

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

New Year. New Beginnings. Constant Growth.

With JMSB transitioning to remote learning in 2020, the MBACCC had to transform its operations & offerings to provide a highly relevant & holistic experiential learning platform to the MBA student body. By implementing feedback systems & one-on-one sessions for interested students, revamping its competition roster, and developing engaging yet innovative internal events, the MBACCC strives to continue fostering the case competition culture that is synonymous to JMSB.

With the New Year bringing in a renewed spirit, the MBACCC boldly moves forward into 2021 with the courage to face new horizons and scale greater heights.

- **JMSB MBA Case Competition Committee**

Winter 2021 MBA Orientation

The new year was off to an exciting start for the MBACCC! The committee saw two of its members, Arya Roy & Debajyoti Saha, welcoming the incoming cohort at the Winter MBA Orientation held on January 18th.

The MBACCC rounded off its presentation by announcing its upcoming events, such as the Winter 2021 Bootcamps and 457 ANEW Strategy Challenge Case Competition.



In this issue

- Winter 2021 MBA Orientation
- Winter 2021 Bootcamp
- 457 ANEW Strategy Challenge
- FSA ULaval MBA Games
- Canadian Marketing League
- Competition Schedule
- Save the Date!
- MBACCC Converse
- MBACCC Office Hours

How to get involved?

- Case competitions
- Strategies in Action elective
- MBA CCC

In addition to sharing a short video presentation on the nature of the program and its offerings, the members also provided tips to enthusiastic candidates on how to get involved in the program early on. They also engaged in a lively Q&A session with the incoming students on various subjects ranging from the course structure to queries about upcoming events.

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

Winter 2021 Bootcamp – 457 ANEW edition

On February 5th, the MBACCC continued its workshop series with a tailored seminar for its annual winter internal competition event. This year, the MBACCC collaborated with **457 ANEW to present a mandate for the annual Strategy Challenge Case Competition.**

The team welcomed 31 students from both the incoming and returning cohorts at the event. The workshop had a diverse mix of attendees, with students joining in from India and Canada amongst other countries. In terms of prior case competition experience, the workshop saw a mixed group of case competition novices and seasoned veterans, with 50% of the



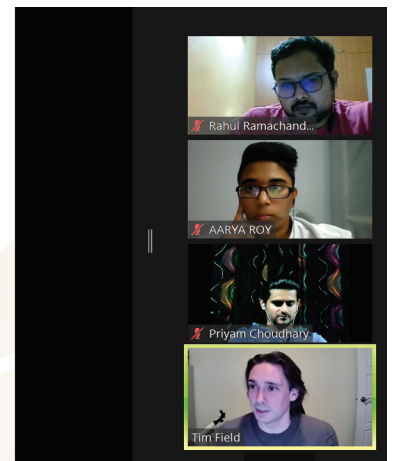
attendees reporting that they have never competed in case competitions before.

The first half of the workshop was facilitated by the MBACCC faculty advisor, Prof. Tim Field. By providing an overview of general strategy & management tools Prof. Field set the stage for the second half of the workshop – in which Cedrin Law, an MBACCC alumni, Coach, and seasoned

marketing expert, walked students through various concepts and frameworks that they could leverage in analyzing and solving the 457ANEW Strategy Challenge mandate.

Overall, the bootcamp proved to be a highly attended and thoroughly engaging experience for the attendees, with over 83% reporting that they look forward

Analysis and Evaluation: Case Analysis

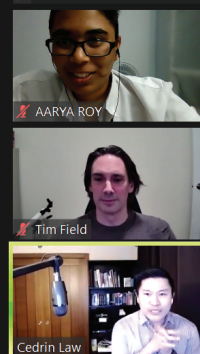


457 ANEW Strategy Challenge Case Comp Tips

Building a business and marketing strategy in a Covid world



Aditya's iPad



to competing at internal and external case competitions alike!

The session concluded with the attendees engaging in a lively Q&A session with the facilitators and committee. The committee addressed a wide gamut of topics ranging from students seeking additional guidance to sharpen their analysis techniques to getting involved with the MBACCC!

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

457 ANEW Strategy Challenge Case Competition

On February 13th, the MBACCC hosted its annual winter internal case competition, the **457 ANEW Strategy Challenge**.

Students were tasked with providing strategic recommendations to 457 ANEW, a local apparel enterprise, to navigate its business landscape with the onset of new challenges and growth opportunities arising from COVID-19.



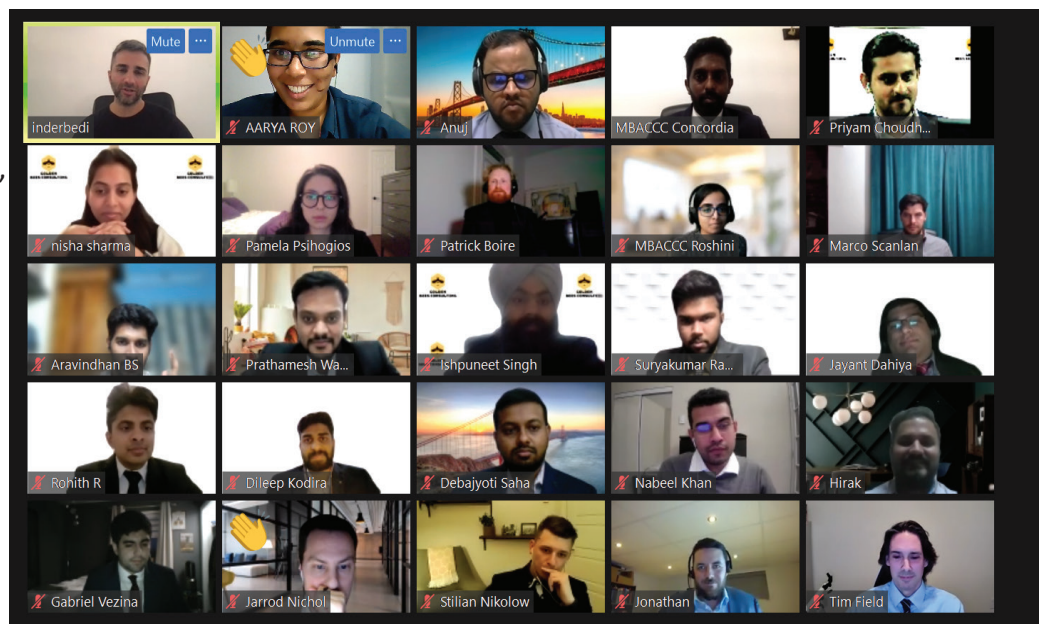
*Clockwise (from top left) - Ishpuneet Singh Chawla, Nisha Sharma, Prathamesh Wanare, and Priyam Choudhary of Golden Bees Consulting
Winners of the 457 ANEW Strategy Challenge*

*Clockwise (from top left) - Dileep Kodira, Rohith Rajagopal, Suryakumar Ramesh, and Jayant Dahiya of Team B Consulting
Finalists of the 457 ANEW Strategy Challenge*

By executing their analysis and crafting their plans of action over a one-week period, the event saw seven teams across two divisions addressing the mandate. Of the 27 participants, 44% had either previously competed or are currently training to compete in case competitions. Furthermore, 70% of the competitors had attended the MBACCC Fall & Winter bootcamp sessions, thereby demonstrating the importance of internal workshops as an avenue to gain first-hand exposure to the world of case cracking.

Team B Consulting and Golden Bees Consulting progressed to the final round to present their findings to the judging panels chaired by officials from 457 ANEW and Prof. Tim Field.

In the end, Prathamesh Wanare, Ishpuneet Singh Chawla, Nisha Sharma, and Priyam Choudhary of Golden Bees Consulting were crowned the **winners of the 457 ANEW Strategy Challenge!** The victory was even sweeter considering that the 457 ANEW Strategy Challenge was only the second internal case competition that the first-year graduate students partook in.



In addition to announcing upcoming try-outs and recruitments, the MBACCC wrapped up the event by holding a raffle draw for the sustainable and stylish merchandise provided by 457 ANEW!

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

Top 6 in Academics at MBA Games!

Over the Fall & Winter semesters, two teams comprising of students from the MBA 659 Strategies in Action elective competed in the 34th Annual MBA Games, hosted by Laval University.



Clockwise (from top left) - Karine Prevost, Shun Guo, Karine Paradis, and Jaspreet Kaur of **Team Sky Consulting**

Clockwise (from top left) - Roshini Tamil Selvan, Magalie Han, Michael Wood, and Mohit Dave of **Team Game Changers**

As a part of the elective class, the teams trained for over 170 hours across 12 weeks under the guidance of Prof. Tim Field, and coaches Cedrin Law, Matt Beck and Cassandra Boivin-Pelletier on sharpening their knowledge of different management tools & frameworks pertaining to diverse industries, to compete in the Academic stream of the MBA Games.

Organized as a two-round live format competition that revolved around the theme of the **'Future of Work'**, the event saw 31 teams from across the country facing off against each other in two streams that addressed separate mandates.

Team Sky Consulting comprising of Karine Paradis, Karine Prevost, Jaspreet Kaur, and Shun Guo provided strategic recommendations on how P&G can maintain its market position and remain a top employer as it transitions to a hybrid workplace. The team effectively employed its understanding of HR practices, company culture, and the impact of work environment on employee experience to address the mandate. Sky Consulting rounded out the **Top 4 list out of 16 teams** in its respective stream.

Meanwhile, Magalie Han, Roshini Tamil Selvan, Mohit Dave, and Michael Wood of **Team Game Changers** delivered actionable insights on how Data Talks, a digital solutions provider, can pivot its operations to focus on virtual events thereby effectively overcoming the impacts of the COVID-19 pandemic. Game Changers was ranked **7th out of 15 teams** in its respective stream.

Overall, JMSB was ranked **6th out of 16 teams** in the Academic portion of the MBA Games.

"Our team learned to be receptive to constant feedback from our coaches and from each other. This experience taught me the importance of knowing my teammates and adapting to their personalities, especially in a context of virtual collaboration. I learned to develop my agility and resilience, adapting quickly to unexpected situations and welcoming challenges as learning opportunities."

- Magalie Han, Team Game Changers

Top 20% at Canadian Marketing League!

The Canadian Marketing League is the first-ever marketing-centric case competition that the MBACCC opted to compete in as a part of its revamped 2020 competition roster. Two delegations, under the guidance of Lead Coach Jesse Prent, represented JMSB at the case competition hosted by the DeGroot School of Business, McMaster University.

With over 240 cumulative training hours, **Starlight Consulting**, comprising of Aarya Roy and Hirak Chakraborty, and **Team X Consulting**, comprising of Neha Shivangi and Rabeet Rao, both qualified from an initial pool of 206 entries to represent **JMSB nationally amongst the Top 36 and Top 24 teams respectively!**

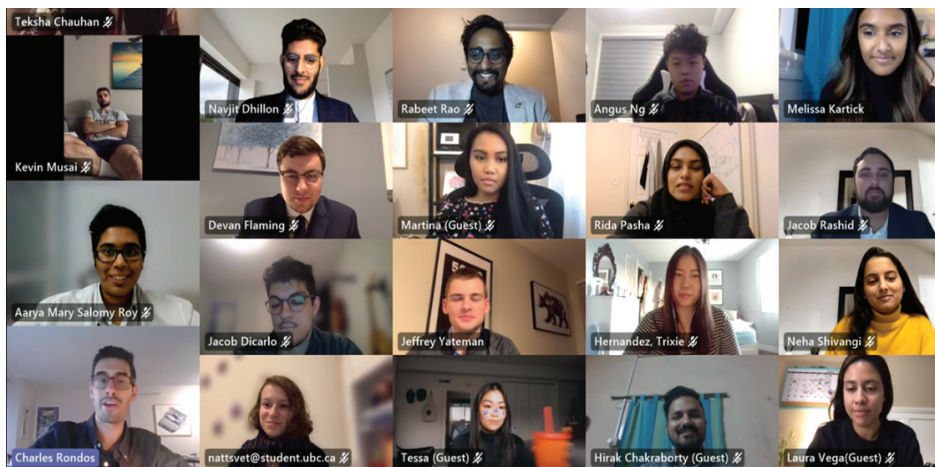


(L-R) - Hirak Chakraborty and Aarya Roy of Starlight Consulting

(L-R) - Rabeet Rao and Neha Shivangi of Team X Consulting

Running for over 4 months from November 2020 onwards, the initial phase of the competition saw students submitting a five-minute video pitch of their recommendations on strategic brand partnerships that Lay's Chips, of the Pepsi-Co family, can leverage as a part of its 2021 brand planning initiatives.

Both teams proceeded to compete in the qualifier rounds held in January 2021. In a series of knock-out rounds teams had to address carefully selected marketing challenges crafted by a panel of industry leaders. In addition to dissecting marketing campaigns & forecasting industry trends in the first phase of the qualifiers, Team X Consulting progressed to compete in the second phase in which its data analytics competencies were put to the test in a mandate provided by Environics Analytics. Team X Consulting rounded out the second phase of the competition by



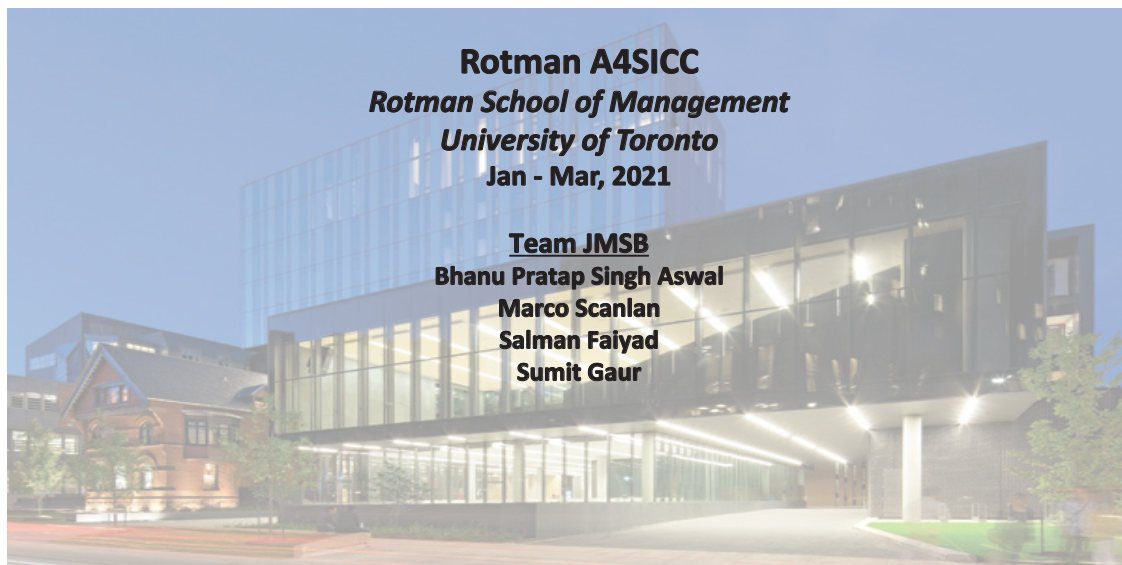
leveraging key insights to craft a 360-degree marketing campaign for SportChek, a sports retailer owned by Canadian Tire.

Overall, **JMSB was ranked in the Top 20%** of the Canadian Marketing League!

"One of the major learnings from this competition was to have a holistic approach when tackling any marketing problem. Any marketing strategy and decision should entail all aspects including quantitative data analysis to interpret large data sets to make sound business decisions along with understanding the qualitative aspects such as consumer and competitor insight."

- Neha Shivangi, Team X Consulting

Winter 2021 Competition Schedule - Meet the Delegations!



Winter 2021 Competition Schedule - Meet the Delegations!

SFU Net Impact Sustainability Challenge
Beedie School of Business
Simon Fraser University
Apr - May, 2021

Team JMSB
Bethea Clarke
Marco Scanlan
Pamela Psihogios
Rabeet Rao



International Business Ethics Case Competition
Loyola Marymount University
Apr, 2021

Team JMSB
Aarya Roy
Hirak Chakraborty
Roshini Tamil Selvan
Shreya Rugle



MBACCC Winter Event Calendar - Save the Date!

 **KEY DATES** 

APPLICATIONS OPEN!
PRESIDENT
3 CREDITS


FEBRUARY





 **KEY DATES** 


APPLICATIONS OPEN!
VICE PRESIDENT ROLES
3 CREDITS

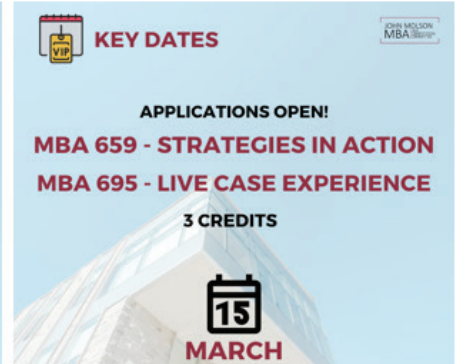

MARCH



 **KEY DATES** 

APPLICATIONS OPEN!
MBA 659 - STRATEGIES IN ACTION
MBA 695 - LIVE CASE EXPERIENCE
3 CREDITS


MARCH



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 **Sapandeep Singh Randhawa, the 2019-20 MBACCC VP Finance & Analytics**, sharing a testimonial based on his experiences and learnings from the MBACCC and the world of case cracking.*

Professional Background Overview

I currently work as an Associate under the leadership program in CIBC, Toronto. Previously, I worked in supply chain and manufacturing industries for about 6 years in India and Canada. I am an MBA and Masters of Industrial Engineering graduate from Concordia University, Montreal.

Motivation to get involved with case competitions

I was interested in case competitions long before commencing my MBA. The first case competition I participated in was the first edition of ICOP in 2015 while studying Engineering at the Gina Cody School of Engineering. I believed in the applied business knowledge that a case competition provides and that's the very reason that attracted me towards case competitions.

A memorable moment competing and learnings from it

I was competing in a case competition organized by the GDBA department and Assima. The competition had two parts: the first one was a regular presentation and the second one was the same presentation but we needed to incorporate a change based on a new situation provided by the judging panel. We believed in our presentation and went ahead with our initial idea without modifying it. The judging panel was pleasantly surprised with our approach and complemented us on the boldness of it. Even though we didn't have a sound reasoning for our "no change" approach, I learnt from the situation. It was refreshing for me to see that even though we didn't have a strong argument in favor of it, our approach was unique and we could have won that case competition if we were a bit more familiar with the topic at hand.

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

In the case competitions I have been involved in, the winning team doesn't always have the best implementable solution. It comes down to a combination of factors and the team hitting the most optimal combination of those factors would win the case comp. In my opinion, those factors include a good analysis, a clear-cut strategy, an implementable solution, good presentation skills and a lot of practise of the case competition topic.



MBACCC Converse



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

I remember my first case competition in which we didn't have a lot of idea of how to structure our presentation. But, being heavily involved in case competition during my MBA, I do see a lot of personal improvement. The one that sticks out the most to me is the ability to quickly read and comprehend a document which I didn't have before. With the information overload that we currently face in this digital era, I strongly believe that this ability to speed read will benefit me immensely going forward.

Being involved in a high performing CCC leadership team, I had the privilege to work with some of the brightest of JMSB. During my MBA, I have learnt from each one of them first-hand. The presentation skills of Stephane, poise of Amanda, spontaneity of Genevieve, speed reading of Rachel and insane marketing skills of Catherine have been a few of the many skills that I tried to learn from the amazing team at the helm of the MBACCC.

MBACCC Office Hours

The MBACCC holds weekly office hours every Wednesday and Thursday. The sessions provide students with an opportunity to clarify any queries they have pertaining to case competitions and getting involved with the MBACCC.

The MBACCC encourages students to utilize this opportunity to connect with current committee members to gain a better understanding of how to effectively navigate upcoming events, such as external case competitions and try-outs.




NEW SLOTS AVAILABLE!

WEDNESDAY
5:15 PM - 5:45 PM

THURSDAY
9 AM - 10 AM

JOHN MOLSON
MBA CASE COMPETITION
COMMITTEE
LINK IN POST ABOVE

LET'S KEEP IN TOUCH

 jmsbcasecomp@gmail.com