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Salisbury, MD

SU Business Students Rank Highly in Competition



Daily Times Staff Report

SALISBURY, MD— Three virtual digital camera companies run by students from Salisbury University's Franklin P. Perdue School of Business have been ranked among the Top 100 in the world in an international competition.

More than 2,250 companies, managed by teams from 280 colleges and universities, are involved in the Global Business Simulation. SU seniors are participating as part of a business strategy capstone course taught by Richard Jacobs

and Richard Hoffman of the Management and Marketing Department.

The company Brew Crew, operated by Jeremy Smith of Mardela Springs and William Bonner of Westminster, MD, tied for first place on the overall score and earned top recognition four weeks in a row for individual scores, such as return on equity.

Another SU company, EEZ Pics, was ranked 40th worldwide on its average return on equity. It is run by Ryan Dailey of Pasadena, MD, Pat Hayden of Columbia, MD, Zach Knight of Severna Park, MD, and

Samantha Rhine of Crofton, MD.

From April 5-10, Lindsay Paxton of Clinton, MD, Kyle Smith of Salisbury, Bradley Lewis of Bel Air, MD, and Julie Lambdin of Sykesville, MD, had a score of 108.5, finishing in the top 100 overall score based on meeting shareholder expectations and performance relative to their class competition. Their company, Hot Shots, placed 94th overall.

"Glo-Bus illustrates the importance of having a business strategy that allows you to obtain a competitive advantage

in the market," Berard said. "If you don't have a good strategy, you can't do well."

"What makes this accomplishment particularly impressive is that many of the teams our undergraduates compete against are graduate students from highly ranked universities. Our students leave the Perdue School prepared to live and work in a global economy," said Frank Shipper, department chair.

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