

APPLICATIONS SOUGHT – NEW BRUNSWICK MBA CASE STUDY WRITING PROJECT

SAINT JOHN, February 14th, 2008

The Wallace McCain Institute, together with the International Business and Entrepreneurship Centre (IBEC) of the Faculty of Business Administration at UNB Fredericton Campus, the Centre Assomption de Recherche et de Developpement en entrepreneuriat (CARDE) at the Faculté d'administration, Université de Moncton and the Faculty of Business at the UNB Saint John Campus, are seeking applications for case writers. Selected MBA students will work under the leadership of a professor from each campus as well as a freelance case writer from Harvard and a Harvard professor. The MBA students will work independently to produce HBS-style cases and teaching notes about New Brunswick companies for future course offerings.

Successful applicants will be provided with funding support, training on the case method and case production, and will be assigned a single case topic. In some cases, writers will travel to other areas in the province to conduct research for their assignments. All cases will be translated into both languages. At the completion of the project, the cases will be reviewed for potential registration as Harvard Business School cases.

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| Questions: | Information session will be held at the following locations: <ul style="list-style-type: none">- February 21st in Moncton (12:30PM in room 307, Business Faculty)- February 26th in Fredericton (4:00 PM Faculty of Business Administration lounge on the 3rd floor of Tilley Hall)- February 28th Saint John (9AM at Beaverbrook House, 127 Carleton Street, Saint John) |
| Deadline: | All application materials must be received by midnight AST March 20, 2008. |
| Notification: | All applicants will be notified of their status by April 4, 2008 |
| Training: | A one day training will be conducted by Erin Sullivan (Harvard) on Monday, May 12, 2008 from 9:30 – 4:30 on the Fredericton UNB campus. The session is free, but registration is required with the faculty coordinator. |
| Compensation: | A small stipend and work related travel reimbursement is available. There will also be a cash prize for the best case study at the end of the project. |
| Qualifications: | Master's level and above students and graduates only. |
| Application: | The internship application consists of a 2 page letter of intent (LOI) and a resume. The LOI should include their motivation to do the project as well as any specific topic or company they would like to cover. Applicants should also comment on their expectation of the time commitment and their expected completion date. The application should be emailed to the Faculty Coordinator below. |

Course Credit: In addition, each campus will have a form to be completed to allow a student to qualify to receive academic credit for the case writing project as special topics or independent study course. This application paperwork and process will vary by campus. Please ask the faculty coordinator for specifics.

Faculty Coordinators: Norm Betts (IBEC, UNBF) betts@unb.ca
Henryk Sterniczuk (Business Administration, UNBSJ) sternicz@unbsj.ca
Robert Cormier (CARDE, U de M) robert.j.cormier@umoncton.ca

External Faculty: Erin Sullivan (Harvard freelance case writer) and Rob Austin (Harvard Business School)

It is expected that students will work closely with the faculty advisors to design the case to be useful within the faculty once created. The student will spend the summer doing the research to support their case and have a long draft ready for a working session with the Harvard freelance writer in August. At this point, the teaching objective and learning outcomes can be focused to allow a first draft to be submitted for credit in September. The Harvard freelance writer will then provide the final editing through iterations with the student and faculty advisor.

In April 2009, the final cases will be presented to Rob Austin at Harvard Business School for review. The writer(s) of the best case(s) will be honoured at an awards ceremony in May 2009. Cash prizes will be distributed and if accepted, an announcement will be made of what cases have been registered by Harvard for publication.

About the Harvard Business School Case Method

The Harvard Business School Case Method is a powerful tool that forces students to grapple with complex decisions and dilemmas by creating a classroom in which students succeed not by simply absorbing facts and theories, but also by *exercising* the skills of leadership and teamwork in the face of real problems.

About the G. Wallace F. McCain Institute

The focus of the Wallace McCain Institute is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program will be a catalyst for shifting the business culture of the province and advancing the values of entrepreneurship and innovation. The development and deepening of relationships and networks is fundamental to how the Wallace McCain Institute will deliver on its mandate.

Programs will range in depth, from a very intensive cohort program where high potential leaders will interact in a series of experiences to one-off workshops and lectures on themes relevant to New Brunswick business issues. The program will use innovative pedagogy to convene people, share best practices, assist in the application of learning, and inspire change. The activity of the institute will be province wide with a physical presence at Beaverbrook House in Saint John.

For more information, see www.WallaceMcCainInstitute.com.

For more information, contact Nancy Mathis at nancy.mathis@mccain-institute.com.