



John Molson MBA International Case Competition

New Judges Orientation



2010 John Molson MBA International Case Competition

The John Molson MBA-ICC

- A tradition of excellence
 - Created in 1981; Oldest competition of its kind
 - 216 participants (i.e. 36 teams)
 - Over 250 senior executive judges
- Funding
 - 30 sponsors (~75%)
 - Registration fees (~25%)



2010 Competition to be held from January 4th to 9th
at the Queen Elizabeth Hotel in Montreal

The John Molson MBA-ICC

- Organization

- Entirely student-run (4 organizers & 4 executives)
- 14 advisory board members from local business community
- 150 student volunteers





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The 2010 Organizing Team





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Mirella Mokbel

(Schools/Marketing/Volunteers)

- **Brand Manager/Marketer**
- **Event Planning Experience**
 - Montreal Urban Festival, CSI
 - New brand market launch
 - Fashion shows
- **Other relevant experience**
 - Volunteer 2009 JMSB MBA ICC
 - President - Women in Business Club



Klemen Ferjan

(Budget/Hotel/Logistics)

- **Professional Engineer/
Athlete/Entrepreneur**
- **Event Planning Experience**
 - MBA Speaker Series Organizer
 - Annual International Gill Sports Judo Seminar Organizer
- **Other relevant experience**
 - Lead Volunteer 2009 JMSB MBA ICC
 - 2009 MBA Games Case Comp



Sherin Al-Safadi

(Sponsors/Events)

- **Pharmacology & Therapeutics (cancer drug researcher), Fitness Instructor**
- **Event Planning Experience**
 - McGill orientation week
 - McGill Pharmacology Research Symposium
 - ‘Save our Women’ and Hillel Montreal: ‘Make a Bow’ fashion show fundraiser
 - JMSB: Graduate inter-university networking events and Graduation Gala
 - Playground Management: live performances at Bell Center, Olympic Stadium, Palais des congrès.



Michael Shatsky

(Judges/Cases)

- **Pharmaceutical background**
 - Account Executive/Project Manager
- **Event Planning Experience**
 - 2009 JMSB Alumni Golf Tournament
 - Linda Saab Charity Golf Tournament
 - Garbage Bowl
- **Other relevant experience**
 - Lead volunteer 2009 JMSB MBA ICC
 - 1st Place 2009 GWU International MBA Case Comp
 - 2009 MBA Games Case Comp





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2010 Executives



Jessica Bernstein
(Events)

Juan-Luis Martinez Esquivias
(Logistics)

Henry Shih
(Marketing)

Santosh Suri
(Volunteers)



2010 John Molson MBA International Case Competition

Partnership with the John Molson Sustainable Business Group (JSG)

Kelly Laidlaw is the JSG representative for the 2010 John Molson MBA International Case Competition.

Mandate:

- To help ensure sustainable practices are employed at the competition
- Re-apply and further develop initiatives undertaken in 2009

Ex: Carbon offset, no bottled water, locally sourced food, leftover food to Salvation Army.



Competition Format

- 6 randomly selected divisions (mix of Cnd & Int'l)
- First Round, 11 point must scoring system
 - 5 cases over 4 days of head to head competition against teams in their own divisions
 - Only 9 teams advance (6 division winners + 3 wild cards)
- Second Round - Semi-finals
 - 3 X 3 team head to head competition
 - 3 winners advance to finals
- Third Round – Finals



Winner takes all...the cup + \$10,000



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Competition Format

- Teams composed of four MBA students, one alternate and a coach
- Bilingual competition (English and French)
- Teams given three hours to analyse a business case and present their findings and recommendations on overheads to a panel of five judges.



The Cases

- 5 of 7 cases selected through a separate Case Writing Competition – not published anywhere
- The Short Case
 - Created by members of the advisory board
- The Live Case
 - A corporation is invited to present one of its real-life challenges
 - Students and judges given background material
 - Live briefing from a company executive(s)
 - Students then prepare a presentation for Judges



2009: Jet Aviation; 2008: Costco; 2007: Rio TintoAlcan

Judging Criteria

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

Refer to following for evaluation sheet examples:
www.mbacasecomp.com/judges



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A Day at the Competition

- | | |
|-------------|---|
| 08:30-9:00 | Judges arrive at briefing room and are assigned to a table where they meet their lead judge and fellow panellists |
| 9:00-9:45 | Judges read the case and discuss with fellow panellists |
| 9:45-10:50 | A moderator leads the case discussion with all the judges |
| 10:50 | A student moderator leads panels to presentation rooms |
| 11:10-11:35 | Team 1 presents |
| 11:35-11:50 | Judges question team 1 |



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A Day at the Competition Cont'd

- | | |
|-------------|--|
| 12:05-12:30 | Team 2 presents |
| 12:30-12:45 | Judges question team 2 |
| 12:45 | Judges deliberate, select a winner , assign scores and agree on feedback |
| 13:45 | Relax and have lunch |

Judges' Role

- Become familiar with the case
- Actively participate in case briefing discussions
- Simulate a real business situation in evaluations
- Judge from a broad business perspective – *there is not only one answer to a case*
- Actively participate in the selection of a winner based on the judging criteria
- Provide clear feedback on each team's performance
- Follow the instructions of the lead judge



Lead Judges' Role

- 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





From Experience

Do's

- Be sensitive to cultural differences and language barriers
- Read the rules before you arrive
- Practice active listening & take notes during presentations
- Ask short, probing and clarification questions
- Stay after if you can, and talk about anything BUT the presentations that you judged
- Enjoy the experience
- Be nice to the organizers



From Experience

Don't's

- Don't arrive late for the briefing session
- Don't interrupt a presentation
- Don't make a speech when you ask a question
- Don't give personal feedback to anyone after a round is over
- Don't be mean to the organizers





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Additional Events & Venues

- Networking Cocktail – Thursday 17:00
- Breakfast will be served – Wed, Thur, Fri
- Lunch will be served – Tues, Wed, Fri
- Recognizing our judges – Venue
 - Individual picture
 - Company name
 - Current position (or latest position)





Resources

Our Website

www.mbacasecomp.com

- Update your Profile and Preferences
- View last year's finals presentations
- Access updates on school registration, sponsors, media coverage and scoring during the week of the Competition
- Access the competition rules and view examples of good & incomplete evaluation sheets



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For any questions and schedule related matters contact

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THANK YOU