

iStrategy Challenge

The MBA Association of Ireland's Strategy Forum, sponsored by InterTradelreland, took place at UCD Michael Smurfit Graduate Business School in late June 2007.

Teams from Dublin City University, Trinity College Dublin, UCD Michael Smurfit Graduate Business School, University of Ulster and Waterford Institute of Technology competed in a one-day intensive strategy session to answer the question 'Where next for Apple Computers, creators of the iconic iMac and iPod?'

Presentations were made to a judging panel which included Laurence Lord, InterTradelreland's Corporate Services Director, and UU's Professor Patrick MacNamee. The UCD Smurfit School team won the challenge and was presented with the MBA Strategy Forum Trophy at an awards ceremony that evening.

"The MBA Strategy Forum moves MBA students out of the classroom and into the real challenges of business" explained InterTradelreland's Laurence Lord. "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 across the island."



From left: Conleth Donaghy, Paul Garland, Robert McKearney and Damian Moore of the UU MBA student team.