About the National MBA Games

The National MBA Games are a Canada wide competition that brings together MBA students from across the country. This dynamic event tests participants in three separate disciplines: academic, sport and networking activities. Last year’s Games were held at York University in Toronto and attracted more than 600 participants from 20 different universities all over Canada.

The 17th edition of the MBA Games will be held from January 14 to 17, 2005 at the Université Laval. Originated by Queen’s University in Kingston Ontario, the trophy given to the winning team is still called the Queen’s Cup.

About the Faculty of Administrative Sciences

The Faculty of Administrative Sciences (FSA) at the Université Laval is regarded as one of the most modern business schools and faculties in Canada. Guided by the visionary spirit of its founders, the FSA has been an economic and University leader since 1924. More than 26,000 people belong to the alumni of the Faculty. Many of whom have achieved great success in Quebec, Canada and around the world.

This constant search for excellence allowed the Faculty to become the first non-English business school to be accredited by AACSB International – The Association to Advance Collegiate Schools of Business. This accreditation brings with it international recognition of the quality of the education program at the FSA. In the fall semester of 2003, 5, 944 people had chosen to build their future there, including over 600 foreign students. The use of information technologies in both the classroom and e-learning has become a way of life for the Faculty. This has allowed students to develop their skills and prepare themselves for life in the new economy.

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There are more than 14 concentrations that make up the MBA Laval program. Several diplomas and certificates, some of which are available exclusively by Internet, round out the extensive choices offered at the FSA.

The Faculty of Administrative Sciences is proud to host these Games for a second time (the first being in 1998), and the first since the major renovations of the Palasis-Prince building. The entire Faculty is excited to welcome MBA students from across Canada to highlight the great achievements they have made.
Letter of support from the Dean of the Faculty of Administrative Sciences

May 11th, 2004

Subject: 2005 National MBA Games

Dear Sir,

Dear Madame,

We urge you to accept our invitation to participate in the National MBA Games of 2005. It is with great pleasure that the members of the administration and the Faculty support this competition.

We sincerely hope that you will agree to support the students of the Organising Committee of the National MBA Games 2005. This dynamic activity greatly contributes to the practical training of our students in the application and integration of all they have learned about the science of administration.

I thank you in advance for the close attention that you will give to our request.

Please accept my best wishes,

The Dean,

Bernard Garnier
Word from the Coordinator of the 2005 National MBA Games

It is a great honour for me to be the Coordinator of the National MBA Games. In fact, organising something of this magnitude should make one giddy... but I feel ready, especially as I have participated in the last three editions (Edmonton, Hamilton and Toronto). These extraordinary experiences have allowed me to understand the culture of the Games and will permit me to plan how we can even improve upon the tried and tested formula. Doing this will honour both the reputation of the National MBA Games and the legendary hospitality of Quebec City in this type of event.

With your support of our project, you will allow over 600 future MBAs from across Canada to share in the experience of the National MBA Games. This experience will allow them to not only prove themselves academically and physically, but also let them get to know historic Quebec City, the Université Laval and the Faculty of Administrative Sciences. Even more important to you, the participants will get to know your organisation, products and services.

I thank you in advance for your support.

Best regards,

Coordinator of the National MBA Games 2005
Student, MBA General Company Management

Mathieu Plourde
Mandate of the National MBA Games

The main purpose of the National MBA Games is to create personal networks among the participants and with our partners. More than just going for the first place, the MBA students are there to learn more about each other and to develop their skills in diverse competitions.

More than words: some concrete actions

The 2005 edition of the National MBA Games has given itself a mission to give back to our communities. In addition to asking each delegation to raise money for a charitable organisation in their community the organising committee has decided that funds will be set aside for scholarships for future students of the FSA.

Theme of the 2005 National MBA Games

It is of primary importance to us to give this edition of the Games a local touch, all the while with a national spirit. The theme chosen for the Games is:

Leaders networking

This theme reflects the high calibre of the Faculty in regards to its research in all types of business networks and the importance it places on new communication and information technologies. The theme also reflects the importance of building relationships with face to face contact and continuing them with the use of technologies.

The logo also represents this theme on a local and a national dimension. The Université Laval is represented by the eagle. The eagle, without a beak and without claws, symbolises the conquered enemies of the ancestors of Monsignor Laval, the founder of our University. The Canadian maple leaf supports and provides an environment for the eagle. This symbolises the fact that we will host participants from around the country and that the Université Laval is part of a greater network.
The profile of the MBA students attending the event

The students attending the Games are the most dynamic, in essence the leaders, of their respective schools. Today’s academic leaders will be tomorrow’s business leaders. Some of these students already hold positions in corporations across Canada and are in an Executive MBA program. These students are often the first consumers of new innovative products and services.

This is your chance, as a partner of the 2005 National MBA Games, to access a very lucrative niche in the National marketplace. It is also a great opportunity for your company to be an important part of the network of leaders that will be created at the 2005 National MBA Games.

Last year the following schools participated at the National MBA Games:

- Schulich School of Business, York University
- DeGroote School of Business, McMaster University
- University of Alberta School of Business
- Sobey School of Business, Saint Mary’s University
- Simon Fraser University
- Ivey School of Business, University of Western Ontario
- University of Ottawa
- McGill University
- Rotman School of Management, University of Toronto
- University of New Brunswick, Saint John Campus
- Haskayne School of Business, University of Calgary
- Queen’s School of Business
- Royal Military College of Canada
- Dalhousie University
- Faculté des sciences de l’administration, Université Laval
- École des sciences de la gestion, Université du Québec à Montréal
- Memorial, University of Newfoundland
- Odette School of Business, University of Windsor
Activities

The following is a detailed list of the planned activities. Each of these activities can be sponsored by a Gold level partner.

Academic (45% weighting)

Strategic management case study
At the centre of the Game's activities is the case study in strategic management. Each team of four students must analyse a case, find appropriate solutions and then present their analysis before a jury made up of professors and business leaders. All this in less than four hours! There are four separate pools on Saturday and then four teams will remain for the finals on Sunday. This competition is governed by strict rules and counts for 40% of the academic portion of the Games.

Marketing case study
This competition is similar to the strategic management case study, but it only has one round. This case study counts for 30% of the academic points.

Interactive management simulation
Again in a team of four, participants must manage a virtual company. They must take calculated risks to manage a more profitable company than other teams, all whom operate in the same market. This simulation also tests negotiation skills with the bank and with other teams. This competition counts for 15% of the academic points.

Beer Game Simulation
Once again a team of four will be pitted against other universities. This competition will test the supply chain management skills of the participants as they attempt to optimise the supply chain of a virtual beer company. This simulation counts for 15% of the academic points.
Sports (25% weighting)

In the context of the Games these competitions measure the skills and the sportsmanship of the teams. All games are co-ed and the planned sports are:

- Basketball
- Volleyball
- Flag football
- Soccer

Social activities (30% weighting)

In the spirit of the Games these competitions measure: team spirit, creativeness and sportsmanship. There are both organised activities and informal judging at all times.

Charitable contribution to the community

In preparation for the Games, the delegations must prove their community participation through a charitable activity. They will provide the Organising Committee with a description of their works and the results. This activity will not be judges and all participating teams will receive the maximum points. (10% of social activities points)

Presentation of the universities

During the opening ceremony, each delegation must prepare a skit, a performance or an artistic presentation that will represent their university. The theme will be: your vision for the future of business using your favourite science fiction film. This presentation will be judged by a team made up of one representative from each delegation. (15% of social activities points)

Match of the Mascots

This competition will pit the mascots of each delegation against one another. Each delegation must create a mascot and bring a brief presentation of it to the organising team. The mascots will be displayed throughout the Games and will be voted on by the participants. Only one constraint: the mascot must fit within a one square foot space. (10% of social activities points)

Mysterious and creative challenge

This challenge, which will be revealed during the Games, will test the creativity and the imagination of the participants. Each team will be asked to develop a new product or service for one of our sponsors. (15% of social activities points)

General team spirit

Teams will set themselves apart by their visibility, their team spirit, their camaraderie and their general presence in all the Game’s activities. The score will be given by the volunteers and Organising Committee (50% weighting) and also by the delegations themselves through the use of a poll. (50% of social activities points)
Budget previsions


Expenses

Activities (Academic, Sports, Cultural)
- Meals and other expenses relative to guest judges $3,000
- Mysterious and creative challenge material 1,000
- Simulations costs 3,000
- Equipment rentals including rentals for the sports events 1,000

8,000

Social Activities
- Nights on the town 1,500
- Queen’s Cup Gala (700 guests & participants) 49,000

50,500

Logistics
- Lodging for the participants (150 rooms, quadruple occupancy) 54,000
- Transportation (shuttles and rental trucks) 5,000
- Meals (2 breakfasts, 2 lunches, one dinner, snacks) 18,000
- Souvenir gifts for participants and volunteers 20,000
- Security 5,000
- Communications 3,000

105,000

Communications
- Advertising (radio and newspaper) 12,000
- Telecommunications 3,000

15,000

Administration
- Insurance, legal formalities (incorporating and fiscality) 3,000
- Office supplies 1,200

4,200

Community Involvement
- MBA Scholarships (minimum) 6,000

6,000

TOTAL OF EXPENSES $188,700

Incomes

Participants contribution (550 participants @ 240$/person) $132,000
Partnerships 56,700

TOTAL OF INCOMES $188,700
Partnership Plans

As a partner and sponsor of the 2005 National MBA Games, you may choose from several levels of participation. Each level has its own degree of visibility and commitment (financial, products and/or services). All partners are invited to fill the participants “sacs” with promotional items and materials.

<table>
<thead>
<tr>
<th>Type of partnership</th>
<th>Visibility offered</th>
<th>Proposed investment*</th>
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</table>
| Principal partner and president of honour | • President of honour, speech at the gala dinner.  
• Announce the winner of the Queen’s Cup and a scholarship of $2,500 in the name of your company.  
• Your logo at each banquet table.  
• Four places at the banquet.  
• Your name associated with the Games at all times (the 2005 National MBA Games presented by your company).  
• Publicity banners at events.  
• Your logo in a principle position on two giant banners at the Université Laval (Palasis-Prince building and the PEPS).  
• Right to have permanent stand offering information on products and services offered by your company to 600 MBA students.  
• Your logo in a principle position on the website and a link to your website.  
• Your logo on the front page of the official program.  
• Exclusive use of the back page of the cover.  
• Word from the president of honour and photo (half page) in the official program.  
• Your logo on a promotional item of your choice and the t-shirts of the volunteers.  
• Your logo and name on all post-Game advertisements thanking our sponsors.  
• Your logo on all items announcing our sponsors. | $25,000 |
<table>
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<tr>
<th>Level</th>
<th>Description details</th>
<th>Amount</th>
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</table>
| Gold level      | - An activity named after your organisation and announcement of winner.  
- The name of your organisation on the trophy given to the winning team.  
- Two places at the banquet.  
- Your logo on the website and a link to your website.  
- Your name and logo associated with your activity in the official program.  
- Half page publicity in the official program.  
- Banners at the site of your sponsored activity.  
- A stand offering information on your products and services to 600 MBA students during the bribe the judges event.  
- Your logo and name on all post-Game advertisements thanking our sponsors.  
- Possibility of distributing brochures and products in the “goodie bags” of every participant.  
- Logo on all promotional material.                                                                                                                                                                                                 | $7,000 |
| Silver level     | - Name on the website and a link to your website  
- One place at the banquet.  
- A quarter page in the official program.  
- Your logo and name on all post-Game advertisements thanking our sponsors.  
- Possibility of distributing brochures and products in the “goodie bags” of every participant.  
- Logo on promotional material.                                                                                                                                                                                                 | $3,000 |
| Bronze partners  | - Name in the program and website.  
- Your logo and name on all post-Game advertisements thanking our sponsors.  
- Possibility of distributing brochures and products in the “goodie bags” of every participant.  
- Logo on promotional material.                                                                                                                                                                                                                                                                | $800   |
| Donators        | - Name in the program and website.  
- Possibility of distributing brochures and products in the “goodie bags” of every participant.  
- Name on promotional material.                                                                                                                                                                                                                                                                     | $0     |

* Please note that your investment can be in items, services, and the loaning of materials up to 25% of your total contribution (or more according to the specific agreement reached).
To contact the Organising Committee

2005 National MBA Games
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Faculté des sciences de l’administration
Pavillon Palasis-Prince
Université Laval, Québec, Canada
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Telephone: (418) 656-2131 ext. 5335
Fax: (418) 656-2624
Email: mba-games@fsa.ulaval.ca attention: Connie Van Horne, sponsorship coordinator
Web Site: http://www.fsa.ulaval.ca/mbagames/

The members of the Committee

Mathieu Plourde, coordinator
MBA Candidate Class of 2005 (general company management)

Connie Van Horne, sponsorship coordinator
MBA 2004 (general company management)

Kathleen Trudel, executive director and president of the MBA Association at the Université Laval (APMAL), MBA Candidate Class of 2005 (international management)

Jean-Philippe Bonneau, finance director
MBA Candidate Class of 2006 (international management)

Martin Pilote, director of communications and IT
MBA Candidate Class of 2004 (e-business)

Vicky Martin, social activities coordinator
MBA Candidate Class of 2006 (workplace health and safety management)

Ngoc-Ha (Felicia) Nguyen-Vu, academic coordinator
MBA Candidate Class of 2006 (IT management)

Marie-Hélène Blouin, logistics director
MBA Candidate Class of 2006 (management)

Nicolas Gagnon, Website designer
MBA Candidate Class of 2005 (e-business)

Manon Robichaud, communications officer
Service des communications et des relations avec le milieu, FSA