

## **SECOND SMEAL MBA SUSTAINABILITY CASE COMPETITION. FALL 2015**

The Smeal College of Business is pleased to announce the second MBA sustainability case competition late this summer. Smeal is in its seventh year of integrating sustainability into its teaching, research and outreach missions. The MBA sustainability case competition is one of its recent teaching initiatives.

Developing the ability of students to make a compelling business case for integrating sustainability into a company's operations, products, or governance is essential to Smeal's approach to teaching sustainability. This approach is strongly endorsed by the Smeal Sustainability Advisory Board that consists of representatives from companies with distinguished sustainability records, including membership in the Dow Jones Sustainability Index. One of these companies, IBM, will be the subject of a case that is being written specifically for this competition. IBM, SKF, Alcoa, International Paper, PepsiCo, and Verizon are sponsors of the Second Smeal MBA Sustainability Case Competition.

The case setting is IBM's Corporate Environmental Affairs whose responsibilities include evaluating suppliers for recycling, treatment and disposition of hazardous wastes or product end-of-life materials. CEA is exploring how best to manage its growing global responsibilities alone and in collaboration with companies that face similar challenges in both developed and developing countries. Registration is open to teams from any AACSB accredited MBA program in the US and Canada. There is a \$100 registration fee per team. Teams may consist of three or four members and a maximum of two teams per MBA program. At least three team members must be MBA students. [Please register by Monday, September 14, 2015.](#)

The competition will consist of two rounds. The case will be available to registered MBA teams on Friday, September 18. The preliminary round will consist of electronic submissions of case analyses by 12 noon on Friday, October 2. Submissions will include a PowerPoint summary of the case analysis (maximum of ten slides) and an Executive Summary (one page). A panel of judges will select five teams to be finalists and announce the results on Friday, October 23. These teams will be invited to Penn State to compete for first (\$10,000), second (\$5,000) and third place (\$2,500) prizes. Finalists may use any audio-visual medium (including but not limited to PowerPoint slides) to supplement their oral presentation. A panel of judges from the sponsoring companies will select the winners. The Smeal College will cover expenses for rooms and meals while finalists are on campus. Finalists are expected to pay their own travel expenses to University Park, PA. The final round will be held on December 3-4, 2015.

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