

SOM 498 Course Description

The case competition is a major component of SOM 498. This capstone course examines business strategy and models. Students integrate the specific core concepts – the principles of accounting, decision sciences and information systems, finance, management, and marketing – learned up to this point in the Mason School of Management, to identify and assess competition, strategies and competitive advantage. Students also learn traditional strategic management concepts including: the strategy process, the role of top management, resources and capabilities, industry and competitor analysis, competitive scope, strategy implementation, innovation and growth. Understanding how the various functional areas fit together and determining the performance of the firm is the essence of this capstone course.

Faculty Biographies

Chi-Hyon Lee, Ph.D. is an Assistant Professor of Management at the School of Management, George Mason University. Professor Lee received his doctorate in Technology Strategy from Boston University, M.B.A. from the University of Southern California, and B.S. from the University of California.

Hun Lee, Ph.D. is an Associate Professor of Management at the School of Management, George Mason University. Professor Lee received his Ph.D. in Strategic Management from the University of Maryland at College Park, M.I.M. from the Garvin School of International Management-Thunderbird, and B.S. from the Georgia Institute of Technology.

Yan Ling, Ph.D. is an Assistant Professor of Management at the school of Management, George Mason University. She teaches business strategy. Professor Ling received her Ph.D. in Management from the University of Connecticut and B.S. from the Central University of Finance & Economics in China.

Avinash V. Mainkar, Ph.D. is an adjunct faculty member in the School of Management at George Mason University. He received his Ph.D. in Strategic Management from the University of Connecticut, M.B.A. from Tulane University, and B.Tech. from Indian Institute of Technology, Bombay.

Alison O'Brien, Ph.D. is the Associate Dean of Undergraduate Programs for the School of Management at George Mason University. O'Brien's research interests center on organizational behavior and work motivation. O'Brien earned her undergraduate degree in finance from the University of Florida, Gainesville. She also holds an M.B.A. from Brenau College in Georgia, master's degree in industrial and organizational psychology from George Mason University, and Ph.D. in industrial and organizational psychology from George Mason University.

Michael Pfarrer is a Ph.D. candidate in strategy at the University of Maryland, College Park. He received his M.B.A. from the University of North Alabama and his B.A. from the University of Notre Dame.

Michael Provance is a Ph.D. candidate in strategy and entrepreneurship at the University of Maryland. His research centers on the evolution of young firms within markets and regions, and includes the roles of knowledge, institutions, market structure and firm actions in the formation, operation and trajectories of entrepreneurial ventures.



School of Management

SOM 498 Capstone Case Competition

Fall 2006

Sponsored by



*Dunn Loring
Rotary Club*



Friday, November 17, 2006

Schedule for the Day

Time	Activity	Location
1:00	First Round Judges Orientation	Innovation 139
1:15	Presenting Students Arrive	Innovation 103
1:30	Welcome	Innovation 103
1:45	First Round Presentations	Innovation 105
3:45	Judges Provide Feedback and Confer	Innovation 132 Innovation 137
4:15	Final Round Judges Orientation	Innovation 139
4:15	Reception All Other Students Arrive	Outside Innov. 103 Innovation 103
4:30	Welcome	Innovation 103
4:45	Final Round Presentations	Innovation 103
5:50	Awards Ceremony	Innovation 103

Overview of Case Competition

Fourteen teams of three to five students (out of approximately 56 teams), have been selected to participate this semester in the first round of the case competition. These teams have analyzed a pre-selected case (*Nonstop Yacht*) and prepared a 15 minute oral presentation identifying the key issues and providing recommendations for improving the company's competitive position. Teams will compete for points awarded for criteria as published by the School of Management faculty. Panels of community business professionals will judge student presentations and responses to questions. The three top teams will be selected to participate in the final round of presentations.

A Special Thanks to Our Sponsors

The Business Bank
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Virginia Commerce Bank

Thank you to all of today's judges!

First Round Judges

Michael Aarons MBA'05*
Systems Engineering Manager
Cisco Systems

Stefan Becker'92, MBA'94
Vice President Consulting
CGI Technologies and
Solutions, Inc.

Dave Bornmann*
President
Bornmann Consulting Partners

Dan Bounacos*
Senior Vice President
BDC Holding Corp.

George Bounacos'01*
Director, Customer Service Ctr.
Graduate School, USDA
Co-Founder,
ConsumerHelpWeb.com

Thomas Carroll'81*
Vice President of Sales for
Internal Launch Services
Lockheed Martin/
Khrunchev Space

Gary Dittmer'72, MS'96*
Principal
Argy, Wiltse & Robinson

Donna Hamel'76*
Associate
Booz Allen Hamilton

Don Lyles, Jr.*
Director, Program
Development & Operations
Northrop Grumman
Information Technology

Stephen McGinn'02*
Associate
Booz Allen Hamilton

Brian Methwin'82*
President
Signia Partners

Gordan Morse*
Former Faculty Member
Mason's School of
Management

Veena Murthy Sandhir*
Associate, Global Informa-
tion Technology Team
Booz Allen Hamilton

Ken Sosne MBA'86*
Lead Financial
Management Analyst
US General Services
Administration

Final Round Judges

Todd Dempsey'83*
Senior Vice President/Business
Lending Group Manager
United Bank

Peter Farrell'79, MBA'85
Senior Vice President
Tran Tech

Alison O'Brien PhD'00*
Associate Dean, Undergraduate Programs
Mason's School of Management

Marcus Perry'93, MBA'00*
Senior VP
The Business Bank



* Denotes past judge participation