



JMUCC
JOHN MOLSON UNDERGRADUATE CASE COMPETITION

OFFICIAL 2017 RULE BOOK

Last Revised: August 17th, 2016

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SECTION 1: OVERVIEW

The following rules shall govern all academic components of the John Molson Undergraduate Case Competition (JMUCC). It is expected that the representatives from each competing university will familiarize themselves with these rules and guidelines and that they will abide by them in the spirit of the competition.

SECTION 2: ELIGIBILITY AND TEAMS

The competition is open to universities that offer an undergraduate business program or equivalent program deemed acceptable by the Board of Directors. All participants must meet the following criteria:

1. Must be a current student enrolled in the university's undergraduate business program
2. Must be taking at least one (1) course in said program in the semester immediately preceding the Competition OR at least one (1) course in the semester during which the competition takes place
3. Must not have participated in any prior edition of the JMUCC
4. Must not have started a graduate / Masters program in ANY field
5. Must be 26 years of age or under as of the first day of competition.

Participating schools must send a team of four (4) undergraduate students. No alternatives or substitutes are allowed. It is highly recommended that students be accompanied by a faculty advisor due to the learning-based nature of the competition.

SECTION 3: DIVISION POOLS

The John Molson Undergraduate Case Competition will consist of twenty-four (24) universities, with each of the six (6) divisions being comprised of four (4) universities each.

Universities will be randomly assigned into one (1) of the six (6) divisions during the opening ceremonies through a live lottery system.

SECTION 4: COMPETITION FORMAT

The competition shall consist of two stages:

1. Round-Robin Tournament (3 cases)
2. The 24-Hour Case (1 case)

The university with the highest cumulative score after these two preliminary stages in each division will be named the divisional winner, and will advance to the finals.

For each of the 4 cases, teams will be required to analyze the case, prepare their recommendations, and create a PowerPoint slide show presentation to support their solution. Once completed, the teams will be asked to present their recommendations to a panel of judges who will evaluate them. No written analysis is required in any round.

SECTION 5: ROUND-ROBIN TOURNAMENT






In this stage, teams will be presenting “head-to-head” versus the other universities in their division. In other words, Team A will present against Team B, while Team C will present against Team D. The matchups will alternate over a three day period such that each university will have presented three times – once against each of the other teams in their division.

SECTION 5.1: CASE PREPARATION



Teams will have three (3) hours for each case. Each team will be assigned a workroom at the John Molson School of Business (JMSB) for their preparation period.

SECTION 5.1.1: MATERIALS ALLOWED

The following materials will be provided for each team on each day of the Round-Robin:


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|---|---|
|  | Four (4) copies of the case study (in English); |
|  | Preparation room with blackboards; |
|  | Scrap paper, pencils, pens, highlighters, chalk; |
|  | Two (2) laptops running Windows 7 with Microsoft Office 2013 (Word, Excel, PowerPoint); Internet and other functions will be disabled; One (1) USB Key |
|  | Snacks and drinks; a meal is provided if the team is preparing during lunch |

The following materials are NOT PROVIDED, however teams may bring their own:

| | |
|---|---|
|  | Up to four (4) non-programmable calculators |
|  | One (1) non-electronic translation dictionary – no single language dictionaries allowed |

***The Organizing Committee reserves the right to inspect all calculators and dictionaries*

All other materials are NOT ALLOWED into the preparation room including but not limited to:

| | |
|---|---|
|  | Cellular phones, personal computers, or any other communication devices |
| | Pre-marked papers, notes, books or any other devices or documentation |

Personal effects such as cosmetics or things you plan to use later in the day are to be left outside with your Team Ambassador or at coat check. When in doubt, participants are advised to consult with the Organizing Committee prior to the competition to approve of any special requests.

SECTION 5.1.2: COMMUNICATION WITH EXTERNAL PARTIES

1. No external party (including faculty advisors) can discuss the case with the team members until the case analysis has been presented to their respective panel of judges. During the case preparation, teams may not leave the preparation room unless accompanied by their Team Ambassador. Additionally, once the case preparation time has elapsed (three hours for Round-Robin and twenty-four hours for The 24 Hour Case) team members must NOT speak to anyone other than their Team Ambassador leading up to their presentation; including but not limited to other teammates, faculty advisors, spectators. Penalty will be a loss of three (3) points deducted from that day's Round Robin score; or five (5) points deducted from that day's 24 Hour Case score, whichever applicable. No additional warning will be given to the team.

SECTION 5.1.3: SLIDE COLLECTION

Slides will be collected by the Team Ambassador when 15 minutes are remaining (i.e. after 2 hours and 45 minutes have elapsed). These slides will be printed for the judging panel's reference. Teams may continue to work on their slides until the full 3 hours have elapsed. This final version will be the one projected during the presentation. Judges will be advised of the potential for minor discrepancies between their hardcopy and the projected slides.

SECTION 5.2: CASE PRESENTATION

All presentations must be made in English. The participants may NOT watch their opposing team's presentation. That is, if Team 1A is in a matchup against team 1C on a given day, neither team can watch the other present. However, both Teams 1A and 1C can watch the presentation of Team 1B or 1D later in the day as well as presentations from any other division. Faculty advisors are exempt from this rule and may watch any presentation at any time.

SECTION 5.2.1: PRESENTATION ROOMS

The presentation rooms may seat anywhere from 50 to 80 people. All rooms contain at least one projection screen. Spectators will only be allowed to enter prior to the team's presentation – no entry or exit will be permitted during the presentation.

SECTION 5.2.2: PRESENTATION TIME

Upon entry, the teams will be given a maximum of one (1) minute to set up before the presentation room coordinator reads the rules and gives permission to start.

The presentation room coordinator will show a sign when there are ten (10) minutes, five (5) minutes, two (2) minutes, and thirty (30) seconds remaining in the presentation time. When the twenty (20) minutes have elapsed, the presentation room coordinator will end the presentation whether the team has finished or not.

- Each team will be required to present for a MINIMUM of fifteen (15) minutes and up to a MAXIMUM of twenty (20) minutes
- Each member of the team must speak during the presentation
- A wireless presentation remote (clicker) will be provided to each team.

SECTION 5.2.3: Q&A PERIOD

Once the formal presentation is completed, a maximum of ten (10) minutes will be allocated for the judges to ask questions. Teams may show new slides during the Q&A should they be relevant to the question asked. It is not necessary for all team members to participate in the Q&A.

The presentation room coordinator will announce when there is time for one final question. Once the ten (10) minutes have elapsed, they will announce that the question period is over and will provide a fifteen (15) second grace period for the team to complete their current answer.

SECTION 5.3: CASE EVALUATION

Each matchup will be evaluated by a panel of at least 3 judges, all of whom will be assigned an evaluation sheet to provide adequate guidance and consistency in their judging. The same judges will be judging both matchups within a division on a given day.

SECTION 5.3.1: JUDGING PANEL COMPOSITION

Judges consist of members of the business community, government leaders, university faculty members, and alumni. The panel's decision is final and cannot be contested. The formation of the judging panels is the sole responsibility of the Organizing Committee. All judges must be approved by the Board of Directors.

SECTION 5.3.2: SCORING

Each matchup will have the two opposing teams scored relative to one another. The judges will allocate 15 points between the two teams. The winning team may be allocated no more than 12 points, while the losing team can be allocated no fewer than 3 points.

SECTION 5.3.3: FEEDBACK SESSION

Once a decision is made, the judges will provide feedback to the two competing teams. Each team will have a total of ten (10) minutes with the panel. The following information will be provided to each team:

1. The winner of the matchup and the points allocated to their team
2. Feedback on the presentation itself.

Only the participants and the accompanying faculty advisor of a given team are invited to the feedback session for their university. The scores will be posted publicly at the end of each day.

SECTION 6: THE 24-HOUR CASE

This component places an emphasis on research abilities and requires the preparation of a well-supported, detailed strategic solution. Teams will be ranked against the others in their division.

SECTION 6.1: CASE PREPARATION

Teams will prepare their case in their hotel room and will present the following day in one of the hotel's conference rooms.




SECTION 6.1.1: MATERIALS ALLOWED

Each team must SUPPLY ITS OWN materials for the 24-Hour Case including but not limited to:

- Personal laptops (no tablets)
- Paper, pencils, pens, markers, highlighters, flipcharts, calculators, notes, dictionaries
- Food, snacks, drinks

Requests for additional laptops must be made to the Organizing Committee PRIOR TO THE COMPETITION START DATE. Requests made during the competition cannot be guaranteed. Extra laptops will not be provided to teams that already have at least four (4) of their own.


The Organizing Committee will provide:

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|---|---|
|  | Four (4) copies of the case study (in English); |
|  | A communal printer that can be accessed via the Team Ambassador |
|  | One (1) USB key |

** Note that all presentations must be made using Microsoft PowerPoint (any version).

SECTION 6.1.2: COMMUNICATION WITH EXTERNAL PARTIES & INTERNET ACCESS


Teams are allowed to leave their rooms and the hotel only when accompanied by a Team Ambassador. However, the following communication is restricted:

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|---|--|
|  | <ul style="list-style-type: none">• No communication with other participants• No communication with the faculty advisor in any way• No discussion of the case contents with external parties. As a result, primary data collection is not allowed (except for observation methods) |
|---|--|

All teams will be provided with unlimited Internet access. All electronic devices with communication technologies (e.g. cell phones, tablets) excluding laptops will be held by the Organizing Committee until the end of the 24-hour case period.

Students may access any website, including password-protected databases from their university. Should a team not have off-campus access to their school's databases, they must notify the Organizing Committee PRIOR TO THE COMPETITION START DATE.

Only the following resources are strictly off-limits:

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|---|--|
|  | All login-required social media pages (public pages are allowed – ex: Facebook and Twitter pages that are accessible without logging in) |
| | File sharing websites (e.g. Dropbox, email, Google Drive, web servers) |

*** It is recommended that students log out of their Facebook, Twitter, and other social media accounts prior to the start of the 24 hours so that they can access public company pages / feeds*

Internet usage will be monitored over the entire 24-hour period. When in doubt, teams are urged to communicate with their Team Ambassador if a clarification of rules is needed.

SECTION 6.1.3: SLIDE COLLECTION

Slides will be collected by the Team Ambassador when 15 minutes are remaining (i.e. after 23 hours and 45 minutes). Same rules apply as in the Round Robin Tournament (see [Section 5.1.3](#))

SECTION 6.2: CASE PRESENTATION

All presentations are to be made in English. A team cannot attend ANY another team's presentation for the twenty-four (24) hour case presentations. After a team has presented, it will then go to isolation. Faculty advisors may watch any team present.

SECTION 6.2.1: PRESENTATION ROOMS

All presentations take place in the hotel's conference rooms. Each room will include a projector, laptop running Windows 7 and Microsoft Office 2013, and wireless presentation remote (clicker).

SECTION 6.2.2: PRESENTATION TIME AND Q&A PERIOD

Same rules apply as in the Round Robin Tournament for the **first round** of presentations of The 24 Hour Case (see [Sections 5.2.2](#) and [5.2.3](#) respectively). However, the six (6) teams moving through to finals will have a different presentation format described below:

SECTION 6.2.3: FINAL ROUND PRESENTATION TIME

In this round we introduce the concept of protected and unprotected time. Protected time signifies a period where the presenters cannot be interrupted by judges' questions. Un-protected time signifies a period where judges can ask the presenters questions pertaining to the **current slide** being presented.

Upon entry, the teams will be given a maximum of one (1) minute to set up before the presentation room coordinator reads the rules and gives permission to start.

The presentation room coordinator will provide a signal when the un-protected time begins (i.e. at the 5 minute mark) and when the un-protected time ends (i.e. at the 17 minute mark). The coordinator will also show a sign when there are ten (10) minutes, five (5) minutes, two (2) minutes, and thirty (30) seconds remaining in the presentation time. When the twenty-two (22) minutes have elapsed, the presentation room coordinator will end the presentation whether the team has finished or not.

- Each team will be required to present for a MINIMUM of eighteen (18) minutes and up to a MAXIMUM of twenty-two (22) minutes
- The **first** five (5) minutes and **final** 5 (minutes) will be protected time, leaving minutes five (5) to seventeen (17) un-protected.
- Questions posed during the un-protected time must pertain to the **current slide** being presented and will be monitored by the Timekeeper
- An extra two (2) minutes has been added to the presented to counteract the lost time answering judges' questions during the presentation
- Each member of the team must speak during the presentation
- A wireless presentation remote (clicker) will be provided to each team.

SECTION 6.2.4: FINAL ROUND Q&A PERIOD

Once the formal presentation is completed, a maximum of ten (10) minutes will be allocated for the judges to ask additional questions. Teams may show new slides during the Q&A should they be relevant to the question asked. It is not necessary for all team members to participate in the Q&A.

The presentation room coordinator will announce when there is time for one final question. Once the ten (10) minutes have elapsed, they will announce that the question period is over and will provide a fifteen (15) second grace period for the team to complete their current answer.

SECTION 6.3: CASE EVALUATION

SECTION 6.3.1: JUDGING PANEL COMPOSITION

Same rules apply as in the Round Robin Tournament (see [Section 5.3.1](#))

SECTION 6.3.2: SCORING

Judges will rank all the teams relative to the other universities in their division. The following scores will be assigned:

- The top presentation receives 40 points
- The second ranked presentation receives 35 points
- The third ranked presentation receives 30 points
- The fourth ranked presentation receives 25 points

SECTION 6.3.3: FEEDBACK SESSION

Immediately following the announcement of the winning team from each division, each team will have a total of ten (10) minutes of feedback with the panel. The team that made it to the finals will receive feedback first while the remaining 3 teams will each obtain their feedback in random order. Judges will not tell these remaining teams where they placed. The final results will be distributed post-competition.

SECTION 7: THE FINALS

The team that has the highest cumulative number of points following the Round Robin Tournament and The 24-Hour Case will be declared the winner of their respective division.

Each divisional finalist will re-present their 24-hour case to the final panel of judges. Teams will be starting with a CLEAN SLATE regardless of performance over the week – the best overall presentation will win the competition. The top three (3) teams will be announced at the closing ceremonies.

SECTION 7.1 THE BUFFER PERIOD

Following their feedback session, each finalist will have 30 minutes isolated in a room with access to a read-only copy of their slides. This time can be used to rehearse, modify their delivery based on feedback, and recompose themselves prior to the finals. However, no modifications to the slideshow are allowed.

SECTION 7.2 CASE PRESENTATION AND Q&A PERIOD

Concept of protected time is introduced (see Sections 6.2.23 and 6.2.34 respectively).

SECTION 8: TIE BREAKING

In the event that two teams in a division have the same cumulative score after the 24-hour case, the team who ranked higher in the 24-hour case will advance to the finals.

SECTION 9: PENALTIES & NON-COMPLIANCE

The organizers reserve the right to disqualify any team from the competition if the above rules are not respected or if a team does not maintain a proper standard of conduct in the professional and collegial spirit of the competition. This is especially true for non-compliance with rules related to communicating with external parties during the case preparation periods.

Additionally, the following penalty exists for non-compliance:

- Should a team fail to present for a MINIMUM of fifteen (15) minutes in any round or should any team member fail to speak during a presentation, they will automatically receive the lowest possible score for the rounds in question (3 points in The Round Robin and 25 points in The 24-Hour Case). Scores of opposing teams are not affected (i.e. their opponent(s) will retain the score originally assigned by the judges).

Any concerns or disputes regarding the implementation of these rules must be brought to the immediate attention of the organizers. Please note that the decision of the Organizing Committee is final and cannot be contested.

SECTION 10: USE OF CONTENT FROM COMPETITION

The Organizing Committee reserves the right to record all presentations, and take pictures during both preparation time and presentations.

The members of the Organizing Committee reserve the right to use the presentation slides as they see fit after the competition. Due to confidentiality agreements, cases and presentation slide decks CANNOT be distributed to teams after the competition is over without expressed written consent from the case sponsor. Additionally, the cases and solutions remain the property of their respective companies post-competition.