

Business challenge

"World Wide Strategists," a team of four Georgetown students, won the Business Strategy Challenge, a case competition hosted April 6-9 at Georgetown. The team, made up of Sean Doran (MSB '05), Victoria Cheng (MSB '06), Matthew Ichinose (MSB '05) and Abhyuday Prashad (MSB '05) won the a \$400 grand prize, followed in second by a University of Pennsylvania team.

The Business Strategy Challenge 2005, presented by the McDonough School of Business and the campus organization Hilltop Consultants, was the first of its kind to be held at GU. The inter-collegiate case competition included 12 teams from regional universities. Teams had three days to prepare recommendations for a case focusing on strategy development for United Way International, a local non-profit organization. A panel of judges, including business professionals and professors evaluated each team's presentation, including their responses to questions directed at each proposed strategy.

—*Emilie Lis Pradera*