COLLEGE SCENE

FIU team first by making case for Nike

A team of students from the Evening MBA program of Florida International University's College of Business Administration took first place at the first Florida Intercollegiate Case Competition at the University of South Florida.

In the competition, the teams were provided with information on Nike, and then charged with preparing and presenting a strategic plan within 24 hours. The judges who heard presentations included Curt Roberts, Nike's vice president of strategic planning.

The FIU team consisted of Pedro Echeverria, Craig Kirchner, Robert Johnson, Sam Martinez and Paola Martinez. The competition also drew teams from the University of South Florida, the University of Central Florida and Florida Atlantic University.