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STUDENTS FROM FIU’s COLLEGE OF BUSINESS ADMINISTRATION WIN INTERCOLLEGIATE CASE COMPETITION

Winning Team Prepared Strategic Plan for Nike, Inc.

MIAMI, Fla. – (June, 5, 2003) – A team of Evening MBA students from Florida International University’s (FIU) College of Business Administration (CBA) took first place at the recently-held first annual Florida Intercollegiate Case Competition at the University of South Florida. In addition to the FIU team, other participating teams were comprised of students from University of South Florida, University of Central Florida and Florida Atlantic University.

The teams were charged with making recommendations for the future direction of Nike Inc. during the short, 24-hour period of the competition. The contest aims to test the teams’ abilities to work together to read and understand a case, research the company in question and prepare and present a strategic plan for the company.

The FIU team, which was comprised of Pedro Echeverria, Craig Kirsner, Robert Johnson, Sam Martinez and Paola Martinez, was well prepared for the competition. As part of their coursework, FIU’s MBA students are required to attend specially designed professional development seminars. These seminars focus on leadership, team-building skills, oral and written presentation skills, and career preparation.

“The team’s coursework and the Evening MBA program’s required Professional Development Seminars really helped to distinguish our students from those of competing schools,” said Ellie Browner, director of the Evening MBA program. “It was the perfect arena to put the students’ classroom learning to the test in a ‘real world’ management context.”

The team communicated its findings during a one-hour presentation to a panel of judges, which included Curt Roberts, Nike’s vice president of strategic planning.
“Choosing a winner was much harder than I expected,” Roberts said. “The FIU team did the best job in demonstrating a deep understanding of the broader issues facing Nike with recommendations that had the strong support of the team.”

According to Browner, in addition to a small cash prize and a team plaque, the students also walked away with the experience of having worked successfully on a strategic management team, a feat that is sure to catch the eye of management recruiters.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business, entrepreneurship, and information technology (IT), is the largest of FIU’s professional schools. It enrolls approximately 3,400 students in its undergraduate program and more than 1,100 graduate students in its Chapman Graduate School of Business each year. It is South Florida’s top-rated business research school and one of only 435 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College’s Chapman School offers the 6th largest part-time MBA program among this group. Business Week (October 21, 2002) ranked it among the best in the U.S., placing it in the third tier group along with American, Fordham, George Washington, South Carolina, Syracuse, Rutgers, Tulane, and others. The August 23, 2002 issue of America Economia, a premier pan-regional business journal, rated it among the top 50 international MBA schools for Latin American students. Hispanic Business (March 2002) ranked the CBA among the top five business schools for Hispanics. The National Hispanic Corporate Council recently selected the College as its academic partner because of its expertise in issues related to Latinos in the workplace and marketplace. The College also is one of only 30 business schools to have received a Department of Education grant to establish and support a center for international business education and research.

For additional information about the CBA and its Chapman School, please call Sally Gallion, Assistant Dean for Marketing, Communication, and Publications at (305) 348-6631, email gallions@fiu.edu or visit the College’s website at www.fiu.edu/~cba.

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