

# Aspiring young professionals chase global domination

*MT&T—  
Dalhousie  
business  
competition tests  
the skills of  
students*

BY ASHIR SIDDIQUI

In the 20th Century, global rivalry has never been the same.

The United States, Russia, Great Britain, and Germany have all played their parts in this worldwide struggle to surpass the other. What no one really talks about are some of the players behind the scenes which are a bit closer to home than we would have known.

As we head towards a new millennium, you would think that

Halifax, Nova Scotia would not be the centre for fuelling the fire against world peace, but indeed it is.

Surely, up to this point you have realized that I'm talking about the 13th Annual MT&T-Dalhousie University International Business Case Competition.

A 'case' in the context of this competition is not a suitcase or a briefcase, but instead refers to a description of a problem facing a company and all the facts and environmental information one would need to come up with a solution.

Students then devise a solution and in their analysis come up with a recommendation and a strategic plan for implementation.

The event came from members of the Dalhousie International Business Society (DIBS) who in 1987 dreamed up the idea of the competition. Along with faculty assistance, DIBS approached Maritime Tel & Tel (MT&T) about its then 'new' video-

conferencing technology.

MT&T accepted the offer and thus a case competition was born.

This year, 16 teams from 4 different countries (Canada, United States, Mexico, and Australia) competed in the event.

The competition is broken up into two parts — a first round that took place on Jan. 28 and a second round which wrapped up on Feb. 5.

The first round is completed via fax machines. Each team is faxed the case and given a time period of five hours in which to compose their analysis, solutions and recommendations. The cases are restricted to five pages of figures or exhibits and five pages of written work. The top five teams from this first round go on to the second round which includes a written

faxed response and a verbal presentation via video conferencing.

After all presentations are completed there is a 'Hot Seat' round where the teams are asked to spontaneously respond to direct

round. The participating schools are given random numbers and remain anonymous to the judges until the selection of winners is complete.

The only cost to these schools is a \$500 entrance fee and faxing charges. MT&T covers the video-conferencing expenses, except any necessary off-campus renting facilities.

The topic in the first round dealt with introduction of colour televisions in relation with Samsung China while the second round was focused

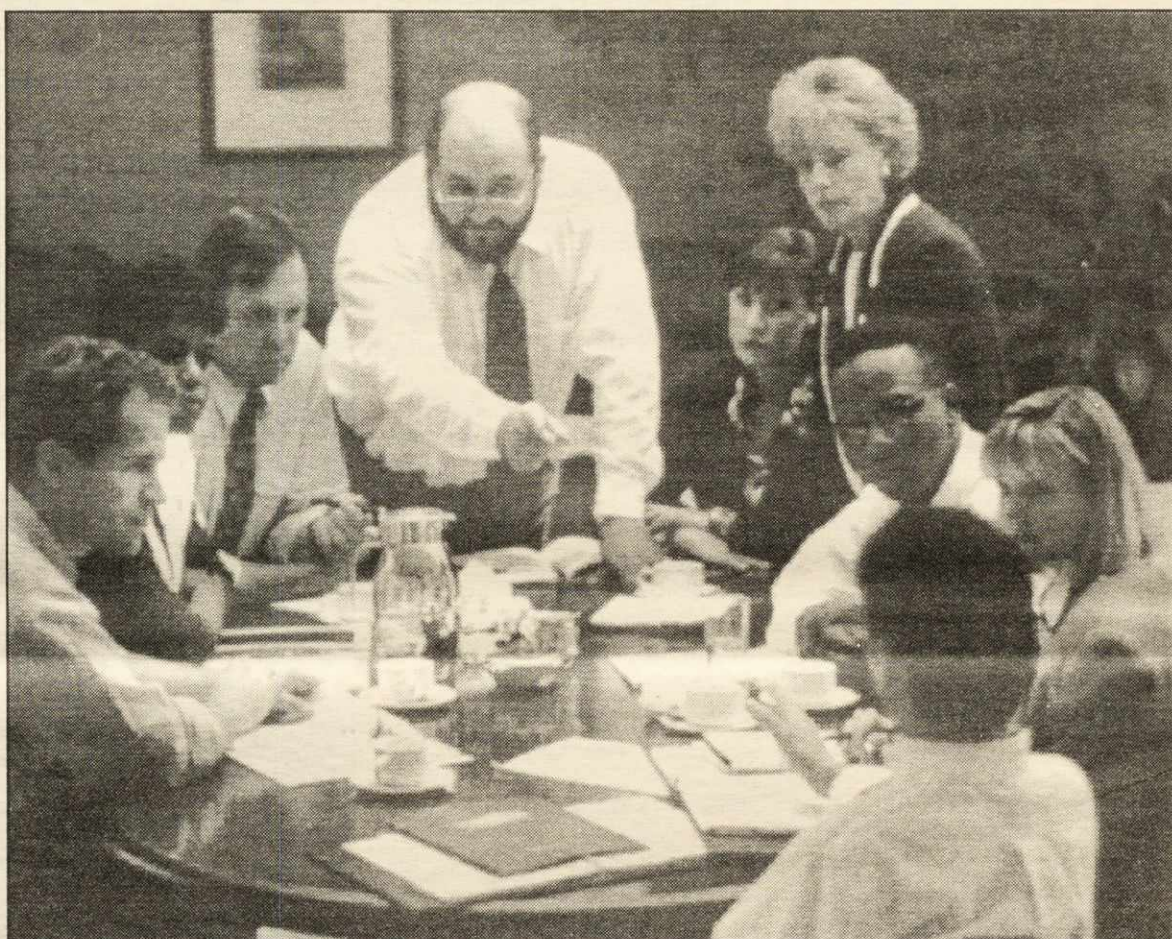
on a local case, that of Halterm, a Halifax container terminals.

So, after all this, who won this competition? A new entrant, a multinational team from Temple University in Philadelphia garnered top status in the second round.

*Students devise a solution and in their analysis come up with a recommendation and a strategic plan for implementation*

questions from the judges who are authorities in the field of international business — both in the public and private sector.

A panel of 8-12 to judges take part in the first round while a panel of 6-8 participate in the second



SCENE FROM HISTORY: the traditional strategizing session may give way to new student competition.

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