



Welcome to the UBC MBA Program!

On Friday, August 30th we will have our first case challenge.

In addition to giving you an opportunity to work in teams to 'make a case' via an oral presentation, the case challenge will give you some practice and direction on how to analyze and prepare a case. (The MBA & MM Programs Office will be allocating you to a team, and teams will be announced on Friday morning).

The case centers on The Loewen Group, Inc. The main issue in the case is what John Lacey should do in the current circumstances. There are several critical success factors and strategies for companies operating in the death care industry including, but not limited to, management structure and practices, ethical issues, strategy and competitive advantages, marketing and branding issues, financing and choice of accounting principles, and issues to do with operations.

You will find the Loewen case on your Connect site, in the Prep & Opening Week tab: Connect > Prep & Opening Week > Orientation/Opening Week

Given the limited time you will have for preparation, we are asking that you focus on the key ethical issues in this case, but certainly do not limit yourself to only these issues. You should also consider the issues outlined in the preceding paragraph.

Rules for the challenge

1. Please focus only on the information and facts given in the case.
2. You are not allowed to communicate with anyone outside of the Case Teams.
3. The challenge will run in two stages – Prelims and finals.
4. All members of the team are expected to present in the oral presentation.

Assessment guidelines

You will be assessed on the following criteria:

1. Clear, concise communication of ideas, information and conclusions
2. Logical development and coherent structure
3. Effective use of voice and non-verbal communication
4. Visual aids / technology well-prepared, clear and used effectively
5. Professional communication for a general management audience and context

Flow for the day

8:30 – 8:45am	Mini-case competition introduction and teams announced – HA098
8:45 – 11:40am	Group work to prepare presentation
11:45 – 1:40pm	Prelims and boxed-lunch – see schedule below
1:55 – 2:45pm	Debrief, and prep for Integrative Case I – HA098
3:00 – 4:30pm	Finals – HA098

