Perdue School Students Finalists in NIBS Competition

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SALISBURY, MD—

From landing clients to finding just the right marketing pitch, many would say that business is all about staying ahead of the competition.

Students in Salisbury University’s Franklin P. Perdue School of Business recently received a jumpstart in how that may be accomplished by competing in the world’s oldest undergraduate case competition, hosted by the Network of International Business Schools (NIBS).

Coached by Dr. Bob Wood, dean of the Perdue School, and Drs. Memo Diriker, Olivier Roche and Christy Weer of the Management and Marketing Department, the SU team was named one of the best in the world during the first round, held online in November. The top 10 teams, including Salisbury, recently went head-to-head in a week-long finals competition, held in St. Johns, Newfoundland. Countries represented included the United States, Canada, Finland, the Netherlands, Belgium and Ireland.

“We’re extremely proud of our team,” said Wood. “For it to make the finals round in the first year of competition is a tribute to the hard work and dedication of our students.”

SU team members included Amy Gilbert of Walkersville, MD; Benjamin Hoganson of Fallston, MD; Zack Holbrook of Millersville, MD; and John Stockel of Woodstock, MD.

“The case competition was the experience of a lifetime,” said Hoganson. “I exponentially improved my presentation and analytical skills while having a great time with people all over the world.”

Gilbert agreed: “By watching others present, we were able to learn different presentation styles and approaches to business strategies. In our free time, we were able to get to know the other teams on a non-academic level. … None of the students or coaches wanted to leave!”

SU is one of 91 NIBS member institutions in 30 countries around the world.