

The Magazine of the Mizzou Alumni Association

MIZZOU

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 — 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.



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.

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.

Topics: Business, Law and Public Affairs, Sports, Web Exclusives

Tags: Students

573-882-5916 | Email: mizzou@missouri.edu

*Opinions expressed in this site do not necessarily reflect the official position of MU or the
Mizzou Alumni Association.*

© 2019 — Curators of the [University of Missouri](#). All rights reserved. [DMCA](#) and [other
copyright information](#).

An [equal opportunity/access/affirmative action/pro-disabled](#) and veteran employer.