

Presented by the Ted Rogers School of Management, Ryerson University, 575 Bay St., Toronto, ON

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RYERSON UNIVERSITY FINANCE SOCIETY

**BATTLE ON BAY ST. 2012**  
**FINANCIAL**  
**MANAGEMENT CASE**  
**COMPETITION**



## Table of Contents

Introduction - A letter from the Chair of Events	2
Mission statement, outline, employers and benefits	3
Event details and Itinerary	4
Additional Notes, Map of Event	5
Ryerson University Finance Society - Contact Info	6

# Introduction

November 2011

Dear Sir or Madam,

I am pleased to announce that the Ted Roger's School of Management's Financial Management Case Competition, Battle on Bay Street 2012 will be held on January 12th and 13th, 2012. As the Chair of Competitions for the Ryerson University Finance Society (RUFFS), I will be acting as your liaison for inquiries and updates for the competition.

On behalf of RUFFS, I would like to officially invite you to participate in a challenging competition within the core of Canada's Financial District. This event provides participants with the valuable opportunity to apply their knowledge to real life scenarios that will inevitably be encountered in the business world as well as network with industry professionals and major financial institutions.

There are multiple benefits for participating teams. There will be a rewarding case prize to the top two teams. Human resources personnel from major financial institutions will be in attendance to network with students. In addition, all participants will obtain access to WhoPlusYou, an online system that will allow us to help you connect with internships and job opportunities. It will allow you to create a profile visible to multiple employers. Further details along with a list of employers in attendance are provided later on in this package.

The following package will provide you with the necessary general information on the competition, rules for participation and a registration form for team enrolment. I look forward to corresponding with you in the time leading up to the competition. Please do not hesitate to contact us should you have any questions.

Best Regards,

Jyoti Kumar

Chair of Case Competitions

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Ryerson University Finance Society

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# Vision

## Mission

To create an elite and intellectually challenging learning experience for top undergraduate finance students while providing a valuable opportunity to network with other leading students as well as industry professionals. It is to ultimately give participants a beneficial and rewarding experience.

## Overview

The competition will be a two day event, taking place January 13th and 14th, 2012. Battle on Bay Street will begin with a networking session that will highlight keynote speakers from the finance industry. Many recruiters and industry professionals will be in attendance on this day.

On Friday, the day of the competition, students will present an assigned case to a panel of judges made up of business professionals and academics. Following the case competition will be an awards reception that will include a stylish dinner, key note speakers, and a networking session.

## The competition

Teams from their respective schools will be made up of 4 participants. Each team will receive 3 hours in resolution time to prepare for their presentation. Afterwards, each team will have 20 minutes to present their findings to a panel of judges, followed by a question and answer period, closing with feedback from judges.

The case will have an emphasis on corporate finance, allowing teams to demonstrate their ability to apply theoretical financial concepts to a real life scenario. Generally speaking, the case will cover any third or fourth year finance related material and it is recommended that the participants have solid analytical skills and knowledge of different financial concepts and practices.

Each team is required to bring a computer and will be allowed to bring pens, pencils, financial calculators and paper. There will be no access to the internet and no outside materials allowed in the resolution.

## Awards/Benefits

The 1st and 2nd place winners of Battle on Bay Street 2012 will be awarded cash prizes!

All participants will get access to an employer database called WhoPlusYou. This is an online system which allows you to connect with employers and get access to multiple job opportunities. The system allows you to create a profile comprised of your cover letter, resume and other information you wish to reveal about yourself. We will provide you with details on how to construct a profile as the competition date becomes closer. Below is a list of all the companies which will have access to your profile:

**AIR CANADA**

**BELL**

**BMO**

**CANADIAN TIRE**

**CELESTICA**

**CIBC**

**ENBRIDGE INC**

**HYDRO ONE**

**IBM**

**ICICI**

**ING**

**LOBLAW**

**MANULIFE FINANCIAL**

**NATIONAL BANK**

**ONTARIO GOVERNMENT**

**RBC**

**ROGERS**

**SCOTIABANK**

**SEARS**

**TD**

**TELUS**

**WALMART**

\* Executives from these companies will be invited to the case competition to recruit and network with participants.

## Event Details

### Date

Thursday, January 12th, 2012 – Friday, January 13th, 2012.

### Location

The Ted Rogers School of Management Building is situated in the heart of Toronto's financial district, at the corner of Bay and Dundas Street. For local directions please refer to the map in the package.

### Rules of Eligibility

- The competition is open only to those enrolled as full-time students in an Undergraduate Business Program at a recognized university at the time of the competition.
- Students who are participating in a co-op program qualify as fulltime students on the grounds that their workload is equal to that of a full-time student.
- Those enrolled in Post-Graduate programs are ineligible to participate in the competition.

## Itinerary

### Thursday, January 12th 2012:

Afternoon: Competing teams arrive from their respective schools.

Evening: Teams attend the opening ceremonies consisting of a social event that will include an industry professional speaker and a networking session. The speaker will be from the same or similar industry as the case. Further clues in regards to the case will be provided throughout the night!

### Friday, January 13th 2012:

Morning: Resolution begins and teams receive their case.

Afternoon: Case presentations to judge's panel

Evening: Awards reception (winners announced)

(Upon registration a more detailed and specific itinerary will be sent to teams)

**Costs** - Team Entry Fee: \$200 per team of 4 individuals.

**Note:** The \$200 is strictly a registration fee and does not include travel and accommodation expenses for each team. However, all food and snacks will be covered by the entry fee. As the date of the competition comes closer, we will have a list of suggested hotels and rates for you if needed.

## Registration Information

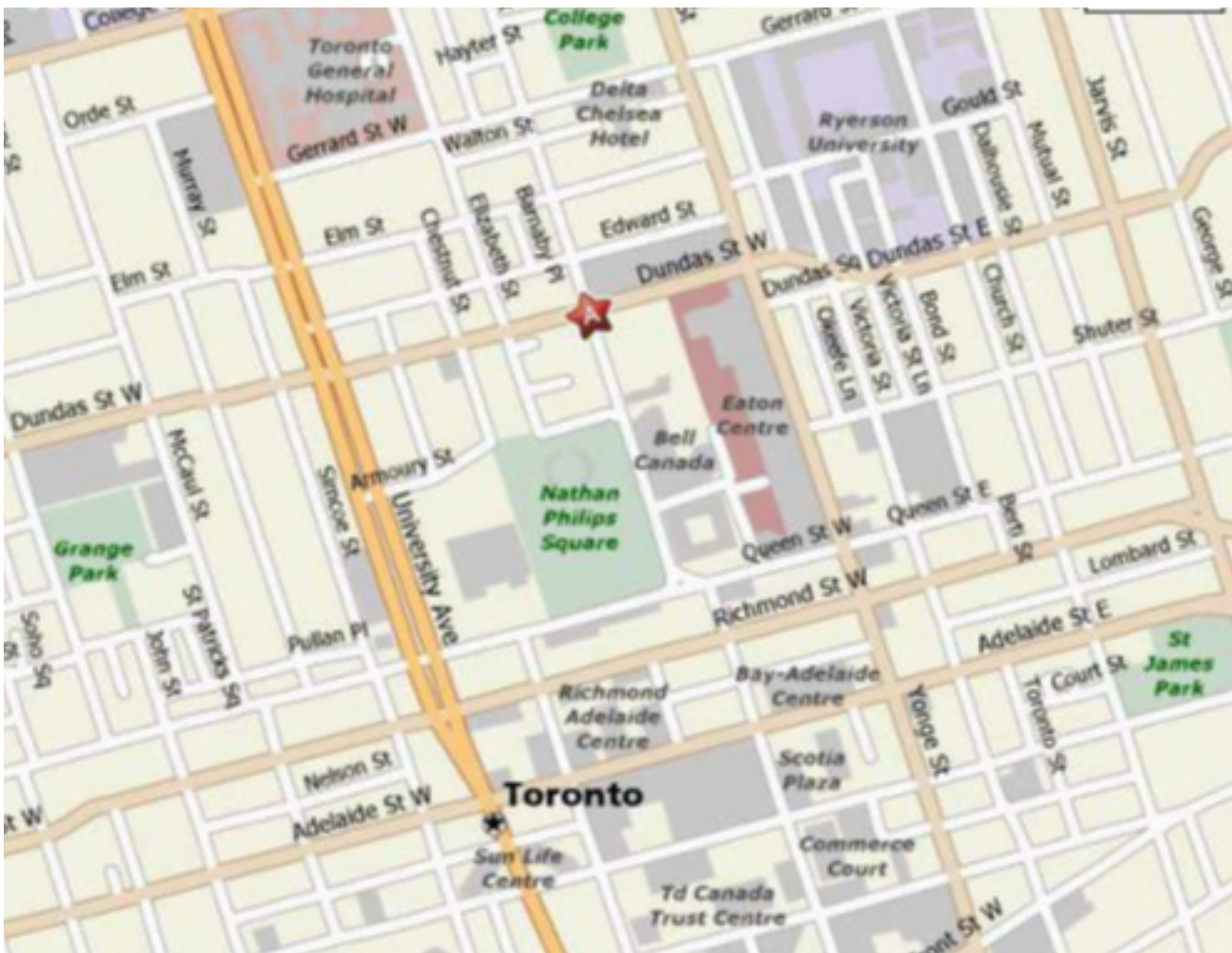
To enrol your school into the competition please review registration form which can be found online at: [www.rufs.ca](http://www.rufs.ca). The registration form will be emailed to all teams as well.

For any additional information do not hesitate to contact the RUFs Team at [general@rufs.ca](mailto:general@rufs.ca) or direct inquiries to [jkumar@ryerson.ca](mailto:jkumar@ryerson.ca)

## Additional Information

- The competition will be capped at 10 participating teams. Each team will be admitted upon a first come first serve basis. This is to encourage the top students from their respective schools to participate and to ensure that there is a competitive probability of winning the competition.
- All presentations may be subject to video recording; if so the two winning teams will then be posted on the RUFs website upon completion of the competition. This will be done so that the participants and industry professionals may view the quality of the presentations.
- Food and refreshments will be provided by RUFs during this event. If there are any specific dietary requirements please let us know so we can accommodate all guests.
- For teams that require accommodation, further information will be provided upon request; however, Ryerson will not be covering these costs.
- An Official Itinerary will be sent to your team upon Registration into the competition

## Reference Map



# RUFS

RYERSON UNIVERSITY FINANCE SOCIETY

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