

ENGG



COMM

2018

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ABOUT US

For international multidisciplinary organizations in search of multidimensional employees, the Engineering and Commerce Case Competition is a unique, high quality, and widely recognized event that offers a range of recruitment and networking opportunities, unlike any other international case competition by being the only organization that provides hands-on, real life experience in terms of interdisciplinary communication and collaboration.

The Engineering and Commerce Case Competition (ENGCOMM) is an elite competition between select universities from around the world. Founded in 2012, ENGCOMM's mission is to bridge the communication gap between two major faculties: Engineering and Commerce. Our comprehensive cases are designed to solve real life industry problems which require the collaboration of Engineering and Commerce students.



*bridging the gap
between business and
engineering since 2012*

This year, the competition will be held in downtown Montreal from March 6th to March 10th 2018. It will involve teams from 16 internationally recognized academic institutions, consisting of engineering and commerce students. During the five day competition, each delegation will compete in three cases. Please consult page 9 for more information regarding the competition format.



HOST CITY OF THE ENGINEERING AND COMMERCE CASE COMPETITION

Mainly known for its unique cosmopolitan lifestyle and multicultural population, Montreal is the second largest city in Canada and the largest city in the province of Quebec. With a unique European charm, this international metropolitan city has a vibrant center of commerce with great economic diversity that has a global influence in many fields such as aerospace, finance, pharmaceuticals, technology and design.

Montreal is renowned for its endless culinary scene and its prominent “joie de vivre”. Furthermore, it plays host to multiple festivals ranging from music to comedy, attracts thousands of tourists every year from all over the world. It is no wonder why this city is referred to as the North America’s leading host city for international association events.

We are thrilled to host the 2018 edition of the Engineering and Commerce Case Competition in this energetic city!



“The metropolitan region has undeniable advantages. These include a cosmopolitan, highly qualified workforce, competitive operating costs, an active research community, internationally renowned universities, reliable infrastructure, government assistance for electronic business development and location in a time zone that facilitates exchanges with both the Americas and Europe. It’s perfect for us!

Kirsten Sutton
Managing Director, SAP Labs Canada

WELCOME TO ENGCOMM



It's my great pleasure to welcome you to Concordia for the fifth annual Engineering and Commerce Case Competition.

As president of the University, it's been a delight to watch this unique interdisciplinary competition grow bigger and better with each passing year.

This success can be credited to our talented student organizers in our John Molson School of Business and our Faculty of Engineering and Computer Science. I'd like to take this opportunity to thank them for their hard work, and congratulate them on bringing together an excellent competition.

A handwritten signature in black ink that reads "Alan Shephard". The signature is written in a cursive, flowing style.

Alan Shephard, Ph.D.
President
Concordia University



On behalf of the John Molson School of Business, I join my colleagues in the Faculty of Engineering and Computer Science in support of the Engineering and Commerce Case Competition (ECCC).

I am very pleased to see cross-faculty collaboration between our university's students. This competition shines a light on the innovative and entrepreneurial spirit of our student body. The John Molson School of Business has a proud history of student-run case competitions and I am certain that this initiative will build on that legacy

Stephen Brutus, Ph.D.
Dean
John Molson School of Business



The Engineering and Commerce Case Competition offers our students to apply the technical skills they have learned in the classroom and acquire the skills that are critical to their success in the workforce – teamwork, communication, collaboration and coordination.

The opportunity to work with students from across the disciplines is an invaluable experience and I applaud the efforts of all those students taking part. On behalf of the Faculty of Engineering and Computer Science at Concordia University, I would like to express my wholehearted support for the Engineering and Commerce Case Competition.

A handwritten signature in black ink, appearing to read 'Amir Asif'.

Amir Asif, Ph.D.

Dean of Faculty of Engineering
and Computer Science

For its fifth edition, I have the honour of leading the talented individuals of our executive committee to organize this incredible competition. To me, ECCC is all about pushing participants so they can find out not only how much they can achieve, but also, what is achievable. It's about creative students coming together with different backgrounds to solve complex industry problems.

On behalf of my team, I'd like to invite you to join us in shaping our industry and to become the vital leaders of tomorrow.

Welcome to the ECCC family!

Sarah Chabli

President
Engineering and Commerce Case Competition





BENEFITS OF PARTICIPATING

CROSS-FACULTY COMPETITION

Our comprehensive cases are designed to solve real life industry problems which require the collaboration of both Engineering and Commerce students.

In order to be successful, students will have to develop a strategy to integrate teamwork, technical background and collaborative thought process as they work together to generate solutions and innovative ideas. It is during the case preparations that the communication channels between the two disciplines will be tested and improved.

DIVERSE NETWORKING

The spirit of ENGCOMM is built on enhancing the relationship between Engineering and Commerce. The merger of these two faculties will allow a major networking experience to unfold.

Participants have the chance to network with our corporate partners and other students on numerous occasions.

PROMOTE UNIVERSITY NAME

By attending this prestigious competition, you will have the opportunity to further promote your university's brand name.

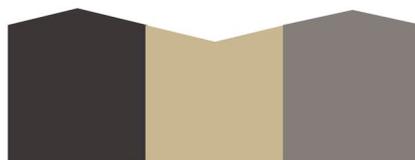
Many other educational institutions, corporations and media outlets will be focusing on the competition and will be looking forward to the final standings.

COMPETITION OVERVIEW

During the competition, each delegation will compete in three (3) cases. ENGCOMM challenges its participants, by providing real challenges from the industry, known as case studies or simply “cases”. Each case will have a preparation time of six (6), six (6) and twelve (12) hours respectively. Please refer to the schedule for a more detailed timeline

The participating universities will be divided into four divisions of four teams each, during the opening ceremony. In order to ensure that the teams are being judged equally, each division will be judged by a specific judging panel and will therefore be competing directly with the universities in their respective divisions.

Scores will be allocated to each team for each case, and the delegations with the highest cumulative score from each division will present in a final round of presentations in front of a panel of judges. In addition to the division leaders, a fourth team will participate in the final round. This team will be chosen based on the highest overall cumulative score, excluding the division leaders. Hence, four teams will advance to the final round of presentations.



CASE STRUCTURE

SIX-HOUR CASES

(These 6 hours case studies will be prepared in isolation.)



PERMITTED RESOURCES

- Laptops or tablets (one per person)
- Pencil, pens, markers and any other writing material such as pads
- Engineering textbooks
- Clicker for the presentation

PROHIBITED RESOURCES

Any external communication is prohibited. This includes but is not limited to:

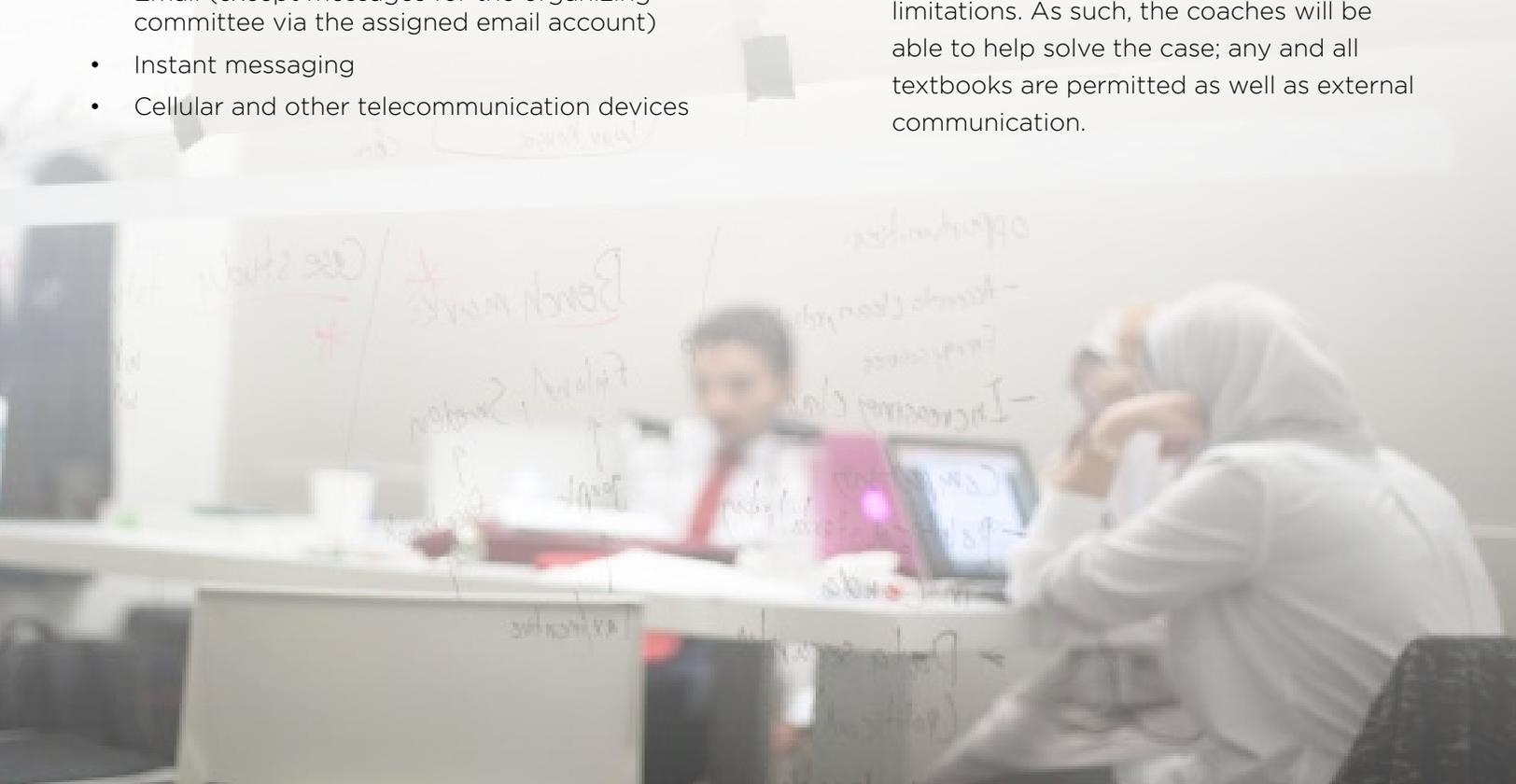
- Email (except messages for the organizing committee via the assigned email account)
- Instant messaging
- Cellular and other telecommunication devices

TWELVE-HOUR CASES



To continue on ENGCCOMM's representation of the industry, The 12 hour case is an open ended competition. Much like the real world, there will be no limitations in terms of "prohibited resources". Teams are allowed to exhaust any resource, of their choice.

Other than having to work within the designated area for the case (which will be an open room where all of the teams will be working on the case), there are no limitations. As such, the coaches will be able to help solve the case; any and all textbooks are permitted as well as external communication.





PRESENTATIONS

After the delegation has submitted their final documents, they will immediately proceed to their assigned presentation room.



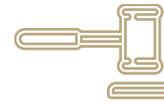
PRESENTATION TIMES

Each team will have fifteen (15) minutes to present their solution to a panel of judges. After the presentation there will be a ten (10) minute question and answer period. The judges will then deliberate for a period of five to ten minutes, followed by a ten (10) minute feedback session. Please note that if a team exceeds the allowed time, they will be penalized. During each presentation, a Timekeeper will be keeping track of the time and notifying the team and judges of the time remaining.

PRESENTATION ROOMS

The presentations will be held in rooms, specifically designated for this purpose. All coaches will be allowed to attend presentations and question and answer periods of any team in their division. However, they will not be allowed to attend the feedback portion of the teams' presentations.

The presentation rooms will include the following materials: One (1) computer, projector, table and/or podium.



JUDGING PANELS

The judges panels will be comprised of members of the business faculty, engineering faculty and industry representatives

The judges are responsible for evaluating the presentations with respect to the scoring criteria. Each panel will have a lead judge who will be responsible for leading the question period, the feedback sessions, and the evaluation forms. The judges will have case-specific grading schemes developed by the organizing committee in order to maintain an objective scoring method. After all of the presentations, the judges will have one hour of deliberation in order to discuss and finalize the scores and rankings. For each presentation, the judges will submit a final score, compiled from an average of the judges' grades. Please note that all decisions rendered by the judging panels are final and cannot be contested.

SCORING

Every judge will be given two scoring sheets; one reflecting their specialization with 30 marks to allocate through different criteria. As such the engineer representative will evaluate the engineering aspect of the case, whereas the business expert will evaluate the business aspect of the case. The other scoring sheet will be used to evaluate the general performance of the team and each judge will be able to allocate 40 marks on this. Only the lead judge will judge engineering, business and general performance.

As previously mentioned, the final scoring criteria will be sent to all the participants in the Student Preparation Package.

FINAL PRESENTATION

On the final day of the competition, after the third case presentations, the five selected teams (mentioned in the format section) will be presenting the third case one more time, in front of a larger panel of judges. The final ranking will be based on the solutions and delivery of the final presentation.

This presentation will be open to public.

AWARDS



Most sustainable solution



Best engineering/technical solution



Best speaker award



Best Business Solution

COACH'S ROLE

The coach's role is essentially to help prepare the students for the case competition. As such they will have approximately three months to train the participants. During the competition, the coaches are there to provide encouragement and feedback to the students before their case preparation and after the presentations. Coaches will be allowed to attend all presentations of their respective division except for the feedback portion of it.

Please note that only professors (Part time or Full time) can be qualified as a team coach.

TIE BREAKING

In the event of a tie in the final cumulative scores of any teams, the teams will share the final standing. A lower placing will be removed to account for the double placement.

DISQUALIFICATIONS

The aforementioned rules and guidelines for the Engineering and Commerce Case Competition have been designed to ensure fairness to all participating teams. The organizers retain the right to disqualify any team from the competition if the above rules are not respected or if a team does not maintain a proper standard of conduct in the professional and collegial spirit of the competition. Any concerns or disputes regarding the implementation of these rules must be brought to the immediate attention of the organizers. However, please note that the decision of the organizers is final and not subject to review.

Please note that all of the above mentioned rules are subject to change with or without notice.

Any questions regarding the format or the rules of the competition can be directed towards our Vice President of Academic Affairs, Ana Julia Carrasquel, at a.j.carrasquel@engcomm.ca.

APPLICATION INFORMATION

If you would like to participate in the 2018 edition of ECCC, you must submit an application in a compressed file to our Vice President of External Affairs, **Camille Cervia**, at **c.cervia@engcomm.ca** before October, 31 2017. Please note that late submissions will not be taken into considerations.

To be eligible to compete, your University must have the following:

- A financial plan
- A recruitment plan

APPLICATION REQUIREMENTS

Please note that the applications will be evaluated by our Board of Directors who will be looking at the following criterias:

- A letter of intent which states that you are applying for the competition. The letter should be signed by the following parties:

Student applicant

The dean or director of the engineering faculty

The dean or director of the commerce faculty

- Coach
- A one page essay explaining why your university should be selected to participate in this competition
- Examples of the collaboration between the two fields such as a video, pictures, report, etc. (optional)

Once the selection of participating Universities will be finalized, our Vice President of External Affairs will contact you.

Please note that by submitting an application, you are agreeing to the terms and conditions listed under the "competition" section in this package.

APPLICATION COST

Teams will have until January 1st 2018 to submit their full team roster (including coach, if applicable) using the registration form that will be supplied to them by the Vice President of External Affairs.

The early bird cost per team of four student is \$2000CAN if full payment is received before December 1st, or \$2250CAN if received after. This fee will cover the hotel accomodations, food and transportation for competition related activities (excluding transportation to Montreal).The cost per coach is \$1000CAN and they have the same benefits as the students. If a coach wishes to book his own hotel room or make other arrangements, the cost is reduced to \$250CAN (no hotel room provided).

All fees must be paid by February 1st 2018 and they are non-defundable.

Please note the coach room is single occupancy while the participants room is quad occupancy.

TIMELINE OF DEADLINES

OCTOBER 31, 2017

- ✓ Send your application to our VP of External Affairs, Camille Cervia at c.cervia@engcomm.ca



JANUARY 1, 2018

- ✓ Submit Team Roster
- ✓ Registration Form
- ✓ Participant's Curriculum Vitae
- ✓ Photos of each participant
- ✓ T-shirt size for participants and coaches

JANUARY 30, 2018

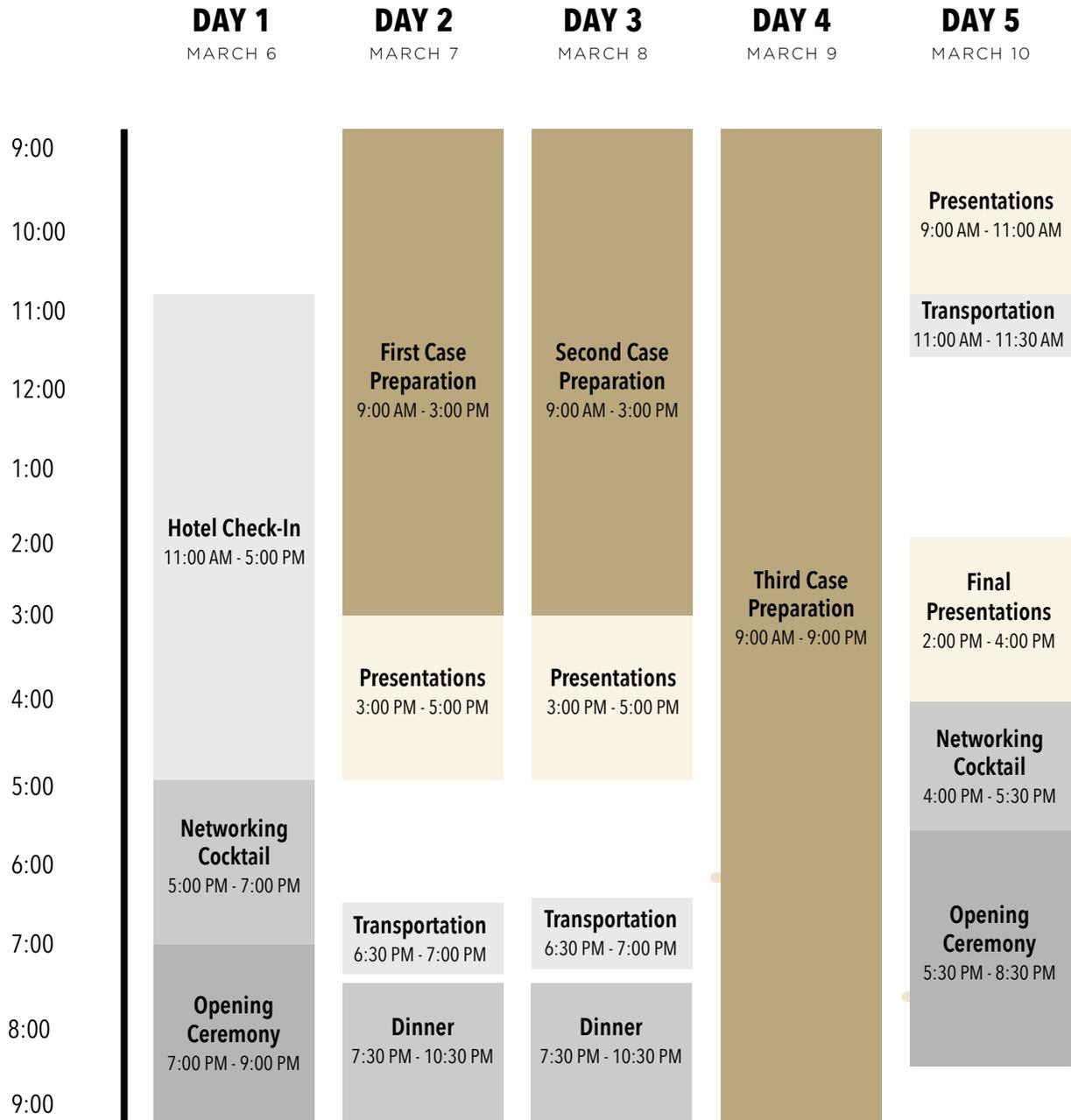
- ✓ Submit the 1 to 2 minute team introduction video.



FEBRUARY 1, 2018

- ✓ Final payment due! (December 1, 2017 for early bird payment)

SCHEDULE



DAY 1



11:00 -
5:00

HOTEL CHECK-IN

Teams will be arriving at the hotel to check-in. The participants will have time to settle in, prepare for the evening's activities, and meet with the organizing committee as well as their team ambassador. Teams can check-in earlier or later if they so choose. Once checked in, teams can use the free time to visit Montreal's touristic hotspots.

5:00 -
7:00

NETWORKING COCKTAIL

This is where teams will have the first opportunity to meet with other schools, the volunteers, and the organizing committee. Refreshments will be served, as this event will lead into the opening ceremony.

7:00 -
9:00

OPENING CEREMONY

The event will act as the introduction of the competition, as various speakers will inaugurate the competition by inspiring participants. This will be followed by video presentations of all the participating universities, and a draw, where each school will be placed into their respective divisions.

9:00

FREE TIME



DAY 2

6:00 -
8:30

BREAKFAST

A full American breakfast will be available to all participants at the hotel.

8:30

TRANSPORTATION

Participants will be transported back to the hotel using the same wave system as in the morning.

9:00 -
3:00

FIRST CASE PRESENTATION

Each team will be escorted to their room and given their first case. They will have 6 hours of preparation time, where they will not have access to external elements. During this time, they will be provided with lunch, coffee and snacks.

3:00 -
5:00

PRESENTATIONS

Once the teams have completed their preparation and handed over their USB disk containing their presentation, they will be escorted to their assigned presentation room.

5:40

TRANSPORTATION

Participants will be transported back to the hotel using the same wave system as in the morning.



6:30 -
7:00

TRANSPORTATION

Participants will be transported from the hotel to the dinner venue.

7:30 -
10:30

DINNER

Participants will be taken to a unique restaurant, where they will be able to experience Montreal's renowned cuisine, while relaxing after a hard day's work.

10:30 -
11:00

TRANSPORTATION

Participants will be transported from dinner to the social outing.

11:00 -
3:00

SOCIAL OUTING

An opportunity for participants to enjoy the famous nightlife that Montreal has to offer.



DAY 3

SCHEDULE

6:00 -
8:30

BREAKFAST

A full American breakfast will be available to all participants at the hotel.

8:30

TRANSPORTATION

Buses will be available to transport participants from the hotel to Concordia University. There will be several waves, in 40-minute intervals. In the event that a team misses their bus, their team ambassador is responsible for getting the team to their case preparation room.

9:00 -
3:00

SECOND CASE PREPARATION

Each team will be escorted to their room and given their first case. They will have 6 hours of preparation time, where they will not have access to external elements. During this time, they will be provided with lunch, coffee and snacks.

3:00 -
5:00

PRESENTATIONS

Once the teams have completed their preparation and handed over their USB disk containing their presentation, they will be escorted to their assigned presentation room.

3:40

TRANSPORTATION

Participants will be transported back to the hotel using the same wave system as in the morning.

6:30 -
7:00

TRANSPORTATION

Participants will be transported from the hotel to the dinner venue.

7:30 -
10:30

DINNER

Participants will be taken to a unique restaurant, where they will be able to experience Montreal's renowned cuisine, while relaxing after a hard day's work.

11:00 -
3:00

SOCIAL OUTING

An opportunity for participants to enjoy the famous nightlife that Montreal has to offer.



DAY 4

6:00 -
8:30

BREAKFAST

A full American breakfast will be available to all participants at the hotel.

8:30 -
9:00

TRANSPORTATION

Buses will be available to transport participants from the hotel to the company offices. There will only be 1 wave for the 12 hour case. It is crucial that every participant is on time for the departure.

10:00 -
9:00

THIRD CASE PREPARATION

Each team will be escorted to their room and given their first case. They will have 12 hours of preparation time. During this time, they will be provided with lunch, coffee, snacks and dinner. This case will have a startup like structure; meaning the rules for the two 6 hour cases do not apply. The only constraint is that the work must be done on Concordia University's SGW campus. Refer to the rules section for more information.

9:30 -
10:00

TRANSPORTATION

Participants will be transported back to the hotel.



DAY 5

SCHEDULE

6:00 -
8:30

BREAKFAST

A full American breakfast will be available to all participants at the hotel.

8:30 -
9:00

TRANSPORTATION

Buses will be available to transport participants from the hotel to Concordia University. There will be several waves, in 40-minute intervals. In the event that a team misses their bus, their team ambassador is responsible for getting the team to their case presentation room.

9:00 -
11:00

PRESENTATIONS

The USB disks containing the presentations will have been collected the day before, and teams will be escorted directly to the presentation rooms.

11:00 -
11:30

TRANSPORTATION

Participants will be transported back to the hotel using the same wave system as in the morning.

2:00 -
4:00

FINAL PRESENTATIONS

After the scores of every team are collected and compiled, the teams with the highest score from each division will compete in a final round of presentations. They will present their third case presentation in front of a large audience, and be judged by a new judging panel.

4:00 -
5:30

NETWORKING COCKTAIL

Before the closing ceremony, participants will have time to talk to each other and reflect on what will have been a very eventful week. Refreshments will be served, as this event will lead into the closing ceremony.

5:30 -
8:30

CLOSING CEREMONY

A black tie dinner will be the setting for the closing ceremony of the 2018 edition of ECCC. The final standings will be announced, and various awards will be given.

9:30 -
11:00

TRANSPORTATION

Transportation from the hotel to the final social outing.

11:00 -
3:00

SOCIAL OUTING

On the last night of the competition, participants will be taken to their final social outing, celebrating another successful edition of ECCC. Participants will checkout from the hotel by noon the next day.



PAST UNIVERSITY PARTICIPANTS



McGill



Carleton
UNIVERSITY



UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI



UNIVERSITY
of GUELPH



Tecnológico
de Monterrey



جامعة الفيصل
Alfaisal University

جامعة الفيصل
Alfaisal University



McMaster
University



PAST CORPORATE PARTNERS



CONTACT

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VICE PRESIDENT OF EXTERNAL AFFAIRS

c.cervia@engcomm.ca

connect with us:



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Engcom CaseComp



Engineering and Commerce Case Competition

learn more

We appreciate your interest in partnering with ENGCOMM. To learn more about us, visit our website at:

WWW.ENGCOMM.CA