

Management 110 Case Competition

Dr. William H. Bommer – Dr. James M. Schmidtke

Develop a “local” business case

- Faculty members contact a local business to identify issues for which the organization seeks input.
- The case is written by faculty with input from leaders in the organization.
- The case is given to students and leaders from the business come to class to provide background information about the company and discuss the specific issues highlighted in the case.



Outcomes

- It improves student learning of course concepts and helps them identify critical thinking and problem solving skills.
- Local businesses usually find a few new ideas that ultimately help them resolve the issues.
- Several students have received internships or job offers based upon their participation in this project.
- It develops the relation between the university and the local business community.

