

THE BULL & BEAR



3rd Place Victory for McGill

MMICC success attributed to event organisers

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[\[Translate\]](#)

On March 19, the fifth-annual McGill Management International Case Competition (MMICC) took place once again within the walls of Bronfman. Eleven schools from eight different countries gathered to compete and attempt to do justice to the art and science of case analysis and presentation.

The MMICC is an opportunity for McGill to put on its best face before eleven of the most prestigious business schools in the world, as well as an opportunity for students, by either participating or simply observing, to learn a great deal about business analysis and presentation technique.

The competition itself began in 2000 when professors Richard Donovan, Wallace Crowston (former Dean of McGill's Faculty of Management), Gerald Ross and Alistair Duff (former Associate Dean) decided that, instead of simply competing in international case competitions the Faculty of Management would finally host a competition of its own.

The goal and point of differentiation of the McGill Management International Case Competition, which was held in March 2000, was to create an environment centered on "innovation and globalization" in order to challenge potential business leaders with the situations that they will find in the future.

An opening cocktail was held on March 15 this year, for competitors to gather and mingle, a stark contrast to the frenzied pace that they would encounter three days later.

This year's competition featured teams from McGill, Queen's, University of Southern California, Wharton Business School, University of Washington, HKUST (China), Thammasat University (Thailand), Università Commerciale Luigi Bocconi (Italy), WHU (Germany), Copenhagen Business School (Denmark) and Navarra (Spain).

On Friday morning, each of the eleven teams received their case 24 hours before their first presentation. A written report and an oral PowerPoint-assisted presentation would be due the next day.

Each team presented twice before a panel of esteemed judges and were then rated on content (70 percent of the final grade) and presentation (30 percent of the final grade).

Despite some slight glitches involving a temperamental projector that were promptly corrected, the competition went off without a hitch.

“The organising team really must be credited,” said Professor Donovan when asked about his feelings on this year’s case competition. “This is definitely our best year, I really think that we’re finally ‘getting there.’”

Increased visibility and corporate sponsorship are the two initiatives that Professor Donovan wishes to spearhead in coming years and would like to see improved about the MMICC. With clear goals such as these, it is only a matter of time before they are attained.

All McGill students were invited to attend the case presentations. The few students who took on the opportunity no doubt experienced the significant level of detail and insight attained by the competing teams.

Congratulations are in order for the team representing McGill, which placed third at this incredibly competitive event.

Panthea Lee, U3 Marketing and Cultural Studies, Louis-Paul Hetu, U3 Marketing, Philippe Cantin, U3 Finance and Elizabeth Rancourt, U3 Marketing and Entrepreneurship, proudly represented McGill with their outstanding presentations. The team was coached by Professor Omar Toulan.

MMICC Standings

1 Wharton School of Business, Pennsylvania

2 Copenhagen School of Business, Denmark

3 Tied position between: McGill and University of Southern California

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