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Ireland's brightest MBA students dissect Dell in Inter-Business School Strategy Competition

Saturday past (13th June) saw the brightest of Ireland's MBA (Masters in Business Administration) students converge on Dublin City University's Business School to vie for first place in the annual MBA Association Inter-Business School MBA Strategy Challenge.

MBA Student teams from DCU's Business School, The University of Ulster's Ulster Business School, Waterford Institute of Technology Business Faculty and UCD's Michael Smurfit Graduate Business School pit their wits against each other on Saturday past (13th June) to solve a contemporary Harvard Business School Case Study – that of US Computer Giant Dell.

Organised by the MBA Association of Ireland, and in its third year, the Inter-Business School MBA Strategy Forum provided a fast paced and rigorous challenge to some of the brightest business students in Ireland, both part-time Executive MBAs and fulltime MBA students.

With just three hours to evaluate, analyse, dissect and formulate future strategic options for the Dell Computer company, which has been steadily losing market share and experienced three years of disappointing growth, the pressure was on for the student finalists.

All teams presented their proposed strategies for Dell via PowerPoint to an audience of Ireland's leading academics and MBA graduates, before the MBA team from the host business school, DCU, were named the winners for their incisive and non-nonsense approach.

"The most impressive aspect of this competition was the ability of all finalist teams to think fast and on their feet. They used the MBA "toolkit" to analyse Dell's performance consider its strategic options and make realistic and relevant recommendations as to how the company could move forward". commented Greg Devlin, President of the MBA Association of Ireland.

"In particular, the winning team from DCU Business School showed outstanding skill, speed and strategic decisiveness. These are precisely the kind of attributes our managers and leaders need to negotiate today's tough business environment. The entire event was a resounding endorsement of the MBA and of the high standard of our business schools."

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- **About the MBA Association of Ireland:** The MBA Association of Ireland (MBAAI) is the 2000-strong representative body for graduates holding the degree of Masters in Business Administration (MBA) living and working in Ireland. Its mission is to improve the practice of management through continuous learning, to which end it organizes around 40 events throughout Ireland.

learning, to which end it organizes around 40 events throughout Ireland each year. 60% of members are MBA graduates of less than 10 years standing; the average age group is 35 - 40 years, and members occupy middle and senior management positions within industry and commerce in Ireland. More information on www.mbaassociation.ie.