

ACADEMICS

MBA GAMES 2021

RULEBOOK



INTRODUCTION

The Academic Competition

For this 33rd annual MBA Games, Laval University is proud to host The Academic competition. MBA Games 2021 has been organized by a team of graduated MBA Students from Laval University and is being executed with the support of FSA ULaval committee of direction and volunteers from the hosted university.

Eligibility

MBA Games 2021 encourages all MBA (Master of Business Administration) or M.Sc students to participate in The Academic Competition. Certificate students are not allowed.

General guidelines

During the entire Academic Competition:

- It is prohibited for teams to identify their school. Contravention of this rule will result in immediate disqualification. Thus, this includes
 - Pins, clothing, or markers identifying their home school.
 - Include any school branding on their presentations

THE COMPETITION

Under the theme **Future of Work**, the academic component of the competition this year will be virtual. However, the objectives of the competition remain the same, which is to solve a problem given by the company and propose innovative, original and stimulating strategies.

Competition format

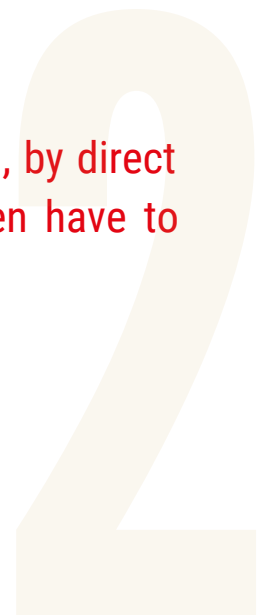
This year, the academic component is presented in the form of a **two-round live case**. In fact, participants will have to answer to a problem that the company is facing (marketing, management, human resources, finance, change management, etc.) and develop a detailed recommendation and an implementation plan.

Participants will submit the first part as a **three pagers**. A panel of company experts should assess the proposals and give them written feedback.

On January 9, 2021, the final team presentations will be held, by direct videoconference, in front of the judges. The judges will then have to deliberate in order to nominate the three (3) best teams.

Teams

Teams of no more than four (4) students pre-established



ROUND 1

Three pagers preparation

- **Live case release date:** November 16, 2020
- **Preparation:** From November 16 and December 4, 2020.
- No visual presentation support to build
- **Three pagers delivery date:** Friday, December 4, 2020 at 12 PM to this email address mbagames2021.committee@gmail.com with the object : TEAMNAME-CASE#1 or 2, a confirmation email will follow.
- The three pagers will have to include a brief analysis of the company, of competitors, of the proposed strategy and the implementation.
- Teams who did not send their three pagers or sent it exceeding that hour will be disqualified.
- Internet and every tool and documentation is permitted during the preparation of the three pagers. *The help of external contacts during the preparation time is permitted.*

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ROUND 2

Presentation preparation

- **Disclosure of the feedback:** January 2, 2021
- **Preparation:** 1 week before The Academic Competition (January 9, 2021)
- **Visual support to build:** PowerPoint to support an eighteen (18), twenty (20) minutes oral presentation.
- **PowerPoint delivery date:** Friday, 8th at 12 PM to this email address mbagames2021.committee@gmail.com with the object : TEAMNAME-CASE#1 or 2, a confirmation email will follow.
- Teams who did not send their presentation or sent it exceeding that hour will be disqualified.
- Availability of the live case video presentation by the company
- Internet and every tool and documentation is permitted during the preparation. *The help of external contacts during the preparation time is prohibited*

Presentation

- **Time presentation:** eighteen (18) to twenty (20) minutes
- **Timekeeper:** Displays a time card for the last 10, 5, 2 minutes and the last 30 seconds of the presentation. The last 10 seconds are indicated with hands. The timekeeper will interrupt the presentation once the 20 minutes reached if the team has not finished.
- A question and answer period will immediately follow the presentation, lasting no longer than five (5) minutes.
- The timekeeper will indicate to the team and to the judges the last question to be answered.

Judges

- External judges can be selected to oversee the competition
- At least two (2) judges will be part of the company organization.
- Decisions of the Judging Panel are final.

Coaches

- Team coaches are allowed to assist to their team presentation but they are not permitted to identify their school. Contravention of this rule will result in immediate disqualification. Thus, this includes
 - Pins, clothing, or markers identifying their home school.
- Coaches are allowed to help students with knowledge and guide them through the competition.
- Coaches will not be permitted to interact with their team throughout the day of the competition.
- It is prohibited for any coaches to have any contact with judges under any circumstances. Contravention of this rule will result in immediate disqualification.

Scoring

- Judges will be briefed and provided a standardized guideline of what to look for in case presentations.
- This briefing will include standard case competition evaluation expectations
- Scores will be tallied and the judges will determine the top three teams.
- Academic captains from each team will receive an evaluation grid to share with their team.



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UNIVERSITÉ LAVAL