



February 18, 2019

Peoples Bank Case Competition

Every year, Peoples Bank offers an Undergraduate Business Case Competition, hosted by Marietta College, during which each business school student team presents its business case analysis to a select group of Peoples' executives. The case covers a wide range of geographical regions along with multiple functional areas including human resources, finance, strategic planning and marketing. After an initial presentation by each team, four finalists are announced, who then compete in the afternoon finals for cash prizes. The Seventh annual Peoples Bank Undergraduate Business Case Competition was held on Saturday, Feb. 9. Marshall's business case competition team from the Brad D. Smith Undergraduate School of Business, mentored by Dr. Marc Sollosy (Faculty adviser) and consisting of three undergraduate business students: Mr. Alex Lathwell (senior Marketing major), Ms. Boram Kim (junior Finance major), and Ms. Lauren Corbett (senior Management major) finished second out of 15 teams and received a cash prize of \$1,000 to be shared between them.

The 15 teams representing 14 colleges and universities that competed in this year's event were: Northern Kentucky University, Tiffin University, The College of Wooster, Ohio Valley University, West Virginia University (sent 2 teams), University of Charleston, The Ohio State University, Oberlin College, University of Akron, University of Mt. Union, Cleveland State University, Ohio University, Marietta College and Marshall University. Oberlin College won the competition with a \$1,500 prize. Third place with \$750 went to the University of Akron.

The Undergraduate Business Case Competition serves as an opportunity for students to invest time and effort competing with peers to provide a solution to a real world business scenario. In addition to the competitive opportunity, our students interacted with business leaders in the financial services industry and received feedback on the results of their work.

Over the six consecutive years that the Lewis College of Business has participated in this competition, Marshall has placed first once, placed second twice and placed fourth once. I am delighted that our students got this wonderful opportunity.

Delta Sigma Pi Update

Delta Sigma Pi is one of our most active student organizations in the Brad D. Smith Schools of Business. Ever since our chapter started in 2002, DSP has focused on professionalism, community service, and brotherhood as top priorities. The organization has been very active with recruitment of new, top-tier students and a visit to Cabell Huntington Hospital to read to children in their unit bringing joy into young children's lives. They have also been collecting pop tabs to give to the Ronald McDonald House. DSP President, Jasiel Kinder, attended DSP Presidents Academy in St. Louis, Missouri, learning how to lead the chapter to excellence (along with 285 chapter presidents throughout the nation) and bringing exciting changes to our fraternity. 12 members recently attended a leadership conference in Philadelphia earlier this month to learn more about how to become a better professional, leader, and brother.