

# *MSI Consortium International Business Case Competition*

## *Thu & Fri, February 25-26, 2016*

*Hosted by Georgia State University CIBER*

*International Business Case Competition is a project of the a Minority Serving Institution (MSI) Consortium, hosted by Georgia State University CIBER and sponsored by CIBERs at Brigham Young University, George Washington University, Indiana University, Michigan State University, Temple University, Texas A&M University, University of Colorado-Denver, University of Maryland, University of Miami, and the University of Texas Austin. This program is partially funded by the U.S. Department of Education.*

Now a great tradition, this year's MSI international business case competition brought together 28 students from the following universities on February 25-26, 2016 in Atlanta, GA: Claflin University, Florida Institute of Technology, Georgia State University, Howard University, Johnson C. Smith University, Morehouse College, and Oakwood University. Also attending were one or more faculty advisors from each of the participating universities.

The International Business Case Competition is a signature activity offered as part of the MSI Consortium, consisting of eleven CIBERs and led by GSU-CIBER. This is an annual event in which students from several different universities are placed in teams to solve a real-world business problem over a two-day period. The event provides the students with the opportunity to collaborate and network with others, as well as gain insights into real-world business challenges. Mixed-team format brings students from different institutions together in the development of recommendations. Teams competed before a panel of judges, composed of business executives.



### **Case Competition in Numbers**

- 93% of participants (N=28) felt that the experience of focusing on the case enhanced their problem-solving skills.
- According to 96% of respondents, the experience of preparing an executive presentation as a team was a helpful professional development experience.
- 96% of respondents would recommend others to participate in this event next year.
- 89% of respondents would stay in touch with members of their team or other students.
- As stated by 89% of respondents, the competition rules were clearly presented and explained.
- 93% of respondents expressed that we should continue to use the mixed team format in the future.
- 89% of respondents assessed the overall coordination of the event to be 'very good.'
- 93% of respondents characterized their overall experience as 'very beneficial and enjoyable.'

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## Selected Quotes from Participants

The event received much praise from the participants. Attendees expressed great satisfaction with the content and overall hosting of the event. Here are some representative comments:

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*"I had a great experience working with students I never met before."*

*"Good food; impressive judges; very helpful and hospitable staff."*

*"Overall, great experience, I am very grateful I attended!"*

*"It gave us students a chance to improve our communication, analytical, and critical thinking skills."*

*"It is a great experience and I had a lot of fun."*

*"We appreciate the opportunity to participate in this wonderful student learning experience."*

*"We would love to be invited back again to participate next year."*



The best thing about the IB Case Competition was:

*"Working with students from different universities and learning from them."*

*"Meeting new people and making connections."*

*"The challenge, the need to focus. It taught me a lot about problem-solving."*

*"Being able to test my critical thinking skills."*

*"Mixing the teams up between schools and majors."*



## Looking Forward

The International Business Case Competition will continue to be a major activity of the MSI Consortium. We believe the event is an essential mission of the MSI Consortium. GSU-CIBER is already planning the next competition to be held March 2017.

