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NEWS RELEASE

MBA TEAMS FROM UD TAKE TOP TWO SPOTS IN OHIO GRADUATE BUSINESS SCHOOL CONTEST

DAYTON, Ohio — In a competition designed to give MBA students from around the state the opportunity to work on practical business problems with real companies, teams from the University of Dayton took first and second place.

Judging in the Ohio Graduate Business Student Competition, sponsored by Kent State University, Ohio Small Business Development Centers, KPMG LLP and the Ohio Department of Development, was completed Friday, April 26, in Columbus.

The team of MBA students working with the Earth's Best Lawn Care company took first place in the contest and won \$2,500. Team members are Sebastian Arnold, Nicole Baughman, Kris Champa, Greg Clawson and Mike Fisher.

Team members working with E.C. Ruffolo Inc., an advertising and marketing company, are Roxanne Christiansen, Tracy Drees, Markus Nill, Jonathan Oeler and Doug Smith. They won second place and received \$1,500.

UD's two competition teams are part of a capstone course in the MBA program at UD. Twelve additional teams also provided full strategy reviews of companies that range from small local businesses to large international companies. Teams concentrate on short- and long-term strategies to position each company for future success.

"Many of our part-time MBA students are employed by larger companies, so it's valuable for them to be able to get their arms around a set of strategy-level issues," said Joseph A. Schenk, associate professor of management and marketing and one member of the team that teaches the capstone course. "The benefit for the companies is even clearer — they get a full-bore strategy-level review that would take six months and \$50,000 if they hired someone."

Schenk estimates each member of each team spends 10 hours a week on the project, so companies get about 50 hours a week of focused attention for three months. Costs are generally lower than \$200 for supplies, he said.

A Bowling Green State University team came in third in the statewide competition.

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Additional schools participating in the contest were Capital University, the University of Cincinnati, Kent State University, Lake Erie College, Wright State University, Youngstown State University and Indiana-Purdue at Fort Wayne.

This is the fourth year UD has participated. Previous teams have won two first-place awards and two third-place awards.

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