

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

KICKING OFF A NEW YEAR WITH THE CCC

The CCC began the semester with a booth at the MBA Orientation for new students. The committee members welcomed new faces and returning students alike with information about the committee's activities and opportunities to get involved. The booth was kept busy - of the new cohort who attended orientation, approximately 50% registered to attend a bootcamp session or subscribed to the CCC mailing list. Many of the students had previously heard of the CCC's offerings or had some prior knowledge of case competitions. This high level of interest is a positive indicator of the academic reputation and competitive desirability the CCC has fostered over past years.



To continue engagement with incoming students and clarify the CCC's role and objectives, the committee is producing a blog series with the JMSB Graduate Recruitment team. The posts will highlight the many offerings of the CCC and the skills developed through participation.

On September 13 and 27, the CCC hosted two bootcamp workshops on the basics of case cracking and presentation elements, led by Professor Tim Field and Stavros Athanasoulis, respectively. Both sessions had high attendance, with over 50 participants coming out on a Friday evening. The first session gave students an introduction to case cracking, while the second focused on how to give a strong case presentation. A definite highlight of the sessions were the six team presentations: attendees split into groups and received a short case, which they analysed and presented to the group at large. According to a post-event survey, being given the chance to practice and receive feedback was highly valued by participants. Another new and well-received initiative this year was feedback and tips given from members of the CCC and other experienced MBA students. In the future, the CCC will continue integrating past participants' perspectives into the workshops to improve the learning experience.

Overall the sessions were a success, with 90% of post-event survey responders saying they were excited to participate in future case competitions. The bootcamp sessions continue to be a useful tool for introducing students to key case-cracking tools and generating engagement for future CCC activities and case competitions!



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Competition Schedule

University of Munster Case
Competition - October 16-20

International Community
Outreach Program Case
Competition (JMSB)
November 2

KGP Case Competition
(UQAM) November 9

DeGroote Case Competition
November 8-9

International Case Competi-
tion (JMSB) - January 6-10

NIBC Round 1 - January 2020

HEC Case Competition
February 2020

A4S International Case
Competition (Rotman)
March 2020

From October 16 - 19, JMSB competed at the University of Münster Case Challenge (UMCC) in Münster, Germany. The team (Stéphane Larin, Rachel Simmons, Amanda Rushton and Paola Sunyé) had been training since last May, along with their dedicated coaches Matthew Beck, Jesse Prent and Jonathan Faerman. With a range of international backgrounds and experiences, the team went up against 12 undergraduate and MBA teams from across Europe, North America and even Australia. With the highest score after the first round, team JMSB closed the second round tied for most points in their division. Competition format weighed the second round higher, meaning JMSB did not advance to finals; after last year's team was one point shy of advancing to finals and this year's team tied for first in their division, the standard has been set high for next year's team!



Nonetheless, the committee is very proud of the team and coaches' dedication and effort in preparing for and competing at UMCC. They maintained a respectful, professional and collegial attitude throughout the competition, earning them the Team Spirit award.



[TECHNOLOGY AND DIGITAL INNOVATION]

With the start of a new Fall semester comes a new crop of students enrolled in the 'Strategies in Action' (MBA 695) course. As part of the class, teams have been training to compete in three different competitions. The first of these competitions is the DeGroote Case Competition, where team 4MC, comprised of Alex Tsanev, Félix Saint-Denis, Kavan Someshwar and Pankajakshan Ramaswamy, will compete in mid-November. 4MC has been practicing their analytic, time management and presentation skills for weeks with feedback from several guest judges. With a confident attitude and huge smiles, this team is ready to tackle the competition theme of technological and digital innovation in businesses, services and products. Good luck team 4MC!



NIBC LIVE

This year the CCC is introducing a new competition to the roster: the National Investment Banking Competition (NIBC). Open to undergraduate and MBA/graduate teams, this competition challenges participants to take on authentic market and transaction simulations over two submission rounds. JMSB will be represented by Aws Al-Hasani, Epaminondas Capsis, José Armando Del Greco Peixoto Neto and Jesus Mondragon, with coaching support by Michael Frances (Kenneth Woods undergraduate program) and João Lucas Silva. In an effort to expand the diversity of competition experiences, the CCC will evaluate NIBC as a permanent addition to the competition roster.

Team 1
Hussam Al Maleh
Aws Al-Hasani
Michael Wood
Polina Gamayunov

Team 3
Yingying Zhang
Paul Bugnon
Ethan Farzin
Karine Prevost

Team 2
Aarya Roy
Utsav Sharma
Neha Shivangi
Ali Shahzad

Team 4
Varthini Bhaskaran
Hirak Chakraborty
Veda Roy
Adapa Chaitanya

On November 9, 2019, JMSB will send 4 teams to the annual KGP Project Management Case Competition at UQAM. As the first 'open registration' competition,



these teams are traditionally composed of MBA students who are new to case competitions. This year each team has at least one new student and at least one female participant. A training session for participants was held on October 25, led by JMSB alumni Raid Attir and Emad Naeemi. With a variety of experience in both case competitions and project management, the CCC is excited to see how the JMSB teams place!

By the Numbers

- 25 sign-ups for Bootcamp at Orientation
- Participants rated Bootcamp #1: 98% and #2: 96% useful for future competitions
- 24 students applied for KGP, 12 students accepted to compete
- 40+ hours of coaching for UMCC team



From top left: Tim Field (Faculty Advisor), Sapandeep Singh Randhawa (VP Finance & Analytics), Stéphane Larin (VP Logistics), Catherine Pepe (VP Marketing), Genevieve Roch (VP Internal Events), Amanda Rushton (President), Rachel Simmons (VP Communications)

LET'S KEEP IN TOUCH

✉ jmsbcasecomp@gmail.com