

Business Case Competitions Impact Report 2021-22



INTRODUCTION

Case competitions offer a unique value proposition – the ability to help students gain real-life experience while developing and leveraging current problem solving and analytical skills.

Students are given a complex business challenge and, in teams, are asked to provide a solution. In forming this recommendation, students must consider the resources required, the needs of all stakeholders and the changing landscape of business.

While interacting with some of the best minds in the industry, case competitions represent an opportunity to learn, network and make connections with colleagues from across the country and the world.

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MESSAGE FROM THE DEAN



The Asper School of Business strives to enrich the student experience with experiential and active learning opportunities in and outside the classroom. As a pillar of our 2019-2023 *Pursuing our Asper-ations* strategic plan, experiential learning provides students the opportunity to tackle real issues, and build the problem-solving skills, adaptability and agility necessary to prepare them for career success.

In the business school setting, case competitions play a fundamental role in experiential learning and Asper students consistently demonstrate that they can compete with and outperform students from some of the best business schools in the world.

This success is based on the quality of Asper’s Bachelor of Commerce and Stu Clark Graduate School students. While pursuing their degrees, this diverse group of students enhance their innovative mindset, professionalism and commitment to excellence, entering case competitions ready to succeed.

We also know this success is a result of Asper’s outstanding group of coaches led by Judith Jayasuriya, Asper’s Lead in Experiential Learning. Thank you to all the coaches, faculty advisors, panelists, judges and business community members for your dedication to our students - you are all instrumental in their success.

We are proud to share our 2021-22 case competition results in this report and look forward to more successes in years to come!

Bruno S. Silvestre, PhD
Acting Dean, I.H. Asper School of Business
Acting CPA Manitoba Chair in Business Leadership, CN Professor in Supply Chain Management

MESSAGE FROM THE PROGRAM LEAD



Case competitions offer students a uniquely transformative experience and it is wonderful to be able to witness this change firsthand. Students are guided by our incredible group of faculty mentors and volunteer community coaches as they tackle some of today’s most challenging yet exciting business problems.

This year, our student teams explored a variety of projects including integrating AI into a multinational organization’s HR operations, exploring centrally backed digital currency for Canada’s financial services industry, recommending environmentally friendly packaging for a fast-food company in anticipation of the single-use plastics

ban and creating a strategy for a startup FinTech company to expand across the Canadian market. During the 2021-2022 academic year we were able to grow our case competition program — offering new workshops, enhanced courses, internal competitions and a variety of national and international competitions. Each of these experiences were tremendous learning opportunities that support student development. We look forward to building upon this successful year and offering more opportunities to elevate the student experience.

Judith Jayasuriya, MBA
Instructor & Lead, Experiential Learning



Asper School of Business Stu Clark Graduate School MBA students and faculty advisors (top left to bottom right) Raymond Franczuk, Sunny Sun, Judith Jayasuriya, Arly Akerstream, Aditya Kedia, Angus Cheung and Eden Sorrell placed first at the 2021 DeGroote Innovative Solutions Competition.



OUR COMMITMENT TO EXPERIENTIAL LEARNING

The Asper School of Business hosts and supports competitions that empower students at all levels to present their business cases, solve real-life challenges, and gain valuable feedback from industry experts and business professionals.

Entering competitions is a great way for students to boost their resume and advance their career. Students also learn problem-solving and analytical skills, interpersonal and team-building skills and advanced communication skills.

“Case competitions provide our students with the hands-on experience required to face the rapidly changing environment and the insatiable demand for innovation and thoughtful leadership. These results demonstrate the quality of our students, the dedication of our coaches and the benefit of our School’s experiential approach to learning.”

– **Dr. Bruno Silvestre**, Acting Dean and CPA
Manitoba Chair, Asper School of Business

INTERNAL OPPORTUNITIES

Throughout the year students attend information sessions, hands-on workshops and experiential courses to learn more about the competition process and the opportunities that are available. These learning opportunities cover elements including the structure of a consulting presentation, persuasive speaking and storytelling in business communications.

Our Commerce Students’ Association, student action groups and Asper MBA Students’ Association are all actively involved in the competitions process, offering a number of internal competition opportunities that allow students to try out the business case experience and learn how to prepare and analyze a case.

In the 2021-22 academic year, the CSA, AMBASA and Asper STAGS hosted **6 competitions** and Asper School of Business students had the opportunity to attend:

3 INFORMATION SESSIONS

6 WORKSHOPS

3 COURSES



“I feel that my analytical and financial skills significantly improved during those three months of case competition practice. I’m more comfortable doing presentations and answering difficult questions on the spot since we began practicing with our coaches.”

— **Adriana Ong**, Asper BComm student

EXTERNAL OPPORTUNITIES

The Asper School of Business competes in an array of external case competitions annually. These competitions are normally hosted by a national or international business school or by a business organization.

When Asper students represent our School at external competitions, they have the opportunity to meet like-minded students from other schools, be exposed to different business challenges, explore a new city and most importantly, demonstrate school pride and a sense of belonging to the Asper School of Business and the University of Manitoba.

In the 2021-22 case competition season, the Asper School of Business participated in **40 competitions** with **69 teams**, including:

5 UNDERGRADUATE & 9 GRADUATE

NATIONAL COMPETITIONS



13 UNDERGRADUATE, 8 GRADUATE & 2 MIXED TEAMS

INTERNATIONAL COMPETITIONS



Team Toba, JDC West 2019

The Asper School of Business hosted JDC West in 2021 and 2022. This prestigious Western Canadian undergraduate competition allows students to represent their business schools in academic, debate, and out-of-the-box social competitions.

2021-22 COMPETITION THEMES

In the 2021-2022 case competition season, Asper students were challenged to build the best solutions to a range of business cases from leadership through the Covid-19 pandemic, to technology adoption, to social responsibility that focused on a mix of relevant themes and concepts affecting

the current global business market. Through these disciplines, students are exposed to current business problems and challenges, and gain practical real-world industry experience which will be further applied in their careers in any field.

KEY THEMES



OUR COMMITMENT TO STUDENT DEVELOPMENT AND STUDENT EXPERIENCE

Case competitions offer students a unique value proposition – the ability to showcase their complex problem-solving skills. In diverse teams, students produce and market insightful solutions to today’s business challenges, all while under a time constraint and using limited resources.

Case competitions provide an opportunity to bridge the gap between the academic and corporate worlds, allowing our students to develop deeper business analysis insights, stronger perspectives on strategy development and improved communication skills.



“Participating in case competitions opened up a whole new professional network filled with potential opportunities. We were able to connect directly with recruiters, executive-level professionals from the judging panels, and decision-makers from case and event sponsors. These opportunities allowed me to gain invaluable access to the hiring process and advice from individuals within the companies that were hiring.”

— **Angus Cheung**, Stu Clark Graduate School Asper MBA student

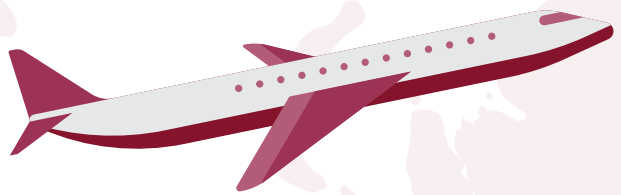
GLOBAL OPPORTUNITIES

Students gain global business experience by solving real-world problems faced by companies around the world. Globally-focused case competitions allow students to demonstrate business knowledge in a competitive environment, all while learning about a new industry.

When Asper students compete in case competitions around the world, they elevate their understanding and appreciation of how global cultural, economic, financial, and political factors impact the conduct of business.

Each year, the Asper School of Business participates in the **John Molson International Case Competition**. This MBA competition is open to top business schools world wide and is recognized as the largest strategy competition of its kind. In a round-robin format, students tackle seven business cases including six unpublished cases featuring current unsolved business challenges and a live case presented by the management of a major company. Our graduate team won their division over Nanyang Technological University, John Molson School of Business, Insper, Michigan State University and Heinrich Heine University in Dusseldorf and was a semi-finalist in this prestigious competition.

In December 2021 the Asper School of Business mixed undergraduate and graduate team placed 3rd at the Creative Shock case competition hosted by ISM University of Management and Economics in Lithuania. Celebrating its 10th anniversary this year, the international social business case competition attracted **1503** student competitors from **71** countries.



In the 2021/22 case competition season

ASPER SCHOOL OF BUSINESS STUDENTS PARTICIPATED IN 23 INTERNATIONAL CASE COMPETITIONS



“The case competition has taught me that persistence, determination and hard work are more important than talent. Competing against 1500+ individuals from 71 countries at Creative Shock encouraged me to awaken my analytical, innovative and enterprising skill sets as I represented the Asper School of Business with the support of amazing coaches. As a commerce student, solving real-life business problems and presenting to the stakeholders and CEOs of businesses gave me an insight of what career I am aiming towards. This experience taught me that teamwork, communication and synergy are what truly help achieve excellence.”

– Nardos Ghebremeskel,
Asper BComm student



PROGRAM AND FACULTY COLLABORATIONS

The Asper School of Business collaborates with other faculties to represent the University of Manitoba in many cross-disciplinary case competitions. Program and faculty collaboration brings different disciplines together and benefits students with a multidisciplinary approach that creates strong professional culture while developing innovative thinking, teamwork and leadership skills.

5 PARTNERSHIPS WITH 3 FACULTIES:

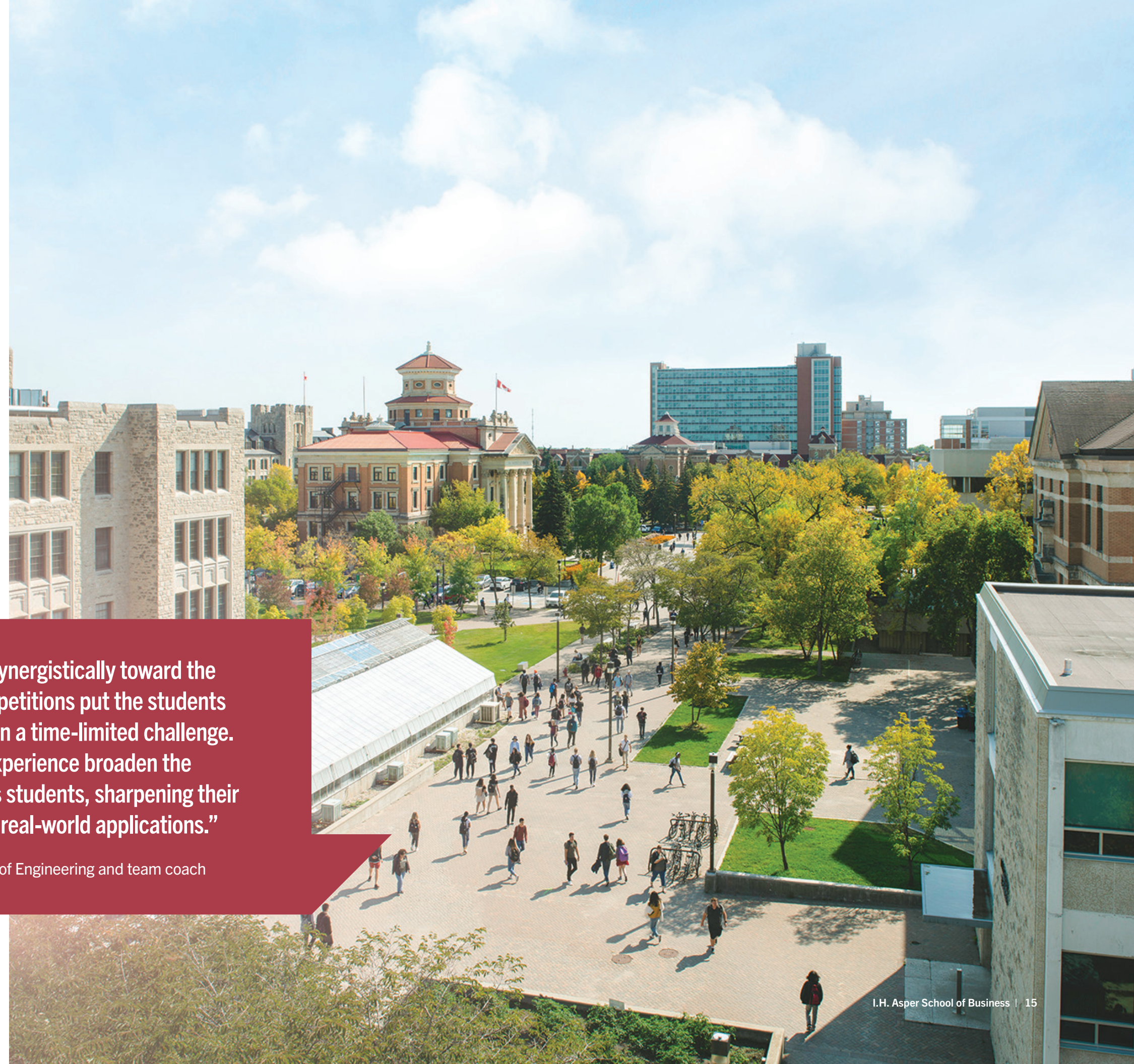
Price Faculty of Engineering

Faculty of Science

Clayton H. Riddell Faculty of Environment, Earth, and Resources

“Business and engineering perspectives work synergistically toward the whole enterprise success. The EngComm competitions put the students at the front lines of this collaborative process in a time-limited challenge. The insights and skills acquired through this experience broaden the perspectives of both engineering and business students, sharpening their focus and tuning their effectiveness for future real-world applications.”

— James Dietrich P.Eng, Engineer-in-Residence, Price Faculty of Engineering and team coach



WINNING TEAMS

Case competition results demonstrate the quality of the Asper School of Business students and the benefit of the School's experiential approach to learning. Participants act as ambassadors for the School while often gaining one of the most memorable experiences of their degree. The excellent representation of the Asper School of Business on national and international stages emphasizes the importance of case competitions in providing students with hands-on experience.

This year the Asper School of Business participated in 40 competitions with 69 teams. Our students placed on the podium 31 times with 17 international placements and 17 first-place wins.



“At Interac we know that if we’re going to tackle some of the biggest challenges, we need to lean into our Canadian roots of openness and acceptance by engaging with a broad spectrum of stakeholders. One way in which we do this is by engaging with academia as these students will be the ones to inform the future of work and the future of Canada.

Last year, we tackled Open Banking through Toronto Metropolitan University’s *Reimagining Women in Leadership* and based on the successful outcome of the case competition, this year we pursued an even more ambiguous topic, Central Bank Digital Currency. For a second straight year, the Asper School of Business at the University of Manitoba was one of the winning teams at the case competition, an indication of what we have to look forward to from these future leaders and consumers.”

— Kashmera Self, AVP, Strategy & Emerging Solutions Delivery, Interac

1ST PLACE

- Ethics in Action**
Undergraduate
Mai Ngoc (Cindy) Nguyen, An Truong, Lauren Slegers, Denise Huang
- Ted Rogers Ethical Leadership**
Undergraduate
Alex Morakis, Lauren Slegers, Mia Doan, Krislie Sutarto
- International Business Ethics**
Undergraduate (25min Division & 90sec Division); Interfaculty (Environment/Business)
Lauren Slegers, Denise Huang, Ryan Kubic, Tristan Allen
- RMA Credit Analysis**
Undergraduate
Connor Egan, Cole Hutchison, Nolan Ward
- Munich Re Cup**
Undergraduate; Interfaculty (Science/Business)
Priyanka Sharma, Benjamin Haverstick, Coveena Kosambi, Jagnoor Singh Bhandohal
- JDC West**
Undergraduate, Business Strategy division
Shreyas Chaudhari, Alex Blake, Thalia Padron-Linares
- JDC West**
Undergraduate, Finance division
Nicole Smith, Raff Cianflone, Gurkamal Dhaliwal
- Rocky Mountain Case Competition**
Undergraduate (interschool teams)
Nardos Ghebremeskel, Melika Zamani
- DeGroote Innovative Solutions**
Graduate
Angus Cheung, Sunny (Qianwen) Sun, Raymond Franczuk, Eden Sorrell
- Reimagining Women in Leadership**
Graduate
Anna Gilfillan, Nick Gamble, Alana Moffat, Assad Baker
- Future of Sustainable Insurance Claims**
Graduate
Jessica Burtnick, Nick Gamble, Gabriella Balog
- International Business Ethics**
Graduate (25 min Division)
Jenny George, Gautam Rai, Ranu Jain, Kasiviswanathan Meyyappan
- International Business Ethics and Sustainability**
Graduate (25 min Division)
Anna Gilfillan, Nick Gamble, Alana Moffat, Assad Baker
- MBA Games**
Fundraising (with UofA)
Most enthusiastic and engaged team
Most enthusiastic captain: Graham Taylor

17

FIRST-PLACE WINS

17

INTERNATIONAL PLACEMENTS

31

TOTAL PODIUM SPOTS

2ND PLACE

- Pivot on Purpose**
Undergraduate
Jennifer Moose, Jas Gill, Justin Gillespie, Tahbit Dewan
- World Mining Competition**
Undergraduate; Interfaculty (Environment/Business)
Keerat Jaura, Alex Gerasimov, Brayden Dudley, Brandy Kapusta
- HSBC Digital Workplace Innovation**
Interfaculty (Engineering/Business)
Joshua Carpenter, Denise Huang, Obasemilogo Aderinto, Emma Tran
- International Business Ethics**
Undergraduate (10min Division); Interfaculty (Environment/Business)
Lauren Slegers, Denise Huang, Ryan Kubic, Tristan Allen
- Ethics in Action**
Graduate
Anna Gilfillan, Nick Gamble, Alana Moffat, Assad Baker
- Strive**
Graduate
Ranu Jain, Shixiang Wang, Wenting Zhang, Sidney Fung, Meenakshi Sharma
- Future of Sustainable Insurance Claims**
Graduate
Bobby Currie, Jordi Johnson, Abhinandan Khansali
- International Business Ethics and Sustainability**
Graduate (10min Division)
Anna Gilfillan, Nick Gamble, Alana Moffat, Assad Baker

3RD PLACE & MORE

- Inter-Collegiate Business Competition**
Undergraduate, Marketing division
Fajr Awan, Jonny Hoang
- Creative Shock**
Mixed
Nardos Ghebremeskel, Melika Zamani, Adriana Ong, Matthew Ma
- JDC West**
Undergraduate, Charity Hours
Team Toba 2022; Team Captains: Jasper Roadley, Leon Stetefeld
- HEC CSR Challenge**
Graduate
Angus Cheung, Sunny (Qianwen) Sun, Raymond Franczuk, Eden Sorrell
- Keyloop Dealer Tech Competition**
Undergraduate; Interfaculty (Science/Business); Finalist
Leon Stetefeld, Jared Rost, Omar Bileha, Tanvir Ahmed, Joseffus Santos
- John Molson International**
Graduate; Semi-Finalists & Division Winner
Angus Cheung, Sunny (Qianwen) Sun, Raymond Franczuk, Eden Sorrell

COMMUNITY SUPPORT

Asper students receive incredible support from competition coaches comprised of members of our internal and external business community. Coaches provide students with deeper insight into the ever-changing and complex challenges of the business world. **In the 2021-22 academic year, our community was represented by:**

25 JUDGES
12 UM alumni

19 PANELISTS
15 UM alumni

**11 FACULTY
ADVISORS**
5 UM alumni

**96 COACHES
& MENTORS**
87 UM alumni

“There is no substitute for the memories of what the case competition brings to me. I would never imagine myself being able to communicate realistic business proposals to worldwide senior executives and learn rapidly among different industries within a short time. I was hesitant and did not trust myself when I had the opportunity to participate, especially being an international student. In the end, I am so grateful I did. This is such a valuable way to boost my learning experience and self-confidence while I expand my professional network. Undoubtedly the highlight of the MBA program!”

— Sunny Sun, Stu Clark Graduate School Asper MBA student

“Experiential opportunities like case competitions are highly transformative. Students value the opportunity to work closely with our Asper community as the interaction provides a tremendous learning experience. Volunteers make a meaningful difference, and we are thankful they continue to stay involved with our school.”

— Judith Jayasuriya, MBA, Instructor and Lead, Experiential Learning



ASPER
SCHOOL OF BUSINESS



STU CLARK
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