

Business Case Competitions

IMPACT REPORT 2023-24



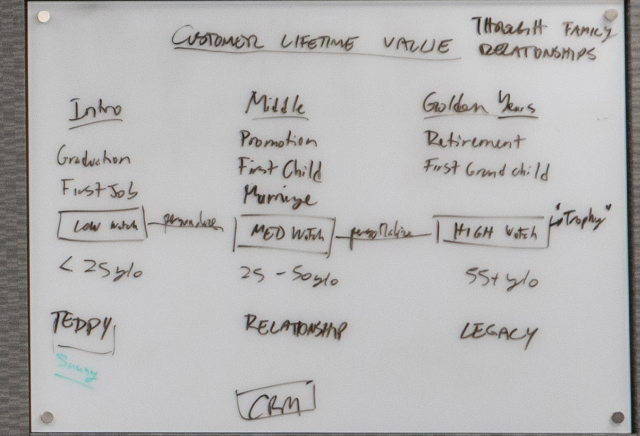
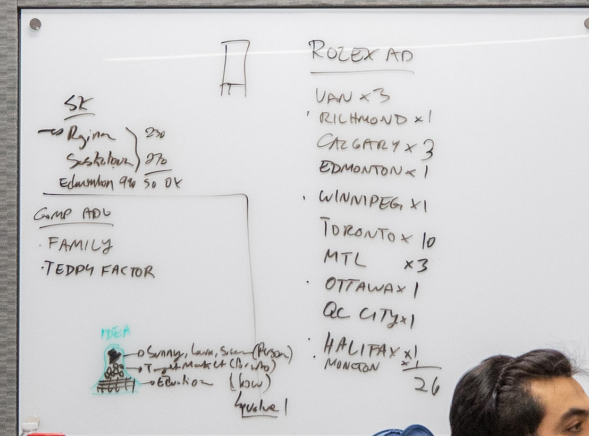
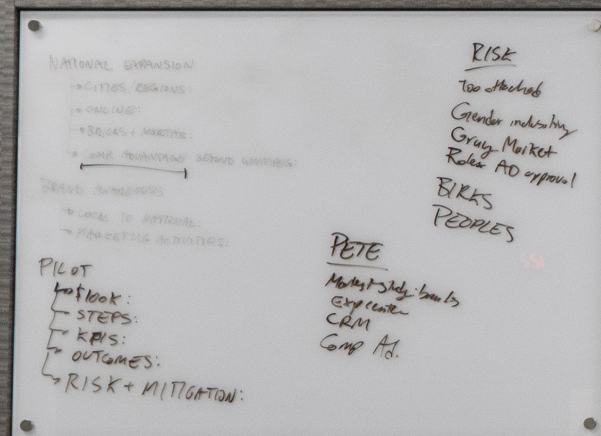
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Case competitions offer a unique value proposition – the ability to help students gain real-life experience while developing and leveraging their problem-solving and analytical skills.

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.



MESSAGE FROM THE DEAN



**BRUNO S.
SILVESTRE**

The Asper School of Business is proud to offer experiential learning opportunities inside and outside of the classroom, and case competitions are a pillar of our experiential learning strategy.

We are thrilled to share our continued national and international success in case competitions. This year, Asper students demonstrated their ability to consult across a variety of sectors, from local businesses and global companies to not-for-profits and change-driven organizations.

Our outstanding group of coaches, led by Judith Jayasuriya, Lead of Experiential Learning, supports this success. Thank you to all the coaches, faculty advisors, panelists, judges and business community members for your dedication!

We are proud of these talented students who bring their innovative mindsets, professionalism and commitment to excellence into the business community.

Bruno S. Silvestre, PhD

Dean, Asper School of Business
CPA Manitoba Chair in Business Leadership



Participating in case competitions has been a transformative experience, allowing me to apply classroom theory to solve real business issues. It has been the most challenging and rewarding part of my MBA journey.”

— Shorya Angrish, Asper MBA student

MESSAGE FROM THE PROGRAM LEAD



**JUDITH
JAYASURIYA**

The 2023-2024 competition season has been exciting! We expanded the Asper School of Business’ competition presence internationally and within the School, elevating our student experience.

Our internal case competitions introduced students to the world of case competitions and provided them a safe place to learn and practice, tackling cases from real organizations.

This year we hosted the second annual Asper Business Case Competition, which saw growth in team participation, business cases and community touchpoints. By featuring prominent Manitoba organizations, we invited students from across the country to engage with the unique business landscape of Manitoba.

We also took part in several national and international case competitions, where students, challenged personally, academically and professionally, embark on a once-in-a-lifetime experience to develop a strong global mindset.

Our program grows alongside our supportive case community, fostering transformative exchanges between students, alumni, faculty and the business community. Their passion, drive and dedication help prepare tomorrow’s business leaders today.

Judith Jayasuriya

[BComm(Hons)/10, BA/12, MBA/14]
Instructor & Lead, Experiential Learning
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 (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 the 2023-24 academic year, the CSA, APGSA and Asper STAGs hosted the following case-related events for Asper students:

06 INFORMATION SESSIONS

15 WORKSHOPS

06 INTERNAL COMPETITIONS

03 COURSES

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.

In the 2023-24 season,
80 ASPER TEAMS
participated in
37 EXTERNAL COMPETITIONS

Regional competitions:

18 Undergraduate teams
6 Blended teams

National competitions:

11 Undergraduate teams
9 Blended teams
13 Graduate teams

International competitions:

14 Undergraduate teams
5 Blended teams
4 Graduate teams

Below: Graduate students, led by Captains Stephanie Enns and Odiri Ajakpovi, had one of the strongest showings ever at the MBA Games.



“ The internal case competitions allowed me to develop leadership and communication skills. Regardless of the result, I learned something. As I kept working with new people and learning more things, incredible opportunities opened up for me. It all started with working up the nerve to fill out that form and sign up for that first internal case competition.”

— Daniel Eng, Asper BComm student





COMMUNITY PARTNERSHIPS

Community is integrated into every facet of our case competition program. This year, our internal competitions featured real businesses and not-for-profit organizations.

IG Wealth Management Prepared Case Competition

This two-week prepared competition paired first-time participants with alumni and advanced case mentors, and asked teams to examine 5 Days for the Homeless, a national campaign run by the Canadian Association of Business Students. The case challenged students to reimagine the campaign and explore how 5 Days National could position itself to create the most positive impact in the local communities in which it operates.

Tri-Hour Challenge

Bruce Oake Recovery Centre is a non-profit residential treatment program for men in Winnipeg. Working with their executive director and past CSA President (1994-95), Greg Kylo, a challenging case was developed. Students were asked how Bruce Oake could develop a strong team culture and support its 30-person team as they navigate a stressful work environment.

Live Case Competition

The Hive Climbing and Fitness partnered with Asper on a unique case format that saw the managing partner deliver the case live and in-person to competitors. The local climbing gym sought a marketing strategy that would help them develop community within Winnipeg and foster a love of climbing among different demographics in the city.

24-Hour Case Crack

Students had 24 hours to tackle My Student Wellbeing, a local business owned by Asper MBA alum, Tyler Phill. The case asked students to develop an expansion strategy for the organization, which aims to connect university students to mental health resources and therapy.

“Asper students have such a unique, innovative approach to business challenges. Their presentations provided me with ideas I hadn’t thought of before! Competitors used their education to thoroughly analyze our situation and provide realistic, unique ideas of how our organization can move forward. Thanks to everyone for allowing us to be the case partner!”

– Tyler Phill [MBA/22]
Founder & CEO of My Student Wellbeing

STUDENT DEVELOPMENT AND 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.



“Case competitions have sharpened my communication and critical reasoning skills immensely, helping me stand out in interviews and land roles in a highly competitive industry. I’ve had the chance to network with RPM and KPMG, and even presented to C-suite executives of case sponsors. Case students can expand their horizons and explore new opportunities they may have never considered.”

– Christina Tines, Asper BComm student





2024 TEAMS

- Asper School of Business
- Beedie School of Business
- DeGroot School of Business
- Haskayne School of Business
- HEC Montréal
- Levene Graduate School of Business
- John Molson School of Business
- Ted Rogers School of Management
- Telfer School of Management



ASPER BUSINESS CASE COMPETITION

Nine graduate teams convened in Winnipeg for the second annual Asper Business Case Competition (ABCC). With more teams and more cases this year, ABCC built on the momentum of the inaugural event last year.

Competitors tackled diverse cases that highlighted the unique business landscape of Manitoba. In a new boardroom-style case presentation, students pitched a national growth plan for Winnipeg's own Independent Jewellers Ltd (IJL), while in the traditional case presentation on StandardAero, students came up with talent acquisition strategies for the international organization.

In a prepared case on the Winnipeg Art Gallery-Quamajuq, students offered their insight about how to make the art centre truly barrier-free from admissions to programming. The case partnership was possible thanks to the support of the James W. Burns Leadership Institute.

ABCC was possible thanks to the following sponsors:

- Stu Clark Graduate School
- The Associates
- Burns Leadership Institute
- Independent Jewellers Ltd.
- Princess Auto
- TD Bank

Case partners:

- StandardAero
- WAG-Quamajuq

“ At StandardAero, we jumped at the opportunity to participate in the Asper Business Case Competition because by offering our time and a close look at our organization, we benefit from the creativity and perspectives of future business leaders, applying what they're learning about business today to our aims and goals.”

— Peter Wheatley [BSc(ME)/07, MBA/15]
Vice-President and General Manager,
StandardAero



Students from the Asper School of Business and the Price Faculty of Engineering participated and placed first in EngComm, an international competition that pairs business and engineering students.

Left to right: Ethan Harms, Habiba Mahmoud, Kenichiro May, Mustafa Khan placed first in EngComm.

INTERFACULTY PARTNERSHIPS

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 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**

COMPETITION THEMES

In the 2023-2024 case competition season, Asper students were challenged to build the best solutions to a range of business cases from leadership in a dynamic business environment, to social responsibility, focusing on a 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 are as follows:

 Family Business	 Leadership	 Social Responsibility	 Sustainability	 AI & Technology
 Emerging Business Models	 Indigenous Perspectives	 Innovation	 Business Ethics	 Consumer Trends

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 challenges take place. Students increase the breadth and depth of their business knowledge by engaging with global industries over 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.



Dublin, Ireland

TU Dublin Case Competition gathers students from around the world to participate in masterclasses in strategic management and case analysis and concludes in a developmental competition.

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.



Los Angeles, USA

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

Gainesville, USA

Heavener International Case Competition, a prestigious, world-class competition and week-long experience in Florida with an emphasis on conducting business across cultures

Guadalajara, Mexico

Business Management Case Competition, hosted by the Universidad Panamericana Campus Guadalajara, brings together renowned national and international universities to learn about Mexican culture and industry.

TAKING ASPER GLOBAL

In the 2023-24 season, our students travelled

62,322 KILOMETRES

participating in

17 CASE COMPETITIONS INTERNATIONALLY



Belgrade, Serbia

Belgrade Business International Case Competition, a global international case competition that gives students the opportunity to explore Serbian businesses.

New York City, USA

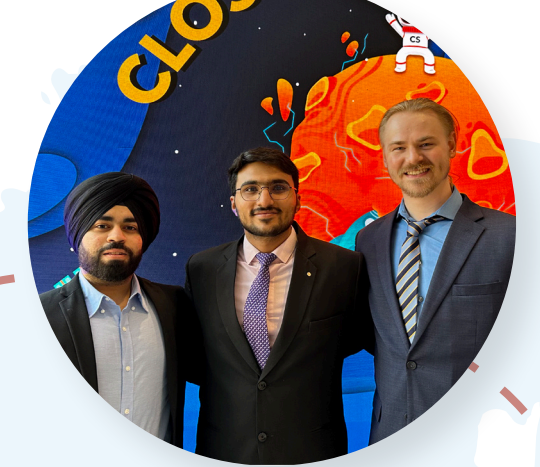
The Munich Re Cup, a premier actuarial case competition that allows students to gain insight into the world of reinsurance.

Minneapolis, USA

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

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.



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.

Fargo, USA

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

Boston, USA

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

Rotterdam, Netherlands

The RSM STAR Case Competition, a case competition that features real-life business cases from complex, multinational organizations.

STUDENT SUCCESS

Joshua Peterson, Taylor Bially, Tyler Roslinsky and Sanjana Sabu won first place for Asper at the Alberta Not-for-Profit's External Case Competition. Supported by CanU Canada as they prepared for the competition, the team brought home a \$1,500 cash prize, which they donated back to CanU as a way to pay it forward and thank the organization.

In Alberta, the team worked on a case about the CapitalCare Foundation, an organization that supports long-term care initiatives in the province. Together, they tackled funding, operational and awareness challenges while adapting to the demands of not-for-profit organizations. The team excelled thanks to their ability to focus on creating value rather than simply generating profit.

“ Case competitions have helped improve my public speaking skills and especially my confidence. I also feel more equipped to tackle problem solving in the classroom thanks to case. And, when I bring up my case experience to employers, they're impressed—they see that I have experience giving recommendations to real companies.”

— Taylor Bially, Asper BComm student



Left to right: Taylor Bially, Joshua Peterson, Sanjana Sabu and Tyler Roslinsky

1ST PLACE

RMA Credit Analysis Case Competition
Undergraduate
Rachel Morris, Garrison Glatz, Megha Jaryal

International Business Ethics and Sustainability Case Competition
Graduate | 25-min division & 90-sec division
Shorya Angrish, Nicole Buckle, Mark Roy, Steven Regehr

International Business Ethics Case Competition
Graduate | 25-min division & 10-min division
Eli Koulack, Laura Kroeker, Ramy Penner

Business Management Case Competition
Undergraduate | Mixed Team
Avery Groeneveld

MBA Games
Graduate | Basketball
Fiona Colaco, Franzeska Hempel, Tianshi Zhang, Brandon Pochinco, Morsal Arianta, Stephanie Enns, Andrew Saygnavong

MBA Games
Graduate | Charity
Team Aser led by captains
Stephanie Enns and Odiri Ajakpovi

CFA Ethics Challenge
Graduate | Regional
Kehinde Ajakaye, Adekunle Ayodeji, Deepanjay Chauhan, Helena Goldman, Divya Yennam

Inter-Collegiate Business Competition
Undergraduate | Digital Strategy
Kenichiro May, Benjamin Swistun

JDC West
Undergraduate | Not-for-Profit
Skyler Delaurier, Eric Wagner, Abrianna Graham

Munich Re Cup
Undergraduate | Interfaculty
Shaun Moore, Steven French, Nick Rybczuk, Stefan Hewitt

Alberta Not-for-Profit Case Competition
Undergraduate
Joshua Peterson, Tyler Roslinsky, Taylor Bially, Sanjana Sabu

EngComm
Undergraduate | Interfaculty
Ethan Harms, Kenichiro May, Habiba Mahmoud, Mustafa Khan

Asper Business Case Competition
Graduate
Nicole Buckle, Tien Nguyen, Pavan Balani, Sravani Kalva

15
FIRST-PLACE
WINS

16
INTERNATIONAL
PLACEMENTS

37
TOTAL
PODIUM SPOTS

2ND PLACE

RMA Credit Analysis Case Competition
Undergraduate
Maddie Boonstra, Riley Kotzer, Ethan Harms

International Business Ethics Case Competition
Graduate | 90-sec division
Eli Koulack, Laura Kroeker, Ramy Penner

MBA Games
Graduate | Debate
Oluwagbotemi Dada

Inter-Collegiate Business Competition
Undergraduate | Human Resources
Lily Francis, Carl Joseph Ortega

Inter-Collegiate Business Competition
Undergraduate | Debate
Thea Hughes, Tristan Garland

JDC West
Undergraduate | Accounting
Evan Adair, Pedro Quadros, Conner Klassen

JDC West
Undergraduate | Business Strategy
Kayla Oddison, Brian Harris, Grace Cook

JDC West
Undergraduate | Challengers
Brooke Reed, Pablo Mejia, Catrina Peters, Muhim Sirage

CoMis
Undergraduate
Benjamin Swistun, Lily Francis, Olivia Velasco

ASCM London Student Case Competition
Undergraduate & Graduate
Nick Ridley, Aliasgar Sanawarwala, Dharsan Kishore

3RD PLACE & MORE

MBA Games
Graduate | Spirit
Team Aser led by captains
Stephanie Enns and Odiri Ajakpovi

Creative Shock
Undergraduate & Graduate | Finalist
Anmoldeep Malhotra, Shivam Patel, Ryan Nykvist, Julie Xue

Schlesinger Global Family Enterprise
Graduate | Division Winner & Finalist
Laura Kroeker, Eli Koulack, Ramy Penner, Breanne Batters

CFA Research Challenge
Undergraduate & Graduate | Finalist
Julie Xue, Lalit Kumar Solanki, Parth Taneja, Nico Dowhanik

Inter-Collegiate Business Competition
Undergraduate | Business Policy | Finalist
Logan Basarowich, Noam Cockshott, Barbara Kaushal

JDC West
Undergraduate | Business Technology Management
McKenzie Rosenberg, Colin Salzen, Moreoluwa Akande

JDC West
Undergraduate | Operations Management
Joshua Peterson, Colin McNeil, Vivek Patel

JDC West
Undergraduate | Academic School of the Year
Academic team led by captains
Denise Huang and Dalton Reidke

TU Dublin Case Training & Competition
Undergraduate
Garrison Glatz, Vraj Patel, Emma Morris, Hanna Friesen

Digital Innovation Case Competition
Undergraduate | Finalist
Daniel Eng, Aimee Martin, Emma King

Goodman Gold Challenge
Undergraduate | Interfaculty
Bryce Kristjansson, Benjamin Swistun, Williams Ezeana, Nathan Dyck

Van Berkomp John Molson Small-Cap Case Competition
Graduate
Chaitanya Maggo, Helena Goldman, Eshan Sethi, Wai Kei, Ricky Wong

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.

Case mentorship bridges the gap between the academic and corporate worlds.

Many case volunteers are students or full-time workers, and case is an all-hours experience. From observing practice presentations after hours to offering morale support after a tough round, they mirror the dedication of student competitors. They celebrate victories, and they support students through losses, bringing a spirit of continuous improvement to Asper case competitions.

With a strong alumni contingent among the case community, these volunteers and mentors model the contributions that future alumni can make to the competition experience. By connecting with leaders in our community, students see first-hand the value of supporting our shared mission to offer exceptional business education through experiential learning.



21 WORKSHOP FACILITATORS
26 FACULTY & STAFF
86 JUDGES
165 MENTORS & COACHES



Thank you for 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!



ASPER



SCHOOL OF
BUSINESS



University
of Manitoba

