



CIBER MSI Consortium International Business Case Competition

Hosted by GSU-CIBER

The **International Business Case Competition** is a signature project of the Centers for International Business Education and Research (CIBER) Minority Serving Institution (MSI) Consortium led by Georgia State University CIBER. This annual event is hosted in Atlanta, GA and is sponsored by CIBERs at Florida International University, George Washington University, Georgia State University, Indiana University, Loyola Marymount University, Michigan State University, Temple University, Texas A&M University, University of Colorado-Denver, and University of Maryland, and with special thanks to Emerald Group Publishing as well as Eric and Barbara Joiner. This program is partially funded by the U.S. Department of Education.



During this two-day event, students from different universities are placed in mixed-teams to solve a real-world business problem. The experience simulates a true work scenario in which students are asked to devise a solution to a problem with team members they may not know. After meeting their teammates on the first day of the event, they prepare their business case solutions that night and present to a panel of judges the next morning. The judges are a mix of international business experts including academics and practitioners. The fields represented during the case competition are Finance, Accounting, Marketing, and Management.



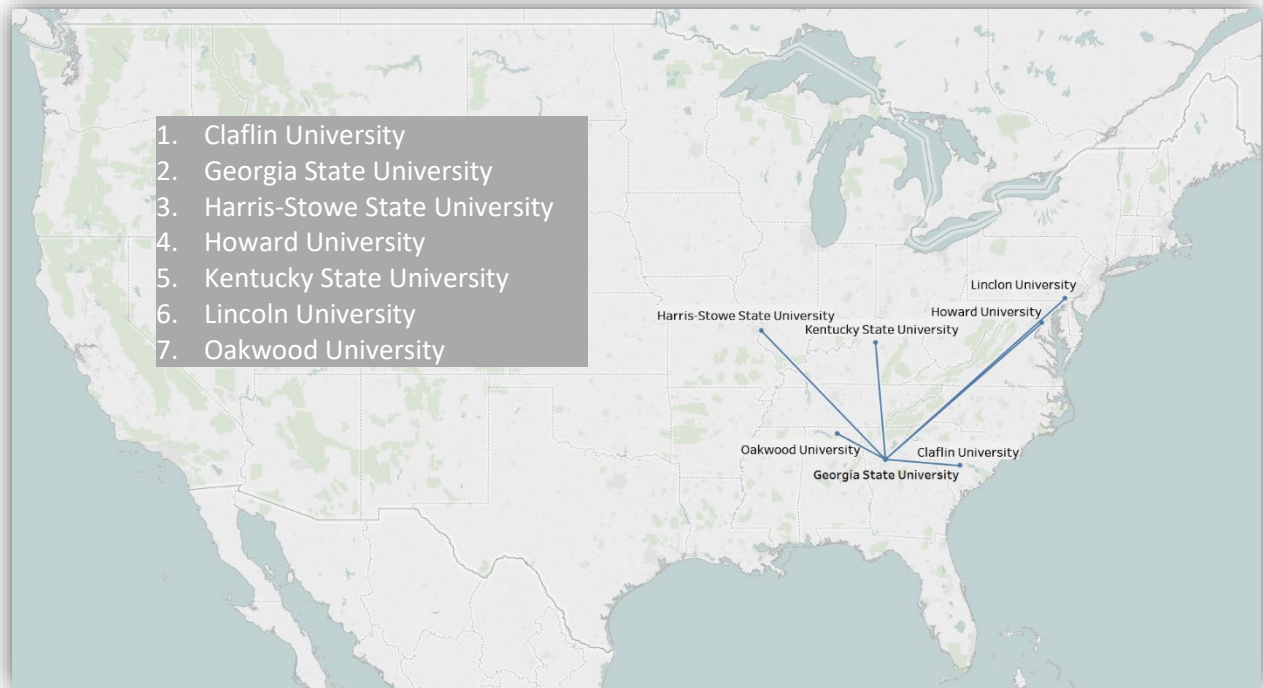


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2020 SUMMARY REPORT

On February 27-28, 2020, the **International Business Case Competition** brought together a total of 28 students from the following institutions:



On the first day of the event, students participated in a lively orientation. The first session facilitated team-building, and with help from a music instructor, students learned the importance of team roles and how active-listening enhances communication. During the second session, students further cultivated their communication and presentation skills through an exercise in which each student composed a 1-minute elevator pitch, and then converged the key points into 30-seconds, then 15-seconds, and so on down to a concise 1-second message. (See a video of students sharing their fantastic 1-second elevator pitches [here!](#)) The final orientation session before the students separated into team meetings was an introduction to the business case which focused on Natura, Brazil's largest direct-selling company.

While the students then broke out into team meetings to begin working on their case solutions, GSU-CIBER Executive Director S. Tamer Cavusgil met with the 7 faculty advisors to discuss current needs of Minority Serving Institutions in teaching international business.

On the second day of the event, the students presented their team solutions to a panel of 12 judges. After each team presented their solutions, the judges asked questions that challenged the students to deeper thinking and further professional development. The judges then scored each team's presentation. Thanks to generous contributions from Eric and Barbara Joiner, monetary prizes were awarded to the first, second, and third place teams during an Awards Luncheon to conclude the event.



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1st Place: *Global Market Masters*



2nd Place: *Team Global Leaders*



3rd Place: *Team Impact*

The full **2020 International Business Case Competition** photo gallery is available for viewing [here](#).

By the Numbers

According to post-event evaluations completed by students, advisors, and judges:

- 93% felt the experience of focusing on the case enhanced their problem-solving skills.
- 93% felt the experience of preparing a presentation as a team was a helpful professional development experience.
- 93% felt the mixed team format should continue to be used for future competitions.
- 93% felt the overall coordination of this event was very good.
- 100% would recommend others to participate in this event next year.
- 100% characterized their experience as very beneficial and enjoyable.

Quotes from Participants

The event received much praise from participants. Attendees expressed great satisfaction with the content and overall hosting of the event. See a video of student reflections [here](#), and a sample of quotes from participants is provided below:

- *"I loved my diverse team and how well we worked together."*
- *"I liked the fact that I was grouped with different students from different schools because I was able to make new relationships and they helped my experience to be fun."*
- *"I loved the team building exercises."*
- *"This truly was a great experience and I am grateful that I was selected to participate in this case competition. It was cool to work with students from other groups and I had a great time."*
- *"I really learned a lot from this opportunity and I hope to return back here next year."*

Looking Forward

The **International Business Case Competition** will continue to be a major activity of the national CIBER MSI Consortium, and efforts to improve programming will continue in response to evaluation feedback.

For further information, please contact:



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