

DAWSON CASE COMPETITION



CONCOURS DE CAS DAWSON

INVITATION

RELEVEZ

LE DÉFI

DIMANCHE

LE 9 AVRIL 2017

OVERCOME

THE CHALLENGE

ON SUNDAY

APRIL 9TH 2017

About Dawson College

Dawson College is the largest anglophone college in the province of Quebec, and one of the largest colleges in Canada, offering a wide range of both pre-university and professional technical programs. The Business Administration Department of Dawson College offers two career programs: Accounting & Management Technology and Business Management (Marketing). For additional information about our programs or school, please visit www.dawsoncollege.qc.ca.

What is the Bilingual Case competition about?

The Dawson College annual Bilingual Business Administration Case competition offers teams from participating CEGEPs across Quebec the opportunity to demonstrate their presentation skills and business acumen by analyzing, assessing and solving a business case.

The competition will feature three streams: accounting/finance, marketing and entrepreneurship. The Competition is bilingual: cases will be available in both English and French; students will be allowed to prepare and present their analyses in either language or a mix of both.

The one-day event is a great opportunity for students to apply to a real world situation what they have learned in the classroom. They will demonstrate problem-solving, creativity and critical thinking skills, all within a limited time-frame. Presentations should effectively convey strong technical knowledge and communication aptitudes.

How will the competition be planned?

Teams will arrive on the morning of the competition as per their scheduled times and proceed to their isolation room (latest time is 9 AM). Afterwards, teams will be led to computer labs where they will be provided one computer per student. Students in Entrepreneurship will have three and a half hours, and the Marketing and Accounting teams will have three hours to analyse the case, develop a strategy and create a 20-minute Powerpoint presentation.

One by one, teams will present to a panel of bilingual judges who will evaluate the presentations on a scoring system. Teams with the highest overall scores will be declared the winners and will be presented with plaques at the Awards Ceremony immediately after the cocktail reception. There will also be two Best Presenter awards in each category.

Who can participate?

Each institution can send up to three teams: an accounting / finance team, a marketing team and an entrepreneurship team. Colleges can also send only one or two teams if they wish.

The competition will be limited to twelve qualifying accounting / finance teams, twelve marketing teams and twelve entrepreneurship teams. Anglophone and francophone schools that offer two-, three-, and four-year programs in commerce, business administration or social sciences, or in any other relevant discipline, are invited to participate.

If you are interested, what do you do?

If your school would like to participate or requires more information, please contact the competition coordinator, Carmen Kuczewski, by e-mail at DCC2017@dawsoncollege.qc.ca.

To register for the competition, please provide the following by completing the participants' form by November 30, 2016:

1. Name of the school;
2. The list of students and the name of their team;
3. Payment of \$40.00 per person attending all day (includes continental breakfast, lunch and cocktail) and \$20.00 for those attending the cocktail reception only. There are no fees for family members and other visitors who wish to attend the presentations.

Upon your confirmation of attendance, invoices will be sent out by the Dawson College in early January 2017. Please wait for your invoice before issuing payment.