



John Molson MBA International Case Competition Press Kit

For more information, contact: [Simon Ainsworth 514-848-2424 ext. 2736](tel:514-848-2424)
or at simon.ainsworth@mbacasecomp.com

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The John Molson MBA International Case Competition

The [John Molson MBA International Case Competition](#) (MBA ICC) is the oldest and largest competition of its kind in the world. Concordia University's John Molson School of Business annually welcomes 36 schools, from around the world, are welcomed to the Fairmont Queen Elizabeth in Montreal, Canada. Over the course of six days, the participants are faced with five typical business case studies, one short case study and one live case study. The teams compete to take home the Concordia Cup and up to \$10,000 in prize money. MBA ICC gives the 180 MBA candidates who participate the opportunity to lead, compete and connect in a professional business environment.

In 2013, MBA ICC will be held between January 6 and 11 and will consist of its most international field of schools ever. There will be 7 American, 12 Canadian and 17 International schools representing 14 different countries over five continents. Each school will bring a team of four MBA candidates (or similar), one coach, and an optional number of alternates. 2013 also sees the introduction of a redesigned website and a brand new app (available on both the Apple's App Store, Google Play and BlackBerry App World). These two initiatives will allow all of MBA ICCs stakeholders to interact and stay up-to-date on the competition as it unfolds.

The competition is a student run initiative, organized by four JMSB MBA students who are appointed in February each year. Five more JMSB MBA students assist these four organizers during fall semester. The executive assistant (EA) roles are responsible for Judges, Logistic, Marketing, Sustainability and Volunteers. Both the organizers and the EAs receive academic credit for these positions. [The Board of Directors](#) and the Academic Advisor, William Meder, guide the organizing team throughout their mandate. The Board is made up of experienced business people and representatives from the John Molson School of Business.

Schools

International

Aalto University School of Business	Finland
American University In Cairo	Egypt
BEM Bordeaux Management School	France
Ben-Gurion University of the Negev	Israel
Heinrich-Heine-Universität Düsseldorf	Germany
Lagos Business School - Pan African University	Nigeria
Lund University	Sweden
Nanyang Business School - Nanyang Technological University	Singapore
National University of Singapore	Singapore
Porto Business School	Portugal
Queensland University of Technology	Australia
University College Dublin - Michael Smurfit Graduate Business School	Republic of Ireland
Universität Paderborn	Germany
University of Cape Town	South Africa
University of Kaiserslautern	Germany
UTS Business School - University of Technology Sydney	Australia
Westfälische Wilhelms-Universität Münster	Germany

USA

Graziadio School of Business & Management - Pepperdine University	California
Hough Graduate School of Business - University of Florida	Florida
Katz Graduate School of Business - University of Pittsburgh	Pennsylvania
Kent State University	Ohio
Krannert School of Management - Purdue University	Indiana
Moore School of Business - University of South Carolina	South Carolina
University of Vermont	Vermont

Canadian

Alberta School of Business - University of Alberta	Alberta
Asper School of Business - University of Manitoba	Manitoba
DeGroote School of Business - McMaster University	Ontario
Haskayne School of Business - University of Calgary	Alberta
HEC Montréal	Quebec
John Molson School of Business - Concordia University	Quebec
Memorial University of Newfoundland	Newfoundland
Queen's School of Business	Ontario
Sobey School of Business - Saint Mary's University	Nova Scotia
Telfer School of Management - University of Ottawa	Ontario
Université Laval	Quebec
Wilfrid Laurier University	Ontario

Cases

The participants will be faced with three different types of cases, all focused on a strategic management issue faced by a real company (other issues may also be present). A panel of five judges will determine the winners of each case.

The first type of case is the *regular case*. Students receive the case (a 20-30 page document consisting of a narrative text and exhibits) and are given three hours to analyze all the information given in the case and prepare a 25-minute presentation.

These regular cases are chosen from the submissions of the [John Molson MBA Case Writing Competition](#) which takes place from May to September in the year preceding the competition. Entries to the Case Writing Competition are unseen and untested, ensuring that the participants are faced with a brand new challenge every time they receive a case. The Case Writing Competition gives case writers the chance to win up to \$10,000.

The second type of case used is the *short case*. This case is written by members of the MBA ICC's Board of Directors and is normally a topical one, dealing with a current business issue. The reason for the "short" name is threefold, the case itself is only two pages in length, the participants are only given 90 minutes of preparation time, and the presentation is also reduced to just 15-minutes.

The final type of case is the *live case*. In this case, the participants listen to the CEO of a real company present the problem they are currently facing. They are then given three hours to prepare for their 25-minute presentation. The identity of the company is a closely-guarded secret right up until the start of the presentation, making the announcement one of the signature moments of MBA ICC.

Judges

A panel of five [judges](#) is assigned to each case presentation. One member of this panel is the lead judge; this individual is responsible for leading the post-presentation Q&A period and the judges' deliberation discussion. These judges are professionals with relevant business or professional experience, senior or middle-level managers with decision-making authority and senior consultants and advisors. The competition recruits over 250 judges, including 40 lead judges, the majority of whom are based in the Montreal area.

Schedule

The MBA ICC consists of three rounds of cases.

The first is a round robin. The 36 teams are assigned to six groups of six teams. Each group consists of at least one International, one US and one Canadian school. The schools will compete over three regular cases, the short case and the live case. The group is then ranked based on number of wins. After each case, eleven points will be split between the two teams to signify the margin of victory. This is the primary tiebreaker between teams with an equal number of points.

The six group winners plus the three teams with the most points advance from the round robin to the semi-finals. The nine teams in the semi-finals will be divided into three groups based on their total point accumulation. These teams will tackle a regular case with the three winners advancing to the finals.

The final will consist of the three semi-final winners tackling one final regular case. The winner will receive the Concordia Cup and the cheque for \$10,000. The second and third place teams will receive \$7,000 and \$5,000, respectively.

Events

The participants also get to experience some of the unique aspects of Montreal, Quebec and Canada. MBA ICC hosts networking and social [events](#) both at the hotel and off-site to encourage the participants to unwind and get to know each other. This year, the competitors will visit the McCord Museum to enjoy a winter themed evening at one of Montreal's best-loved attractions. The final night of the week will also see the participants and volunteers putting their mild mannered alter egos to rest for the evening and enjoying a super party as their favorite superhero/villain.

The Organizing Team

Organizers

Simon Ainsworth: A second year full-time MBA candidate from Coventry, England. He has a BA in economics from Concordia University in Canada. Simon is responsible for the cases, marketing and volunteers of MBA ICC.

Ramy Fahmy: A third year part-time MBA candidate from Montreal, Canada. He has a background in pharmacy with an undergraduate degree from Université de Montréal. Ramy is responsible for the budget and events of MBA ICC.

Kartik Rao: A second year full-time MBA candidate from Ahmedabad, India. He has a BSc in chemical engineering from the Nima University, India. Kartik is responsible for the hotel, logistics and schools of MBA ICC.

Caroline Ribeiro: A second year full-time MBA candidate from São Paulo, Brazil. She has a BSc in computer science from The Universidade Estadual Paulista Júlio de Mesquita Filho and an ERP corporate management systems MBA from Faculdade de Informatica e Administracao Paulista in São Paulo. Caroline is responsible for the judges and sponsors of MBA ICC.

Executive Assistants

Rana Beiruti: A second year full-time MBA candidate from Amman, Jordan. She has a BSc degree in architecture from McGill University in Canada. Rana is responsible for the marketing of MBA ICC.

Katie Bibbs: A second semester full-time MBA candidate from Vancouver, Canada. She has a BSc in human ecology from the University of Alberta in Canada. Katie is responsible for the sustainability of MBA ICC

Rebecca Houjaj: A first semester full-time MBA candidate from Beirut, Lebanon. She has a BComm in marketing from McGill University. Rebecca is responsible for the volunteers of MBA ICC.

Dimitri Shapiro: A second year full-time MBA candidate from Montreal, Canada. He has a BA in economics from McGill University. Dimitri is responsible for the judges of MBA ICC.

David Spinner: A first semester part-time MBA candidate from Montreal, Canada. He has a BA in psychology and a MA in social work. David is responsible for the logistics of MBA ICC.

Academic Advisor

William Meder: Mr. Meder is a graduate of Concordia University and McMaster University. He is currently Chairman of the Board of TouchTunes Interactive, a digital media company with headquarters in New York. Mr. Meder has held several CEO positions in technology-based companies in Canada and the USA. He is currently on the Board of the World Presidents Organization in Quebec and also serves on the Board of the Canadian Region.

Sponsors

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