



HAAS UNDERGRADUATE STUDENTS BLOG

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TUESDAY, MARCH 30, 2010

2010 McGill Case Competition Part 3

Well the advisors got a sneak peak of the case before presentations and we are really excited, the case was about the Cirque du Soleil. The main question, "Can Le Cirque find a new model of complementary relationships that will be as profitable as its relationship with MGM Mirage?"

I was able to sit in on 5 of the morning presentations. The strategies and suggestions ranged from cruise line involvement to new technologies that would give the audience to experience more sensual involvement with the production, to a Michael Jackson show. As the morning progressed it was obvious that judging this competition was going to be difficult.

The Berkeley team was awesome, they used the room, they told a story, and their ideas were innovative. I was so pleased with their first presentation. The judging was a bit tough, but their answers were on point and seemed to take care of the concerns. Their three pronged strategy included expanding into new regions, opening up a nightclub in Las Vegas, and adding a reality tv show that featured the training and experience of the acrobats.

The afternoon arrived, I watched the other 4 schools and watched our team again. There was another set of judges to respond to so the pressure was on. Since I couldn't talk to the team I couldn't ask how they were feeling or if they had been able to sleep at all during case prep. They looked great as they entered the room for their second presentation. They were even better the second time, they had taken the questions from their first presentation and were able to incorporate some of the missing information into their recommendations for their second presentation. I was so pleased at their delivery!

So now the waiting game. We had the dinner, awards for the scavenger hunt and then finally the awards for the case. Unfortunately we did not place, Wharton was 3rd, HKUST was 2nd and Thammasat was 1st. It had taken the 12 judges 2 hours to make the decision, and we were all told that at least one judge had each team in the top 3-so it was not an easy decision. I can say that we were disappointed at the announcement but as always the team took the news graciously and quickly got up to congratulate the winners. I was so proud of their performance, they were winners in my eyes, I couldn't have asked for anything more from them. GO BEARS.

March 2009
May 2009
June 2009
July 2009
August 2009
September 2009
October 2009
November 2009
December 2009
February 2010
March 2010

So we enjoyed the rest of the evening. I thank Jenny, Nikita, Wynn and Gannon for a fabulous week.

Posted by Dinko Lakic for Janet Amador

POSTED BY DINKO LAKIC AT 9:22 AM

THURSDAY, FEBRUARY 25, 2010

2010 McGill Case Competition Part 2

In years past today would have been spent snow tubing and sugar shacking (which is basically an excuse to pour really good maple syrup on everything.) But due to the lack of snow we went instead to the Olympic Center and the BioDome. The Summer Olympics were held here in 1976. One of the host business students mentioned that the City of Montreal just finished paying off the debt for Montreal Olympics in 2004.

We went up the Olympic tower which was built at an angle over the Olympic Stadium. There was an elevator that we took to the top and had a spectacular view of Montreal, it's port, the city and the surrounding area. Montreal is a very flat city on the St. Laurence River with a small amount of shipping still taking place. During the winter there is very little access by water due to the snow and ice. Most of the industry in Montreal is banking, IT and the pharmaceutical industry. After walking the streets with the team we were amazed at the number of boutique stores and shops that seem to be doing well, very European.

The BioDome had four different ecosystems and a sampling of the animals that lived there. The difference in temperature from the outside to the inside of the rain forest was quite shocking, there were many students who were very happy to have that temperature instead of the cold of Montreal.

We finished the day with a great team dinner. The food here is amazing and the number of restaurants in short walking distance makes the decision where to go even more difficult.

Tonight is the night before receiving the case. Our presentation times are 11:50 and 4:50, we are the last team to present on Saturday.

Good luck to Jenny, Nikita, Gannon and Wynne. GO BEARS.

Posted by Dinko Lakic for Janet Amador

Labels: [canada](#), [case competition](#), [experiential learning](#)

POSTED BY DINKO LAKIC AT 8:38 PM

WEDNESDAY, FEBRUARY 24, 2010

2010 McGill Case Competition Part 1

We are in beautiful Montreal the second largest city of francophones outside of

Paris. The city boasts a lively Jazz scene, avid hockey fans and of course the home of the McGill case competition. This is a very special competition this year, McGill is celebrating its 10th anniversary and has only invited the schools that have won or placed in the last 10 years. Those schools include: USC, Wharton, U of Washington, Hong Kong University of Science and Technology, National University of Singapore, Copenhagen Business School, Simon Fraser University, UC Berkeley, Thammasat and McGill.

Our trip so far has been good, we have had snow, sleet, rain and sunshine. Today was the student scavenger hunt, which included a coded message to find the clues around the city. As some of us advisors realized if you didn't know much about hockey, or the number of provinces and territories in Canada you might not get very far. I hope that the teams fared better with help from their McGill ambassadors. Tonight we will have our opening ceremony, the team order selection and a tour of the National History Museum of Montreal.

Tomorrow we will be visiting the BioDome. There had been plans to go snow tubing but due to the lack of snow in the Montreal area they had to change venues.

Our team, Wynne Chu, Jenny Zhou, Nikita Maheshwari, and Gannon Shih have been having a great time so far with all of the networking, activities and of course the karaoke singing that is all part of the fun at case competition.

On Friday the case will be released and the fun will start for real! They will have 24 hours to strategize. The team will give 2 presentations, one on Saturday morning and one on Saturday evening. The judges will deliberate and announce the winners at the dinner on Saturday night.

Posted by Dinko Lakic for Janet Amador

Labels: [canada](#), [case competition](#), [experiential learning](#)

POSTED BY DINKO LAKIC AT 12:23 PM

SUNDAY, FEBRUARY 21, 2010

2010 USC Case Competition Part 2

On Friday the divisions for competition were chosen, and the 30 teams were put into 6 different rooms. Our room included the University of Melbourne, Instituto Tecnológico y de Estudios Superiores de Monterrey Mexico (ITESM), Pennsylvania State University, Escola de Administração de Empresas de São Paulo Brazil and of course Haas!

The case involved Disney/Pixar, and was based on a Harvard Business case which had been updated with additional information that was furnished by Disney. The questions were centered around Disney's acquisition of Pixar and whether there should be a merging of the companies or should they remain autonomous. Based on this answer, the next question dealt with Disney's direction in the marketplace.