

Undergraduate team finishes second at Asian Business Case Competition

GAINESVILLE, Fla. – A team comprised of undergraduate students from the Warrington College of Business Administration continued the College’s impressive run in international competitions placing second at the Asian Business Case Competition. The event, which was hosted by Nanyang Business School in Singapore, concluded Wednesday.

Warrington’s undergraduate teams have placed second in two of its past three international case competitions. Warrington finished second at the International Case Competition at Maastricht University (The Netherlands) May 8-13.

The Asian Business Case Competition is Singapore’s first international business case competition for undergraduate students, and is the only one focusing on sustainability and business. The competition creates an environment for the best student participants to apply their knowledge and skills to real-life business problems.

The University of Florida was the only U.S. university invited to compete in the nine-team field. The other participants were Auckland University of Technology (New Zealand), Maastricht University (The Netherlands), McGill University (Canada), Nanyang Technological University (Singapore), Queensland University of Technology (Australia), Thammasat University (Thailand), the University of Otago (New Zealand) and the University of Porto (Portugal).

Warrington’s team—Amanda Aschenbrenner (Marketing), Meng Liu (Accounting), Mikela Moore (International Studies) and Will Hadley (Accounting)—was presented a business case about an Asian-based organization, and was given 40 hours to analyze it and develop a presentation based on the team’s analysis and recommendations. In the semifinal and final rounds, teams were allotted 15 minutes for their presentations followed by a 15-minute question-and-answer session.

“Our students are taught how to analyze a business case, and how to do financial modeling and considerations for creating a marketing strategy and overall corporate strategy,” said Horace Tucker, Associate Director of the School of Business and its Career and Leadership Programs. “At the competition, our students crafted and delivered an effective business presentation exhibiting the knowledge and poise worthy of their impressive finish.”

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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.