The team from Singapore Management University was the winner of the 2005 CIBER Case Challenge held last week at the Blackwell. Business students from Europe, Asia, Central America and the U.S. converged on the Fisher campus to participate in the competition.

Teams of students from 12 colleges and universities were given a case from the Ashland (Changzhou) Chemical Co., Ltd. In the case, the company faced significant pressures due to the shortage of raw materials and the increasing costs of importing those materials from more expensive and distant countries such as the United States. The rising costs affected the company’s ability to remain competitive.

Hosted by Fisher College’s International Programs Office and Center for International Business Education and Research (CIBER), the business case competition was organized by a group of undergraduate students in coordination with Fisher faculty and staff. This was the second year Fisher College has hosted the event.

The University of Southern California and University of North Carolina-Chapel Hill were the runners up in the competition. In addition to the case challenge, the four-day event included a tour of the business operation at Cheryl & Co. and attended a Blue Jackets game.