



MBA GAMES
organizing committee
VANCOUVER ISLAND UNIVERSITY



Academic Competition Package

"Today for Tomorrow"

January 2 to 4, 2017

Nanaimo, British Columbia



VANCOUVER ISLAND
UNIVERSITY

Academic Competition Overview

Teams will compete in four academic subcategories: Finance, Marketing, Strategy, and Human Resources.

The breakdown is as follows:

Category	Event	Date	Minimum	Maximum	Type
Academic	Finance	Tuesday January 3, 2017	3	4	3-hour preparation
Academic	Human Resource	Tuesday January 3, 2017	3	4	3-hour preparation
Academic	Marketing	Wednesday January 4, 2017	3	4	2-week preparation
Academic	Strategy	Wednesday January 4, 2017	3	4	2-week preparation

Finance & Human Resource Case Competition (3-Hour Case)

Jan 3: Case Release

Jan 3: Presentations (Preliminaries and Finals)

Each team will be assigned a room to prepare a presentation deck. Internet access will be available. On the competition day, teams are expected to arrive at the Venue at 7:00 am. Case Analysis will begin at 8:00 am. Preliminary rounds will begin thereafter with finals taking place in the afternoon.

Strategy (2-week Preparation Case to be presented on January 4, 2017)

Dec 19: Case Release

Dec 29 at midnight: 10-Page Report is due

Jan 3 at 10PM: Presentation deck

Jan 4: Presentations (Preliminaries and Finals)

Report Quality/Content will be evaluated as part of the final score.

Marketing (2-week Preparation Case to be presented on January 4, 2017)

Dec 19: Case Release

Dec 29 at midnight: 10-Page Report is due

Jan 3 at 10PM: Presentation deck is due

Jan 4: Presentations (Preliminaries and Finals)

Report Quality/Content will be evaluated as part of the final score.

Registration

Upon arrival at the Case Competition Venue, teams are required to sign in at the registration desk to receive their team number for the Case Competition. Teams are required to use this team number at all times and are not allowed to disclose their school affiliation. Presentation times and Preliminary Round Tracks will be pre-selected at random by the MBA Games Organizing Committee.

Venues

MBA Games Case Competitions will be held in various locations, depending on the Case category. Teams will be provided transportation to/from the Venue.

Deep Bay

The Deep Bay Marine Field Station supports both pure and applied coastal and marine research activities related to: sustainable shellfish aquaculture development; preservation of coastal ecosystems; and interdisciplinary projects involving local communities. The Field Station is opened to the public to educate about important issues related to sustainability of coastal communities.

Milner Gardens

Milner Gardens & Woodland are a seaside garden in Qualicum Beach on the east coast of Vancouver Island, BC and one of best attractions in Parksville-Qualicum Beach which contemplates the history of the house where the Queen once stayed. This seaside garden is one of the Ten Best Public Gardens in Canada, Canadian Geographic Travel One of the Seven Wonders of Oceanside (Parksville/Qualicum Beach). Milner Gardens includes 28 hectares (70 acres) of unspoiled natural beauty perched on the edge of an Oceanside bluff overlooking the Strait of Georgia as well as winding pathways and magical surroundings of an ancient coastal Douglas fir forest.

Vancouver Island University

Vancouver Island University (VIU) is a dynamic and diverse educational organization, dedicated to excellence in teaching and learning, service and research. VIU fosters student success, strong community connections and international collaboration by providing access to a wide range of university programs designed for regional, national and international students.

The Faculty of Management designs and delivers its programs in a fashion that reflects its fundamental values: teaching excellence, small class sizes, an applied focus, faculty – student interaction, an international outlook, and a drive for educational and employment success for students from diverse backgrounds.



Case Analysis and Presentation Guidelines

1. The case is NOT to be shared or distributed to anyone outside of the competition at any time.
2. Each team is expected to prepare a PowerPoint presentation deck to present to a panel of Judges
3. Teams are allowed to use any resources available to them for their analysis and preparation. EXCEPTION: Teams are not allowed to contact any external individuals outside the case team including students who are not on the category's case team, professors, advisors, and coaches to aid in the preparation or analysis of cases. This rule includes 3-hour cases and the 2-week in advance cases.
4. Teams must avoid any identifying features in their presentation deck and during the presentation that may reveal school affiliation. This includes symbols and colors. Any teams found doing so will be disqualified from competition.
5. Presentations will be no more than 20 minutes in length. Warning will be given to teams at the 5-minute and 3-minute, 1-minute mark, and teams will be promptly cut off at 20 minutes.
6. Question period will last up to 10 minutes.
7. No external viewers will be allowed to watch the preliminary rounds.

Final Round

1. The top team from each track of the preliminary round will compete in the finals for each subcategory.
2. Teams who make it to the final round may not change their slides for final presentations.
3. The final presentation will remain at 20 minutes with 10 to 15 minutes of questions.
4. Winners will be announced at the Awards Ceremony on Wednesday, January 4th.

Attire

All teams are expected to wear full formal business attire for the event. Competitors must not wear any paraphernalia such as hats, scarves, ties, pins, and other clothing items that may identify school affiliation. Any teams found doing so will be disqualified from the competition.

Evaluation Criteria

Case Competition Presentation Criteria have been outlined in a separate document entitled "MBA Games 2017 Case Presentation Evaluation Form." Although the form outlines general criteria, each case may have more specific evaluative sections.





MBA Games 2017 Case Presentation Evaluation Form

Presenting Team:

Date:

Case:

Evaluator:

Assessment Criteria	Evaluation	Comments
Problem Definition & Analysis (15 points): <ul style="list-style-type: none"> • Definition of Problem and Key Issues • Analysis of Company & Industry 		
Analysis (20 points): <ul style="list-style-type: none"> • Qualitative • Quantitative 		
Alternatives & Recommendations (15 points): <ul style="list-style-type: none"> • Feasibility and Practicality • Evaluation Criteria • Logical tie-in to analysis • Justification for selected alternative/s 		
Implementation & Action Plan (15 points) <ul style="list-style-type: none"> • Detail (timeline, who, when, how, where) • Consideration of cost & control issues • Risks Identification and Contingency plan 		
Question Period (25 points) <ul style="list-style-type: none"> • Ability to defend position • Clear, convincing responses • Consistency with presentation • Smoothness & balance of group 		
Presentation Form/Style (10 points) <ul style="list-style-type: none"> • Presentation style/Communication skills • Creativity, Professionalism • Effective PowerPoint Utilization • Overall group dynamics 		
Total Score		

Overall Rating after the round is complete:

Considering all of the above, out of all the teams have seen I would rank this team as: (please circle)

1st

2nd

3rd

4th

5th





Overall Point Allocation

Event	Point allocation
Finance	75
Human Resource	75
Marketing	75
Strategy	75
Total	300

Point Allocation per Case Competition

Case Competition	Point allocation
First Place	75
Second Place	60
Third Place	45
Fourth Place	35
Fifth Place	25

Contact Us

2017mbagames@gmail.com

www.mbagames.ca

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