



ITOM CASE COMPETITION' 23

Sponsored by GIRLS SCOUTS OF AMERICA

Jan 27th - Feb 3rd, 2023

Dear MBA and MSBA students,

Come test your skills by solving a real-world data analytics, marketing, and supply chain problem ... then present your insights to executives from The Girl Scouts of America!

This year's case presents a challenge that will rely on data analytics, supply chain and financial acumen. Finalists will present their case analysis and recommendations to GSUSA executives, who will also participate in the judging of the competition.

The timeline for the case competition is as follows:

Jan 25 by 5:00pm: Register teams of three students (cross-program teams are welcome); send email to ITOM@smu.edu

Jan 27, 2:00-3:30pm: Competition kick-off: the case will be distributed, and members of the GSUSA team will be present to answer any immediate questions (Location)

Jan 30, 31: Opportunity to schedule virtual meetings with members of GSUSA to ask clarifying questions

Jan 31 by 5pm: Submit answers to the case questions to ITOM@smu.edu. Instructions for what to submit will be distributed at the kick-off.

Feb 1: Announcement of the finalists

Feb 3, 2pm-6pm: Finalist presentations, judging, award ceremony & networking.

***Get your teams ready and
join us for this thought-provoking challenge!!!***