



SECUTM

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MEDIA CLIPS

SEC MBA Case Competition

March – April 2016

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University of Arkansas Stage For 2016 SEC MBA Case Competition



March 31, 2016

The University of Arkansas' Sam M. Walton College of Business will host the fourth SEC MBA Case Competition, April 7-9, in Fayetteville. Teams of four MBA students representing each SEC university will compete to resolve an issue provided by Henkel Corporation, this year's case developer.

"The SEC MBA Case Competition is one to watch," said Dr. Matthew Waller, Interim Dean of the Sam M. Walton College of Business at the University of Arkansas. "These teams are sharp, quick and can go toe-to-toe with anyone in the nation. I am proud to host our fellow SEC member universities at Walton College for the fourth annual competition."

The 14 SEC teams will be divided into four divisions and will have 24 hours to develop a solution to a simulated issue facing Henkel, a multinational company that produces consumer and industrial products in the laundry and home, beauty care, and adhesive technologies sectors. The teams will present their solutions to judges, including Henkel executives, and the best team from each division will advance to the finals.

"This is a live, strategic competition where the students have less than 24 hours to solve a business problem and develop a plan," said Dr. Brian Gray, Interim Dean of the Culverhouse College of Commerce at the University of Alabama. "We want to keep it as real as possible for the students and in line with what they will actually experience in their careers."

Awards will be given for first, second, third and fourth place finishers, highlighted by a traveling trophy to the winning team. Additional awards will be presented to individuals in each division for Best Q&A and Best Presentation. The University of Florida has won each of the first three competitions.

"Students work very hard, pulling an all-nighter, to go through what is typically a very broad case to come up with creative solutions," said Jason Rife, Associate Director of MBA Services for the Hough Graduate School of Business at the University of Florida.

The SEC MBA Case Competition is part of SECU, the academic initiative of the Southeastern Conference. SECU provides support for the academic endeavors and achievements of students and faculty at the SEC's 14 member universities.

<http://www.thesecon.com/news/university-of-arkansas-stage-for-2016-sec-mba-case-competition/>

Walton College to Host Fourth SEC M.B.A. Case Competition



March 31, 2016

The Sam M. Walton College of Business at the University of Arkansas will host the 4th Southeastern Conference MBA Case Competition April 7-9, 2016, with all 14 SEC universities participating.

Teams of four graduate students will present a business plan regarding a real problem faced by Henkel Corp., which will also provide executives to serve as judges. Within a specific time restriction, the teams will analyze the problem, develop a solution and present their findings.

"Walton College is proud to host this premier competition," said Marion Dunagan, Walton College assistant dean, Graduate Programs. "The business plan competition highlights the outstanding talent we have in the Southeastern Conference and our significant contributions to the business world locally, nationally and globally."

Competing teams will represent graduate business colleges from the University of Alabama, University of Arkansas, Auburn University, University of Florida, University of Georgia, University of Kentucky, Louisiana State University, University of Mississippi, Mississippi State University, University of Missouri, University of South Carolina, University of Tennessee, Texas A&M University and Vanderbilt University.

The University of Florida took first place in the 2015 SEC MBA Case Competition held at the Darla Moore School of Business at the University of South Carolina.

Henkel, headquartered in Düsseldorf, Germany, is known for brands such as Persil, Schwarzkopf and Loctite. Henkel North America produces brands such as Dial soaps, Purex laundry detergents, Right Guard deodorants, göt2b hair styling products and Loctite adhesives.

<http://news.uark.edu/articles/34086/walton-college-to-host-fourth-sec-m-b-a-case-competition>

Fourteen Teams on Campus for SEC MBA Case Competition



April 8, 2016

FAYETTEVILLE, Ark. – Fourteen teams from Southeastern Conference business schools are on campus for the fourth Southeastern Conference MBA Case Competition hosted by the Sam M. Walton College of Business.

Teams of four graduate students begin work Friday on a business plan regarding a real problem faced by Henkel Corp. Within a specific time restriction, the teams analyze the problem, develop a solution and present their findings to judges. After an initial round of presentations by all 14 teams, four finalists will be selected to present their plans on Saturday afternoon.

A closing ceremony where winners will be announced and awards presented will be held at 4:45 p.m. Saturday in the auditorium of the Donald W. Reynolds Center for Enterprise Development.

Competing teams represent graduate business colleges from the University of Alabama, University of Arkansas, Auburn University, University of Florida, University of Georgia, University of Kentucky, Louisiana State University, University of Mississippi, Mississippi State University, University of Missouri, University of South Carolina, University of Tennessee, Texas A&M University and Vanderbilt University.

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<http://news.uark.edu/articles/34209/fourteen-teams-on-campus-for-sec-mba-case-competition>

University of Alabama Wins 2016 SEC MBA Case Competition



April 9, 2016

The University of Alabama took first place in the 2016 SEC MBA Case Competition held at the Sam M. Walton College of Business at the University of Arkansas on Saturday. The winning team was comprised of Abhinav Bhattacharya, Matt Collins, Katie Grayson, and Katie Lamberth, and it was the university's first SEC competition title.

"I could not be more excited right now because this team has worked so hard all year long, and I am so proud of how they competed today," said Tut Wilson, Director of Recruiting and Admissions, MBA Program at the University of Alabama. "The members of this team have very different strengths and very different personalities, but they really came together. They are exhausted, but they are elated, and I'm thrilled for them."

The University of Florida finished second in the competition, followed by Texas A&M University and Mississippi State University.

A team of four MBA students from every SEC university was presented a business case by Henkel, a multinational company that produces consumer and industrial products. The teams, who were separated into four divisions, proposed their solutions to a panel of judges, including Henkel executives, on Saturday morning in divisional rounds. The top four proposals moved on to the final round to determine the winner of the competition.

Other awards given during the divisional rounds included Best Presenter and Best Q&A.

Sarah Gardener from Louisiana State University, Katie Lamberth from the University of Alabama, Lillian Niakan from Texas A&M University and Kate O'Hara from the University of Florida were named Best Presenters for their respective divisions.

The Best Q&A Awards were earned by Abhinav Bhattacharya from the University of Alabama, Sarah Crook from the University of Tennessee, Kendall Daniel from Texas A&M University and Carew Ferguson from Mississippi State University.

"The experience that you gain through a competition like the SEC MBA Case Competition is invaluable," said Katie Lamberth, a second year student from the University of Alabama. "You have to come up with a realistic

solution, and you can't be wrong because the judges are a part of the company and they know their company. The intensity is on a completely different level."

This marks the fourth year for the SEC MBA Case Competition, which provides an opportunity for SEC business schools to showcase their students' skills at solving simulated, real-world problems that cover the spectrum of business disciplines. The 2017 SEC MBA Case Competition will be held at the University of Florida in Gainesville.

A full list of winners from the 2016 SEC MBA Case Competition is below.

Final Team MBA Case Competition Results

First Place: University of Alabama (Abhinav Bhattacharya, Matt Collins, Katie Grayson, Katie Lamberth)

Second Place: University of Florida (Lexie Cegelski, John Darnell, Kate O'Hara, Jonathan Sirgusa)

Third Place: Texas A&M University (Kendall Daniel, Lillian Niakan, Maulik Mehta, Jared Sprunk)

Fourth Place: Mississippi State University (Brandon Balli, Charlie Dean, Garrett Dismukes, Carew Fersuson)

Best Presenter Award

Sarah Gardener (Louisiana State University)

Katie Lamberth (University of Alabama)

Lillian Niakan (Texas A&M University)

Kate O'Hara (University of Florida)

Best Q&A Award

Abhinav Bhattacharya (University of Alabama)

Sarah Crook (University of Tennessee)

Kendall Daniel (Texas A&M University)

Carew Ferguson (Mississippi State University)

<http://www.theseconline.com/news/university-of-alabama-wins-2016-sec-mba-case-competition/>

Alabama wins 2016 SEC MBA Case Competition



April 9, 2016

The University of Alabama took first place in the 2016 SEC MBA Case Competition held at the Sam M. Walton College of Business at the University of Arkansas on Saturday. The winning team was comprised of Abhinav Bhattacharya, Matt Collins, Katie Grayson, and Katie Lamberth, and it was the university's first SEC competition title.

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Lillian Niakan (Texas A&M University)

Kate O'Hara (University of Florida)

Best Q&A Award

Abhinav Bhattacharya (University of Alabama)

Sarah Crook (University of Tennessee)

Kendall Daniel (Texas A&M University)

Carew Ferguson (Mississippi State University)

<http://www.secsports.com/article/15205742/alabama-wins-2016-sec-mba-case-competition>

UA Team Wins SEC MBA Case Competition



April 11, 2016

UA's Manderson MBA Case Team from the Culverhouse College of Commerce includes Katie Lamberth, of Alexander City, Abhinav Bhattacharya, of Kolkata, India, Matt Collins, of Greensboro, and Katie Grayson, of Fayette.

"I could not be more excited right now, because this team worked incredibly hard all year long and represented us with excellence," said Tut Wilson, director of MBA recruiting and admissions and case team advisor at UA. "I am so proud of how they competed today. They are exhausted, yet elated, and I'm thrilled for them."

Two team members also won individual awards. Lamberth won Best Presenter and Bhattacharya won Best Q&A in the divisional round against Auburn and Kentucky.

Moving into the finals, UA won out over previous winner and second place team Florida, while third place went to Texas A&M and Mississippi State placed fourth.

A team of four MBA students from each of the 14 SEC universities was presented a business case by Henkel, a multinational company that produces consumer and industrial products in the laundry and home, beauty care and adhesive technologies sectors.

The 14 SEC teams were divided into four divisions and had just 24 hours to develop a solution to a business issue facing Henkel. The teams presented their solutions to judges, including Henkel executives, and the best team from each division advanced to the finals.

"The experience you gain through a competition like this is invaluable," said second-year MBA student Lamberth. "You have to come up with realistic solutions, and you can't be wrong because the judges are a part of the company, and they know their company. The intensity is on a completely different level."

The competition provides an opportunity for students to showcase their skills at solving real-world problems that are developed and presented to the students by a real business.

The University of Florida will host the 2017 SEC MBA Case Competition. UA hosted the second annual competition in April of 2014.

The SEC MBA Case Competition is part of SECU, the academic initiative of the Southeastern Conference. SECU provides support for the academic endeavors and achievements of students and faculty at the SEC's 14 member universities.

<http://uanews.ua.edu/2016/04/ua-team-wins-sec-mba-case-competition/>

MSU's MBA Case Team Earns 4th Place Overall in 2016's SEC MBA Case Competition!



April 11, 2016

Mississippi State came in fourth place overall in the 2016 SEC MBA Case Competition held recently at the University of Arkansas. MBA students Brandon Balli, Charlie Dean, Garrett Dismukes and Carew Ferguson represented MSU during this year's event. A team of four MBA students from every SEC university was presented a business case by Henkel, a multinational company that produces consumer and industrial products. The teams, who were separated into four divisions, proposed their solutions to a panel of judges, including Henkel executives, on Saturday morning in divisional rounds. The top four proposals moved on to the final round to determine the winner of the competition. In addition to the fourth place prize, Case Team member Carew Ferguson was awarded top prize for Best Q&A Discussion in MSU's division, which included LSU, Ole Miss and South Carolina.

<http://business.msstate.edu/>

Mississippi State MBA Team Places Highly in 2016 SEC MBA Case Competition

April 11, 2016

A team of four Mississippi State graduate students is among the top winners of the 2016 Southeastern Conference MBA Case Competition.

Participants were called on to solve simulated, real-world problems that covered the spectrum of business disciplines.

Finishing in fourth place overall, the team included Brandon L. Balli of Carriere, Charles T. “Charlie” Dean of luka, Garrett C. Dismukes of Kilmichael and Carew S. Ferguson of Mandeville, Louisiana. Ferguson also received the first-place award in the Best Q&A category.

The competition is among several annual events organized by SECU, the Southeastern Conference’s academic initiative to showcase regional, national and international achievements of its students and faculty members. For more, see www.theseecu.com.

Enrolled in the College of Business’ nationally recognized MBA degree program, the MSU four were among team representatives from all 14 conference-member institutions. The universities of Alabama and Florida, and Texas A&M were other top competition winners.

“This case competition is very tough, but this was an exceptionally good MSU team,” said Dean Sharon Oswald, in expressing the college administration and faculty’s congratulations.

Oswald said the state’s oldest business education program also is “extremely proud” of Ferguson’s first-place category finish. “This shows how well he can think on his feet; the kind of skill that will make him a success in business,” she added.

In 2015, Dean, Dismukes and Ferguson all completed MSU undergraduate studies with high-honor degrees. Dean was a magna cum laude graduate in biological engineering; Dismukes, magna cum laude in forestry; and Ferguson, summa cum laude in both kinesiology and finance.

<http://business.msstate.edu/news/index.php?id=4799>

UF MBA takes second in SEC case competition



April 11, 2016

GAINESVILLE, Fla. – UF MBA at the Hough Graduate School of Business finished in second place at the 2016 Southeastern Conference (SEC) MBA Case Competition on Saturday at the University of Arkansas’s Walton College of Business in Fayetteville, Ark.

UF MBA, which won this event the past three years since its inception in 2013, was represented by Lexie Cegelski, John Darnell, Kate O’Hara and Jonathan Siragusa. O’Hara was one of four participants to receive a Best Presenter Award.

In addition to its impressive result at the SEC case competition, UF MBA recorded victories at the University of Pittsburgh’s Katz Invitational Case Competition and the Florida Intercollegiate Business Case Competition during the 2015-16 academic year.

The 14 teams were divided into four divisions, and had 24 hours to develop a solution to a simulated issue facing Henkel, a multinational company that produces consumer and industrial products in the laundry and home, beauty care, and adhesive technologies sectors. Teams presented their solutions to judges, which included Henkel executives. UF MBA, the University of Alabama, Mississippi State University and Texas A&M University won their divisions and advanced to the final round.

The University of Alabama won the competition. Texas A&M finished third and Mississippi State was fourth.

The Hough Graduate School of Business will host the 2017 SEC Case Competition on April 6-8.

<https://news.warrington.ufl.edu/students/uf-mba-takes-second-in-sec-case-competition/>

Mays Team Places Third In SEC MBA Case Competition



April 12, 2016

Texas A&M placed third at the 2016 SEC MBA Case Competition, held Saturday at the Sam M. Walton College of Business at the University of Arkansas.

The University of Alabama placed first, the University of Florida placed second and Mississippi State University placed fourth.

At the competition, teams of four MBA students from every SEC university were presented a business case by Henkel, a multinational company that produces consumer and industrial products. The teams, who were separated into four divisions, proposed their solutions to a panel of judges, including Henkel executives, on Saturday morning in divisional rounds. The top proposals from each division moved on to the final round to determine the winner of the competition.

Team members from Texas A&M's Mays Business School were Kendall Daniel, Lillian Niakan, Maulik Mehta and Jared Sprunk. In other awards given during the divisional rounds, Lillian Niakan was named Best Presenter in her division and Kendall Daniel won the Best Q&A Award. Full-Time MBA Director Shannon Deer accompanied the team and Dean Eli Jones surprised the team by joining them on Saturday for the finals presentations.

<http://today.tamu.edu/2016/04/12/mays-team-places-third-in-sec-mba-case-competition/>

Walton M.B.A. Team Competes in SEC M.B.A. Case Competition



April 12, 2016

FAYETTEVILLE, Ark. – A team of four M.B.A. students from the Sam M. Walton College Business competed in the fourth Southeastern Conference M.B.A. Case Competition held April 7-9 on the University of Arkansas campus.

The Walton team of Haley Cleous, Phil Keil, Ash Ganapathiraju and Clinton Rhodes had 24 hours to create a business plan to a case presented by Henkel Corp., a multinational company that produces consumer and industrial products and whose executives served as judges of the competition.

All 14 SEC universities participated in the event with the University of Alabama bringing home the top prize. The University of Florida placed second, Texas A&M University third and Mississippi State University fourth.

"I was impressed by the caliber of the students who represented the University of Arkansas and the SEC," said Matthew A. Waller, interim dean of the Walton College. "All of the M.B.A. teams presented quality solutions to a leading international company's business challenge. Each member of the 14 teams reflects the outstanding business sophistication and talent we have in the SEC."

Other awards given during the divisional rounds included Best Presenter and Best Q&A.

Sarah Gardener from Louisiana State University, Katie Lamberth from the University of Alabama, Lillian Niakan from Texas A&M University and Kate O'Hara from the University of Florida were named Best Presenters for their divisions.

The Best Q&A Awards were earned by Abhinav Bhattacharya from the University of Alabama, Sarah Crook from the University of Tennessee, Kendall Daniel from Texas A&M University and Carew Ferguson from Mississippi State University.

This marks the fourth year for the SEC M.B.A. Case Competition, which provides an opportunity for SEC business schools to showcase their students' skills at solving simulated, real-world problems that cover the spectrum of business disciplines. The 2017 SEC M.B.A. Case Competition will be held at the University of Florida in Gainesville.

<http://news.uark.edu/articles/34241/walton-m-b-a-team-competes-in-sec-m-b-a-case-competition>

Lamberth leads UA to SEC MBA Case title



April 14, 2016

Alexander City's Katie Lamberth took the award for best presenter and helped lead the University of Alabama's Manderson MBA Case team from the Culverhouse College of Commerce to the 2016 SEC MBA Case Competition title.

"It was a big day," Lamberth said. "Florida was the team to beat and we were able to do it."

It was the University of Alabama's first conference title in the competition, which is now four years old, and ended the University of Florida's three-year domination of the competition.

Teams of four MBA students from each of the 14 SEC universities were presented a business case by Henkel, a multinational company headquartered in Dusseldorf, Germany, that produces consumer and industrial products in the laundry and home, beauty care and adhesive technologies sectors.

The 14 SEC teams were divided into four divisions and had just 24 hours to develop a solution to a business issue facing Henkel.

The teams presented their solutions to judges, including Henkel executives, and the best team from each division advanced to the finals.

"We're told which company the case concerns and have about a month to do advance research on them," said Lamberth. "Then we arrive for the weekend competition on Thursday, have dinner with the team members of the other schools and get up Friday and we're briefed on the case by the company executives. From that we have exactly 24 hours to complete the case and prepare a presentation. It definitely requires you to pull an all-nighter."

Lamberth, fresh off a job interview in Pittsburgh on Wednesday, said the competitive experience is definitely looked on as beneficial by potential employers.

"It's a big deal when you're interviewing to have had that experience," said the second-year MBA student. "Having been through a case competition tells employers that you work well under pressure and that you have the ability to think on your feet."

"The experience you gain through a competition like this is invaluable. You have to come up with realistic solutions, and you can't be wrong because the judges are a part of the company, and they know their company. The intensity is on a completely different level."

Joining Lamberth on the University of Alabama team were Abhinav Bhattacharya of Kolkata, India, Matt Collins, of Greensboro, and Katie Grayson, of Fayette. The team's advisor is Tut Wilson, UA director of MBA recruiting and admissions.

<http://www.alexcityoutlook.com/2016/04/14/lamberth-leads-ua-to-sec-mba-case-title/>

College News: April 17

April 16, 2016

UA won first place in the 2016 SEC MBA Case Competition held at the University of Arkansas this month. Team members were Katie Lamberth of Alexander City, Abhinav Bhattacharya of Kolkata, India, Matt Collins of Greensboro, and Katie Grayson of Fayette.

Lamberth won Best Presenter and Bhattacharya won Best Q&A in the divisional round against Auburn and Kentucky.

In the competition a team of four MBA students from each of the 14 SEC universities was presented a business case by Henkel, a multinational company that produces consumer and industrial products. The teams had 24 hours to develop a solution to a business issue and present their solutions to judges, including Henkel executives.

<http://www.tuscaloosaneews.com/article/20160416/news/160419780>

MSU Team Places Highly In Recent SEC MBA Case Competition

April 20, 2016

STARKVILLE, Miss.—A team of four Mississippi State graduate students is among the top winners of the 2016 Southeastern Conference MBA Case Competition.

Participants were called on to solve simulated, real-world problems that covered the spectrum of business disciplines.

Finishing in fourth place overall, the team included Brandon L. Balli of Carriere, Charles T. “Charlie” Dean of luka, Garrett C. Dismukes of Kilmichael and Carew S. Ferguson of Mandeville, Louisiana. Ferguson also received the first-place award in the Best Q&A category.

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“This case competition is very tough, but this was an exceptionally good MSU team,” said Dean Sharon Oswald, in expressing the college administration and faculty’s congratulations.

Oswald said the state’s oldest business education program also is “extremely proud” of Ferguson’s first-place category finish. “This shows how well he can think on his feet; the kind of skill that will make him a success in business,” she added.

In 2015, Dean, Dismukes and Ferguson all completed MSU undergraduate studies with high-honor degrees. Dean was a magna cum laude graduate in biological engineering; Dismukes, magna cum laude in forestry; and Ferguson, summa cum laude in both kinesiology and finance.

<http://www.wcbi.com/local-news/msu-team-places-highly-in-recent-sec-mba-case-competition/>

University of Alabama Team Wins SEC MBA Case Competition



April 26, 2016

The University of Alabama took first place in the 2016 SEC MBA Case Competition held this past weekend at the University of Arkansas in Fayetteville bringing home the travelling trophy on Saturday. This was the fourth SEC MBA Case Competition and is the first win for The University of Alabama.

UA's Manderson MBA Case Team from the Culverhouse College of Commerce includes Katie Lamberth from Alexander City, Abhinav Bhattacharya from Kolkata, India, Matt Collins from Greensboro, and Katie Grayson from Fayette.

"I could not be more excited right now, because this team worked incredibly hard all year long and represented us with excellence, said Tut Wilson, director of MBA recruiting and admissions and case team advisor at UA. "I am so proud of how they competed today. They are exhausted, yet elated, and I'm thrilled for them."

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<http://www.mandersonalumni.org/news/286523/University-of-Alabama-Team-Wins-SEC-MBA-Case-Competition.htm>