteered his time to host a two-hour workshop with twenty participants. His goal was to help them develop a strategic thought process to manage business challenges, including how to draw out a case's key issues, properly identify what the client wants and how they want to achieve that result, figuring out the key drivers of revenue, conducting a thorough internal and external analysis, and from all of that developing a strong recommendation. To do this he went over his team's thought process from last year's case. The workshop was extremely interactive; Hirak asked insightful questions throughout to engage the participants and encourage them to think creatively. The participants responded in kind, and a fruitful discussion ensued. The MBACCC is so grateful to Hirak for his invaluable help and wishes him great success in his new role at Bombardier!

MBACCC Office Hours

The MBACCC holds weekly office hours every Thursday from 5-6 pm EST. The sessions provide students with an opportunity to clarify any queries they have pertaining to case competitions.

While the office hours are held virtually every Thursday, anyone looking to meet personally can drop by the office by pre-appointment.



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 **Marc LeGuen**, 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?

I worked for ten years in IT operations as a network administrator or consultant before doing my MBA. When I did my MBA, I took mostly management electives, and many of the cases were about IT projects that businesses were struggling with. In many cases, I had the technical background to propose a solution, but the MBA gave me the financial perspective that I had been lacking when I was in IT. After graduating, I went into IT Sales as a Technical Resource for sales teams where I was able to use my expertise to sell a wide range of different IT solutions. In recent years, my focus has been on IT security, where I am able to take about operational IT security as well as business governance, risk, and compliance concerns.



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

When I was a student, the MBA case competitions helped me take the theoretical lessons we learned in the classroom and apply them to more realistic situations. It almost felt like the MBA case comps was like getting three or four more sets of business strategy classes on top of the ones we had to take in the program. You could tell who the students that had participated in case comps were, because they presented better and stood out. The MBA case comp environment created some of the best friendships I had in the program. When I graduated, and was asked to coach, I was very happy to give back to the program that had given me so much, and to tell you the truth, I feel like I keep learning when I coach, and coaching has kept the skills I learned in the program sharp.

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

Not preparing enough. I know that the course load is tough in the MBA, but you really have to treat the MBA case comp that you are in like an extra half course to really get the most value out of it. I have seen students take it seriously from the week they are assigned on a team, and they get incredible benefits out of it. I have seen other students procrastinate and then three weeks before the competition, they start to cram it in, and just as the lessons are starting to click, they have to compete, and they inevitably wish they had started prepping earlier in the semester.

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

Teamwork and dedication. You need to treat this like an extra half class.

It helps if you like most of your teammates and want to spend some of your off hours with them. When I was a student, I was in two competitions. We were all friends (and second year students) who liked hanging out, so case prep was social as well as extra “work”. I think that since we were motivated to socialize together, it let us put a full course load worth of time into the case prep, and that extra preparation is what allowed us to win.

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?

The most obvious choice is that remote work is likely to be a factor. This is great in the sense that you can work for a company without having to travel to their office, but it also makes it harder to connect with new team members and embed yourself in the culture. Just as I suspect that those of you who had to take classes at home feel less connected to the MBA program than students who were in a few years prior might have, you might go on to the workforce and feel a little disconnected. But the good news is that you don’t necessarily have to work for Montreal based companies. You can look at US based companies without moving there. You can even look at European countries and live in Montreal, but the time zone will be harder. I think you’re going to see a lot of “digital nomads” who can work remotely, and don’t even have to stick to one place. You can change cities every month or two as long as you can find a good AirBnB listing with Internet to accommodate you. For those of you who are younger and less attached, it’s a great way to get your travel bug out of your system while still earning some decent money once you graduate.

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

Only one life lesson? How do I pick only one? I guess my advice to anyone reading this is to keep a positive attitude- and I know it isn’t easy to do so. Look for opportunities to help people, whether it’s co-workers, customers, or social connections. It’s very easy to get locked into a competitive mindset internally within your organization- we often have the tendency to assume the worst about people and take someone’s negative attitude as a personal attack. Treat every problem that you encounter as a potential to offer a solution. When you see a problem, don’t just complain about it- come up with a solution to the problem and see if management approves of it. Worst comes to worse, you will learn why your solution won’t work. Best case scenario, your manager will use your suggestion, and you will be seen as someone who brings solutions, not complaints.



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, “virtual-travelers”. 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 27th November, 2021.

LET’S KEEP IN TOUCH



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