IACBE and CapSource Host Another Exciting Live Student Case-Study Competition

LAS VEGAS, NV - April 22, 2019 - The International Accreditation Council for Business Education (IACBE) hosted their 8th Annual Student Case-Study Competition for student teams from member institutions during their Annual Conference and Assembly Meeting held in Las Vegas, NV. IACBE once again partnered with CapSource to coordinate the student case-study compeititon. The top-placing teams were (1) Lynn University (a first-time contender), (2) Cologne Business School, and (3) Chaminade University of Honolulu.

The student teams were tasked with helping ecree, an automated writing feedback tool, develop a direct-to-consumer approach for their business model. The students worked in teams to conduct market research focused on helping the business from a strategy, marketing, sales, and financial planning perspective. The students compiled an executive memo and presented their recommendations to a panel of judges, including local Nevada business leaders and several of the company's key executives.

Throughout the week, the students also received a specialized private tour of Caesars Palace, attended a career development workshop and networking session, met and volunteered with local non-profit leaders, and competed in teams on two different cases, including the special Live Business Case from CapSource and an Urgent Ethical Case about Artificial Intelligence courtesy of the Eller Center for Leadership Ethics at the University of Arizona.

Jordan Levy, Executive Director of CapSource, said, "Case competitions are an incredibly memorable and impactful professional development experience for students. To add a Live Business Case component with real industry professionals that are expecting real outcomes elevates the complexity, excitement, and stakes of the student contributions." Jamey Heit, the CEO & Co-Founder of ecree said, "This was an exceptionally valuable experience for our business. We are excited to implement a lot of the nuanced, creative student feedback on how to grow our business and improve our go-to-market strategy. We believe their collective insights have the potential to create tens of thousands of dollars' worth of value for us in the near future." Jamey from ecree even offered a few students follow-on internship and full-time opportunities at the company based on their performance.

IACBE and CapSource strongly believe that experiential learning is an incredible way to bridge the skills gap between college and the workforce. Phyllis Okrepkie, IACBE's President said, "Integrating 'real world' business challenges into the learning process is one of the key ways graduates from IACBE member institutions are prepared for their careers and ahead of the curve from day-one on the job. We're so excited that the competition continues to be compelling for schools, challenging yet rewarding for students, and gaining popularity within our network".

About IACBE
The International Accreditation Council for Business Education (IACBE) accredits business programs at colleges and universities around the world. The mission of the IACBE is to advance academic quality in business programs through evidence-based accreditation that encourages institutions to build unique educational models to reflect their mission and vision. The IACBE accredits over 2000 programs worldwide at our member institutions. www.iacbe.org

About CapSource
Based in New York, NY, CapSource has helped over 30 higher education institutions connect with 100+ companies through specialized experiential learning initiatives. The startup focuses on sourcing companies and designing specialized project-based learning research collaborations that align course learning objectives with company goals so everyone wins. CapSource provides students with an immersive, engaging, hands-on learning experience that results in reference worthy work experience and crucial 21st century skills. Their highly effective collaboration formats include Site Visits, Live Business Cases, Co-Ops, and Capstone Projects, which vary in length, rigor, and execution.