



Call For Cases

2012 John Molson MBA Case Competition

Submission Deadline: September 30, 2011



Lead and compete in the John Molson MBA Case Writing Competition. We are pleased to invite submissions of original business case studies, either in English or French. The purpose of the Competition is to generate unpublished and unused case studies to be used during the 2012 John Molson MBA International Case Competition (“MBA-ICC”). The cases submitted will only be used for this purpose and will be released to the case writers immediately after the MBA-ICC, which ends January 8th, 2012. The submitted cases used during the MBA-ICC will be translated into either English or French, as the case may be, and the translated versions will also be remitted to the case writer.

APPLICANTS¹

Faculty members and individuals with a graduate business degree are eligible to submit cases for the Competition.

REQUIREMENTS

Aimed at students in MBA programs, the cases and associated material must:

- concentrate in the area of Strategic Management with specific issues in either operations, mergers/acquisitions, diversification, finance, globalization, implementation, entrepreneurship, HR, ethics, governance or other specific areas in any size of enterprise or non-profit sector,
- have a maximum of 20 pages of narrative text with a limit of 250 words per page, double spaced (maximum 5000 words total) and no more than 30 pages when including financial and other appendices (case text is not permitted in appendices),
- be based on either field research or research from secondary sources and should describe a recent business situation in an actual organization. Some details may be altered slightly if necessary to obtain authorization from the organization in question to release the case,
- be written in English or French,
- include a brief teaching note explaining the key issues and the teaching objectives,
- and be submitted in electronic format (.doc or .docx file).

¹ Anyone involved with the training, coaching, and other preparation of students participating in the John Molson MBA-ICC is not eligible.

PRIZES & INCENTIVES

- The case writer judged to have submitted the best case will receive a prize of Cdn \$10,000, and will also be invited as a guest of the MBA-ICC to attend the final presentation and the closing banquet at which he/she will receive the first place prize (Cdn \$2,000 maximum allotted for travel expenses).
- The case writers of the cases judged to be second and third best will be awarded Cdn \$5,000 and Cdn \$3,000 respectively.
- Case writers of all other cases used during the MBA-ICC will each be awarded Cdn \$1,000.
- The first prize winner will be notified by December 6th, 2011. Other winners will be notified during the week of January 9th, 2012.
- In the event of having more than one author for a particular case, the prize money will be shared equally among all the winners.

SUBMISSION OF ENTRIES

Cases must be submitted no later than **September 30th, 2011** with the Entry Form, the Statement of Originality and, where necessary, the Letter of Authorization (copies of which are enclosed). A case will not be eligible unless accompanied by this supporting documentation, which should also be submitted in electronic format.

COMPETITION JUDGES

The selection committee will be composed of executives from the MBA-ICC Advisory Board, MBA-ICC lead judges, and John Molson School of Business faculty members.

The selection committee’s decisions are final.



Call For Cases

2012 John Molson MBA Case Competition

Submission Deadline: September 30, 2011



ENTRY FORM

Please submit this form along with your case study and teaching note to:

cases@mbacasecomp.com

All entries must also include a signed Statement of Originality, postmarked no later than **September 30, 2011**, and mailed to:

Tracy Toyé
Director, John Molson MBA Case Writing Competition
1455 de Maisonneuve Blvd. W., MB 015-280 Montreal, Quebec, Canada
H3G 1M8

Case Title: _____

Strategic Management field with an issue in (you may check more than one box):

- Finance
- Operations
- Diversification
- Merger/acquisition
- Implementation
- Globalization
- Entrepreneurship
- Governance
- Ethics
- Other (please specify): _____

Author(s)

Name(s): _____

Institution: _____

Position: _____

Address: _____

Telephone: _____ Fax: _____

E-Mail: _____



Call For Cases

2012 John Molson MBA Case Competition

Submission Deadline: September 30, 2011



STATEMENT OF ORIGINALITY

Case Title: _____

Author(s): _____

Company Covered: _____

Subject: _____

Strategic management with a _____ issue.

This case is based on (please check one):

- Field research
 Secondary research

If this case is based on field research, I have enclosed a release statement written on company letterhead stationery and signed and dated by a responsible senior officer in the company in question (see the sample of authorization letter).

On this date of _____ I/we certify that the attached case study is entirely my/our own work, that it is drawn entirely from the sources documented in the text, that it has never been published in part or in whole in any other venue and that it has never been tested with students. I also agree that this case will not be published or tested before January 9th, 2012. All the cases submitted will be released to the writer after the competition (January 9th, 2012).

(Signature)

(Print name)



Call For Cases

2012 John Molson MBA Case Competition

Submission Deadline: September 30, 2011



SAMPLE LETTER OF AUTHORIZATION²

Please type on company letterhead stationary

Date: _____

To:

Tracy Toyé
Director, John Molson MBA Case Writing Competition
1455 de Maisonneuve Blvd. W., MB 015-280
Montreal, Quebec, Canada
H3G 1M8

We have read the case entitled _____ and we hereby authorize the use of this material:

- By 2012 John Molson MBA International Case Competition
- By the University
- By other Schools with which the University operates a case exchange program
- By other organizations requesting this material for use in education or training programs only
- In printed casebook/textbooks
- In electronic formats

This case is released:

- Without change
- With corrections as indicated

Signature: _____

Name (Please print): _____

Position: _____

Company: _____

² Leenders, Michiel; Mauffette-Leenders, Louise A.; Erskine, James A. (2001) Writing Cases, Fourth Edition, Richard Ivey School of Business.