

**Bishop's students bring home business case prize**

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## Local News

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# Bishop's students bring home business case prize

By Gordon Lambie

A team of four Bishop's University Students came out on top at the 2020 NIBS Worldwide Case Competition in Schwäbisch Hall, Germany last week. Working together, team members Noah Jepson, Maxim Jacques, Cecil Belanger, Kelly Poirier beat out 15 other teams from ten different countries to provide what was judged as the best solution to a business case study.

"They're given a case study, which could be anywhere between ten and 20 pages long, of a company experiencing a business challenge. The students are sequestered, locked into a room, with two computers, four textbooks, and their brains, essentially, and tasked to come up with strategic recommendations to solve this business problem in either three or four hours," explained

Charlene Marion, who was present to coach the team alongside BU professor Bill Robson. Marion was a member of the Bishop's team that won the competition in 2006, and said that this is the 25th year that the competition has been going on. This is Bishop's seventh win in that time.

"Bishop's is one of the founding schools of this case competition, so this is a great part of our history," the coach said.

In addition to being a great life experience for the students involved, Marion pointed out that the hours of work that go into preparing for the competition each year are excellent training for problem-solving and public speaking skills that the young men and women can carry with them into future careers.



PHOTO: COURTESY Pictured are Coaches Charlene Marion and Bill Robson with 2020 team members Noah Jepson, Maxim Jacques, Cecil Belanger, and Kelly Poirier