

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.

