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A PUBLICATION OF THE MANAGEMENT UNDERGRADUATE SOCIETY



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McGill Mgmt Hosts the World

Bronfman attracts top business schools to annual case competition

NEHA BHASIN
VP Communications, MMICC

This year, McGill University will be hosting its 5th annual McGill Management International Case Competition (MMICC). This prestigious event is one that Management students should be very proud to hold at their university; however, many students graduate without ever hearing about it.

For the last four years, the MMICC has been a highlight for the Faculty of Management, as it has brought the school global recognition. The case competition, which focuses on innovation and globalization, encourages students to find solutions to the real world business problems they may face upon graduation.

McGill's competitors are the top leading business schools from around the world. This year, we are proud to host Copenhagen Business School of Denmark, Queen's University in Canada, the University of Navarra in Spain and the University of Cape Town in South Africa, amongst many others.

In total, twelve schools compete, three of which are the returning champions from the previous year. In 2004, Hong Kong University of Science and Technology came in first, followed by Wharton School of Business and University of Washington, all of whom we are pleased to welcome again this year.

Delegates from around the world will be arriving on March 15 and will be staying until the 20. Each school is assigned a McGill Management student as an ambassador to teach the foreign students about our academic lifestyle and French-Canadian culture.

This year, the delegates will have a chance to go snow tubing, enjoy dinner at 737, as well as a night of karaoke and stand-up comedy.

But the real fun begins when the delegates are isolated for 24 hours in a room in attempts to find the most innovative and feasible solution to an Ivy League case. The students are awake all of Friday night, working with their case team to build a 15-minute presentation that they present to the judges on Saturday.

The MMICC invites all Management students to watch the world's leading business schools present the solutions to the assigned case on March 19 starting at 9:00am in the Toronto and Montreal Room on the second floor of the Bronfman building. Please be advised that space is limited and will be assigned on a first come, first served basis.

Spectators will have the opportunity to see how students from around the world are both similar and different in their business practices. Moreover, students will gain a better understanding of what a case competition is all about and perhaps be encouraged to take Professor Donovan's case course in order to participate in competition before graduation.

Regardless of the motivation, students can attend and cheer on McGill's case team.

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