



## New Judge Orientation

2012 Competition

November 24<sup>th</sup>, 2011

## Agenda



- The John Molson MBA International Case Competition
- 2012 Organizing Team and Executive Assistants
- 2012 Competition
  - Sponsors
  - Schools
  - Competition Format
  - Case Writing Competition
- Judging Criteria
- Typical Timeline for a Judge's day
- Lead Judge Role
- Schedule

# The Competition



- 31 years old- a tradition of excellence
- Largest and most widely recognized MBA case competition in the world
- 36 Schools, 144 students, 15 events, 36 coaches, 200 volunteers and 220 judges
- Entirely student run with the support of an academic advisor and a board of directors
- Budget of 270 000\$



**John Molson**  
2012 MBA INTERNATIONAL CASE COMPETITION  
January 3-8, 2012

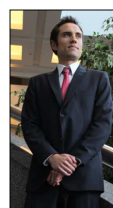
*Lead Compete Connect*  
on the world stage



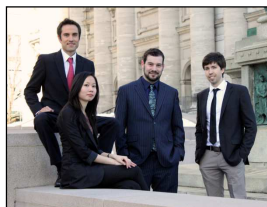
# 2012 Organizing Team



**Rios-Karim Mercier**  
Judges and Events



**Santiago Molano**  
Hotel, Logistics and  
Volunteers



One Team



**François Rheault**  
Marketing and  
Sponsorships



**Tracy Tuye**  
Budget, Schools and  
Cases

## Executive Assistants



From Left to right: Vishnu Subram (Sustainability), Erica Pimentel (Logistics), Jason Lau (Marketing), Shawn Korin (Events) and Arun Rajagopalan (Volunteers)

## Our Major Sponsors



**BOMBARDIER**

**BASF**  
The Chemical Company



mccarthy  
tétrault



## 2012 International Schools



### International Schools

|    |  |             |
|----|--|-------------|
| 1  | Aalto School of Economics                                  | Finland     |
| 2  | BEM Bordeaux Management School                             | France      |
| 3  | Münster School of Business and Economics                   | Germany     |
| 4  | Universität Paderborn                                      | Germany     |
| 5  | Heinrich-Heine-Universität Düsseldorf                      | Germany     |
| 6  | University of Kaiserslautern                               | Germany     |
| 7  | BiTS - Business and Information Technology School          | Germany     |
| 8  | Corvinus University of Budapest                            | Hungary     |
| 9  | Ben-Gurion University of the Negev                         | Israel      |
| 10 | University of Otago School of Business                     | New Zealand |
| 11 | Lagos Business School - Pan-African University             | Nigeria     |
| 12 | EGP-UPBS - University of Porto Business School             | Portugal    |
| 13 | National University of Singapore                           | Singapore   |
| 14 | Nanyang Business School - Nanyang Technological University | Singapore   |
| 15 | Lund University  | Sweden      |

### U.S. Schools

|   |   |              |
|---|---|--------------|
| 1 | Graziadio School of Business and Management - Pepperdine University | California   |
| 2 | Krannert School of Management - Purdue University                   | Indiana      |
| 3 | Maine Business School - University of Maine                         | Maine        |
| 4 | Farmer School of Business - Miami University                        | Ohio         |
| 5 | Graduate School of Management - Kent State University               | Ohio         |
| 6 | Katz Graduate School of Business - University of Pittsburgh         | Pennsylvania |
| 7 | Moore School of Business - University of South Carolina             | S.Carolina   |

## 2012 Canadian Schools



### Canadian Schools

|    |   |             |
|----|---|-------------|
| 1  | Haskayne School of Business - University of Calgary                 | Alberta     |
| 2  | Alberta School of Business - University of Alberta                  | Alberta     |
| 3  | Asper School of Business - University of Manitoba                   | Manitoba    |
| 4  | Sobey School of Business - Saint Mary's University                  | Nova Scotia |
| 5  | Dalhousie University  | Nova Scotia |
| 6  | Brock University  | Ontario     |
| 7  | Laurier School of Business & Economics - Wilfrid Laurier University | Ontario     |
| 8  | Telfer School of Management - University of Ottawa                  | Ontario     |
| 9  | DeGroote School of Business - McMaster University                   | Ontario     |
| 10 | Queen's School of Business - Queen's University                     | Ontario     |
| 11 | Ted Rogers School of Management - Ryerson University                | Ontario     |
| 12 | Odette School of Business - University of Windsor                   | Ontario     |
| 13 | FSA - Université Laval  | Quebec      |
| 14 | John Molson School of Business - Concordia University               | Quebec      |

## Competition Format

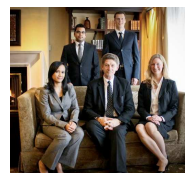


- 36 schools are divided into six divisions of six teams each with a mix of Canadian, U.S. and international schools
- In the preliminary round, each team competes head to head against every other team in its division in 5 cases over 4 days
- The six divisional winners (the teams with the most wins in their division) and three wild cards advance to the semi finals
- The nine semi finalists are divided into 3 groups of 3 where the three teams in each group compete head to head in a sixth case with the winner of each group advancing to the finals
- The 3 finalists compete in a seventh case for the Concordia Cup and \$ 10,000

## Competition Format



- Each team includes 4 students, usually one alternate and at least one coach
- Teams may present in English or French
- For each case:



- The presentation is on acetates!
- Judges panel of 5 decides on a winner and split a total of 11 points between the two teams (i.e. 6-5, 7-4,8-3, etc)
- Split decision (4:1, 3:2 or 2:1) must be scored 6:5

## John Molson Case Writing Competition



- Over 40 submissions of max.20 pages, 5 of which will be used for the competition
- They have never been published or tested before
- Winning case writer awarded 10 000\$ and a trip to the competition to see his case in the final

### Short Case

- Quick decision based case of 1 or 2 pages
- 1.5 hours to prepare, 15 minutes presentation and 10 minute question period

### RECENT LIVE CASES

**2011:** Department of International Trade

**2010:** Montreal Canadiens

**2009:** Jet Aviation

**2008:** Costco

**2007:** Rio Tinto Alcan

### Live Case

- Senior management present a current strategic issue

## Judging Criteria



Judges select the best presentation based on

- Identification of key issues
- Analysis
- Evaluation of suitable alternatives and recommendations
- Implementation and Plan of Action
- Handling of Questions
- Presentation form and style

Please refer to the Appendix included in your package

## A typical timeline for a Judge's day



- 9:00 - arrive at the judges room where you are assigned to one of 18 tables where you will meet the other 4 judges on your panel, including the lead judge
- 9:10 – 10:00 - read the case and discuss at your table
- 10:00- 10:50 – a faculty member will lead a discussion on the case
- 10:50 – a volunteer will lead your panel to one of eighteen presentation rooms where each of two teams will make their presentations
- 11:00- 11:25 - Team 1 presents ( Team 2 is not in the room )
- 11:25 – 11:40 – Judge panel questions Team 1
- 11:50 – 12:15 – Team 2 presents ( Team 1 may stay in the room )
- 12:15 – 12:30 – Judge panel questions Team 2
- 12 :30 -1:30 – Both teams and the audience leave the room . Judges deliberate for up to one hour, reach a decision and prepare a feedback form to each team.

## Lead Judge Role



The Lead Judges are there to

- Review sequence of activities and judging procedures with panel
- Organize question process after each presentation
- Lead deliberation discussions during evaluation period
- Take a vote at the appropriate time
- Cast the deciding vote in case of a tie
- Write the feedback and official score on the forms provided and deliver them to the organizers

# A Few Pointers



- Judge from a broad business perspective
- Be sensitive to cultural and linguistic differences
- Listen actively and take notes
- Avoid any reaction or interruption during the presentations
- Keep the questions short and to the point
- Engage with the students but do not talk about the presentation or the result

Enjoy the Experience!!!

# 2012 Schedule



|             | Tuesday January 3rd                      | Wednesday January 4th                | Thursday January 5th                     | Friday January 6th                                     | Saturday January 7th                          | Sunday January 8th                     |
|-------------|--|--------------------------------------|--|--|---|--|
| 6:00:00 AM  |  |                                      |  |  |   |  |
| 6:30:00 AM  |  |                                      | Breakfast 6h30-8h00                      |  | Breakfast 6h30-7h30                           |  |
| 7:00:00 AM  |  |                                      |  |  |   |  |
| 7:30:00 AM  |  |                                      |  |  |   |  |
| 8:00:00 AM  |  |                                      |  |  |   |  |
| 8:30:00 AM  |  |                                      |  | Breakfast 8h00-9h30                                    | Case #5 7h30-12h15                            | Breakfast 8h00-10h00                   |
| 9:00:00 AM  |  | Coach Briefing 9h00-10h30            | Case #2 8h00-12h45                       |  |   | Clothes Debriefing 9h00-10h30          |
| 9:30:00 AM  |  |                                      |  |  |   |  |
| 10:00:00 AM |  | Opening Brunch (CGI) 10h30-12h00     |  | Case #4 (Live case) 10h30-16h00                        |   |  |
| 10:30:00 AM |  |                                      |  |  |   |  |
| 11:00:00 AM |  |                                      |  |  |   |  |
| 11:30:00 AM |  |                                      |  |  |   |  |
| 12:00:00 PM |  |                                      |  |  |   | Finals 11h00-16h45                     |
| 12:30:00 PM | City Chase 10h00-16h00                   |                                      |  |  |   |  |
| 1:00:00 PM  |  | Case #1 12h30-17h15                  | Lunch 12h45-14h (EDC)                    |  | Luncheon (BASF) 13h00-14h30                   |  |
| 1:30:00 PM  |  |                                      |  |  |   |  |
| 2:00:00 PM  |  |                                      | Case #3 (short case) 14h20-17h05         |  |   |  |
| 2:30:00 PM  |  |                                      |  |  |   |  |
| 3:00:00 PM  |  |                                      |  |  |   |  |
| 3:30:00 PM  |  |                                      |  |  |   |  |
| 4:00:00 PM  |  |                                      |  |  |   |  |
| 4:30:00 PM  |  |                                      |  |  | Semi-finals 15h00-20h30                       |  |
| 5:00:00 PM  |  |                                      |  |  |   |  |
| 5:30:00 PM  | Opening Ceremony (Allagma) 17h00-18h00   |                                      |  | Networking cocktail 17h00-19h00                        |   |  |
| 6:00:00 PM  |  |                                      |  | McCarthy Tétrault                                      |   |  |
| 6:30:00 PM  |  | Hockey Night 18h00-23h00 Bell Center | A Taste of Montreal (Delmar) 18h00-23h00 |  |   |  |
| 7:00:00 PM  | Opening Cocktail St-Ambroise 18h30-22h30 |                                      |  |  |   | Final Banquet 19h30-22h00 (Bombardier) |
| 7:30:00 PM  |  |                                      |  | Karaoke Practice 19h00-23h00 Touchtunes (Molson Coors) |   |  |
| 8:00:00 PM  |  |                                      |  |  |   |  |
| 8:30:00 PM  |  |                                      |  |  |   |  |
| 9:00:00 PM  |  |                                      |  |  |   |  |
| 9:30:00 PM  |  |                                      |  |  |   |  |
| 10:00:00 PM |  |                                      |  |  | Saturday Ball 21h30-1h00 (Touchtunes) Karaoke |  |
| 10:30:00 PM |  |                                      |  |  |   |  |
| 11:00:00 PM |  |                                      |  |  |   |  |
| 11:30:00 PM |  |                                      |  |  |   |  |
| 12:00:00 AM |  |                                      |  |  |   |  |
| 12:30:00 AM |  |                                      |  |  |   |  |
| 1:00:00 AM  |  |                                      |  |  |   |  |



## Resources



- [www.mbacasecomp.com](http://www.mbacasecomp.com)
  - Updates, competition rules and past presentations
- Contact Rios-Karim Mercier
  - [rios.mercier@mbacasecomp.com](mailto:rios.mercier@mbacasecomp.com)
  - (514) 817-5786

*Lead Compete Connect*  
on the world stage



*Mener Rivaliser Réseauter*  
sur la scène mondiale

## Questions?



Thank you, See you in January!