

**MBA Business L611 Foundations
Module 4: Case Competition
DeGroote School of Business, McMaster University**

OBJECTIVE

- This capstone exercise will help students pull together the learning they experienced in the Foundations Modules and apply this to a real case.
- Students will be divided into their core groups and will work through one case which will be presented to them on Friday September 30th via Avenue to Learn. The groups will prepare their case analysis before presenting to a panel of judges on Thursday October 6th, starting at 3:30 p.m. (in various classrooms). One finalist team will be chosen from each cohort to present at 7:45 p.m. (in the Auditorium) to their classmates and a group of judges made up of faculty and alumni.

INSTRUCTOR AND CONTACT INFORMATION

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LEARNING OUTCOMES

Upon completion of this module, students will be able to complete the following key tasks:

- Analyze a business case using a case analysis framework
- Apply qualitative and quantitative tools to assess a business case
- Develop a positive and effective team environment
- Demonstrate effective communication and presentation skills

REQUIRED MATERIALS

The business case to be analyzed will be posted on **Avenue to Learn on Friday September 30 by 12pm.**

EVALUATION

Each core group will present their analysis and recommendation on the assigned business case on Thursday October 6th, starting at 3:30 p.m. (in various classrooms). **You must submit your PowerPoint presentation via email to Isabella Piatek (piateki@mcmaster.ca) by 1:00 pm on Thursday October 6th.** In the subject line of email, indicate your core group number.

Presentations will be limited to 15 minutes per team. Core Teams are expected to arrive outside of their classrooms at least 5 minutes before their presentation time. A facilitator will call you in when it's time to start. Time management is important as teams will be cut off when they reach their 15 minute limit. 3-minute and 1-minute warnings will be given prior to the end of the presentation time.

Each team member must present. It is expected that presentation times will be roughly equally distributed (approximately 3 minutes speaking time for each team member for teams of 5).

The 15-minute presentation will be followed by a 5-minute Q&A period. While it is not required that all team members answer a question, it is highly encouraged that questions are shared across the team. Having one or two team members dominate the Q&A period would be viewed negatively by the judging panel.

In the first round presentations, you will be presenting in front of a panel of 3 judges. Judges will be a combination of faculty members and MBA alumni. For the 4 teams that present in the final round (in the Auditorium at 7:45 pm), the judging panel will consist of at least 6 judges (faculty and alumni). The attached evaluation rubric will be used by the judges in both the first and final rounds.

**Revised Foundations Case Competition Schedule for
October 6th:**

Cohort 1

Core Group (Cohort 1)	Presentation Time	Room Number
1	3:30-3:50	363
2	3:55-4:15	363
3	4:20-4:40	363
5	4:45-5:05	363
Coffee Break	5:05-5:15	Great Hall
6	5:15-5:35	363
8	5:40-6:00	363
9	6:05-6:25	363
4	6:30-6:50	363
7	6:55-7:15	363
Refreshments	7:15-7:45	Great Hall
Final Round	7:45-10:00	Auditorium

Cohort 2

Core Group (Cohort 2)	Presentation Time	Room Number
1	3:30-3:50	249
2	3:55-4:15	249
4	4:20-4:40	249
7	4:45-5:05	249
Coffee Break	5:05-5:15	Great Hall
8	5:15-5:35	249
3	5:40-6:00	249
5	6:05-6:25	249
6	6:30-6:50	249
Refreshments	7:15-7:45	Great Hall
Final Round	7:45-10:00	Auditorium

Cohort 3

Core Group (Cohort 3)	Presentation Time	Room Number
1	3:30-3:50	364
2	3:55-4:15	364
3	4:20-4:40	364
4	4:45-5:05	364
Coffee Break	5:05-5:15	Great Hall
5	5:15-5:35	364
6	5:40-6:00	364
7	6:05-6:25	364
8	6:30-6:50	364
9	6:55-7:15	364
Refreshments	7:15-7:45	Great Hall
Final Round	7:45-10:00	Auditorium

Cohort 4

Core Group (Cohort 4)	Presentation Time	Room Number
4	3:30-3:50	427
5	3:55-4:15	427
6	4:20-4:40	427
8	4:45-5:05	427
Coffee Break	5:05-5:15	Great Hall
9	5:15-5:35	427
3	5:40-6:00	427
7	6:05-6:25	427
2	6:30-6:50	427
1	6:55-7:15	427
Refreshments	7:15-7:45	Great Hall
Final Round	7:45-10:00	Auditorium

Case Presentation Evaluation Form

Assessment Criteria	Strengths	Weaknesses
Key Issues: <ul style="list-style-type: none"> • Issues identification • Issues ranking 		
Analysis: <ul style="list-style-type: none"> • Qualitative • Quantitative 		
Alternatives & Recommendations: <ul style="list-style-type: none"> • Coverage • Realism & practicality • Evaluation Criteria • Logical tie into analysis • Justification for selected alternative/s 		
IMPLEMENTATION & ACTION PLAN <ul style="list-style-type: none"> • Detail (timeline, who, when, how, where) • Cost considerations • Contingency plan 		
HANDLING QUESTIONS <ul style="list-style-type: none"> • Ability to defend position & convincing • Consistency with presentation • Smoothness & balance of group 		
PRESENTATION FORM/STYLE <ul style="list-style-type: none"> • Presentation/Communication skills • Effectiveness of opening statement • Effectiveness of closing statement • Creativity, Professionalism • Effective PowerPoint Utilization • Overall group dynamics 		

Overall Mark:

A+	A	A-	B+	B	B-	C
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