



## RBC/DeGroot Business Case Challenge Fall 2020 – Winter 2021

Thank you for your interest in partnering with RBC in their Business Case Challenge 2021. Please review this document carefully for everything you need to know about applying and participating in this exciting challenge.

**\*\*Please note: Due to the ongoing COVID-19 situation, the entire format of this challenge will be virtual\*\***

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### Overview

This challenge has teams of students (Levels II, III and IV BCom students) spending three weeks solving a problem from one of six business lines at RBC:

- Personal and Commercial Banking
- Capital Markets
- Investor & Treasury Services
- Technology and Operations (*Engineering/Management students are also invited to participate on this team*)
- Marketing and Communications
- Human Resources

You will use your research, problem-solving and collaboration skills to effectively present recommendations to the challenges in a virtual Presentation Night with RBC on Wednesday, January 27. The evening will start with presentations by all teams to RBC panels, followed by a networking forum.

**BONUS:** RBC has asked for the resumes of all participating students. While there is no guarantee of a job offer (or interview), they are keen to learn more about you and welcome your questions.

**Added bonus:** The winning team as determined by each of the six business lines, will be guaranteed an interview for a co-op, summer or full-time role.



**Key Dates:**

<b>Thursday, November 5</b>	Applications go live on <a href="#">OSCARplus</a> (Job ID:133338)
<b>Wednesday, December 2</b>	Applications close at 11:59 p.m. (EST) on OSCARplus
<b>Week of November 30<sup>th</sup></b>	Students are notified they have been selected and for which business line (and which team)
<b>Monday, December 7 5 p.m. (EST)</b>	Students to confirm their acceptance to the Business Case Challenge
<b>Tuesday, December 8 - Sunday, January 10</b>	<b><i>Exam Period and Holiday Break</i></b>
<b>January 13 or 14 (TBD)</b>	RBC/DeGroote Business Case Challenge Launch (5:30 p.m. EST virtually) - and students will meet their teammates
<b>January 13 – 27</b>	Two scheduled calls with RBC for information gathering and validation of assumptions, etc.
<b>Wednesday, January 27 5 – 8 p.m. (EST)</b>	Virtual Presentation and Networking Night with RBC

**Your Commitments:**

1. **You agree to work on the team that you are placed.** All applications are individual submissions and balanced teams will be created (as requested by RBC).
  2. **You are aware of the timelines for this activity** and the time investment required for a successful engagement with RBC (25-36 hours over a three-week period).
  3. **You are available for the final virtual Presentation Night** on Wednesday, January 27, starting at 5 p.m. EST.
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## How to Apply

The deadline to apply is **Wednesday, December 2** at 11:59 p.m. (EST) on [OSCARplus](#) (Job ID:133338). Please include the following:

1. **Updated resume\*** (please see above for RBC's request to review all resumes. If you do not wish to share your resume with RBC, please include this detail in your application)
2. **Copy of your transcript** (Excel spreadsheet of your grades is acceptable), clearly indicating your level of study
3. **Letter of Interest:** Please address letter to [Jennifer McCleary](#) – Director, Student Experience and include:
  - Why do you want to participate in the RBC/DeGroot Business Case Challenge?
  - Your **Top 4** preferred Lines of Business (LOBs) (eg. with #1 as your top choice). Click on each hyperlink to learn more about each LOB.

1. [Personal and Commercial Banking](#)
2. [Capital Markets](#)
3. [Investor & Treasury Services](#)
4. [Technology and Operations \(with Eng/Mgt\)](#)
5. [Marketing and Communications](#)
6. [Human Resources](#)
7. No preference (if you indicate No Preference, you will be placed with any of the six business lines).

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## FAQ

### How many students can participate in the RBC/DeGroot Business Case Challenge?

RBC has six lines of business seeking recommendations from DeGroot BCom students (and Engineering/Management students in the T&O LOB). There will be up to four teams of four students partnering with each of the business lines. So, up to 96 students can participate in this activity.

### How large are the teams?

Each team will have up to four students, from Levels II, III and IV. RBC would like only one Level IV student on every team and all levels represented on each team. Engineering/Management students are also invited to participate on the Tech/Ops teams.



### **How many teams per business line?**

There will be four teams per business line working on recommendations to the challenge presented by RBC.

### **Can you give me an example of a Challenge statement?**

In past Challenges, RBC has presented issues such as:

- Clients are finding they need to take a number of steps as they financially transition into the retirement phase of their lives. These steps are not always intuitive or frictionless and often entail expensive planning, confusing and varied preparation/fulfillment steps as well as significant effort. How might RBC map this journey and help clients with a smooth transition to retirement?
- As Gen-Zers deal less frequently with cash, money management becomes more abstract. How might RBC help make digital currency and payments feel more tangible to youth audiences to enable better money management habits?
- Approximately 22% of Canadians who travel to the US do not have travel insurance, yet medical issues are common when travelling. How might we ensure that our clients are prepared for emergency and non-emergency medical situations when travelling south of the border?

### **Can I pick my business line for the Challenge?**

You will be asked in your application to indicate your top four preferred business lines. If you do not have a preference, please indicate that on your application.

### **Can I pick my team / how are the teams selected?**

All applications will be reviewed carefully by the Director, Student Experience who will create the teams reflecting all levels of BCom (and Eng/Mgmt where applicable).

### **Can I change teams once I have been notified?**

When you are notified of your team, you will be asked to confirm your acceptance to the Challenge. After this confirmation, no changes to team structure will be made. The Challenge is only three weeks in duration to create a detailed presentation and recommendations. We want the teams to work collectively immediately upon receiving their challenge. Students will meet their team mates on January 13 or 14 during the Kick-Off/Launch Event.

### **Is this a case competition?**

This is a challenge, not a competition. There is no one winning team. RBC is excited to hear different recommendations from the teams associated with their business. All teams will spend time with RBC professionals in their business lines during their presentations. Students will also have the opportunity to network with RBC professionals during the networking portion of Presentation Night on Wednesday, January 27.

### **When will I find out my team?**

Applications close on **Wednesday, December 2**. Teams and business lines will be communicated to students selected to participate in the Challenge during the week of November 30. Students must confirm their acceptance to participate by Monday, December 7.



### **When do I find out the challenge from RBC?**

The Business Case Challenge is scheduled to be launched in January (January 13 or 14). Each RBC business line will present the details of their challenge and will communicate directly with their respective student teams.

### **How much time do I need to invest?**

It is estimated that 8-12 hours per week will be invested by each member of the team. Across three weeks, that is approximately 25 to 36 hours of time. All team members **must be available** to present their recommendations on the Presentation Night on Wednesday, January 27.

### **Can we access a contact at RBC while we are researching and creating ideas (before January 27)?**

Each team will be given an RBC contact and there will be guidelines as to how often a team can reach out to RBC for more information. It is anticipated that two calls will be coordinated to keep the team progressing through their consulting process.

### **When do we present our recommendations to RBC?**

You will virtually present your ideas in front of an RBC panel on Presentation Night on Wednesday, January 27. Each team will be given 10-12 minutes to present plus time for questions from the panel. A networking forum with representatives across all six business lines will follow the presentations.

### **What does the Presentation and Networking Night look like?**

Hosted virtually, RBC will introduce the evening with a kick-off and a schedule of the presentations for each of the six business lines will be shared with the student teams. After these presentations, all students and RBC representatives will meet for a networking forum.

### **Does RBC have jobs for those who participate in the Business Case Challenge?**

RBC has asked for the resumes of all students who participate in the Business Case Challenge. There is no guarantee of a job offer, or interview, but they are keen to learn more about you and welcome your questions.

### **What are the six lines of business?**

#### **1. Personal and Commercial Banking - P&CB**

Personal & Commercial Banking comprises our personal banking operations and certain retail investment businesses in Canada, the Caribbean and U.S. as well as our commercial and corporate banking operations in Canada and the Caribbean. P&CB is the “face of the bank” where RBC meets our clients at our more than 1000 locations. All P&CB employees have a focus on solidifying RBC’s position as Canada’s premier digitally enabled relationship bank. We are experts in high performance, providing trustworthy advice and innovative solutions. RBC’s Personal & Commercial Banking business is propelled by professionals with strong values of integrity, inclusiveness, agility, and collaboration; these values progressively advance RBC’s financial strength and social consciousness through a principles-led team.



## 2. Capital Markets

Capital Markets provides public and private companies, institutional investors, governments and central banks globally with a wide range of capital markets products and services across our two main business lines, Corporate and Investment Banking and Global Markets. Our Global Investment Banking division provides underwriting of equity and debt capital as well as strategic advisory services for leading corporations, institutions and governments throughout North America and around the world. RBC Capital Markets is Canada's leading investment bank. We have built our successful investment banking business by focusing on our clients and the industry sectors in which they operate.

## 3. Investor & Treasury Services - I&TS

Investor & Treasury Services is a specialist provider of asset services, custody, payments and treasury services for financial and other institutional investors worldwide. We deliver services which safeguard client assets underpinned by client-centric digital solutions which continue to be enhanced and evolved in line with our clients' changing needs. Our domestic and cross-border fund solutions, combined with the expertise of over 4,000 employees in 17 countries across North America, Europe, Asia and Australia, enable our clients to achieve their objectives through efficiency improvements and robust risk management practices.

## 4. Technology and Operations

As we strive every day to keep pace with the changing behaviors of our customers, The RBC Technology and Operations group is building a team that's ready to learn, adapt, imagine and create to keep up with them. Our technology teams keep the bank moving and are consistently developing and delivering new products and innovations to the world of financial services!

## 5. Marketing and Communications

Build our brand and client action to adopt our products and services through effective conversion touchpoints. You enjoy inspiring others to take action, effectively conveying messages to your audience. Our marketing and communications team at RBC develops and adapts the banks vision and message through multiple mediums.

## 6. Human Resources

Bring the best talent into a leading workplace where they can achieve personal goals and business performance. You excel in people solutions to business problems and opportunities. RBC hires thousands of new to bank employees annually and thousands more experience internal mobility. Our HR teams help deliver the workforce planning and consultation to ensure the right people are exceling in the right roles.

**Any other questions?** Please email Jennifer McCleary, Director – Student Experience at [jmcclea@mcmaster.ca](mailto:jmcclea@mcmaster.ca).