



ROBERT H. SMITH
SCHOOL OF BUSINESS

CENTER FOR GLOBAL BUSINESS



STUDENT PACKET

Orientation: Friday, April 2, 2021

Wednesday, April 7 - Friday, April 9, 2021

Robert H. Smith School of Business, University of Maryland, College Park

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About Maryland Smith

The Robert H. Smith School of Business is an internationally recognized leader in management education and research. One of 12 colleges and schools at the University of Maryland, College Park, the Smith School offers undergraduate; full-time, part-time, online, and executive MBA; specialty masters; PhD; and executive education programs, as well as outreach services to the corporate community.

- One of world's premier business schools.
- Recognized leader in management education and research.
- Rich mix of innovative programs.
- Serving students, employers, alumni, business, government, and nonprofits.



About UMD

The University of Maryland, College Park is the state's flagship university and one of the nation's preeminent public research universities. A global leader in research, entrepreneurship and innovation, the university is home to more than 40,000 students, 10,000 faculty and staff, and 352,000 alumni all dedicated to the pursuit of Fearless Ideas.

Located just outside Washington, D.C., we discover and share new knowledge every day through our renowned research enterprise and programs in academics, the arts and athletics. And we are committed to social entrepreneurship as the nation's first "Do Good" campus.

The Center for Global Business

The Center for Global Business (CGB) is the driver of internationalization and global mindset education at the Smith School and a preferred partner for international commerce in the state of Maryland, specifically in regard to training and supporting students, companies, and current and future business leaders to engage successfully in global business.

WHAT WE DO

Student Training

We create for-credit and co-curricular global learning opportunities for students both on-campus and abroad.

School Internationalization

We drive the development of international partnerships and global mindset education at all levels of the School.

Faculty Development

We connect faculty with global teaching resources, global opportunities, and international partners.

Thought Leadership and Research

We bring together policymakers, academics, business leaders, and students to explore issues affecting global commerce and support knowledge creation for the global economy.

Capacity Building for Business

We provide consulting and training to help companies compete successfully in the global.

Partner Schools



UNIVERSIDAD DE LOS ANDES

Universidad de los Andes was founded in 1948, and it was the first private university in Colombia that was independent from political or religious movements or parties. It was conceived as a study center, a research center, and a place where truth could be upheld. Ever since the university was founded, its activities have focused on excellence, and this is affirmed in the Comprehensive Development Plan (CDP).

Universidad de los Andes was ranked eighth by the QS University Rankings 2015/2016 in Latin America, and it occupied the 283rd spot globally. Moreover, the Faculty of Management has the prestigious "Triple Crown", which consists of three accreditations (EQUIS, AMBA, and AACSB); this is only held by 1% of business schools around the world. Additionally, eight undergraduate programs in the Faculty of Engineering have the International ABET accreditation.

[More about Universidad de Los Andes](#)



SINGAPORE MANAGEMENT UNIVERSITY

A premier university in Asia, the Singapore Management University (SMU) is internationally recognized for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy.

The SMU campus is situated at the heart of Singapore's central business district and the arts and heritage precincts. Singapore is a vibrant city and one of the safest, most well-connected, and cleanest countries in the world. As Asia's major commercial hub, it attracts many multinational corporations and people from around the world. A multicultural country, Singapore is welcoming and a great place to live and learn.

[More about SMU](#)



ZHEJIANG UNIVERSITY

Zhejiang University (ZJU) is one of China's top higher education institutions, as well as one of its oldest; its roots can be traced back to 1897 and the founding of the Qiushi Academy.

Located in Hangzhou – one of China's most picturesque cities – the University is organized across seven faculties and 37 schools. It is home to 3,941 full-time faculty members, including 50 members of the Chinese Academy of Sciences and the Chinese Academy of Engineering. ZJU has 62,122 students (including part-time students), over 54% of whom are postgraduate students.

The University prides itself on a culture of innovation and entrepreneurship. ZJU researchers are making an impact across many priority areas that address global challenges, including artificial intelligence, assembly technology for large aircraft, clean energy, ocean technology, industrial control technology, and global public health initiatives related to the prevention and treatment of infectious diseases. ZJU is also renowned for the number of business start-ups it spins off. Over 100 of its alumni sit at the helm of domestic or overseas listed companies, making the University synonymous with excellence and leadership.

[More about Zhejiang University](#)



Partner Schools



BOWIE STATE UNIVERSITY

As Maryland's first historically black public university, Bowie State University empowers a diverse population of students to reach their potential by providing innovative academic programs and transformational experiences as they prepare for careers, lifelong learning, and civic responsibility. Bowie State University supports Maryland's workforce and economy by engaging in strategic partnerships, research, and public service to benefit our local, state, national, and global communities. Bowie State University will be widely recognized as one of the nation's best public comprehensive universities that is a model for academic excellence, innovation, and student success.

[More about Bowie State University](#)

Co-Sponsors



DINGMAN CENTER FOR ENTREPRENEURSHIP

The Dingman Center is one of the nation's preeminent institutions where the research, education and practice of entrepreneurship are pursued vigorously. We develop and execute curricular and non-curricular programs that uniquely leverage Smith School thought leadership, experiential learning and our network of practitioners to provide maximum resources to our startup community. At the Dingman Center for Entrepreneurship, we create an inclusive environment where we educate, empower and equip students with the business skills needed to be an entrepreneur and the resources necessary to make their business ideas a reality.

[More about the Dingman Center](#)



Program Agenda

INTERNATIONAL BUSINESS AGILITY LAB: ENTREPRENEURSHIP PROGRAM AGENDA

Friday, April 2

Synchronous

8:00 am (MD)

14:00 (Berlin)

7:00 (Bogotá)

20:00 (Singapore/
Hangzhou)

Orientation

8:00 - 8:30 Overview of rules and schedule

8:30 - 9:30 Economic overview of Berlin

Dr. Alexander Fink, CEO, ScMI AG

Teams will receive the case via email after orientation and can begin preliminary work. On Wednesday they will receive additional information from the company.

Sat., April 3 -

Tues., April 6

Teams begin preliminary work on a case.

Wednesday, April 7

8:00 am (MD)

14:00 (Berlin)

7:00 (Bogotá)

20:00 (Singapore/
Hangzhou)

Competition Day 1

8:00 - 9:00 - Student mixer and cultural activity

9:15 - 10:45 - Presentation of company with Q&A

Program Agenda

Thursday, April 8

Asynchronous

8:00 am (MD)

14:00 (Berlin)

7:00 (Bogotá)

20:00 (Singapore/

Hangzhou)

Competition Day 2

8:00 - Round 1 Submission

10-minute recorded presentations are due via Google Form

15:00 - Finalists announced via email

Friday, April 9

Synchronous

8:00 am (MD)

14:00 (Berlin)

7:00 (Bogotá)

20:00 (Singapore/

Hangzhou)

Competition Day 3

8:00 - 8:10 Welcome Ceremony

Rebecca L. Bellinger, Executive Director, Center for Global Business

8:10 - 8:30 - Team 1 presentation and Q&A

8:30 - 8:50 - Team 2 presentation and Q&A

8:50 - 9:10 - Team 3 presentation and Q&A

9:10 - 9:30 - Team 4 presentation and Q&A

9:30 - 9:35 - Close

Winner will be announced via email.

Team Rules and Judging Criteria

- Once the case is provided, coaching by faculty members or school staff or contact with outside experts is expressly prohibited. Teams are expected to conduct any and all necessary research through publicly available resources.
- Students MAY NOT gain assistance in any form from anyone including but not limited to faculty sponsors, professors, parents, friends, or personal contacts of any kind whose ideas are not publicly available (i.e. published online).
- Each team must submit a 10 minute recorded presentation and PowerPoint (or other electronic presentation visual such as Keynote) during the first round of the competition. Specific instructions can be found on pg. 14 of this document. Each team must submit the recorded presentation and PowerPoint via Google form submission by 8:00 am EST on Thursday, April 8. All teams will receive written feedback from the judges.

TEAMS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

- **Critical Issues:** The team clearly and appropriately identified the critical issues raised by the case.
- **Evidence:** The team's analysis showed excellent use of evidence, including supplemental research as appropriate.
- **Recommendations:** The recommendations clearly addressed the critical issues, were feasible, creative, and appropriate to the company.
- **Delivery:** The team delivered the presentation persuasively and professionally; the team projected unity; slides were attractive and easy to understand.
- **Q&A:** Answers during the Q&A portion were clear, thoughtful, and relevant. More than one teammate responded appropriately and with confidence (for final round only).
- **Overall Impression:** The team gave a credible, persuasive, and professional presentation.

GUIDELINES FOR TEAM PRESENTATIONS

- Presenters should be dressed in business attire as defined by their home institution or country. Maryland Smith students may find [guidelines here](#) on business professional attire.
- All team members must speak during the presentation.
- Note cards (or others forms of notes/cues including phones and tablets) are allowed to be used during the presentation.
- Teams proceeding to the final round will NOT be able to make any changes to their PowerPoint presentation. However, teams will be able to change what they say or their presentation style for the final round.
- Props or displays are NOT allowed.
- Teams that do not advance to the final round are expected to be present during the final round of the competition.
- Teams that advance to the final round should be prepared to answer up to 5 minutes of questions once they have finished their presentation. Teams that advance to the final round will receive five minutes of feedback.

About the Speakers



Dr. Alexander Fink

Co-Founder and CEO

ScMI Scenario Management International AG

Dr. Alexander Fink is a founder and CEO of ScMI Scenario Management International AG in Paderborn/Germany.

ScMI supports private companies and public organisations in the development and use of future scenarios and robust strategies as well as the implementation of scenarios and strategies into planning-, innovation- and early warning processes. ScMI has been cooperating with the majority of German Top50-Companies. Together with its clients ScMI accomplished more than 500 scenario projects in 20 countries.

About the Judges



Joseph P. Bailey

Associate Research Professor in

Decision, Operations and Information Technologies Department & Executive Director QUEST Honors Program

University of Maryland, Robert H. Smith School of Business

Joseph P. Bailey's research and teaching interests span issues in telecommunications, economics, and public policy with an emphasis on the economics of the Internet. This area includes an identification of the existing public policies, technologies, and market opportunities that promote the benefits of interoperability. Bailey is currently studying issues related to the economics of electronic commerce and how the Internet changes competition and supply chain management.



Protiti Dastidar

Associate Clinical Professor and Associate Area Chair in

Management and Organization Department

University of Maryland, Robert H. Smith School of Business

Dr. Protiti Dastidar is an Associate Clinical Professor at Robert H. Smith School of Business. Prior to joining the Smith School faculty in the Fall of 2011, she was Assistant Professor at Temple University, Philadelphia and the George Washington University, Washington DC. Dr. Dastidar earned her Ph.D. in Finance from the Ohio State University, her MBA in Marketing from Webster University, Austria and her B.A. in Economics from the University of Bombay, India. She has successfully taught in MBA and undergraduate programs, having won several teaching awards. Dr. Dastidar worked as an international management consultant (at KPMG) providing strategic advice for leading companies and government agencies in Europe.

About the Judges



Kevin Tanzola, EMBA '08

Co-Founder

Tanzola International LLC

Kevin worked for Marriott International in the finance discipline for 25 years. His last role with Marriott was Vice President Finance Operations for the Middle East & Africa continent. He oversaw financial reporting, internal controls and contract compliance, finance projects and the finance operations for 300+ hotels.

Kevin's career in the hospitality industry started in 1996 as the Group Billing Coordinator at the St. Louis Marriott's Pavilion Hotel in Missouri. He went on to assume finance leadership roles in Atlanta; Los Angeles; Hong Kong; Aruba; Maryland; Miami; London and Dubai.

In 2020, Kevin and his wife returned to Los Angeles where they founded Tanzola International, LLC, a hospitality consulting company specializing in hotel finance operations. He works with various sized hotel management companies and is currently working with a Fortune 500 professional services firm on a global hotel finance and accounting project.

Kevin is an active alumnus with the University of Maryland (EMBA '08) and enjoys running, scuba diving, cooking, playing basketball, pickleball and experiencing different countries and cultures with his wife Christine.

Entrepreneurship Teams

Team	Home University	First Name	Surname	Email
1	UMD	Alex	Cooper	ahc24cooper@aol.com
1	UMD	Rohan	Samy	rohansamy25@gmail.com
1	UMD	Maria	Villegas	mville17@umd.edu
1	Zhejiang	Xinyu	Liu	3190101934@zju.edu.cn
1	Zhejiang	Shengnan	Cheng	chsnan08@126.com
1	Zhejiang	Tian	Qin	991644552@qq.com
2	UMD	BOAZ	EDINGER	bedinge1@terpmail.umd.edu
2	UMD	Tyler	Wagnblas	twagn12@gmail.com
2	UMD	Fady	Yanni	Fady@umd.edu
2	Zhejiang	Yong	Ding	3180104941@zju.edu.cn
2	Zhejiang	Weiyu	Peng	1144635328@qq.com
2	Zhejiang	Weijie	Song	3190102869@zju.edu.cn
3	UDLA	Nicolàs	Jauregui	n.jauregui@uniandes.edu.co
3	UDLA	Valentina	López	v.lopeze@uniandes.edu.co
3	UMD	Anna	Howell	anna.lynn.howell@gmail.com
3	UMD	Ryan	McCarthy	rpmc2@terpmail.umd.edu
3	UMD	Kenenna	Nwankwo	kenedaniel@gmail.com
3	UMD	Lina	Serrano	serrano.m.lina@gmail.com

Entrepreneurship Teams

Team	Home University	First Name	Surname	Email
4	UDLA	María Alejandra	Gómez Sepulveda	ma.gomezs@uniandes.edu.co
4	UDLA	Pedro Juan	Isaza	pj.isaza@uniandes.edu.co
4	UMD	Drew	Moreland	dmorelan@terpmail.umd.edu
4	UMD	Vince	Natividad	vincernatividad@gmail.com
4	UMD	Arzoo	Paracha	aparach1@terpmail.umd.edu
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5	UDLA	Santiago	Cabrera	s.cabreraa@uniandes.edu.co
5	UDLA	Alejandro	Cardona	aa.cardona11@uniandes.edu.co
5	UDLA	Luis Felipe	Carrillo	lf.carrillop@uniandes.edu.co
5	UMD	Meredith	Friedland	meredith.friedland@gmail.com
5	UMD	Jolny	Jiang	jjjiang13@terpmail.umd.edu
5	UMD	Madeline	Levin	madlevin@umd.edu
6	UDLA	Alejandro	Arago	a.arango1@uniandes.edu.co
6	UDLA	Juan Pablo	Borda	jp.borda@uniandes.edu.co
6	UDLA	Camila	Buitrago	hc.buitrago20@uniandes.edu.co
6	UMD	Lidia M	Gonzalez	lidiagonzalezmd@gmail.com
6	UMD	Muna	Hassen	muna.m.hassen@gmail.com
6	UMD	Elizabeth	Suseck	esuseck7@gmail.com

Entrepreneurship Teams

Team	Home University	First Name	Surname	Email
7	Bowie	Britnee	McCauley	mccauleyb1215@students.bowiestate.edu
7	Bowie	Josiah	Weekes	jsmooveweekes@gmail.com
7	SMU	Cheryl	Goh	cheryl.goh.2020@smu.edu.sg
7	SMU	Zeus	Chiam	zeus.chiam.2020@business.smu.edu.sg
7	UMD	Coby	Kranz	cobykranz@gmail.com
7	UMD	Rachael	May	rmay1@terpmail.umd.edu
7	UMD	Robert	McFarland	robbysmc@gmail.com
8	Bowie	Khiron	Grasty	GRASTYK0625@Students.bowiestate.edu
8	Bowie	Dana	Richardson	danagrRichardson@gmail.com
8	UMD	Mia	Elgharbawi	mkelghar@umd.edu
8	UMD	Abhin	Kurella	abhinkurella9@gmail.com
8	Zhejiang	Runsheng	Ma	1562182690@qq.com
8	Zhejiang	YU-YUN	CHENG	happyday1234567@126.com
9	SMU	Lionel	Liew	lionel.liew.2019@smu.edu.sg
9	SMU	Jynelle	Ong	jynelleong.2020@socsc.smu.edu.sg
9	UMD	Brandon	Cooper	bcooper2323@gmail.com
9	UMD	Hao	Liu	tonyliuskillet@gmail.com
9	UMD	Yiyi	Lu	ylu12323@terpmail.umd.edu
9	UMD	Ryan	Myer	rmyer@terpmail.umd.edu

Entrepreneurship Teams

Team	Home University	First Name	Surname	Email
10	Bowie	Tonika	Byrd	tonikabyrd@gmail.com
10	Bowie	Danae	Stewart	sdanae358@gmail.com
10	UDLA	Soraya	Quiroga	as.quiroga10@uniandes.edu.co
10	UDLA	Estefanny	Guiza Pinzón	e.guizacæ@uniandes.edu.co
10	UMD	Cole	Hufman	chufman@umd.edu
10	UMD	Kainaat	Javed	kainaatj@terpmail.umd.edu
10	UMD	Jenifer	Ramirez	Jennifer.nashely.27@gmail.com

Tips for Working on Virtual Teams

YOUR FIRST MEETING: RELATIONSHIP BUILDING

- Get to know your teammates and establish trust. What are they studying? What experience (academic, internship, international, case competitions) do they have? Be open and willing to share interesting things about yourself, your school, and your culture.
- Discuss scheduling and time zones in order to determine the best times to meet. Set the times and stick to them. Be consistent.
- Delegate roles, tasks, and responsibilities. Utilize each member's strengths.
- Determine goals and create a plan.
- Determine a communication platform.
- Examples: email, WhatsApp, GroupMe, SMS text, Zoom, Google Hangouts, etc.
- Connect on social media and LinkedIn.

INTENTIONAL COMMUNICATION

- Establish scheduled touch points with your team and know everyone's communication preferences.
- Take notes during meetings, seek clarification and ask questions when needed.
- If you will be unavailable at certain times, communicate that in advance.
- Your team will get to know you through your written communication. Be clear and concise.
- Remain engaged, reliable, and responsive.

ADAPTABILITY AND SELF-AWARENESS

- Stuff happens! Be flexible and resourceful.
- What is your backup plan if one of your team members misses a live session? How can you be a resource to them to make sure that they have the information they need?
- How will you navigate work and communicate across different time zones?
- Be confident while not overestimating your abilities.
- Value the experience and backgrounds of your teammates.

Instructions for Presentation Submission

INSTRUCTIONS

Each team must submit two files: a 10 minute recorded presentation video and presentation file by 8:00 am EST on Thursday, April 8 via a Google Form submission link that will be provided via email to all participants during the Day 1 Welcome Ceremony. One team member will submit the recorded presentation and presentation file per team.

FILE NAME

Save your document using the following naming scheme: [Last Name of person who is submitting for your team][First Name of person who is submitting for your team][Team number]. For example, [SmithRobert5].

GUIDELINES FOR TEAM PRESENTATIONS

FILE TYPES AND PLATFORM

- The recorded presentation file may be in MP4 or MOV formats.
- Suggested video recording software: Zoom.
- The presentation file may be in PPT or PDF formats.
- Suggested presentation platforms: PowerPoint, Google Slides, Keynote, etc.

TIPS FOR RECORDING VIDEO

- Size and Orientation: please follow standard PowerPoint slide sizing, either 16:9 (widescreen) or 4:3 (standard). All presentations must be horizontal.
- SAVE as you go along. In addition to submitting a copy, make sure you have a backup copy should your submission be lost.
- PRACTICE your presentation in advance. Make sure that you can see the video of the person that is speaking, and assign someone to move the slides along.
- Resource: [Working With Video From Home](#)
- Resource: [Recording a Group Zoom Presentation](#)

Instructions for Virtual Platform Use

DOWNLOAD THE ZOOM APP

Zoom is the video conferencing platform that will be used for all the interactions in the program.

Please ensure that both apps are downloaded on your device. Once downloaded, you can readily enter the online program through the event's meeting link.

Link to download the Zoom app:

<https://zoom.us/download>

ENTERING THE PROGRAM

We recommend joining the session a few minutes early and ready for the session.

Zoom Meeting Link:

<https://us02web.zoom.us/j/84160360134?pwd=N2d3QjluUnlCMlU5RnBMbDhtTGExUT09>

Meeting Password: 402961

Meeting ID: 841 6036 0134

AUDIO AND VIDEO GUIDELINES

Upon entering the program, please ensure your audio is muted during the speaker presentations.

Your video should be turned on so that the presenters can see you.

ONLINE PROGRAM CHECKLIST

- Download the Zoom app on your device.
- Enter the program with the meeting link and participant passcode.
- Make sure your audio is muted during the presentations.
- Make sure your Video is turned on during the meetings (switched off during the breaks).