

JOHN MOLSON  
**MBA** CASE  
COMPETITION  
COMMITTEE

**The Start of a New Semester**



*The MBACCC welcomes the Winter 2022 MBA Cohort to the Program! The MBACCC oversees the JMSB Graduate Case Competition Program and offers many exciting internal and external events to take your MBA degree to the next level! Recruiters agree that case competitions create real value for students:*



82%  
BUILDS A CANDIDATE'S  
STRENGTH IN STRATEGIC  
THINKING



79%  
BUILDS A CANDIDATE'S  
STRENGTH IN PROBLEM  
SOLVING



81%  
BUILDS A CANDIDATE'S  
STRENGTH IN  
PRESENTATION &  
COMMUNICATION

*(Based on the opinion of 65 survey responding Recruitment Professionals). Stay tuned for bootcamps, case team try-outs, and an exciting Sponsor Lead internal Case competition. Throughout the term expect to see outreach and engagement from the MBACCC and we encourage you to participate and reach out to us!*

**Interested in getting started?**

*Join us for an engaging workshop hosted by the MBACCC and Prof. Tim Field on January 29th from 9 am to Noon. This new workshop that includes coaching is open to all JMSB MBA students and is designed to give you a case competition experience. This workshop is also integrated with a try-out session to select interested students for two upcoming case competitions (the Schulich Global Case Competition and the SFU Net Impact Sustainability Challenge).*

**Benefits of this workshop included:** exposure to key strategy concepts



**In this issue**

- The Start of New Semester
- The MBACCC had an outstanding Fall term!
- DeGroote Case Competition
- Deloitte Impact Case Competition (DICC)
- Winter 2022 Case Competitions
- Swag Question
- Net Impact Case Competition
- KGP PMI Case Competition
- MBACCC in collaboration with MBA Society and WIBC host Charity Holiday Event
- MBACCC Converse



DeGroote Innovative Solutions Competition

# JOHN MOLSON MBA CASE COMPETITION COMMITTEE

and coaching on how to solve a case and present it to management.

This is an interactive event, where students will be placed on teams and will pitch their recommendations to a judging panel. The panel will then support student development by providing detailed feedback. We look forward to seeing you there! **Registration Link:** <https://forms.gle/pb9ZQn2EqarW1uSn6>

## New Office hours

We are here to support you. We have updated our office hours and you can join us virtually on Monday evenings from 5:00pm to 6:00pm (<https://concordia-ca.zoom.us/j/82469438308?pwd=ODBlcmVnTDJXb-DYzMnV6aTRLMXkrdz09>). This month's office hours will focus on how to get started with case competitions and the role of the MBACCC.

## The MBACCC had an outstanding Fall term! 🎉

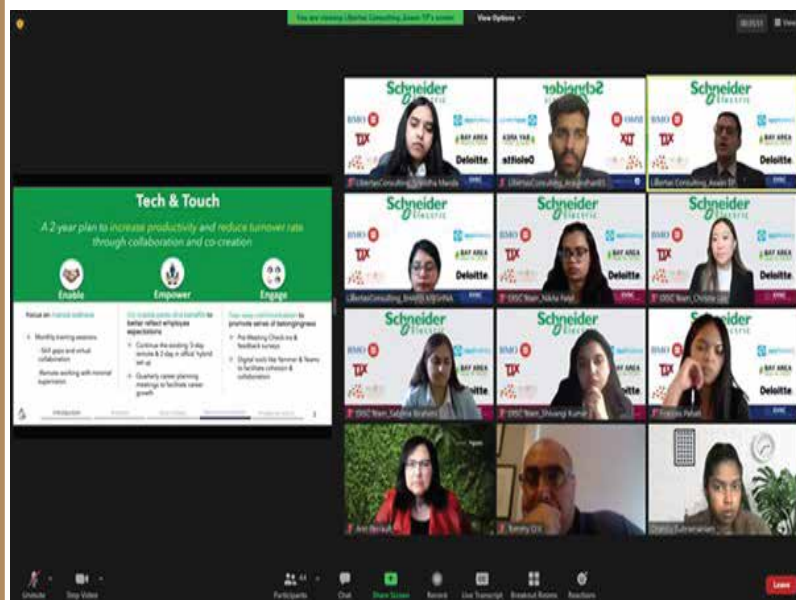
### JMSB wins 3rd place at the DeGroote Innovative Solutions Case Competition 2021



JMSB DeGroote Team in the competition: (L to R) Shradha Manda, Bharti Krishna, Aravindhan BS, Aswin TP.

Below:

The Team presentation in action with Schneider senior management and other judges



The DeGroote Innovative Solutions Case Competition was organized from November 13th to 14th, 2021. The competition challenged the students to develop a solution for Schneider Electric and was judged by senior executives of Schneider. The mandate focused on Human Resource Management and the challenge of employee motivation in the context of voluntary and involuntary attrition.

The two-day competition comprised of a preliminary round, a final round, workshops, and networking opportunities. The team consisted of Shradha Manda, Bharti Krishna, Aswin Thiru Puram, Aravindhan Balasubramanian Sudha.

The winning teams were: 1st: Asper School of Business, 2nd: DeGroote School of Business, 3rd: John Molson School of Business.

When asked why they performed so well, the team responded;

“The art of story-telling and tying in the employee journey with the recommendations impressed the judges.”-Bharti

“We focused on presenting all the elements with a cohesive story so that we don't lose our audience along the presentation length”-Shradha

The MBACCC thanks lead coaches Anne Morinville and Jesse Prent and support coaches Anju Suddul and Evan Steeves for bringing the team to such a highly competitive level. The team went through rigorous training for three months and coaches provided the much-needed moral support and confidence to prepare the team.

## JMSB MBA Students Place 1st and 2nd at the Deloitte Impact Case Competition (DICC) 2021

The Deloitte Impact Case Competition hosted by Deloitte was held on Friday, November 26th. This event placed students from four Montreal universities into intermixed teams to help the YMCA improve youth participation, marketing strategy, and find ways to recruit and retain staff members.

Teams had one week to prepare a recommendation that was presented to a panel of Deloitte consultants and YMCA leadership. An outstanding feature of the competition was that teams were paired up a Deloitte Mentor that supported them throughout the week.

This event is a new trend that the MBACCC is seeing in the competition world. HR professionals are organizing competitions to meet students, see their ability to manage projects and as a recruitment opportunity.

Three JMSB MBA students were selected by Deloitte to participate. Aravindhnan Balasubramanian Sudha, Bharti Krishna, and Min Zhang were invited to an exclusive presentation on November 18, 2021, during which the case was officially unveiled by the members of the DICC team. The executive members of the YMCA presented their mission statement and provided general information about their organization followed by a short Q&A session with the client after the presentation.

The MBACCC is very proud of our competing students and congratulates Min Yang for placing 1st and Aravindhnan Balasubramanian Sudha for placing 2nd (within their respective teams).

“As always understanding the strength of each individual in your team and play along with it. But being collaborative and listening to each other helped us come to a consensus sooner and helped us put up a solid final presentation.” - Aravindhnan

“We put all the possible extra information (the details of our logic and research) as appendix and we actually used them to answer some of the questions from judges. We just need to make sure the audience know our major ideas and they can remember these major ideas by us repeating them from beginning to the end.” - Min

## JMSB MBA team advances to finals at Net Impact Case Competition

Hosted by the Leeds School of Business, University of Boulder, NICC is focus on promoting innovative business strategies that result in positive social, environmental, and financial returns.

This year the mandate is, “Reimagining Capitalism: Climate Equity Financial Innovation and Impact Investing.” Examining the situation of a fictional outdoor company, teams needed to provide a triple bottom line recommendation involving full-spectrum capital as a way for activist investors to financially support organizations with social or environmental mandates. Some of these mandates might involve fighting climate change or racial wealth inequality, eroding democratic institutions, reducing greenhouse gas emissions to achieve net-zero goals, or closing the wealth gap. Team *Impact Consulting* proposed a solid action plan and strategy for this outdoor company and are excited to keep building on it when the case twist arrives in March!

The MBACCC congratulations team *Impact Consulting* for advancing to the finals at NICC! Finals will be held this coming March 12th, 2022 and the team is hard at work preparing.

The team consists of Anastasia Baikovskaya, Bethea Clarke, Julien Abdo, and Marco Scanlan. The MBACCC thanks support coaches Pierre Carpentier and Carole Charbonneau for sharing their experience of competing at NICC and framework for case analysis that allowed the team to develop their solution.



University of Colorado  
Boulder

### Net Impact Case Competition CONGRATULATIONS

Team Impact Consulting



Anastasia  
Baikovskaya



Bethea  
Clarke



Julien  
Abdo



Marco  
Scanlan



## Winter 2022 Case Competitions - Meet the Delegations!

*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*

Net Impact Case Competition Oct 18th - Nov 10th, 2021	
Team Name	Student Name
Team A	Anastasia Baikouskaya
	Bethea Clarke
	Julien Abdo
	Marco Scanlan

Rotam Net Impact A4S Case Competition 2022 March 25th - March 26th, 2022	
Team Name	Student Name
Team A	Laura Fraticelli
	Lorenzo Dsouza
	Raul Braganza
	Shun Guo

*Congratulations to all the Winners!*

DeGroote Innovative Solutions Competition 2021 Third place Winner	
	Aswin TP
	Aravindhan BS
	Bharti Krishna
	Shraddha Manda

Deloitte Impact Case Competition 2021 Winners	
	Min Zhang
	Aravindhan BS

### SWAG Item winners Fall 1st Newsletter

Student Name
Alexei Grigoriev
Ali Shahzad
Ankit Juneja
Ashita Sharma
Devanshi Doshi
Harsh Jaswal
Ishpuneet Singh
Jesse Periodica
Laura Fraticelli
Michael Wood
Navaneet Jayamohan
Sridharan V
Stéphane Parenti

**Special Winner-Nikhita Arora**



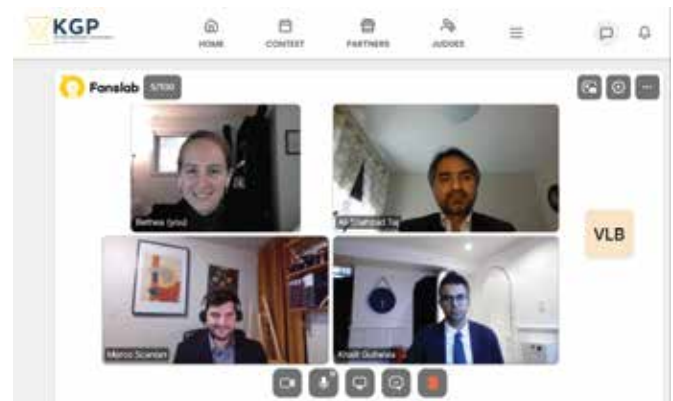
MBACCC offers you a chance to win one of the many SWAG items by answering the following question based on your reading of the newsletter. Find a word/expression written in the newsletter that means the same as the word, "stone". Happy searching!  
Email us your answers at [jmsbcasecomp@gmail.com](mailto:jmsbcasecomp@gmail.com) 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 14<sup>th</sup> February, 2022.

## Two MBA teams compete at KGP PMI Case Competition

Supported by the PMI Montreal (Project Management Institute), the KGP competition is the largest project management competition in Eastern Canada. Hosted virtually in November 21, 2021 by the University of Quebec à Montréal (UQAM), participants discovered different facets of project management and networked with professionals and employers in the field.

This year JMSB was represented two teams: Team 1: Betha Clarke, Marco Scanlan, Khalil Guliwala, and Ali Shahzad (pictured above) and Team 2 which was comprised of Min Zhang, Thanh Nguyen, Amr Eid, and Muhammad Aazem.

This competition requires students to prepare a project management case in 90 minutes, followed by a 10-minute presentation. Project management requires creativity, a keen sense of organization, interpersonal skills, and leadership. The mandate was to implement distribution and ordering IT system for warehouse and order processing.



Team in Action: (L to R) Beth Clarke, Ali Shahzad, Khalil Guliwala, Marco Scanlan.

The MBACCC supported the participating students by providing a PM workshop lead by Emad Naeemi, Project Manager at Morgan Stanley and JMSB alumna (MBA 2018.) This coaching gave a useful overview of PM tools and strategies. Emad also competed at KGP during his tenure at JMSB, so he was able to provide participants practical insights into the competition.

## MBACCC in collaboration with MBA Society and WIBC Charity Holiday Event

Originally scheduled to be in person, the organizing team quickly pivoted to hosting an online event with the looming threat of the new variant. Strong teamwork and boundless energy from all teams resulted in a well-attended and fun virtual event on December 17, 2021. WIBC hosted a charity fundraising raffle with prizes donated from several companies including The Future is Bamboo, The Unscented Company, Allo Mon Coco, and Avon, and raised \$350! This amount was matched five times by the charity Plan Canada and donated to help improve female literacy in developing countries.

The MBA Society ran a fun holiday trivia game with gift cards for the winners. VP Internal Sradha of the MBACCC hosted a Q&A with case competition coaches which was both informative and hilarious. A good time was had by all, proving once again that learning to roll with the punches and remaining positive in the face of hardship are very useful skills!



Above: Holiday event quiz participants

Below: event organizing team: MBACCC and MBA Society



## 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 **Anne Morinville**, sharing a testimonial based on his experiences and learnings from professional world and the world of case cracking.

### **Can you tell us about your professional background?**

I have a science background, having obtained a Bachelor of Science with a major in chemistry combined with a Master's and PhD in Pharmacology. I have worked in healthcare throughout my career so far, both in the private sector working at major pharmaceutical companies and in the public sector in healthcare research-related roles. The MBA has enabled a transition from medical roles to a position in marketing at a major pharmaceutical company.



### **What made you want to get involved with case competitions and coaching students?**

As a student in the final year of my MBA, I was fortunate enough to be selected for Strategies in Action, participated in numerous case competitions and became a case competition addict! As a student, I benefitted from great coaches, many of which were former students. Coaching is my way of giving back and paying it forward to future students. I also find it intellectually stimulating.

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

- 1 – Putting tactics before strategy: strategy should always drive the tactics that are selected
- 2 - Trying to do too much: too many tactics leading to an unfocused plan/recommendation
- 3 – Trying to find the perfect solution: cases often have many different possible solutions and comes down to selling the solution you decided on. I should mention that I have made these mistakes as well!

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

In most cases, it comes down to having a cohesive story, a simple and memorable solution as well as an engaging delivery with evident enthusiasm and conviction of the presenters for the proposed solution. However, I always tell teams not to evaluate their success by whether they win a competition because judging is subjective, and the decision can be very arbitrary. As a team, you need to be satisfied with your own performance and the progress you have made on the way to the competition.

### **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 pandemic has really forced industries in general to re-examine how processes are currently functioning and how to make them more efficient with digitization and AI being leveraged more and more. Healthcare is an industry that has traditionally been resistant to digital trends but the pandemic forced the use of some digital tools. I see healthcare as an area with tremendous potential, from continuous remote monitoring of patients through wearables or apps to better assessment of health outcomes by leveraging big data from electronic medical records.

### **What is one life lesson you would like to share with the students?**

Fear of failure prevents us from having an opportunity to learn. True failure only exists when you do not learn anything from the experience.

**LET'S KEEP IN TOUCH**

✉ [jmsbcasecomp@gmail.com](mailto:jmsbcasecomp@gmail.com)



[facebook.com/jmsbmbaccc/](https://facebook.com/jmsbmbaccc/)



[linkedin.com/company/jmsbcc](https://linkedin.com/company/jmsbcc)



[@jmsbcc](https://instagram.com/@jmsbcc)



[www.jmsbmbaccc.com/](https://www.jmsbmbaccc.com/)