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Business Students Declared Industry Winners in the Twelfth Annual Intercollegiate Business Game and Conference

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DAYTON, Ohio, March 23, 1977 - University of Dayton business students were declared industry winners in the Twelfth Annual Intercollegiate Business Game and Conference (IB) held March 3-5 at Emory University, Atlanta, Georgia.

In competition with thirty Schools of Business, Dayton's students managed a fictitious firm producing baby strollers and baby car seats. Through computer simulation, the student management team made decisions in over fifty management areas while operating the firm for three years (computer time).

In addition to direct operation of the firm, the students prepared and printed an annual report and gave an oral presentation at Emory. Judging these were Atlanta businessmen and Emory faculty. Dayton students were required to explain why they managed their firm as they did and responded skillfully to probing questions by the judges.

The competition at Emory is funded by Atlanta businesses. Funding for the University of Dayton team came from the U.D. School of Business and local contributions.

"Since the winners historically have come from small, southern schools of business," explained J. Markham Collins, of UD's Department of Economics and Finance, "the Dayton efforts seem even more impressive. The students, faculty and staff at UD feel the quality of the UD business program is reflected in this year's performance."

Team Representatives were: J. Markham Collins, Oakwood, faculty advisor; Gary Bardon, Dayton; Jim Butler, Dayton; Jerry Carne, Dayton; Bob Cramer, Middletown; Deanna Downing, Dayton; Kim Kemper, Centerville; Marianne Luken, Huber Heights; Maureen O'Connor, Wilmette, Illinois; Linda Hoehn, Toledo; Paul Schloff, Rochester, New York; Wes Young, Troy.

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