



## SKILLS

# Students showcase business skills

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MBA students across the island were recently challenged to apply their 'strategic business smarts' to the future of Apple Computers.

Some five teams from Dublin City University, Trinity College Dublin, University College Dublin (UCD) Michael Smurfit School of Business, University of Ulster and Waterford Institute of Technology competed in a one-day intensive session to develop and present a winning strategy for the software giant.

Presentations were made to a judging panel of business academics and industry leaders. The UCD team eventually won the challenge and was presented with the MBA Strategy Forum Trophy.

Denis McCarthy of the MBA Association of Ireland welcomed the opportunity for students to showcase their skills. "This is a great platform for MBA students to apply academically enlightened perspectives to a practical business situation – it's a valuable taste of the real world," he said.

"All the teams presented incisive analysis, insight and informed recommendations for Apple Computer's future, and showed the extremely high calibre of business graduates we can look forward to," said Laurence Lord of InterTradeIreland, which sponsored the event.