



CIBER MSI Consortium International Business Case Competition

Hosted by Georgia State University CIBER

The International Business Case Competition is a project of the Minority Serving Institution (MSI) Consortium, hosted by Georgia State University CIBER and co-sponsored by 9 other CIBERs: Florida International University, George Washington University, Indiana University, Loyola Marymount University, Michigan State University, Temple University, Texas A&M University, University of Colorado-Denver, and University of Maryland. This program is partially funded by the U.S. Department of Education.

The International Business Case Competition is one of the signature activities offered as part of the MSI Consortium.

This year's event was held virtually. Rather than have students from different universities placed in mixed teams, each institution made up its own team to solve a real-world business problem. The fields represented during the case competition are Finance, Accounting, Marketing, and Management.

This year's international business case competition brought together 40 students on March 3, 2023 from the following ten universities: Alabama A&M University, Alabama State University, Bethune Cookman University, Claflin University, Florida A& M University, Florida Institute of Technology, Georgia State University, Howard University, Oakwood University and Southern University. Many institutions have been long time competitors. This year, three new institutions participated Alabama State University, Bethune Cookman and Florida Agricultural & Mechanical University (FAMU).

Students enjoyed a lively orientation kickoff on February 3rd. Participants learned how to analyze a case led by one of GSU's international business faculty and learned winning strategies from a National Black MBA case competition consultant. A panel, comprised of students of the 2023 National Black MBA competition, shared their experience of participating in a case competition and answered participant questions.

The business case, Stora Enso: Corporate Reputation in an Emerging Market focused on Multinational Corporations and Corporate Social Responsibility. The case challenged students to identify the key issues and how can companies work together with different stakeholders and non-governmental organization.

Each team submitted a 10 minute video. A panel of virtual judges (Dr. Francesca Sanguineti (University of Pavia, Italy); Dr. Kathaleena Monds (Albany State University/Past Case Competition Advisor); Dr. Aysun Kahraman (Manisa Cella Bayar University, Turkey); Dr. Pinar Buyukbalci (Yildiz Technical University); Dr. Marki Jones (Loyola Marymount/MSI Consortium member) reviewed videos and selected the top three teams. The teams that advanced to the final round were Alabama Agricultural & Mechanical University, Florida Agricultural & Mechanical University (FAMU) and Georgia State University.



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Each team had 15 minutes to present live to a panel of judges. Judges challenged students to deeper thinking after their presentations during a period of Q&A. Judges for this round were: Mr. Christopher Johnson (CPA, U.S. Internal Revenue Service), Dr. Elizabeth Napier, (Uni. of Toledo), Dr. Sarah Ku (Loyola University), Mr. Trevor Williams (Global Atlanta) and Dr. Danny Lanier, Sr., (Retired, Tuskegee University)



Case Competition by the Numbers

Following the Case Competition, the committee distributed an anonymous survey to all participants, including students, judges, and advisors. Overall, response levels were excellent / strongly agreed in areas such as case competition guidelines, materials, kickoff, video submissions, final round, and overall facilitation. Most participants agreed that the case provided an international perspective that helped them understand experiential learning. According to the survey, the virtual online structure was one of the less favorable aspects of the competition.

Furthermore, the survey asked if mixed teams or similar teams should be formed. There was a significant divide among participants regarding the team structure. In conclusion, the survey praised the Case Competition Committee's flawless implementation of the virtual case competition.

Selected Quotes from Participants

We were honored to be part of a prestigious competition.

--Dr. Mahdi Bajestani, Alabama State University



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The idea of organizing such an activity where students can express themselves and improve their problem solving skills is already very nice. The event was organized in a systematic way. It was a serious and sincere organization.

--Anonymous

Allows students to participate in an experiential learning activity and develop their research, communication, and teamwork skills

--Anonymous

The GSU-CIBER Conference was again very good this year. While I wish our team had placed in the finalist round, the schools that participated were all fine institutions. However, I'm looking forward to returning to the previous format on-site with team diversity among the schools.

--Dr. Theodore Brown, Oakwood University

Thank you for allowing our school to participate. This is a wonderful learning experience for our students. I look forward to moving to the "live" in person competition in 2024.

--Anonymous

Looking Forward

The International Business Case Competition will continue to be a major activity of the national CIBER MSI Consortium. It is our hope to return to our in person model in 2024.

For further information, please contact:

Paula M. Huntley, Managing Director

Georgia State University

Center for International Business Education and Research (CIBER)

Email: phuntley@gsu.edu

<http://ciber.robinson.gsu.edu/>