

JMCC STRATEGIC PLAN

2016-2017



UPDATED ON: JULY 14, 2016

AN OVERVIEW OF THE PROGRAM

Who We Are

Concordia University's John Molson School of Business is home to the largest undergraduate case competition program in the world. Every year, over 150 students are given the chance to be a part of the program and represent JMSB at regional, national and international case competitions. The entire program is run by 21 student-executives and one faculty advisor, Mark Haber, who make up the John Molson Competition Committee (JMCC).

How does it work?

Every year, JMCC selects, trains, and sends undergraduate students to represent JMSB at approximately 30 case competitions around the globe in the following seven categories: Academics, Athletics, Debate, Quiz, Social, Stock Simulation and Participation – with an emphasis on academics.

Academic Format

Academically, the program bridges the gap between what students have learnt in their classes and the real world. Students are given a real-life case study in which a company has a specific problem. The team has a certain amount of time (usually three hours) to analyze the situation and prepare a PowerPoint presentation and recommendation to present to a panel of judges, which include high-level industry professionals.

There are 12 academic disciplines in which a student can compete in: Accounting, Business Strategy, Entrepreneurship, Ethics, Finance, Human Resources, International Business, Marketing, Management Information System, Production & Operations Management, Project Management, and Taxation.

Non-Academic Format

For non-academic competitors, the program provides students with Athletic, Debate, Quiz, Social, Stock Simulation and Volunteer opportunities, as well as an incomparable sense of school spirit.

Case Competition Class

In order to train for these competitions students are enrolled in a Case Competition class, a 3-credit business elective, which provides students with the presentation and analysis skills needed to excel in the various disciplines.

There are three core classes (COMM 499G, COMM 499AA and COMM 499BB), which are for the three core competitions (ICBC, JDC and JDCC respectively) and one winter case class (COMM 299B), which is a stepping stone to the program, usually targeted towards less experienced students.

Coaching & Training

Each team is assigned one head coach and a minimum of one assistant coach responsible for training and judging them, in preparation for the competitions they will be attending. Coaches are often successful alumni of the program and have strong case and industry experience.

Students are also provided with workshops, sessions, simulation days and other training to help them grow and prepare for the competition.

WHAT ARE THE BENEFITS OF JOINING?

Practical Training

Students who have competed recognize that being a part of the program helped them gain vital presentation skills and practical knowledge that has prepared them for the working world. The lessons learnt and skills gained by being a part of the case competition program go well beyond the classroom.

Networking

Competing leads to unbreakable bonds with fellow competitors, both inside and outside of JMSB. Throughout your involvement in the program, you are given the opportunity to meet hundreds of people from other schools and different cultures, especially when sent to international competitions.

Career Opportunities

Our competitors are given the opportunity to meet a countless number of important contacts and many have obtained jobs in the process. It isn't uncommon to be hired by the very judges who evaluate your presentation, as companies often attend case competitions for recruitment purposes.

LOOKING FORWARD

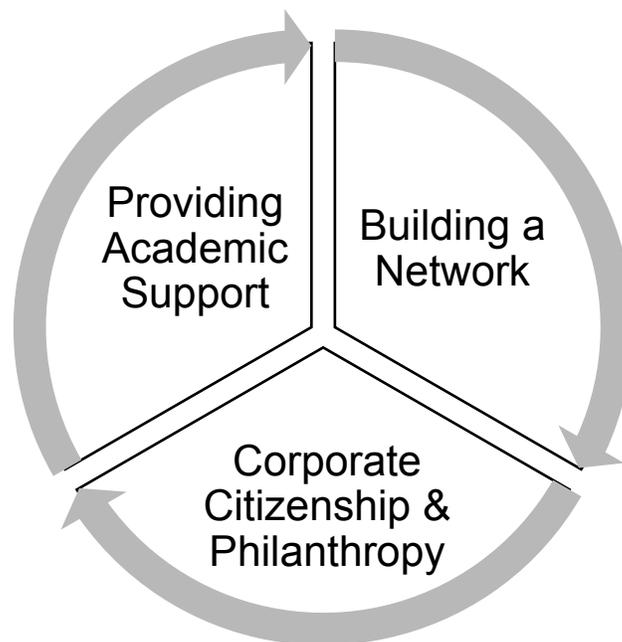
Mission

To provide the ultimate university learning experience to JMSB undergraduates, to improve the JMSB undergraduate students' skillset and to enhance JMSB's reputation worldwide.

Vision

To be the leader in experiential learning within business universities, specifically through business case competitions, by providing students with access to world-class training, resources and networks.

Pillars



Values

Building Long-Lasting Relationships

Coupled with teamwork, it is important that JMCC fosters long-lasting, mutually-beneficial relationships with all internal and external stakeholders (including, but not limited to, students, alumni, coaches, faculty, business sponsors, academic institutions, and the JMSB, Concordia community as a whole).

Committing to Excellence

No matter how big or small the task, whether it is one person or one hundred, JMCC commits itself to excellence in all that it does. Excellence, in our eyes, is defined by passion, hard-work and continuous improvement.

Embodying Humility and Respect

JMCC delegates must be humble and respectful towards everyone they come into contact with. From students to faculty to business professionals, it is important to lead by example and let your positive actions speak for themselves.

Instilling Confidence, Ambition and Perseverance

These three attributes combined are the foundation to success. It is important to have the confidence to know you can, the ambition to want to do more and the perseverance to never give up.

Promoting Personal and Professional Growth

JMCC fosters an open and positive learning environment that empowers our delegates and allows them to grow. Furthermore, JMCC creates student-leaders that serve as JMSB ambassadors around the globe.

Strategic Imperatives

- 1) Improve JMSB's reputation worldwide**
- 2) Improve JMCC's image within JMSB**
- 3) Improve relationships with JMCC Alumni**

1) Strategic Imperative: Improving JMSB/Concordia's reputation worldwide

Objectives:

- 1) Improve JMSB/Concordia's performance at international competitions**
- 2) Attend more international competitions**
- 3) Increase the number of international podiums**

Actions:

- 1) Introduction of the international delegate handbook**
- 2) Introduction of a mentor/mentee meeting with past delegates of the same competitions**
- 3) Library research sessions to better prepare for research cases**
- 4) Follow up with each international team upon their return and create a "lessons learnt" document**

Metrics:

- 1) Attain a total of at least 2 international podiums (top three finish)**
- 2) Creation of the international delegate handbook**
- 3) Creation of a "lessons learnt" package for each competition**

2) Strategic Imperative: Improving JMCC's image within JMSB & Concordia

Objectives:

- 1) Host a PowerPoint workshop**
- 2) Collaborate with other CASA subsidiaries and other Concordia Student Groups**
- 3) Raise awareness of who and what JMCC is**

Actions:

- 1) Internal case competitions with other CASA subsidiaries**
- 2) Contact other Concordia student groups to inquire about collaboration opportunities**
- 3) Host a PowerPoint workshop open to all JMSB students**
- 4) Invite all JMSB students to our various discipline workshops (strategy, finance, marketing & HR, etc.)**

Metrics:

- 1) Collaborate with at least 2 CASA subsidiaries (internal case competition)**
- 2) Have at least 100 JMSB students (non-JMCC academic delegates) attend our PowerPoint workshop**
- 3) Have at least 50 JMSB students (non-JMCC academic delegates) attend our discipline workshops**

3) Strategic Imperative: Improve relationships with JMCC Alumni

Objectives:

- 1) Create a database with alumni contact information**
- 2) Raise money from alumni through various alumni initiatives**
- 3) Form an alumni committee that will eventually operate independently of JMCC to ensure that any efforts are not lost through transition or turnover**

Actions:

- 1) Create a database with alumni contact information**
- 2) Form an alumni committee with past alumni that will eventually operate independently of JMCC**
- 3) Suggest events that will be coordinated by both JMCC and the newly formed alumni committee**

Metrics:

- 1) Turnout of at least 125 Alumni at our Alumni events**
- 2) Collect \$2,500 from alumni through various alumni initiatives**
- 3) Creation of database with alumni contact information**
- 4) Creation of an alumni committee**