

MBA Team Takes Second at Supply Chain Competition

MBA case competition teams from the College of Business had a banner year in 2006-2007.

On February 17, Iowa State's

MBA case team was chosen as one of the two best teams in the Big 12 North and was sent to the "Final Four" round of the inaugural Big 12 MBA Case Competition in Norman, Oklahoma in March.

One week later, another MBA case team placed second in the FedEx Freight International Graduate Logistics Case Competition held at the University of Arkansas February 22-24.

Teams of MBA students from 12 United States and European universities played roles of supply chain business consultants for a major firm. The teams were given 24 hours to analyze a situation. Then each team made a presentation to the judges who were role playing as the company's board of directors. The judges were upper-level managers and executives from companies that assist in sponsoring the event.

The case study centered on new product launches from DuPont, the multinational chemicals and health-care company. Students had to make recommendations on which products to launch, based on a comprehensive view of the company's capabilities—especially those of its supply chain—and operating environment.

The Iowa State team included Tharangi Ranasinghe, Pannipitiya, Sri Lanka; Monica Kak, New Delhi, India; Doug Stout, Waukee, Iowa; Jason Beichley, Waukee, Iowa; Jonathan Greenlee, Davenport, Iowa; and Brook

Richardson, Fairfield, Iowa.

Finishing so highly was encouraging to the students.

"Our team was very pleased with the results," said Richardson. "It was the first time Iowa State was invited to the event. And some of the schools present are ranked in the top 10 nationally."

The first place team was Darmstadt University of Technology from Germany. According to Richardson, representatives from several companies

were also at the competition giving contestants a chance to network with industry leaders.

The team's faculty advisor, Rhonda Lummus, an associate professor of operations and supply chain management in the College of Business, knows how hard the team members have worked to get where they are.

"This team used its analytic and presentation skills, built through their MBA curriculum, to do an outstanding job at the competition," Lummus said. "The judges were very complementary on their presentation and we hope to build on this success by returning next year." Lummus praised the team's preparation prior to the event, arranging mock run-throughs based on other supply chain management cases and closely studying the rules of the competition.

Other competing schools included: Arizona State University, Michigan State University, The Ohio State University, Pennsylvania State University, Texas Christian University, the University of Arkansas, the University of Maryland, the University of Minnesota, the University of Wisconsin-Madison, and Chalmers University of Technology of Gothenburg, Sweden. ■



MEMBERS OF THE IOWA STATE TEAM, LEFT TO RIGHT: RHONDA LUMMUS, ASSOCIATE PROFESSOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT; THARANGI RANASINGHE; DOUG STOUT; JASON BEICHLEY; BROOK RICHARDSON; JONATHAN GREENLEE; MONICA KAK; AND BOBBY MARTENS, ASSISTANT PROFESSOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT.

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—RHONDA LUMMUS