

Student Case Competition

The 2009 GSCMI MBA case competition had another strong showing this year with 19 teams entering the competition, including some international teams.

The first round of the competition consisted of a blind Power Point presentation case solution, with the top six teams advancing to the second round, and invited to compete at the conference.

The first round was judged by a faculty panel who had the difficult job of narrowing the field down to the six finalists teams:

- Georgia Institute of Technology
- Michigan State University,
- Northwestern University
- Purdue University
- The University of Michigan
- Vanderbilt University.

The case, 'Managing the Global Supply Chain at COGMA', involved helping COGMA, a century old Indiana automotive related manufacturer, develop a long term business strategy to succeed under global competition. The teams were specifically asked to investigate the risks and benefits involved in changing the company's supply network and explore exporting opportunities.

For the second phase of the competition the competitors were provided with an update to the case at 5:00pm on Thursday February 5th and had until the following morning at 8:00 am to submit their revised strategies and presentations.

The teams then presented their analysis at the conference in a ten minute presentation followed by a five minute Q&A from the panel of industry judges. Battling the fact that a lot of the competitors forwent sleep in preparing their case, all the teams gave wonderful insight into the issues faced at COGMA.

The judges were very impressed with all the presentations, but in the end awarded the team from the Owen Graduate School of Management at Vanderbilt, first prize, followed by Purdue University, and Northwestern University took third place. The top three teams received a total of \$8,000 in cash prizes thanks to our generous industry sponsors.

FIRST PLACE • Vanderbilt University

Shuanghui Wu, Erika Bacon, Bradford Cayer, Roe Rogers



1st PLACE

Case Overview

Student teams are competing in a two phase case evaluation utilizing the theme and a case entitled "Managing the Global Supply Chain at COGMA." The case, written by Center Director Dr. Ananth Iyer, places students inside a century old automotive related manufacturing firm whose roots are firmly planted in the small town of Chester, IN.

COGMA, known for their service and quality, is faced with trying to piece together a stable, long term strategy amidst the brunt of global pricing pressure, wage competition to keep their best managers and employees, an unchanged supply network and untested export opportunities abroad. The 3rd generation family CEO of COGMA looks for help as teams of MBA students explore the benefits of change while weighing the risks of an altered business platform.



SECOND PLACE • Purdue University

Lance Ho, Samarth Gogia, Nattanich Thongkraisae, Sanjeev Vaid



THIRD PLACE • Northwestern University

Patricio Mois Freiwirth, Jeevan Balani, Christian Vansnick, Anuj Kadyan



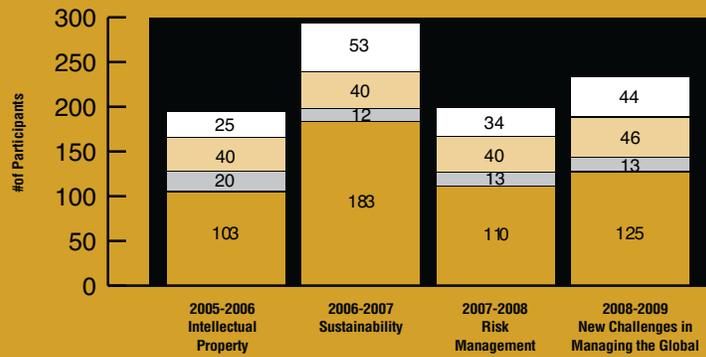
Phase 1 Competing Teams

- Boston University
- Cornell University
- Georgia Tech College of Management
- Hult International Business School
- Massachusetts Institute of Technology
- Michigan State University
- Northwestern University
- Purdue University
- University of Chicago
- University of Maryland
- University of Michigan
- University of North Carolina in Chapel Hill
- Vanderbilt University

Finalist Teams

- Georgia Tech College of Management
- Michigan State University
- Northwestern University
- Purdue University
- University of Michigan
- Vanderbilt University

Spring Global Supply Chain Management Event Participation



Students
 Faculty/Staff
 Business
 Student Volunteers



JUDGES

We would like to thank the following industry executives for serving as judges for the MBA Case Competition.

- Randy Hountz, *Purdue University, Technical Assistance Program*
- Pam Norman, *Indiana INTERNnet*
- Neil Perry, *Raytheon*
- Peter J. Walters, *Saint-Gobain Containers*
- Darrell Wineman, *Saint-Gobain Containers*
- Mike Musleh, *Oerlikon Fairfield*