Perdue School Students Finalists in NIBS Competition

From left: Zack Holbrook, Benjamin Hoganson, Amy Gilbert, Memo Diriker and John Stockel.

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SALISBURY, MD—

From landing clients to finding just the right marketing pitch, many would say that business is all about staying ahead of the competition.

Students in Salisbury University’s Franklin P. Perdue School of Business recently received a jumpstart in how that may be accomplished by competing in the world’s oldest undergraduate case competition, hosted by the Network of International Business Schools (NIBS).

Coached by Dr. Bob Wood, dean of the Perdue School, and Drs. Memo Diriker, Olivier Roche and Christy Weer of the Management and Marketing Department, the SU team was named one of the best in the world during the first round, held online in November. The top 10 teams, including Salisbury, recently went head-to-head in a week-long finals competition, held in St. Johns, Newfoundland. Countries represented included the United States, Canada, Finland, the Netherlands, Belgium and Ireland.

“We’re extremely proud of our team,” said Wood. “For it to make the finals round in the first year of competition is a tribute to the hard work and dedication of our students.”

SU team members included Amy Gilbert of Walkersville, MD; Benjamin Hoganson of Fallston, MD; Zack Holbrook of Millersville, MD; and John Stockel of Woodstock, MD.

“The case competition was the experience of a lifetime,” said Hoganson. “I exponentially improved my presentation and analytical skills while having a great time with people all over the world.”

Gilbert agreed: “By watching others present, we were able to learn different presentation styles and approaches to business strategies. In our free time, we were able to get to know the other teams on a non-academic level. … None of the students or coaches wanted to leave!”

SU is one of 91 NIBS member institutions in 30 countries around the world.
From the Dean’s Office: NIBS International Case Competition

For the first time, a team of students from the Perdue School entered the Network of International Business Schools (NIBS) International Case Competition this year. The competition, the oldest undergraduate case competition in the world, consists of two rounds: a preliminary round held online in November and a weekend finals round with the top 10 teams competing head-to-head. Teams from the U.S., Canada, Finland, Netherlands, Belgium and Ireland competed in the final round held in St. John’s, Newfoundland, in late February.

The finals teams competed in four round robin matches on Monday through Wednesday, with the top four teams advancing to the semifinals on Friday. Although the Perdue team did not advance to the semifinal round, the competing coaches were impressed with the quality effort of the SU team. As luck would have it, our team competed against the eventual winner and two other semi-finalist teams in the first four rounds. However, it’s my belief that the competition and experience itself are the reasons for entering. I’ve asked the four team members to relate their experiences.

Amy Gilbert, Senior Accounting Major, Walkersville, Maryland

Competition! Team spirit! Networking! Friendships! This is what the NIBS Case Competition was all about. After hours of analyzing, competing and presenting, there was still plenty of time to socialize with the other teams. By watching others present, we were able to learn different presentation styles and approaches to business strategies. In the free time, relationships were built and we were able to get to know the other teams on a non-academic level. Although the competition ended on Friday, none of the students or coaches wanted to leave. We experienced an educational environment during the contest, a business environment as we toured a brewery and social environment as we experienced the culture of St. John’s, Newfoundland. This was an experience of a lifetime that built friendships that will last a lifetime.

Benjamin Hoganson, Senior Management and Marketing Major, Harford County Maryland

The NIBS Case Competition was an experience of a lifetime. I exponentially improved my presentation and analytical skills while having a great time with people from all over the world. More importantly, I got to experience St. John’s and the culture there. NIBS lived up to its name as the Network of International Business Schools; I made lasting friendships with other business students and professors from around the world. I had never before thought of using social networks outside the United States, but it is now a very real option for me to pursue. I would strongly encourage all students in the Perdue School to become involved in NIBS; it is some of the most fun you will ever have.

Zack Holbrook, Senior Accounting Major, Millersville, Maryland

The experience in St. John’s was amazing. The first night we were there it felt as if we belonged. The other coaches were very welcoming as were the other teams. They helped ease the nerves that we were experiencing with the first day of competition quickly approaching. The people we met were some of the greatest people I have ever encountered. It was nice to experience such diverse cultural mixes at one competition. Although it snowed just about every day we were in St. John’s, it was still one of the most beautiful places I had ever been.
Perdue Students Help to Develop Global Financial Reporting Standards

Des. George Summers and Kathie Wright have had some odd conversations lately:

“Did you load the XBRL GL taxonomy into Fijitsu’s AXwind?”

“Yeah, and I created an SRCD instance using MapForce. That embedded approach is impressive!”

Huh? Are they moonlighting as CIA commandos? Hardly. But with a cadre of students, they are using an emerging technology—XBRL GL—with important implications for global business.

XBRL (eXtensible Business Reporting Language) is an open standard for interactive business information. A common analogy is that of a barcode. Just as barcodes hold all kinds of data about a product, XBRL stores “metadata” about accounting facts. For example, XBRL can store a cash account balance of $1,000 along with information about the business division, posting date and whether the account has been audited. Once stored, XBRL metadata can be immediately accessed with common software tools. Sound futuristic? The truth is that XBRL is changing global business reporting today.

In the U.S., all publicly traded companies must use XBRL by 2013. Benefits of increased transparency are already apparent (http://data.xbrl.us). New applications are emerging—notably in healthcare and risk management.

Summers and Wright have opted to study the “deeply embedded” approach of XBRL Global Ledger (GL) that creates metadata directly from accounting transactions. Capturing metadata at this level in the reporting process increases power and flexibility of XBRL. They and six Perdue School students are working with an international community of practitioners and scholars to develop new applications. With assistance from XBRL GL founder Eric Cohen, Tom Hood spends several hours each week mapping XBRL GL to Maryland Association of CPAs accounting data. As there are few examples of XBRL GL applied to not-for-profit financial accounting, Hood’s work will guide best practices for other organizations leveraging XBRL GL for interactive reporting.

Under the direction of Gianluca Garbellotto, Meghan Brebner and Shahana Malik are building detailed XBRL GL maps for the Convergence Assistant, a software tool designed to seamlessly and instantaneously transform financial reports across multiple global standards. Because the project spans international accounting rules, the students must research theoretical concepts to correctly link accounts. Their work will be vetted by the XBRL GL community via a Web-based “wiki,” allowing students to communicate with international experts and incorporate recommendations into the final product.

They may not be as glamorous as special ops, but these projects do have significant implications for globalization. Perhaps, in the not-so-distant future, Perdue students will assist not-for-profits implementing the XBRL GL taxonomy developed by Hood. The Convergence Assistant will become a common business application used internationally to efficiently transform accounting data from one reporting format to another. Imagine what conversations these students will be having then?

Lewis Visits Marketing Class

On February 17, Carie Lewis (Class of 2003), director of emerging media online communications for The Humane Society of the United States visited campus and shared her expertise with students of the Perdue School. A self-proclaimed computer geek and Facebook addict, Lewis found her dream job combining her love for animals and social media. She visited Professor Paula Morris’ Marketing 331, Advertising and Promotions Management, class and explained how she does non-profit fundraising using Facebook, Twitter and mobile technology. Lewis met with Career Services staff and our ABLE director about “virtual” internship opportunities. She toured the new Perdue School building, met with Dr. Howard Dover, made additional classroom presentations and spoke at the American Marketing Association meeting. The day wrapped up with a filmed interview for Ethics Week and a tour of the new Teacher Education and Technology Center where she reacquainted with friends she knew as a student—She spent all four years at SU working the IT Help Desk. Lewis said she can’t wait to come back for another visit!

From the Dean’s Office: NIBS International Case Competition

John Stockel, Senior Management Major, Woodstock, Maryland

The NIBS Case Competition in Newfoundland was a priceless experience that built my professional and personal development. Our team was able to take a complex business situation, compile a strategic solution within a few hours and present it to a panel of judges. I improved my ability to think on my feet, learned how to effectively work with others and honed my presentation skills. Aside from the case analysis, I was able to network with individuals I will be friends with for a lifetime. I bonded with all the teams from across the world and share unforgettable memories being a part of this exciting case competition.