



SEC MBA Case Competition

Media Clips

April 2013

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SEC MBA Case Competition

Posted by *utmbastudents* on January 14, 2013

Posted in: Uncategorized.

We are pleased to announce that the MBA programs from all 14 universities in the Southeastern Conference have partnered to create an SEC MBA case competition, which will be held for the first time at the University of Missouri on April 11-13, 2013. The Provosts and Chancellors from all of the SEC schools unanimously voted to create this competition, and the Southeastern Conference is providing funding for the case competition team awards.

Dr. Cathey has represented UT on the planning committee for this competition and I think it will become a tradition within the SEC. All SEC universities have committed to being involved. If you have an interest in serving on UT's first SEC MBA Case Competition team, please e-mail Amy Cathey at acathey@utk.edu. Please also include a recent copy of your resume. More information about the team selection process will be provided to those who express interest.

The case for the case competition has not been announced, but it is intended to be broad enough that it will incorporate thinking from a variety of functional areas. And the MBA program will cover the competition registration fee, hotel, and flight. Thanks so much, and we look forward to showcasing UT MBA in this competition. GO VOLS!

<http://mizzoumag.missouri.edu/>

Best Case Scenario All SEC Schools Head to CoMo for Inaugural MBA Case Competition

Story by Kelsey Allen

Published April 8, 2013



All 14 Southeastern Conference schools will be competing in Columbia this weekend in the inaugural SEC MBA Case Competition at Cornell Hall. Photo by Rob Hill.

All 14 Southeastern Conference schools will be competing in Columbia this weekend — but the competitors won't be wearing jerseys, and they won't be on a field. They'll be dressed in their business-best for the inaugural SEC MBA Case Competition at Cornell Hall.

A business case competition presents four-person teams with a real-world situation. Participants have 24 hours to come up with a solution, considering organizational dynamics, budget, capitalization, marketing and the competitive environment. Teams present solutions to a panel of judges composed of corporate partners, alumni and faculty who crown a winner.

The Crosby MBA Program at the Trulaske College of Business had previously participated in the Big 12 MBA Case Competition, but when Mizzou moved to the SEC, Assistant Dean of MBA Programs Joseph Stephens realized the SEC didn't have a similar event.

The SEC made a three-year commitment to launch and sustain the competition as an SEC tradition.

An event such as this benefits the students, the institutions and the conference, Stephens says.

Students grapple with live cases, meaning an event sponsor — this year it is AT&T — presents a real case it is seeking to solve. Teams have all day Friday to analyze and prepare recommendations. Presentations start Saturday morning, and the champion teams are awarded a divided cash purse of \$20,000.

“[The competition will] connect our schools via advisers and students, showcase what excellent work SEC MBA students are capable of doing, encourage interaction with our panel of judges, and challenge our students to develop and present solutions to a real-world business issue,” Stephens says.

TIGER TALK

University of Missouri Hosts New SECU Event April 11-13

Posted: Apr 9, 2013 2:34 PM

Updated: Apr 9, 2013 2:37 PM



BIRMINGHAM, AL. — The University of Missouri will host the inaugural SEC MBA Case Competition April 11-13 in Columbia, Mo. The event is one of several activities of SECU, the Academic Initiative of the Southeastern Conference.

Each of the 14 SEC member universities will send a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, will hear the proposed solutions and give first, second and third-place awards, among other recognitions. (Due to competition regulations, media are not permitted to attend the event.)

"The SEC MBA Case Competition is an exciting addition to the SECU menu as it is our first foray into the graduate level of studies," SECU Executive Director, Torie Johnson said. "We are thrilled to be able to provide a forum for this type of education for our business students. And, we appreciate the support from across the University Missouri campus for this event."

With approval from the SEC Presidents and Chancellors, the SEC made a three-year commitment to help launch and sustain the MBA Case Competition. In addition, Mizzou Athletics, AT&T and Missouri's Trulaske College of Business also committed personnel and financial resources.

In communicating his support for the MBA case competition, Mizzou Director of Athletics Mike Alden said the event will provide a unique opportunity for partnership with the conference, university, college and intercollegiate athletics.

His perspective was echoed by Joan Gabel, Dean of the Trulaske College of Business.

"The SEC MBA Case Competition shows collaboration, team spirit and strong support for academics in the Southeastern Conference," she said. "We're incredibly grateful for the support of Mizzou Athletics and the SEC, as well as AT&T, and we are thrilled to work with our new counterparts."

Several other SEC universities have already expressed an interest in hosting future SEC MBA Case Competitions, and the SEC will soon announce the 2014 location.

Inaugural SEC MBA Case Competition At Missouri

Updated 4/9/2013

University of Missouri hosts new SECU event April 11-13



BIRMINGHAM, Ala. – The University of Missouri will host the inaugural SEC MBA Case Competition April 11-13 in Columbia, Mo. The event is one of several activities of SECU, the Academic Initiative of the Southeastern Conference.

Each of the 14 SEC member universities will send a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, will hear the proposed solutions and give first, second and third-place awards, among other recognitions. (Due to competition regulations, media are not permitted to attend the event.)

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Several other SEC universities have already expressed an interest in hosting future SEC MBA Case Competitions, and the SEC will soon announce the 2014 location.

Auburn MBAs headed to SEC case study challenge



Four graduate students will represent the Auburn University College of Business this weekend at the inaugural SEC MBA Case Competition in Columbia, Mo.

Ben Whitlow, Alex Stevenson, David Schroll and Brittney Rieben will be given a case at 10 a.m. Friday and must submit the case by 7 a.m. Saturday. Beginning at 8:00 AM on Saturday, waves of teams will present throughout the day with a winner chosen that evening. The teams must evaluate a real-time business case from event-sponsor AT&T, create a proposal for the company and identify the best solution to the problem.

What's the case?

"It could be anything," said Jim Parrish, Director of Admissions and Operations for Auburn University College of Business MBA Graduate Programs, who is serving as the school's logistics coordinator for the case study, which will be held at the University of Missouri. "It could be marketing, management, branding, supply chain. We won't know until we get there."

At stake: \$17,500 in prize money, including a \$10,000 first prize.

Auburn students competing were chosen on the basis of an application process, Parrish said. All are expected to graduate in May with MBAs and Masters in Finance.

The team will also be accompanied by Dr. Chris Shook, head of the Department of Management, who will serve as the faculty advisor.

The competition is the first of its kind for the SEC, which will be represented by all 14 institutions.

"For Auburn students, this competition is an added benefit as well as an enrichment experience," Parrish said. "For the conference, it's a chance to prove that our academic success in the classroom is equal to that on the athletic fields."

The event is part of the new SECU academic initiative of the SEC.

"The SEC MBA Case Competition is an exciting addition to the SECU menu as it is our first foray into the graduate level of studies," SECU Executive Director Torie Johnson said in a release. "We are thrilled to be able to provide a forum for this type of education for our business students."

The competition, however, isn't necessarily between the business students. Some schools, including Auburn, are making a play at hosting the event in 2014.

“Advisors will be meeting about site selection for 2014,” Parrish said. “We’ll know on Friday.”

Mizzou to Host SEC Business School Competition

Posted: Apr 10, 2013 5:20 AM by **Associated Press**



COLUMBIA - Graduate business students from schools in the Southeastern Conference come to the University of Missouri this week for an academic competition among the prospective MBAs.

The inaugural SEC MBA Case Competition begins Thursday and continues through Saturday on the Columbia campus. It's one of several initiatives of SECU, the conference's academic component.

Teams of four graduate business students representing each of the 14 SEC member schools will evaluate case studies provided by event sponsor AT&T and present potential business plans.



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ALWAYS TRACKING
ALWAYS WATCHING
ALWAYS ON

Inaugural Southeastern Conference MBA Case Competition this week - KAIT-Jonesboro, AR-News, weather, sports

Inaugural Southeastern Conference MBA Case Competition this week at Missouri

Posted: Apr 10, 2013 5:15 AM CDT

From the University of Missouri

The University of Missouri will host the inaugural SEC MBA Case Competition April 11-13 in Columbia, Mo. The event is one of several activities of SECU, the Academic Initiative of the Southeastern Conference.

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MU hosting SEC MBA competition

By THE ASSOCIATED PRESS

MU hosting SEC MBA competition Associated Press

Thursday, April 11, 2013 at 2:00 pm

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The inaugural SEC MBA Case Competition begins continues through Saturday on campus. It's one of several initiatives of SECU, the conference's academic component.

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Gatton News and Information

UK MBA Team to Compete in SEC Case Study Competition

April 11, 2013

Contact: Michele Sparks, Director of Communications (859) 257-0040

For Immediate Release

The University of Kentucky will have several of its teams and many of its individual student-athletes competing in Southeastern Conference sports contests this weekend, yet the various playing fields and courts around the league will not be the only venues seeing SEC competition over the next several days.

UK's Gatton College of Business and Economics is sending a team of MBA students to the University of Missouri this weekend to take part in the inaugural SEC MBA Case Competition April 12-13 in Columbia, Mo. The event is one of several activities of SECU, the Academic Initiative of the Southeastern Conference.

The four UK students, all part of [Gatton's accelerated one-year MBA program](#), are Eric Bodge of Washington, W.Va.; Toni Cannon of Owensboro; Sam Palmer of Madisonville; and, Kelsey Underwood of Louisville.

Each of the 14 SEC member universities will send a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, will hear the proposed solutions and give first, second and third-place awards, among other recognitions.

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Posted by [utmbastudents](#) on April 12, 2013
Posted in: Uncategorized.

Update on SEC Case Competition Team

The UT SEC MBA Case Competition team is in Columbia, MO and ready to go. They present in first thing tomorrow morning and will be in a first-round division with Kentucky, Missouri, South Carolina and Arkansas. We told them they would hear us cheering for them all the way from Knoxville. Best wishes to these awesome students and stay tuned this weekend for the results!

Business Students from Around SEC Compete in Inaugural MBA Case Competition

Saturday, April 13, 2013 | 8:09 p.m. CDT; updated 8:47 p.m. CDT, Saturday, April 13, 2013



The University of Florida team accepts their \$10,000 award for placing first in the SEC's MBA Case Competition on Saturday at the Trulaske College of Business. | [Jessica Salmond](#)

BY [Anna Seaman](#)

COLUMBIA — Teams from every Southeastern Conference school competed in relative secrecy in Columbia this past week.

In this case, though, the competition took place off the field and in Cornell Hall.



Joan Gabel, dean of the Trulaske College of Business, speaks during the MBA Case Competition award ceremony on Saturday.

MU's Trulaske College of Business hosted the conference's debut MBA Case Competition, which ended Saturday afternoon.

The competition involved teams of four Master of Business Administration students from each of the SEC's 14 schools. Teams took on a live case, involving a real business problem from the competition's sponsor, AT&T.

For two days, each team analyzed the problem and proposed a possible solution to a panel of judges including corporate executives and professors.

The exact details of the case remain a secret because it is a real matter of business for the company. Devon Grimme, a member of the winning team from the University of Florida, said it dealt with adapting to changing consumer preferences.

The teams were divided into three divisions, and the winning team from each division advanced to a final round.

At a celebration Saturday, judges awarded \$10,000 to the team from the University of Florida. Teams from the University of Arkansas and Texas A&M University came in second and third place, respectively.

"It's incredible because it's the inaugural year for the SEC, so winning was historic," said Ken Miller, who celebrated with teammates Grimme, Spencer Siegel and Kimberly Thelwell.

MU competed in similar competitions as a member of the Big 12 and wanted to continue the competition as part of the SEC. Business school administrators gauged interest from other SEC business schools before proposing the idea to the SECU, the SEC's academic initiative.

"We thought this would be a way to bring unique experiences to the SEC," said Joan Gabel, dean of the Trulaske College of Business.

The SECU made a three-commitment deal to help start and support the case competition. Alabama will host the competition next year.

SEC Announces Winners of 2013 MBA Case Competition

Updated 4/13/2013



BIRMINGHAM, Ala. – A four-person team from the University of Florida captured the inaugural Southeastern Conference MBA Case Competition on Saturday. The three-day event was hosted by the University of Missouri at its Trulaske College of Business.

Each of the 14 SEC member universities sent a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. The proposed solutions were heard by a panel of judges, including corporate executives and academicians.

The winning team from Florida consisted of MBA students Devon Grimme, Ken Miller, Spencer Siegel and Kimberly Thelwell.

"We're tremendously honored to have been selected by the judges to be the inaugural champion of the

SEC MBA Case Competition,” said Jason Rife, Associate Director of MBA Career Services for the Hough Graduate School of Business at the University of Florida. “Students worked very hard – not just our own students, but the students from the other programs – in pulling all-nighters and going through what was a very broad case to come up with creative solutions. I think all of the teams did a great job with that. We’re tremendously happy with the results.”

The team from the University of Arkansas; comprised of Bin Liu, Saif Mir, Chris Reed and Carmen Williamson; placed second, while the Texas A&M University team of James Cerenzie, Ann McCollim, Kara Pisklak and Nithin Subramanya was third.

“We are very proud of the amazing work that was done by each and every SEC school and thank them for all they’ve done,” said Joan Gabel, Dean of the Trulaske College of Business at the University of Missouri. “The collaborative spirit was tremendous and it was in that spirit that all of our teams truly won. We are so grateful to our event sponsors AT&T, the SECU, Mizzou Athletics, our judges, and the student teams for making this event such a success.”

The Best Presenter Award, given to three students based on division, went to Brett Babcock of the University of Mississippi, Jeff Fralick of the University of South Carolina and Siegel of the University of Florida.

The Best Q&A Award, also honoring three students by division, was given to McCollim of Texas A&M University, Varsha Ramakrishnan of Vanderbilt University and Williamson of the University of Arkansas.

There was a tie for the Team Sportsmanship Award, which is selected by the participating students, between the team from Mississippi State University and the team from the University of Kentucky. “I want to congratulate all of the individual and team winners from this first SEC MBA Case Competition, and thank everyone from the University of Missouri for organizing a great event,” SECU Executive Director Torie Johnson said. “We at the SEC, along with team advisors and students, are already excited about the future possibilities.”

The 2014 SEC MBA Case Competition is tentatively scheduled for April 10-12, 2014 at the University of Alabama in Tuscaloosa, Ala.

A full list of SEC MBA Case Competition award winners follows this release.

2013 SEC MBA CASE COMPETITION AWARD WINNERS

Final Team MBA Case Competition Results

First Place: University of Florida (Devon Grimme, Ken Miller, Spencer Siegel, Kimberly Thelwell)

Second Place: University of Arkansas (Bin Liu, Saif Mir, Chris Reed, Carmen Williamson)

Third Place: Texas A&M University (James Cerenzie, Ann McCollim, Kara Pisklak, Nithin Subramanya)

Team Sportsmanship Award – selected by the students (tie)

- Mississippi State (Bailey Stephenson, Ethan Huber, Don McCartney, Jonny Tahai)
- Kentucky (Kelsey Underwood, Samuel Palmer, Erin Bodge, Toni Cannon)

Best Presenter

- Division 212 – Bret Babcock, Ole Miss
- Division 217 – Spencer Siegel, Florida
- Division 218 – Jeff Fralick, South Carolina

Best Q&A

- Division 212 – Ann McCollim, Texas A&M
- Division 217 – Varsha Ramakrishnan, Vanderbilt
- Division 218 – Carmen Williamson, Arkansas

College of Business Hosts Inaugural SEC Business School Competition

By Katherine Knott

PUBLISHED AS A PART OF **MANEATER V. 79, ISSUE 50**

The College of Business proposed the idea to the SEC

MU hosted teams from all 14 Southeastern Conference schools in the conference's first business competition, which ran from Thursday through Saturday in Cornell Hall.

Masters of Business Administration students were given 24 hours to create and present their solution to a real-world business problem provided by the event sponsor, AT&T. The problem dealt with general business policy and strategic management area, according to the competition's website. A panel of corporate executives and academics judged the teams' proposals on quality of analysis and presentation clarity.

"These case competitions allow all of the students involved to work directly with a company offering a real problem," College of Business Dean Joan Gabel said in an email. "The added layer of friendly competition brings out a spirited intensity not unlike the competitive nature of the marketplace our students will soon enter."

The University of Florida took home the \$10,000 case prize, and the University of Arkansas and Texas A&M University placed second and third, respectively.

While the MU team may not have won the top prize, the College of Business did bring the idea for the program to the SEC.

MU was set to host a similar competition for The Big 12 Conference this year, Gabel said in an email. After moving to the SEC, Gabel's administrative team, including the Crosby MBA Program, asked about a similar competition, but the conference did not have an equivalent.

"We asked the other SEC schools if they were interested, and we received back an overwhelmingly positive response," Gabel said. "That's when we offered to host the inaugural event."

Many details of the event were kept secret per competition rules. The academic affiliation of each team was not disclosed to the judges, so the MU team did not have a home advantage.

For the competition's debut, the Athletic Department, AT&T, the SEC and Trulaske College of Business committed significant personnel and financial resources, according to a college of business news release. The teams were given a tour of Mizzou Athletics Training Center, and the team faculty-advisors had lunch with Athletic Director Mike Alden.

This competition falls under the SEC's academic initiative, SECU. The SEC made a three-year commitment to launch and sustain the program.

"The SEC MBA Case Competition is an exciting addition to the SECU menu as it is our first foray into the graduate level of studies," SECU Executive Director Torie Johnson said in an SEC news release. "We are thrilled to be able to provide a forum for this type of education for our business students."

Gabel said she believes the competition will continue beyond those three years.

"The schools have outlined a rotation for who will host the event each year," she said.

Next year's event will be hosted at the University of Alabama's College of Business.

[University of Arkansas - Arkansas Newswire](#)

Walton College Team Impresses Judges at Inaugural SEC MBA Case Competition

Team takes second place among 14 SEC-member schools

Wednesday, April 17, 2013



Members of the Walton M.B.A. team accept second prize of \$5,000 at the first Southeastern Conference M.B.A. Case Competition.

FAYETTEVILLE, Ark. – The Walton M.B.A. team took second place overall in the inaugural Southeastern Conference M.B.A. Case Competition.

Team members Bin Liu, Chris Reed, Carmen Williamson and Saif Mir represented the Sam M. Walton College of Business and the University of Arkansas on April 11-13 in Columbia, Mo. The faculty

adviser for the team was Raja Kali, associate professor in the economics department and the ConocoPhillips Chair in International Economics and Business.

“Walton is truly fortunate to be represented by such professional, well-prepared and impressive students,” said Marion Dunagan, Walton College assistant dean for graduate programs.

In the competition, the four-member team received a real-time business case from event sponsor AT&T on Friday and had until Saturday to create a proposal for the company and compete to identify the best solution. For its second place finish, the Arkansas team won \$5,000.

The event is one of several activities of SECU, the academic initiative of the Southeastern Conference.

Bloomberg Businessweek

MBA Programs

The Southeastern Conference Wants to Be Known for More Than Football

By Geoff Gloeckler

April 17, 2013

Traditionally, the Southeastern Conference (SEC) is known for its dominance in athletics, particularly on the football field, boasting that its members have won the last seven national championships. Now the deans who represent each of the SEC business schools are hoping to make a similar impact with their MBA programs by bringing this competitive spirit to the classroom.

Last weekend the conference’s 14 member schools participated in the first annual SEC MBA Case Competition, hosted in Columbia, Mo., by the University of Missouri’s [Trulaske College of Business](#), as part of the conference’s academic initiative. Each of the SEC member schools (see list of SEC members below) sent a team of four students to take part.

The three-day event came about at the urging of Missouri Dean Joan Gabel after her school joined the SEC in 2012. Gabel had experience with similar competitions as a member of the Big 12 conference, and her administrative team felt it was a good opportunity for the SEC. “It offers our students a competitive environment where they can learn from industry partners in real time about what they’re facing,” she says. “It’s also great for us to network across schools at the administrative level. I think all of our schools are better for it.”

In the competition itself, each team was given 21 hours to develop a solution to an actual real-time business problem presented to them by the competition’s sponsor, AT&T (τ). (Gabel says she could not disclose the nature of the problem.) A panel of corporate executives and academics judged each team’s proposal. The team from the University of Florida won the \$10,000 first prize, with the teams from Arkansas and Texas A&M placing second and third.

The 2014 SEC MBA Case Competition is tentatively scheduled for mid-April of next year and will be hosted by the University of Alabama. Similar competitions are hosted annually by other NCAA conferences, including the Big Ten and the Big 12.

SEC Member B-Schools

University of Missouri's Trulaske College of Business
Alabama's Manderson Graduate School of Business
Arkansas' Walton Graduate School of Business
Auburn's College of Business
Florida's Hough Graduate School of Business
Georgia's Terry College of Business
Kentucky's Gatton College of Business and Economics
Louisiana State's Ourso College of Business
Mississippi's School of Business Administration,
Mississippi State's College of Business
South Carolina's Moore School of Business
Tennessee's College of Business Administration
Texas A&M's Mays Business School
Vanderbilt's Owen Graduate School of Management

The University of Alabama

University of Alabama News

SEC MBA Case Competition Comes to Tuscaloosa Next Year

April 17, 2013

TUSCALOOSA, Ala. — The inaugural Southeastern Conference MBA Case Competition at the University of Missouri wrapped up over the past weekend and while The University of Alabama's Manderson Graduate School MBA case team did not win its division, it brought the home court advantage to Tuscaloosa for next year.

“At the advisers’ business meeting, six SEC schools put their hats in the ring to host the 2014 SEC MBA Case Competition,” said Dr. Brian Gray, associate dean for the Manderson Graduate School. “After some discussion and deliberation, it was decided that the next host would be The University of Alabama.”

All 14 SEC schools competed in three divisions.

Gray said the Manderson team of Jon Chappell, Brittany Hovell, Mallory Meissner and Daniel Paul performed very well, but did not win their division and make it to the final round of three teams. Florida finished in first place, followed by Arkansas in second and Texas A&M in third.

Paul, of Grove Hill, has accepted a position with Hewlett-Packard in Chicago; Meissner, of Tuscaloosa, is headed for a position with Coca-Cola in Atlanta; Hovell, of Athens, accepted a position with PricewaterhouseCooper in Atlanta, and Chappell, of Birmingham, has accepted a job with Microsoft in Charlotte.

“It was a great experience, and Mizzou was an excellent host,” Gray said, adding that the Manderson Graduate School of Business, part of the Culverhouse College of Commerce, will begin planning this week for next year’s competition.

Each of the 14 SEC member universities sent a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, heard the proposed solutions and gave first, second and third-place awards, among other recognitions.

“The SEC MBA Case Competition is an exciting addition to the SECU menu as it is our first foray into the graduate level of studies,” said Torie Johnson, SECU executive director. “We are thrilled to be able to provide a forum for this type of education for our business students. And, we appreciate the support from across the University of Missouri campus for this event.”

Through its SECU academic initiative, the Southeastern Conference sponsors, supports and promotes collaborative higher education programs and activities involving administrators, faculty and students at its 14 member universities.

With approval from the SEC presidents and chancellors, the SEC made a three-year commitment to help launch and sustain the MBA Case Competition.

The competition was the first of its kind for the SEC.

“I congratulate Dr. Gray and the Manderson team for their great effort,” said Dr. J. Michael Hardin, dean of the Culverhouse College of Commerce. “Competition in the SEC is as fierce in the classroom as it is on the field or on the court, and I look forward to bringing the MBA Case Competition to the Capstone.”

The University of Alabama, a student-centered research university, is experiencing significant growth in both enrollment and academic quality. This growth, which is positively impacting the campus and the state's economy, is in keeping with UA's vision to be the university of choice for the best and brightest students. UA, the state's flagship university, is an academic community united in its commitment to enhancing the quality of life for all Alabamians.

College of Business

News & Research

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COB team solid at SEC MBA case study competition



Brittney Rieben, Alex Stevenson, Ben Whitlow and David Schroll had less than 24 hours to come up with a solution to a company issue.

They were presented with a real-life corporate situation and, like 13 other teams, were given less than 24 hours to come up with a solution and present it before corporate executive judges.

A team of four Auburn MBA students, Ben Whitlow, Alex Stevenson, David Schroll and Brittney Rieben, competed last weekend in Columbia, Mo., at the Trulaske College of Business on the campus of the University of Missouri at the first SEC MBA Case Competition.

“They had a realistic issue that is coming to light with company threats,” said Jim Parrish, Director of Admissions and Operations for the Auburn University College of Business MBA Graduate Programs. “Judges wanted our students to form a strategy.

What is your best defense? What is your best offense?”

Teams and their representatives are forbidden from discussing the precise nature of the case's problem or possible solutions.

Teams were given access to conference rooms at the school to work on the presentations.

In the end, Florida, which made a presentation dealing with consumer needs, walked away as the SEC champions, with Arkansas and Texas A&M taking second and third place. Auburn did not place.

Faculty advisor Chris Shook, who is also head of the Department of Management, said the Auburn team "performed well under pressure."

"I was really proud of our team," he said. "The case was a real-life strategic situation that a large corporation has not gotten a handle on. It involved a classic strategy problem. The team had to condense, digest and analyze a lot of information in a short amount of time. Once the analyses were done, they had to come up with a recommendation and sell it to the judges. The amount of pressure they were under was immense.

"It was not an easy situation to present in. The judges, except for one academic, were all top executives. The judges also involved some of the sponsoring company's (AT&T) executive. The students had a wonderful opportunity to take all they had learned and apply it to a real company. They learned to work as a team and each used their strengths. They networked and made many professional connections across the SEC that will be valuable to them in their future careers."

Parrish said the Auburn team received positive feedback from judges, including "strong presentation" and "strong delivery of information."

"I got to watch their presentation," Parrish said. "To have their ideas formulated and collaborated utilizing the strengths of each person in the group was special. I wouldn't change the team we had."

Parrish noted this was Auburn's first foray into an MBA case competition and learned by watching other schools.

"We know now," he said. "We can help prepare students for the future."

Parrish also reported that Auburn is tentatively scheduled to host the SEC MBA Case Competition in 2018. The competition will be held at the University of Alabama next spring.

Congratulations to the SEC Case Competition Team

Posted by *utmbastudents* on April 15, 2013

Posted in: Uncategorized.

Congratulations to the UT SEC MBA Case Competition team who represented our program very well this weekend at the first annual SEC MBA Case Competition hosted by the University of Missouri. Although our team did not place, they had a creative and innovative presentation that was well regarded by the judges and peers. Next year's SEC MBA Case Competition will be held at the University of Alabama – our group took extensive notes and learned a lot. We look forward to being back again next year!

<http://manderson.cba.ua.edu/>

UA to Host 2014 SEC MBA Case Competition

The inaugural Southeastern Conference MBA Case Competition at the University of Missouri wrapped up over the past weekend and while The University of Alabama's Manderson Graduate School MBA case team did not win its division, it brought the home court advantage to Tuscaloosa for next year.

"At the advisors' business meeting, six SEC schools put their hats in the ring to host the 2014 SEC MBA Case Competition," said Dr. Brian Gray, associate dean for the Manderson Graduate School. "After some discussion and deliberation, it was decided that the next host would be The University of Alabama." All 14 SEC schools competed in three divisions.

Gray said the Manderson team of Jon Chappell, Brittany Hovell, Mallory Meissner, and Daniel Paul performed very well, but did not win their division and make it to the final round of three teams. Florida finished in first place, followed by Arkansas in second and Texas A&M in third.

"It was a great experience and Mizzou was an excellent host," Gray said, adding that the Manderson Graduate School of Business, part of the Culverhouse College of Commerce, will begin planning this week for next year's competition.

Each of the 14 SEC member universities sent a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, heard the proposed solutions and gave first, second and third-place awards, among other recognitions.

"The SEC MBA Case Competition is an exciting addition to the SECU menu as it is our first foray into the graduate level of studies," SECU Executive Director Torie Johnson said. "We are thrilled to be able to provide a forum for this type of education for our business students. And, we appreciate the support from across the University of Missouri campus for this event."

Through its SECU academic initiative, the Southeastern Conference sponsors, supports, and promotes collaborative higher education programs and activities involving administrators, faculty and students at its fourteen member universities.

With approval from the SEC Presidents and Chancellors, the SEC made a three-year commitment to help launch and sustain the MBA Case Competition.

The competition was the first of its kind for the SEC.

"I congratulate Dr. Gray and the Manderson team for their great effort," said J. Michael Hardin, Dean of the Culverhouse College of Commerce. "Competition in the SEC is as fierce in the classroom as it is on the field or on the court, and I look forward to bringing the MBA Case Competition to the Capstone."

Gatton News and Information

April 15, 2013

Contact: Michele Sparks, Director of Communications (859) 257-0040

For Immediate Release

UK Shares Sportsmanship Award in SEC Case Study

A team of students from the University of Kentucky's Gatton College of Business and Economics brought home a share of the Team Sportsmanship Award at the inaugural SEC MBA Case Competition hosted by the University of Missouri this past weekend in Columbia, Mo.

The four UK students, all part of Gatton's [accelerated one-year MBA program](#) are Eric Bodge of Washington, W.Va.; Toni Cannon of Owensboro; Sam Palmer of Madisonville; and, Kelsey Underwood of Louisville. Mississippi State University's four-person team tied UK's squad in the voting for the sportsmanship award.

Each of the 14 SEC member universities sent a team of four MBA students to evaluate a real-time business case from event sponsor AT&T, create a proposal for the company and compete to identify the best solution. A panel of judges, including corporate executives and academicians, heard the proposed solutions and gave first, second and third-place awards, among other recognitions.

First place went to the University of Florida, with Arkansas placing second and Texas A&M third.

The event is one of several activities of SECU, the Academic Initiative of the Southeastern Conference.

Mizzou Business News

Inaugural SEC MBA Case Competition brings all 14 SEC schools to Mizzou



SEC participants were photographed at the start of the competition at Mizzou Arena.

The Trulaske College of Business hosted an MBA Case Competition with all Southeastern Conference (SEC) universities participating – the first of its kind in the SEC.

Each of the 14 SEC schools sent a team of four MBA students to Columbia April 11-13 to take a real-time business case from event sponsor AT&T, create a proposal for the company, and then compete to see whose plan produces the best solution. A panel of judges including corporate executives and academicians heard the cases and presented first, second and third place awards including a divided cash purse of \$20,000.

"We are very proud of the amazing work that was done by each and every SEC school and thank them for all they've done. The collaborative spirit was tremendous and it was in that spirit that all of our teams truly won," said Joan Gabel, Dean of the Trulaske College of Business. "We are so grateful to our event sponsors AT&T, the SECU, Mizzou Athletics, our judges, and the student teams for making this event such a success."

The SEC, with support from all member universities' leadership, made a three-year commitment to help launch and sustain this program, which falls under the SEC's academic initiative, SECU. The hope is that the SEC MBA Case Competition will become an integral part of SEC academics. For this year's event, Mizzou Athletics, the SEC, AT&T, and the Trulaske College of Business committed significant personnel and financial resources to ensure its inaugural-year success.

Next year's host is Alabama.

Placing teams:

- **First place:** University of Florida with members Devon Grimme, Ken Miller, Spencer Siegel and Kimberly Thelwell
- **Second place:** University of Arkansas with members Bin Liu, Saif Mir, Chris Reed and Carmen Williamson
- **Third place:** Texas A&M University with members James Cerenzie, Ann McCollim, Kara Pisklak and Nithin Subramanya
- **The Team Sportsmanship Award (tied):**
 - University of Kentucky with members Eric Bodge, Toni Cannon, Samuel Palmer, and Kelsey Underwood
 - Mississippi State University with members Ethan Huber, Don McCartney, Bailey Stephenson and Jonny Tahai
- **Best Presenter:**
 - Division 212: Bret Babcock of Ole Miss
 - Division 217: Spencer Siegel of University of Florida

- Division 218: Jeff Fralick of University of South Carolina
Best Q & A:
 - Division 212: Ann McCollim of Texas A&M University
 - Division 217: Varsha Ramakrishnan of Vanderbilt University
 - Division 218: Carmen Williamson of University of Arkansas
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Schools visit MU for MBA contest

Monday, April 15, 2013 at 2:00 pm

The Trulaske College of Business at the University of Missouri played host to the first MBA Case Competition for the Southeastern Conference.

Each of the 14 SEC schools participated in the event Thursday through Saturday. Participating students took real business cases from event sponsor AT&T and created a proposal for the company. The teams with the best solutions received awards, including a divided cash purse of \$20,000.