

UF team places third at Johnson & Johnson Business Case Competition

GAINESVILLE, Fla. – A team of five UF undergraduates from the Warrington School of Business Administration took third place in the Johnson & Johnson Business Case Competition held April 8-9 at Johnson & Johnson's headquarters in New Brunswick, N.J.

The Johnson & Johnson Business Case Competition is a national competition that brings together undergraduate business students from around the country and tests their abilities in real-world situations. Strategic thinking, economic reasoning, financial analysis and marketing are all tested as the teams present proposals for approval by Johnson & Johnson financial officers.

The team consisted of five UF students who are all members of the International Business Society, a student-run organization that serves to promote cross-cultural interaction and understanding as it relates to business. Juniors Mychael Estalilla, Jack Jin, Lisette Shaw, Janine Slement and sophomore Christine Shoup analyzed three actual business ventures relating to healthcare from the perspective of a fictitious company. The competitors rated the profitability and viability of the three ventures and selected the most financially and ethically sensible option. The team then presented its findings to a financial officer at Johnson & Johnson.

The UF team was one of only 10 schools to reach the final round. The team earned an invitation to the national competition by winning its regional competition earlier this year.

The University of Illinois placed first at the competition and Rutgers University-Newark finished second.

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The Warrington College of Business Administration is one of the world's top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.