TOWSON UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS LIVE STRATEGY CASE COMPETITION

Students, Members of the Broader University Community, and our Business Partners may Feel Proud to see the Tangible Impact that Capstone Students Make Each Semester

A CLOSER LOOK

Since the fall of 2015, 1,270 students across 42 sections of our capstone strategy course have participated in this interdisciplinary, bi-annual competition. Each semester, faculty partner with a company to develop a current, real-world case emanating from the partner business. Students are supported to ‘raise the bar’ by applying the tools of strategic management to develop business solutions.

At the conclusion of the term, student teams give formal presentations of their proposals before their respective classes. Faculty members then select the top team from each section to advance to the culminating live case competition and present before a panel of corporate judges. Winning teams are recognized at a university-wide ceremony.

SERVICES/SOLUTIONS/OUTCOMES

- Real world, interdisciplinary, dynamic learning experience
- ‘Implementation Consultant’ jobs for graduating students
- Social impact for diverse stakeholders
- Strengthened inter-campus and business partnerships
- TU Office of Academic Innovation 2017 Innovation in Teaching Award

www.towson.edu/casecompetition
www.towson.edu/btu

CONTACT

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PARTNER ORGANIZATIONS

Cintas
Spring 2017, Fall 2016

1st Mariner Bank
Spring 2016, Fall 2015