

# Business Case Competitions Impact Report 2022-23



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 bringing together 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



As a pillar in our Pursuing our *Asper*-ations strategic plan, the Asper School of Business is proud to offer experiential and active learning opportunities in and outside of the classroom.

We are thrilled to share our continued national and international success in case competitions and our impressive record of 34 podium placements including 12 first place wins and 22 top 3 international placements. This year, for the first time, an Asper team placed first in an international graduate competition held in Vermont and dedicated entirely to family enterprise.

While we build a strong reputation externally, we are also excelling at home, hosting the inaugural Asper Leadership Case Competition this year to establish the Asper School of Business as a national hub of case competition excellence.

This success is also thanks to Asper’s outstanding group of coaches led by Judy Jayasuriya, Lead of Experiential Learning. Thank you to all the coaches, faculty advisors, panelists, judges and business community members for your dedication to our students!

In case competitions, students learn by doing, applying their academic knowledge to real issues in business today. These hands-on learning activities prepare students for career success, allowing them to build their problem-solving skills, adaptability and agility all while cultivating connections around the world.

We are proud of the impact we can measure in this report in wins and placements, as well as the impact we feel as these talented students bring their innovative mindsets, professionalism and commitment to excellence into the business community.

**Bruno S. Silvestre, PhD**  
Dean, I.H. Asper School of Business  
CPA Manitoba Chair in Business Leadership

## MESSAGE FROM THE PROGRAM LEAD



I’m pleased to share that during the 2022-2023 competition season we saw continued growth in our competition programing. With the return of in-person case competitions, we provided students with transformative experiences and unique international exposure.

At home, through our internal case competitions and inaugural national case competition, we were able to deepen connections with our community. Students had the chance to learn from industry experts and see first-hand the impact of these innovators, who dedicate their time to enriching business education and student experience.

This year our students tackled topics at the forefront of innovation not just in business education, but in industry—from the commercialization of a digital pill that captures ingestion information data from inside the body in real-time and the digitization of services for a national grocery chain as they look to capture a changing consumer, to market penetration of the largest electric vehicle manufacture in Asia and spreading the mission of several social enterprises in Lithuania.

We are very grateful to our community of supporters—this incredible group of faculty advisors and volunteer coaches and mentors elevate the student experience. Their passion, drive and dedication to ensuring that the next generation of business professionals are properly prepared to take on the pressing challenges faced by business today is remarkable.

**Judith Jayasuriya, [BComm(Hons)/10, BA/12, MBA/14]**  
Instructor & Lead, Experiential Learning

“My communication skills, problem solving, overall confidence, and agility greatly improved over the course of this experience. This opportunity has elevated my experience in the Asper MBA program and surpassed all of my expectations.”

— **Laura Effinger**, Manager, Financial Planning & Analysis, Parian Logistics



Left to right: MBA students Bobby Currie, Jordi Johnson, Chelsea Kokan, Laura Effinger and Anna Gilfillan represented Asper and were semifinalists at the 2023 John Molson MBA International Case Competition.



# 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 (CSA), Asper Professional Graduate Student Association (APGSA), and student action groups (STAGs) are all actively involved in the competition process, offering several internal competition opportunities that allow students to try out the business case experience and learn how to prepare and analyze a case.

In addition to case competition courses, the CSA, APGSA and Asper STAGs hosted several case-related events for students to attend in the 2022-23 academic year:

4

INFORMATION  
SESSIONS

8

WORKSHOPS

3

COURSES

6

INTERNAL  
COMPETITIONS



“As a first-year student, I attended the Case 101 workshop, which taught me about case competitions and how to build a successful presentation. I was soon applying to every competition I could find within Asper. I was sometimes intimidated by more advanced competitions, but Asper coaches and faculty were very supportive and prepared me for each one. I developed my critical thinking and presentation skills while having amazing experiences in my first year at Asper, thanks to case competitions.”

– Benjamin Swistun, Asper BComm student

# COMMUNITY PARTNERSHIPS

## IG Wealth Case Competition

Asper undergraduate students benefit greatly from unique partnerships with businesses in the Winnipeg community. A longtime partner of the Asper School of Business, IG Wealth Management is dedicated to helping Asper students develop their skills through competition. In collaboration with the CSA, IG Wealth Management hosts an annual case competition that gives students the opportunity to connect with professionals within the organization, tour their facilities and work with their classmates to solve business problems.

“Case competitions were a highlight of my Asper experience. They challenge students to expand and apply their analytical thinking and communication skills. The value that case competitions added to my personal and professional development and the impact of Asper coaches inspired me to return and support the program as an alum. At REES (Respect, Educate, Empower Survivors), we gladly developed a case for Asper students, because we know that addressing sexual violence on campus requires engagement with student leaders.”

– Shreyas Chaudhari [BComm(Hons)/22], Partnership Liaison, REES

## UMMA Case Competition

For this year’s University of Manitoba Marketing Association’s (UMMA) annual case competition, students worked in groups of four to solve communications problems for REES (Respect, Educate, Empower Survivors), an online sexual violence reporting platform that provides an accessible, safe and confidential virtual space for all members of the community. Thirteen teams presented to Founder & CEO Mary Lobson and other senior marketing professionals, sharing their ideas on how REES can increase its communication activities to diversify its target audience from the current campus community to the corporate world. Across the two rounds, teams presented go-to-market promotional strategies ranging from app development to targeted social media engagement.





REGIONAL, NATIONAL  
AND INTERNATIONAL  
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, engage with 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.

Team Toba, at the 2023 JDC West competition (below), led by team captains Anna Kowalchuk and Tanner Chwartacki, won first place in operations management and accounting; and second place in both the debate and challenge categories.

In the 2022-2023 case competition season, the Asper School of Business participated in 40 competitions with 69 teams, including:

3 UNDERGRADUATE  
& 2 BLENDED TEAMS  
REGIONAL COMPETITIONS



5 UNDERGRADUATE,  
8 GRADUATE &  
4 BLENDED TEAMS  
NATIONAL COMPETITIONS



11 UNDERGRADUATE,  
5 GRADUATE &  
2 BLENDED TEAMS  
INTERNATIONAL COMPETITIONS



OUR COMMITMENT TO  
STUDENT DEVELOPMENT  
AND STUDENT EXPERIENCE

Case competitions offer students the opportunity to showcase their sophisticated 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.



The winning team (left to right): Logan Basarowich, Megha Jaryal, Avleen Kaur, and Peter Paa.

The Asper School of Business placed first at the Ted Rodgers Ethical Leadership Case Competition, Canada’s largest undergraduate business ethics case competition.

“Participating in case competitions gave me the chance to network with business professionals from around the world and be mentored by some of the brightest minds in Canada. This provided me the opportunity to expand my business network and receive job opportunities from around the world. It was undoubtedly difficult work, but I found it to be tremendously rewarding and meaningful to overcome obstacles alongside my teammates.”

— Moksh Bali [BComm(Hons)/23]







Talented teams from the Beedie School of Business, Haskayne School of Business, John Molson School of Business, DeGroote School of Business, Telfer School of Management, Rotman School of Management and HEC Montréal joined our home team in Winnipeg at the inaugural Asper Leadership Case Competition.



**08** FACULTY ADVISORS  
**22** VOLUNTEERS  
**24** PARTICIPANTS  
**25** JUDGES

## ASPER LEADERSHIP CASE COMPETITION

The inaugural Asper Leadership Case Competition (ALCC) welcomed seven graduate teams from top Canadian business schools to tackle contemporary organizational challenges for leaders of the Manitoba business community.

Asper is thrilled to have the support of leading organizations like the **Stu Clark Graduate School, The Associates, James W. Burns Leadership Institute, Manitoba Hydro, Richardson International and Independent Jewelers**, each of which were instrumental in making this inaugural event a resounding success.

In collaboration with Manitoba Hydro, the ALCC challenged teams to execute the organization’s strategic plan looking ahead to 2040. Teams offered insight on how to lead through an evolving energy landscape driven by the forces of digitalization, decarbonization and decentralization. They later built on their plan to develop a strategy for enhancing Hydro’s responsiveness and customer focus, trust and loyalty.

Braving the February snow spell, the two-day exchange of strategy, camaraderie and creativity saw students hone their case competition skills and network in exciting environments including Manitoba Hydro, The Forks, Festival du Voyageur and the Asper School of Business.

“It was truly impressive to see how students skillfully analyzed real-world business challenges to provide astute, strategic solutions during the Leadership Case Competition. The abilities demonstrated showed the sound business education, professionalism, and critical thinking capability of each participant – these attributes will support them in their success as future leaders.”

– Jay Grewal  
 President & CEO, Manitoba Hydro



# COMPETITION THEMES

In the 2022-2023 case competition season, Asper students were challenged to build the best solutions to a range of business cases from leadership in a post-pandemic world and 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



Family Business



Leadership



Social Enterprise



Sustainability



Technology



Emerging Business Models



Indigenous Perspectives



Innovation



Business Ethics



Consumer Trends



“IG Wealth Management Case Competition has been a long-standing tradition with the Asper CSA. Each year we continue to be impressed with the talent participating in the competition. In an effort to bring awareness to Call to Action 92, we featured an Indigenous-founded company. It provided students the opportunity to learn more about Call to Action 92 and the role corporations have in progressing reconciliation.”

— **Kelsey Noakes**  
Director, Talent Acquisition, IG Wealth Management

# INTERFACULTY PARTNERSHIPS

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

## PARTNERSHIPS WITH 4 FACULTIES:

Faculty of Science

Faculty of Architecture

Price Faculty of Engineering

Clayton H. Riddell Faculty of Environment, Earth and Resources

“Interdisciplinary competitions are formative experiences for business and geoscience students. Students delve into the practical, complex interrelationships between science and business in the mining industry. Working with peers from other faculties and world-class industry executives is an outstanding networking experience.”

— **Karen Ferreira, P.Geo**  
Department of Earth Sciences, UM



Participating team (left to right): Katrina Mayo, Adam Nykyforak, Gustavo De Souza Quadros, and Chris Marlatt.

Students from the Asper School of Business and Clayton H. Riddell Faculty of Environment, Earth and Resources participated in the Goodman Gold Challenge.



# INTERNATIONAL REACH

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 considering the specific contexts in which these problems take place. Students increase the breadth and depth of their business knowledge by engaging with global industries and specific issues.

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.



**Burlington, USA**

Schlesinger Global Family Enterprise Case Competition, the first and largest competition in the world focused on the critical and complex issues unique to family enterprise.

In the 2022/23 season, our students travelled **55,112 KILOMETRES** participating in **9 CASE COMPETITIONS INTERNATIONALLY**



**Los Angeles, USA**

International Business Ethics and Sustainability Case Competition, an event built on intersections between business ethics and the UN Sustainable Development Goals.



**Minneapolis, USA**

CoMIS, a student-led conference that has grown into a prestigious event simulating cases through which future IT leaders can enhance their business acumen.

**Boston, USA**

International Business Ethics Case Competition, the longest-running intercollegiate business ethics competition, also features a unique charitable component.



**Copenhagen, Denmark**

CBS Global, a pre-eminent hybrid competition that trains leaders of tomorrow by engaging students with today's digital and technology cases in Europe and beyond.

**Fargo, USA**

Risk Management Association Credit Analysis Competition, a finance-focused challenge where students structure a commercial loan using financial strategic analysis.

**Gainesville, USA**

Heavener International Case Competition, a world-class competition for one week in Florida with an emphasis on conducting business across cultures.



**Vilnius, Lithuania**

Creative Shock, a competition and conference exploring real-life global social business models and encouraging students to develop their social ideas.



**Bangkok, Thailand**

Thammasat Undergraduate Business Challenge, a competition hosted by one of Asia's leading academic institutions and bringing together some of the top business schools from the region.



STUDENT SUCCESS

Schlesinger Global Family Enterprise Case Competition (SG-FECC)

JANUARY 11-14

Daniel Kokan, Elliot Codispodi, Lianne Huberdeau and Kaushal Patel brought home the first international graduate case competition win for Asper. Huberdeau was also awarded best graduate presenter during the final round of competition.

Hosted by the Grossman School of Business, the SG-FECC featured 19 teams from 12 countries. Four rounds of competition tested participants’ ability to solve complex issues unique to family enterprise.

The team’s attendance at this event was possible thanks to the generous donations of **the Senft family** and **the Senft Family Fund** in the Advancement of the Study of Family Business. Beyond the excitement of a first-place finish, this event also demonstrates the impact of Asper and University of Manitoba alumni supporting future leaders. Rod Senft [BComm(Hons)/67, LLB/70], Chairman of Tricor Pacific Capital, has a keen interest in family business and made a significant contribution to the team – a gesture they met with sincere gratitude.

“My teammates and I would like to extend my sincerest gratitude and appreciation to Rod Senft whose support made it possible to attend and win the competition at the University of Vermont. This was a transformational experience: our first time participating at an in-person competition and our first time competing on the global stage. The family business element added a new dimension to the experience and created new learning opportunities for us.”

– Daniel Kokan, Asper MBA student Vanguard team member



Left to right: Daniel Kokan, Kaushal Patel, Elliot Codispodi, and Lianne Huberdeau.

12 FIRST-PLACE WINS 22 INTERNATIONAL PLACEMENTS 34 TOTAL PODIUM SPOTS

1<sup>ST</sup> PLACE

- Schlesinger Global Family Enterprise Case Competition**  
Graduate  
Daniel Kokan, Elliot Codispodi, Kaushal Patel, Lianne Huberdeau
- Ted Rogers Ethical Leadership**  
Undergraduate  
Logan Basarowich, Avleen Kaur, Megha Jaryal, Peter Paa
- Munich Re Cup**  
Undergraduate; Interfaculty (Science/Business)  
Ryan Wiebe, Alissane Ruest, Vianca Gamboa, Conrad Pragnell
- International Business Ethics and Sustainability Case Competition**  
Graduate, 25-min division & 10-min division  
Daniel Kokan, Elliot Codispodi, Kaushal Patel, Lianne Huberdeau
- International Business Ethics Case Competition**  
Undergraduate, 25-min division, 10-min division, 90-second division  
Tristan Garland, Garrison Glatz, Thea Hughes, Darbara Kaushal, Benjamin Swistun
- Association of Supply Chain Management Student Case Competition**  
Blended (Undergraduate & Graduate)  
Joshua Peterson, Yikun Wang, Bo Wen, Tony Wu

- JDC West**  
Undergraduate, Operations Management  
Dalton Reidke, Braden Hargreaves, Joshua Carpenter
- JDC West**  
Undergraduate, Accounting  
Graeme Taylor, Riley Kotzer, Gustavo Quadros
- MBA Games**  
Graduate, Futsal  
Gourav Punia, Mbetini Ekpo, Michael Vasconcelos, Navdeep Rana, Odiri Ajakpovi, Rohit Pathania, Sheena Gee, Stephanie Enns, Zongyan Tao

2<sup>ND</sup> PLACE

- DeGroote Innovative Solutions Competition**  
Graduate  
Daniel Kokan, Elliot Codispodi, Kaushal Patel, Lianne Huberdeau
- International Business Ethics and Sustainability Case Competition**  
Graduate, 25-min division & 10-min division  
Jordi Johnson, Chelsea Kokan, Bobby Currie, Laura Effinger
- International Business Ethics and Sustainability Case Competition**  
Graduate, 90-second division  
Daniel Kokan, Elliot Codispodi, Kaushal Patel, Lianne Huberdeau
- International Business Ethics Case Competition**  
Graduate, 25-min division  
Aabhishek Grover, Serene Desmond, Trent Vos, Xiaojie Chen
- International Business Ethics Case Competition**  
Undergraduate, 10-min division  
Anmoldeep Malhotra, Maisy Do, Nicole Blatta, Tahbit Dewan
- Asper Leadership Case Competition**  
Graduate  
Andrew Saygnavong, Mark Roy, Mbetini Ekpo, Rohit Pathania
- Pitch It**  
Undergraduate  
Nardos Ghebremeskel
- JDC West**  
Undergraduate, Debate  
Marissa Troia, Mackenzie Forsythe, Peter Hanna, Eric Bao
- JDC West**  
Undergraduate, Challenge  
Evan Adair, Pablo Mejia, Madeline Boonstra, Maisy Do

3<sup>RD</sup> PLACE & MORE

- World Mining Competition**  
Undergraduate; Interfaculty (Environment/Business)  
Peter Hanna, Aseel Eid, Adam Nykyforak, Djelika Sogoba
- Creative Shock**  
Blended (Undergraduate & Graduate)  
Keerat Jaura, Adrian Frost, Rohan Shanker, Qiyand “Bruce” Zhang
- John Molson International Case Competition**  
Graduate, Semi-Finalists & Division Winner  
Jordi Johnson, Chelsea Kokan, Bobby Currie, Laura Effinger
- HEC CSR Challenge**  
Graduate  
Daniel Kokan, Elliot Codispodi, Kaushal Patel, Lianne Huberdeau
- HEC CSR Challenge**  
Graduate; Finalist  
Jordi Johnson, Chelsea Kokan, Bobby Currie, Laura Effinger
- Inter-Collegiate Business Competition**  
Undergraduate, Accounting  
Darbara Kaushal, Benjamin Swistun
- Inter-Collegiate Business Competition**  
Undergraduate, Marketing  
Kenny May, Carl Joseph Ortega
- Inter-Collegiate Business Competition**  
Undergraduate, Business Policy  
Parth Taneja, Vincent Cheng, Mickael Gier
- EngComm**  
Undergraduate; Interfaculty (Engineering/Business), Finalist  
Shannon Campbell, Kevin Klimchuk, Adriana Ong, Kayla Odidison
- RMA Credit Analysis Case Competition**  
Undergraduate  
Allan Arnould, Ethan Harms, Anmoldeep Malhotra
- MIT Sloan Operations Simulation Competition**  
Blended (Undergraduate & Graduate)  
Bo Wen, Eric Koc, Matthew Fullerton
- MBA Games**  
Graduate, Athletics  
Gourav Punia, Mbetini Ekpo, Michael Vasconcelos, Navdeep Rana, Odiri Ajakpovi, Rohit Pathania, Sheena Gee, Stephanie Enns, Zongyan Tao



COMMUNITY SUPPORT

Volunteer support makes the case competition experience possible, giving students at Asper and around the world an opportunity to grow as leaders and business professionals.

Business case competitions empower students to address real-world business concerns, sharpen their decision-making skills and gain valuable feedback from industry experts.

Case mentorship bridges the gap between the academic and corporate worlds as students develop deeper business analysis insights, stronger perspectives on strategy development and sharper communication skills. Importantly, these volunteers and mentors model the contributions that our future alumni can make to the competition experience for years to come. By connecting with leaders in our community, students see first-hand the value of supporting the pursuit of business education.

8	WORKSHOP FACILITATORS
22	FACULTY & STAFF
25	JUDGES
141	MENTORS & COACHES

Thank you to all the coaches, faculty advisors, panelists, judges and business community members for your dedication to our students – you are instrumental in the success of this tremendous learning experience.

ADVISING EXCELLENCE

Asper’s Experiential Learning Lead receives J. Pierre Brunet Coach Award

Judy Jayasuriya [BComm(Hons)/10, BA/12, MBA/14], Lead of Experiential Learning at the Asper School of Business, received the J. Pierre Brunet Coach Award at the 2023 John Molson MBA International Case Competition (ICC) in recognition of her contributions to the case competition experience.

The award is granted to an advisor who demonstrates excellent mentorship and a commitment to working with their fellow coaches and organizers to better the competition. Jayasuriya is the first Asper coach and one of only a few women to win this international award.

During case competitions, coaches work with teams of students, offering their guidance and expertise while they prepare for the event. Coaching, however, extends far beyond the competition itself. As Lead of Experiential Learning, Jayasuriya is an advocate for the overall case competition experience, training students to solve problems and develop methodologies, as individuals and members of a team, that will benefit them beyond their academic careers.

Jayasuriya’s win, supported by a community of faculty advisors, coaches, alumni and judges from the international stage to the Drake Centre, also demonstrates that coaching is far from an individual endeavour. At Asper, we recognize and thank this community while celebrating the success of Judy Jayasuriya, an outstanding coach!

“Representing the Asper School of Business at a competition is just the visible result of an incredible program of coaching and mentorship. Throughout the program, I had the opportunity to receive valuable feedback that I was able to immediately translate into my professional work. I learned so much about effective communication from the coaches and the amazing network of support that exists at Asper for the case competition program. The skills learned here helped ready me for new challenges and I would recommend participating to anyone looking to grow their career.”

– Chelsea Kokan, Asper MBA student





**ASPER**  
SCHOOL OF BUSINESS



**STU CLARK  
GRADUATE SCHOOL**



**University  
of Manitoba**

[umanitoba.ca/asper/student-experience/case-competitions](http://umanitoba.ca/asper/student-experience/case-competitions)