



# JMUCC

JOHN MOLSON UNDERGRADUATE CASE COMPETITION



## Strategic Plan 2016-2017

*Presented by  
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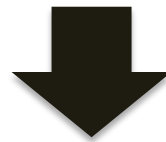


# Our Mission

To prepare the world's brightest undergraduate business students to become leaders in a globally interdependent, culturally diverse and rapidly changing economic environment, while fostering strategic thinking, innovative problem-solving and sound decision-making.



Passion



Spirit



Dynamism

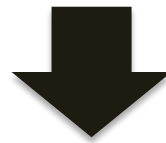


# Our Vision for 2016-2017

To remain leaders in an increasingly competitive case competition landscape. More specifically, to offer a more innovative, better JMUCC to all stakeholders: to delegates, to coaches, to volunteers, to the JMSB community, and to our local and international public in the hope of continuously increasing our large network of businesspeople.



Awareness



JMUCC  
Experience



Organizational  
Excellence



## Increase Awareness

### Add value for JMSB students

Public Case

Workshops/Capsules

In-person interactions

Mini Case  
Competition

Attendance at JMUCC

### Add value for our sponsors

Friends of the Competition

French

School Sponsor

Fun Case

### Add value for the rest of the world

Open Applications

JMUCCTV

International Public Case

**AWARENESS**



## Elevate the “JMUCC Experience”

### Improved academics

Diversity of disciplines

Diversity of industries

Live Public Case

### Leverage JMUCCTV

Interviews

All Stakeholders

### Improved leisure experience

Montreal

Partners

### Stronger community

Technology

Interactions

**JMUCC  
EXPERIENCE**



## Achieve Organizational Excellence

### Financial Rigor

Saving

Teamwork

Fundraising

### Maximize Efficiency

Auxiliary Tasks

Roles and

Schedules and Tasks

Responsibilities

### Record-Keeping

Podio

Post-mortems and  
turnover

### Board of Directors

Mentors

Contacts

### Sustainability

Sustainable Events Checklist

### Foster innovative ideas

Think Big

VP Technology and  
Innovation

ORGANIZATIONAL  
EXCELLENCE



**JMUCC**

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In 2017, *We Mean Business*