

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

THRIVING IN THE NEW (VIRTUAL) REALITY!

While 2020 has presented unique challenges and opportunities, COVID-19 has required the MBACCC (like many organizations) to upheave its operations and processes from previous years. The silver lining, however, is that the pandemic has provided the MBACCC with a chance to re-evaluate its offerings in order to continue providing additional value to the MBA student body.

Though the pandemic has definitely shaken things up, it has also made us stronger as individuals and as a group, taught us to work smarter, make the best out of any situation, and brought us closer as a team.

Our aim for the upcoming academic year is to extend this feeling of community to the rest of the MBA program. We strive to serve as a platform that furthers both the personal and professional growth of our peers, so that they too can attain an enriching and holistic experience by engaging with the MBACCC.

- JMSB MBA Case Competition Committee



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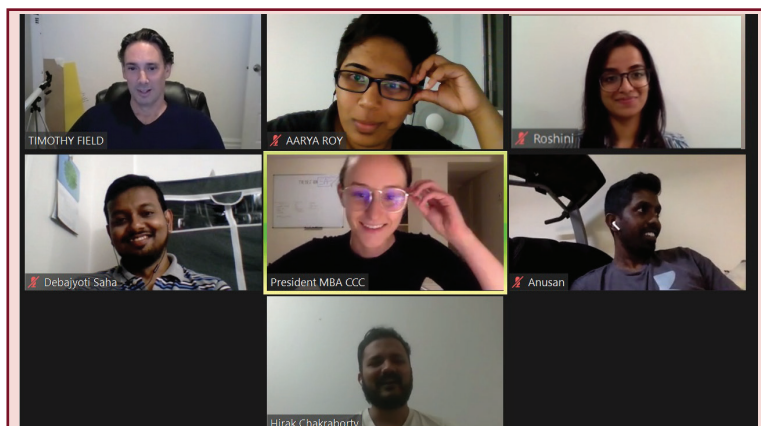
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MBA Orientation - Ringing in the new year

The academic year was off to an exciting start for the MBACCC! The committee saw its members, Marie-Pier, Hirak Chakraborty, and Arya Roy participate in the first-ever virtual MBA Orientation. The committee welcomed both newly admitted and returning students at the event.

The members provided insights into the committee's activities and upcoming events. They partook in conversations with many students about case studies and competitions. This is a positive indicator of the outstanding reputation that the JMSB MBA program has fostered over the years for building a case competition culture.

Keeping in line with previous years, the MBACCC will once again continue its collaboration with the MBA Graduate Recruitment Team to produce a series of blog posts over the next few months. These posts will cover various topics ranging from experiential learning to how to make the most of the MBA program. Stay tuned for further updates!



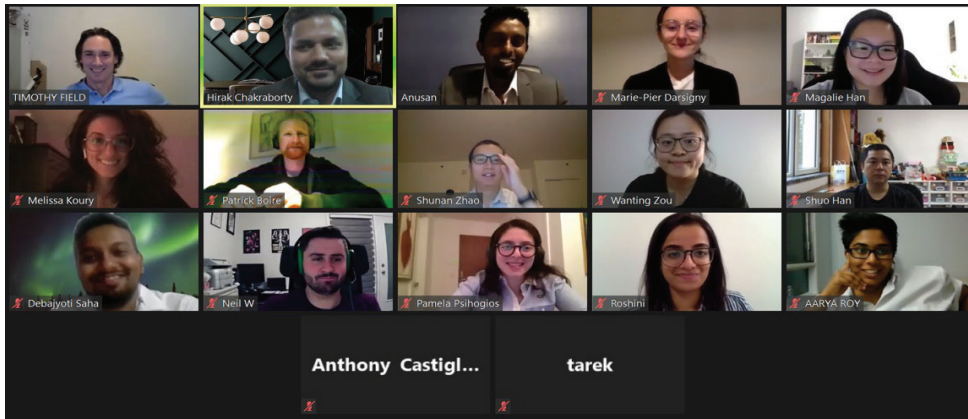
The committee has been hard at work to transform its offerings to a virtual environment and maintain the spirit synonymous with the MBACCC!

Top Row (L-R) - Prof. Tim Field, Arya Roy, Roshini Tamil Selvan
Middle (L-R) - Debajyoti Saha, Marie-Pier Darsigny, Anusan Anandan
Last Row - Hirak Chakraborty

Fall 2020 Case Cracking Bootcamps

This term, the MBACCC quickly pivoted and adapted its bi-annual in-person bootcamps to a virtual format. Over the past month, the team tested various remote conferencing platforms, converted its delivery format, and built closer communication channels with both the incoming and returning cohorts in order to successfully execute the event. In the end, the bootcamps proved to be a highly attended and thoroughly engaging experience for the attendees!

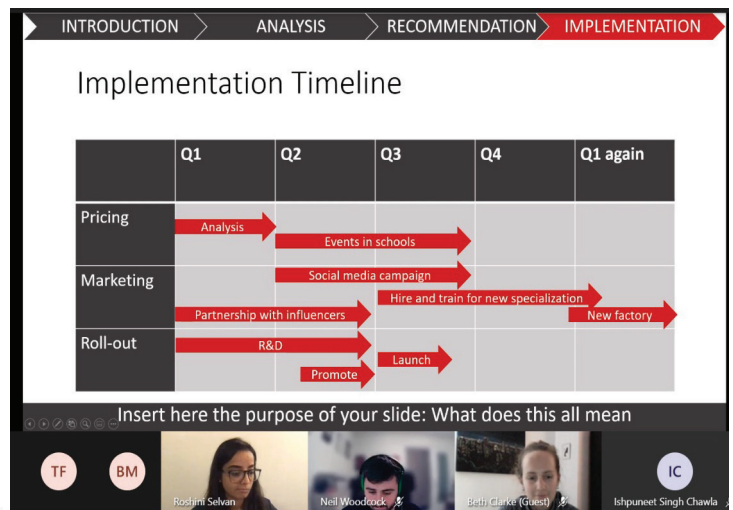
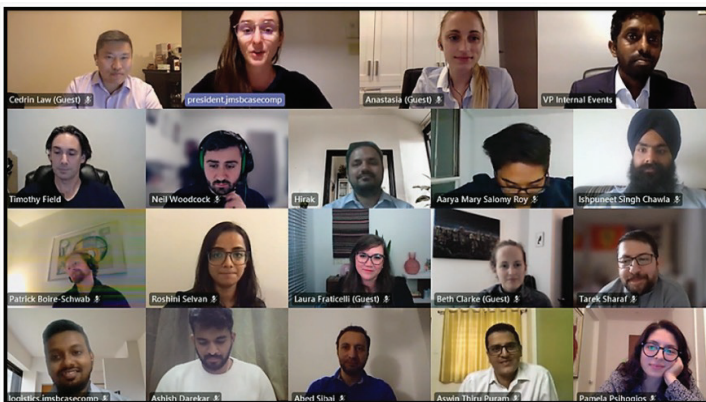
In addition to local participation, this year's bootcamps saw students joining us from all over the world, with students attending from India, China, and the United Arab Emirates. The workshops saw a mix of participants, ranging from case competition novices to seasoned champions. The MBACCC was excited to learn that 60% of the attendees reported that they would participate in case competitions in the future.



Held on Sept 18, Bootcamp 1 had 32 registrants. The session was facilitated by the MBACCC faculty advisor, Prof. Tim Field. By solving a case in real-time, students were given an overview of the fundamental tools and approaches to case cracking.

The following week, the highly anticipated Bootcamp 2 saw 22 students joining in on a Friday night to gain an advanced understanding of case presentations and the frameworks and tips that can be leveraged in analyzing and solving them. Led by Cedrin Law, an MBACCC alumni and Coach— this hands-on session involved students working in teams to solve a case pertaining to a well-established international conglomerate.

Student teams presented their solutions to judging panels chaired by Prof. Tim Field, Cedrin Law, and Matthew Beck (MBACCC coach).



The session concluded with the attendees engaged in a lively Q&A session with the committee. The questions ranged from students seeking additional guidance to sharpen their analysis techniques to seeking out avenues to partake in future case competitions.

The MBACCC closed the evening by announcing different case competitions in the pipeline for the upcoming semesters!

Retail Innovation Challenge

Over the summer, JMSB saw 12 students participate in the Retail Innovation Challenge, hosted by the Bensaoudon School of Retail Management at McGill University. Despite being the first virtual case competition attended by most of the participants, **JMSB enjoyed multiple podium finishes at the competition!**

This year's theme was based on the Food sector. The event saw students working with companies from three different streams of the Food & Beverages sector – Grocery, Restaurant, and New Business Models. Participants were tasked with generating actionable insights for the industry to successfully navigate the impacts of the COVID-19 pandemic.



Team X Consulting comprising of Akshay Shripathi, Iryna Sushko, Rabeet Ahmed Rao, Rania Bou Jaoude, and Roshini Tamil Selvan collaborated on determining strategies to increase the in-store traffic for Foodchain, a local café - in the Restaurant stream



Semi-finalists in the Restaurant stream, Cibus Consulting - Neha Shivangi, Jaspreet Kaur, Paola Sunyé, Magalie Han, and Paul Bugnon. The team was tasked with understanding how Bacaro Pizzeria, a home-grown pizza outlet, can adapt its operations and business model to tackle the numerous challenges brought on by the onset of the pandemic



Anusan Anandan and Salman Faiyad of Re-Retail, Semi-finalists in the New Business model stream



W2E's recommendations led it to being declared as the Winners in its respective stream

JMSB students were also a part of two mixed inter-university teams, that progressed to the semi-final and final rounds.

Re-Retail consisting of JMSB graduate students, Anusan Anandan and Salman Faiyad, collaborated with students from UoA, UoT, and McGill University to understand how Can-Am, an established Quebec food supplier of high-end produce, can transform its business model to integrate e-commerce operations, thereby creating an omni-channel business model.

Yingying Zhang and Shun Guo from JMSB teamed up with graduates from Queen's University, UBC and HEC to form W2E Consulting. By providing Café Barista, a Montreal-based micro-roaster, with strategies to combat its decreasing B2B revenue - the team was able to re-align the firm's focus to a growing online B2C market.

Fall 2020 Case Competitions - Meet the Delegations!



Creative Shock
ISM University of Management and Economics
Oct 7 - Nov 29, 2020

Shock Challengers
Jaspreet Kaur Saggu
Shunan Zhao
Sai Praveen Gudichuttu
Shuo Han

Synergy
Aswin Thiru Puram
Ashita Sharma
Ishpuneet Singh Chawla
Nikhil Parashar

Carpe Diem Consulting
Veda Roy
Neha Shivangi
Hirak Chakraborty
Debajyoti Saha

X Consulting
Laura Fraticelli
Neil Woodcock
Salman Kabir Faiyad



MBA Games
Université Laval
Nov 16, 2020 - Jan 9, 2021

Team 1
Karine Paradis
Karine Prevost
Jaspreet Kaur
Shun Guo

Team 2
Magalie Han
Mohit Dave
Michael Wood
Roshini Selvan



DeGroot Innovative Solutions Competition
DeGroot School of Business
Nov 14, 2020

Team JMSB
Mykola Dumenko
Akshay Shripathi
Polina Gamayunov
Marie-Pier Darsigny

Introducing the *Consulting Experience Challenge!*



**CONSULTING
EXPERIENCE CHALLENGE**
In association with KPMG

 Friday, October 16th - Saturday, October 31st

 Virtual; link(s) to be provided

**Registration open October 7th @ 6 PM
to October 12th @ 11:59 PM**

**Select finalists will have a fast track
to recruitment as an intern at KPMG!**

A newly launched internal collaboration between the MBACCC and Management Consulting Concordia, the **Consulting Experience Challenge** case competition offers both undergraduate and graduate students the opportunity to provide consulting services to a local firm to strategically navigate its business landscape with the onset of new challenges and growth opportunities.

The judging panels will be chaired by consultants from KPMG and select finalists will have a chance to fast track recruitment for Summer 2021 positions at KPMG.

In an effort to expand the diversity of competition experiences, the MBACCC will evaluate CEC as a permanent addition to its competition roster.

MBACCC Office Hours

The MBACCC holds weekly office hours every Tuesday from 4-7 pm EST.

The sessions provide students with an opportunity to clarify any queries they have pertaining to case competitions.

As a new initiative, starting this Fall the MBACCC is conducting a trial run of providing personalized feedback to students who request inputs on their performance in previous internal and external events.



COME MEET US TODAY!

4PM - 7PM

LINK IN POST ABOVE

JOHN MOLSON
MBA CASE COMPETITION
COMMITTEE

**I NEVER LOSE.
I EITHER WIN OR LEARN.**

-Nelson Mandela

Introducing the *MBACCC Converse*

A new initiative commencing this Fall, 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 **Winnie Hu, the 2018-19 MBACCC President**, sharing a testimonial based on her experiences and learnings from the MBACCC and the world of case cracking.*

Professional Background Overview

In my undergrad, I studied Political Science and English Literature and wanted to build a career in public services. When I went to Shanghai to complete an internship with the Canadian Department of Foreign Affairs in foreign policy and diplomacy service, I was exposed to dealings in our trade department and realized that I wanted to learn about business. After returning to Canada, I worked with Bombardier for three years, with the majority of my time spent in Contracts and Program Management of Fleet Accounts in Business Aviation. However, after a few years I realized that I wanted to switch industries.

I am currently part of the RBC Wealth Management Generalist Program. This is one of the oldest post-MBA talent programs at the company and we recruit every year globally. Since I entered the company a little over a year ago, I've built my career within our global asset management firm.

Motivation to get involved with case competitions

I've wanted to be involved with case competitions as soon as I started my MBA. I grew up in Montreal and my friends who completed their undergrads at JMSB did case competitions. I knew that this was something I needed to try since the school had such a strong reputation for it.

Moreover, I wanted to improve my verbal communication skills with leadership and thought that case competitions would be the perfect vehicle to do that.

A memorable moment competing and learnings from it

While competing in the JMSB ICC, my team and I did a short case on disruption. We were asked to pick a company trying to disrupt an industry and solve a challenge they were facing. One of my teammates worked in the tobacco industry and suggested we tackle the disruption of vapes in the cigarette world. We all thought the issue was obvious and agreed it would be perfect to use as an example of a disruptor.

Nevertheless, we didn't end up winning this case and it was a big blow for us. Looking back, we ended up relying heavily on one teammate to guide us through every section of the case solution since the rest of us weren't subject matter experts. This was a mistake since the most effective way to craft a presentation during a case prep is for everyone to carry their own weight in their respective sections. That is the essence of teamwork under time pressure.



MBACCC Converse



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

Research is the key to winning because judges are impressed by substantial content and the only way to create that is through increasing your own knowledge around key areas of a business problem.

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

I think taking on case competitions really drove the strategy picture home for me and I still use it to this day in my conversations with management. For example - "We should do XYZ because this is where the market is headed!". Also, being President of the MBACCC was a big lesson in leadership for me. Tim taught me honest and direct communication is sometimes the most effective and I use it to this day when I manage up and coach others.



Meet the 2020-2021 Committee

Far Left - Prof. Tim Field (MBACCC Faculty Advisor)

Top Row (L-R) - Marie-Pier Darsigny (President), Anusan Anandan (VP Internal Events), Aarya Roy (VP Communications)
Bottom Row (L-R) - Roshini Selvan (VP Finance & Analytics), Debajyoti Saha (VP Logistics), HIRAK Chakraborty (VP Marketing)

LET'S KEEP IN TOUCH

✉ jmsbcasecomp@gmail.com