

# Management 110 Case Competition

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## Develop a “local” business case

- Faculty members contact a local business to identify issues for which the organization seeks input.
- The case is written by faculty with input from leaders in the organization.
- The case is given to students and leaders from the business come to class to provide background information about the company and discuss the specific issues highlighted in the case.



## Virtual Teams

- Students are assigned into virtual teams of five members. They are expected to complete all discussions and assignments in a virtual environment.
- Teams are expected to apply course material, do additional research, and identify “benchmark” organizations that have faced similar issues or challenges.
- Student create a 5-7 minute video providing their recommendations to the leaders of the organization.
- The best three teams present their recommendations to the leaders of the organization.

## Outcomes

- It improves student learning of course concepts and helps them identify critical thinking and problem solving skills.
- Local businesses usually find a few new ideas that ultimately help them resolve the issues.
- Several students have received internships or job offers based upon their participation in this project.
- It develops the relation between the university and the local business community.

