

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



Preparing for the challenge

Read the Loewen Case (found on your Connect site, in Prep & Opening Week tab)

- Pay attention during the 'Strategic Thinking Workshop' on Wednesday, Aug 28th
 - The framework of 'Observations, Insights and Opportunities' covered that afternoon will be useful in preparing for the case
- Pay attention during the 'Case Analysis Workshop' on Thursday, August 29th
- Come to class ready to roll up your sleeves and address the case directions that will be posed on the morning of Friday, Aug 30
- Get your recommendations ready by 11:45am, Aug 30

Prelims – 11:45am to 1:30pm, Friday, Aug 30, 2013

- Each team will present, one at a time, their recommendations to a panel (please see below for your team's presentation time), without any other students in the audience
- Each team will have no more than 7 minutes to present their recommendations with an additional 3 minutes for Q&A.

Schedule for Prelims

	HA 132	<u>HA 133</u>	<u>DL 125</u>
11:45-11:55am	Team 1	Team 9	Team 16
12:00-12:10pm	Team 2	Team 10	Team 17
12:15-12:25pm	Team 3	Team 11	Team 18
12:30-12:40pm	Team 4	Team 12	Team 19
12:45-12:55pm	Team 5	Team 13	Team 20
1:00-1:10pm	Team 6	Team 14	Team 21
1:15-1:25pm	Team 7	Team 15	Team 22
1:30-1:40pm	Team 8	Team 23	Team 24

Debrief, and prep for Integrative Case I, 1:55-2:45pm – HA 098

In this session, we will debrief on the prelims and present broad guidelines for the first integrative case that will be due the following week.

Finals and debrief 3:00-4:30pm - HA 098

• 3 teams will present in the finals to a panel of judges, and the entire class. Each team still has no more than 7 minutes to present with 13 minutes of Q&A time.

0	Finalist 1	3:00-3:20pm
0	Finalist 2	3:25-3:45pm
0	Finalist 3	3:50-4:10pm

- Each student to fill out the Opening Week Survey while the judges are deliberating –
 instructions given on the day.
- Closing comments