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NKU students clean up at business competition

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

The NKU chapter of Phi Beta Lambda, an organization for students interested in business, returned from a state competition in Louisville with 26 awards, and 10 members qualified for the national competition this summer in Nashville.

"Our goal as members of PBL is to become responsible business leaders," said chapter president Mike Crickmer.

Competitors answered exam questions and delivered presentations on topics they might encounter in the business world. The topics included community service, sports marketing, telecommunications, economic analysis and networking concepts.

Senior Dee Begley won first place in community service, marketing analysis, decision making and sports marketing events. She sees the organization as a supplement to her academic work.

"I would definitely suggest the organization to incoming freshmen. The skills that you acquire are relevant to all majors," said Begley, who also served as Phi Beta Lambda's state president. "I was able to support over 20 chapters and 400 students in pursuing the dreams that I have realized as a member of this organization. I am a marketing major that was able to combine the skills acquired in PBL to take my business to the next level."

As a team, NKU won second place in business decision making.

"Business decision making is a team of three who take a test in management, marketing and finance. Then the teams go and get a scenario and have 20 minutes to come up with an argument for it. They then get 10 minutes to present," said Crickmer.

The NKU chapter's community service project, "Bowling for Babies," was adopted for the state organization. It's a project in which students enlist the help of local bowling alleys to raise funds for the March of Dimes.

NKU qualified to send winners to Nashville in several categories, including marketing analysis and decision making, Web site development, telecommunication, quantitative methods, and managerial analysis and decision making.

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