



CABS JDC Central  
Promotional Package

# Table of Contents

General Overview .....	3
About JDC Central.....	3
JDC Central Mandate and Vision.....	3
JDC Central History .....	5
JDC Central Programming .....	5
JDC Central Partners.....	6
JDC Central Schedule .....	7
JDC Central Testimonials.....	8
JDC Central Past Hosts .....	9
Closing Summary .....	10

## General Overview

Case competitions have gained tremendous success in the last decade. Business schools and faculties all around the world have recognized the importance of business cases and are increasingly making them part of their curriculum. From Singapore to Canada, passing by the Netherlands, Universities everywhere now host their annual case competitions. While several formats of case competitions exist, the goal always remains the same: test the students problem-solving skills by giving them real life business scenarios which they must solve given limited time and resources. The CABS is proud to include a case competition as part of its offerings by overseeing the JDC Central competition every year.

## About JDC Central

JDC Central (JDCC) is a three day event that showcases academics, athletics, social spirit, and charity. Delegate compete in academic case competitions, parliamentary style debates, sports tournaments and social competitions. The event lets students showcase all aspects of university life from school spirit and dedication, to academic skills and teamwork. The team that performs the best overall takes home the prestigious “School of the Year” title. JDC Central is one of Canada’s fastest growing business student competition. Every year, the event welcomes close to 700 competitors from 14 major business schools, making JDC Central one of the largest competitions around. JDCC boasts the most talented and well rounded students from across Central & Atlantic Canada and is a wonderful networking opportunity between current and future business leaders.



## JDC Central Mandate and Vision

JDC Central aims to provide a structure, culture, and opportunity for business students across Canada to achieve excellence in challenging academic, athletic, and social competitions. Through its structure and events, JDC Central aims to give business student the opportunity and tools to become tomorrow’s business leaders.

# JDC Central Founding Principles

JDC Central was founded on the following values: Empowerment, Connectivity, Professionalism and Energy. By upholding these values, JDCC is able to provide a positive competitive environment that allows delegates to learn from their experiences.



## Empowerment

Through our words, our actions, and the situations we create, we seek to empower those who experience JDCC. We want to offer an event that encourages confidence and fosters the opportunity for delegates to stand up and be noticed.



## Connectivity

Our goal is to bring the world a little closer by creating opportunities to connect. We want to help JDCC participants meet people who can make a difference in their lives.



## Professionalism

Being professional is about presenting yourself at your best, acting with integrity and reliability, and about delivering first-class results. We want our professionalism to leave a lasting impression on every stakeholder of JDCC.



## Energy

The positive, supportive energy sets us apart from the rest of Canadian business competitions. It is the driving force that pushes us forward when we encounter obstacles. JDCC is created by students for students and should be experienced with electrifying enthusiasm.

# JDC Central History

Following the tremendous success that Jeux du Commerce (JDC) has known in Quebec since its inception in 1989, the competition began its expansion to the rest of the country in 2005 with the inaugural edition of JDC West. After gaining enough support, JDC Central was born in 2010 and was hosted by Ryerson University's Ted Rogers School of Management in 2010. Since then, JDC Central has grown to welcome 14 Universities, all of them now sending full delegations to compete in 8 academic disciplines, sports, social and debate. JDCC has been hosted by such universities as: Wilfrid Laurier University, Carleton University's Sprott School of Business, Dalhousie University and Guelph University. JDC Central has invited hundreds of business students to compete annually in January, continuing a long legacy of academic integrity and competitive excellence, under the guardianship of the Canadian Association of Business Students.

## JDC Central Programming

JDC Central is built on 4 main pillars:

1. Academics
2. Social
3. Athletics
4. Debate

Academic cases pit teams of three students from each university against each other. Each team is given three hours to solve a business case and build a presentation of their recommendations. The teams have to solve the case with limited resources; One laptop, and no connection to the outside world. Industry experts act as judges to determine the feasibility and value of each team's proposal. Year after year, JDCC competitors show how global ready they are.

Social teams have to prepare for fun and outlandish events like: scavenger hunts, relay races, improvisation challenges or dance-offs. The social competitions test the students' abilities in ways that no academic test can. Teams of four students must prepare costumes and performances with very limited information, all in advance of the competition. They are on call at every hour during the competition and never know when, or where a challenge might start. Through these challenges students show their dedication, passion, wit and creativity in the most innovative ways.

Athletic competitions let students show their prowess in the sporting arena. Each university puts together a team of athletes that spend months preparing for two different sporting tournaments. During the competition they play in ladder style tournaments against other universities vying for the top spot. The sports they play can be traditional ones like football, or non-traditional ones like planet ball. Students show the true meaning of teamwork, and strategy through these tournaments

Debate illustrates the logic and reasoning of students in a parliamentary style debate. Teams of four students will be assigned debate topics as they enter the room, and will be forced to think on their feet. Teams must represent the side of the debate they are given and present their arguments in a strict format for a panel of judges. Students are able to challenge the arguments of their competing peers in what frequently becomes heated debates on the world's toughest current issues. Students show their knowledge on current issues and utilize their expert presentation skills to eloquently word their positions.

## JDC Central Partners

Without our partners, we wouldn't be able to bring 700 business students together for one of the most enriching and unforgettable weekends of their lives. In the past, our partners have provided us with the means to build the logistical framework needed to create one of this nation's most competitive academic case competitions. From pencils to ballrooms, our partners help us at every level. What's more valuable than these materials, is the direct involvement in the event that so many of our sponsors have committed to over the years

- Student's Union
- Local Restaurants
- Innovation Incubator Centres
- Financial Institutions
- Local Business Strategy Firms
- Consumer Goods Companies
- Host School's Business Students' Association
- Local or National Retailers
- Business Student Recruitment Firms
- Recruitment Agencies
- Alumni Organizations

# JDC Central Schedule (Condensed Sample)

## Day 1: Friday

Time	Event
10:15 AM to 2:55 PM	Team Check-Ins
10:30 AM to 4:00 PM	Buffer Zone
4:45 PM to 5:00 PM	JDC Central Parade
5:00 PM to 6:00 PM	Opening Ceremonies
6:30 PM to 8:00 PM	Dinner
7:30 PM to 9:30 PM	Night Event: Team Videos
10:30 PM to 2:00 AM	Hospitality Suite

## Days 2 & 3: Saturday/Sunday

Time	Event
4:35 AM to 1:30 PM	Academic Isolation
4:50 PM to 4:40 PM	Academic Resolution
6:30 AM to 4:30 PM	Sports
8:11 AM to 2:20 PM	Debate Isolation
8:15 AM to 2:45 PM	Debate Resolution
8:00 AM to 5:30 PM	Academic Presentations
11:30 AM to 1:00 PM	Lunch
5:40 PM to 6:25 PM	Academic Debrief
7:00 PM to 8:30 PM	Dinner
9:30 PM to 11:30 PM	Night Event: School Dances (Sat.) and Gala (Sun.)
11:30 PM to 2:00 AM	Hospitality Suite

# JDC Central Testimonials

"I first competed at JDC Central in 2013, and continued to be apart of it for 4 years. It has literally moulded me into the person I am today, and was the stepping stone to every opportunity that was presented to me. When people described the competition to me, they used the word "life changing". It was hard to believe that a 3 day conference could have such an impact, although until you have experienced it, you don't realize how life changing it is!"

**Michelle Chinelli, Ryerson University (Ted Rogers School of Management)**

"JDCC is an experience of a lifetime! You meet so many great people, you get exposure to some of the top employers in Canada, and most importantly, you have a great time in the process"

**Luke Maxwell, Brock University (Goodman School of Business)**

"Words can never do justice to the amount of value that JDC Central brings to undergraduate business students. I competed at JDCC in 2014 and 2015 and can proudly say that the competition changed my life. I grew tremendously, both personally and professionally, while experiencing a sense of school and Canadian spirit like no other. For that, I am forever grateful and wish this year's participants the best of luck!"

**Anthony Esposito, Concordia University (John Molson School of Business)**

"The JDCC weekend is one of the best ways to showcase your skills and at the same time demonstrate your school spirit through camaraderie with your competitors. This weekend will be the best weekend of your life!"

**Jorge Velez, Ryerson University (Ted Rogers School of Management)**

"JDC Central is one of my best university experiences. I learned so much and met lifelong friends. I am definitely a different person after attending JDC Central 2010 and 2011 than I was before."

**Michael Fleming, Carlton University (Spratt School of Business)**



## JDC Central Past Hosts

2010



**Ryerson University**

Toronto, ON

2011



**Wilfrid Laurier University**

Waterloo, ON

2012



**Carleton University**

Ottawa, ON

2013



**Dalhousie University**

Halifax, NS

2014



**University of Guelph**

Guelph, ON

2015



**CABS**

Toronto, ON

2016



**CABS**

Toronto, ON

## Closing Summary

It is undeniable that JDC Central has had a major impact on every delegate that has ever participated. Past attendees often refer to JDC Central as one of the highlights of their academic career and mention how a competition of this calibre has helped them develop the tools they need to enter the workforce. The CABS is proud to offer a competitive element to its curriculum which will empower students to become better business executives and leaders.





[www.cabsonline.ca](http://www.cabsonline.ca)