

News Release

Area High School Students Compete during Business Activities Day

By Elizabeth Tollefson on Wednesday, April 20, 2016



A Business Activities Day was hosted by the Business Department at the University of Minnesota Crookston on April 19, 2016. Approximately 50 students from Fisher and Fertile-Beltrami High Schools in Minnesota and Central Valley in North Dakota were involved in the business competition.

Students read and completed a business case study. The case study required them to choose a market to sell to, marketing tactics, and a management style for a new model of car called the "Naro Car." Students were assigned student and faculty mentors from the Business Department who could assist them with questions on their case study.

The students created a presentation and gave a "pitch" to a panel of judges comprised of faculty and staff from the U of M Crookston. There were 5 winning teams in two categories including "overall presentation" and "highest profit." Students who won in the "overall presentation" category had the highest presentation skills out of all the teams in their judging group. Students who won in the "highest profit" category had chosen elements in their case study which resulted in the highest profit for the company out of all of the teams present at the event.



In the Top Overall Presentation category the winners included all three teams from the Fertile-Beltrami High School: Annika Sannes, Garett Dufault, Elijah Neufeld, Grace Rongen, and Ana Kircher; Carussa Gunufson, Willie Meine, Quin Hasler, Solomon Liebl, and Megan Bryn; and Chase Donaldson, Grant Kaste, Amber Leiser, MEgan Fugelseth, Courtney Adams

Winners in the Highest Profit category included the team from Central Valley: Adam Aamold, Katie Thompson, and Emily Severinson; and the team from Fisher High School: Claire Kvasager, Tabitha Orona, Wendy Sorenson, Jadan Halland.

For more information on Business Activities Day at the U of M Crookston, contact Rachel Lundbohm at 218-281-8190.

The University of Minnesota Crookston now delivers 34 bachelor's degree programs, 22 minors, and 39 areas of emphasis on campus as well as 14 degree programs entirely online. These degrees are offered in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit www.umcrookston.edu.

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