

MICHIGAN STATE
UNIVERSITY

Multicultural Business Programs
Broad College of Business

The Black History Month
Multicultural Heroes Hall of Fame
Case Competition
Passing the Torch of Justice

The Eli Broad College of Business
Multicultural Business Programs
2020 Case Competition
Wednesday, February 19, 2020
6 PM-8 PM
N100 North Business College Complex

In the Multicultural Heroes Hall of Fame Case Competition, each team will have no more than 10 minutes to make their case. A team must have three MSU registered undergraduate students. The winning team will receive a \$3,000 total prize. Team applications are due on **Wednesday, January 15, 2020 4 PM**. This will give each team one month to prepare for the case competition.

Teams must send one representative to an **orientation meeting on Friday, January 17, 2020 at 3 PM**. All team members are required to attend a **dress rehearsal on Sunday, February 16, 2020** in the afternoon.

The final round of the Case Competition is **Wednesday, February 19, 2020 at 6:00PM** in N100 Business College Complex before a panel of judges.

Our goal is to create an educational program that honors heroes from various cultures who epitomize Dr. Martin Luther King's dream of a nation where "... **his children will not be judged by the color of their skin but by the content of their character.**" We have developed an educational case competition that focuses on improving student knowledge of Black History Month and multicultural leaders who have had a significant impact on the world. This program will also help promote diversity and multiculturalism. It will help develop professional presentation skills, case competition skills for undergraduates, and promote a sense of cultural efficacy for all people.

YOUR TEAM COULD WIN \$3,000.00 IN TOTAL PRIZE MONEY!

The Black History Month
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Case Competition

Passing the Torch of Justice

Competition Eligibility & Important Dates

- All students must be enrolled during the Spring 2020 semester.
 - The competition is only open to MSU undergraduate students.
 - MSU undergraduates of all majors are welcome to participate.
 - **Completed application must be received by Wednesday, January 15, 2020, 4 PM.**
 - **The team must send one representative to a mandatory orientation on Friday, January 17, 2020, 3 PM.**
- Your team will find out which hero you will present at the orientation meeting**
- **All team members must participate in a mandatory dress rehearsal on Sunday, February 16, 2020.**
 - **All team members are required to participate in the competition on Wednesday, February 19, 2020, 6 PM.**

The Program

The emcee of the competition will set the tone for the program and its relationship to Dr. Martin Luther King, Jr. and Black History Month. Our emcee will talk about how Black History is American History and how the struggles for freedom, dignity and human rights are a universal struggle. We truly believe that Black History is about all of us; our program will bring multicultural heroes alive for the audience to experience and will educate them as well. The emcee will then facilitate the case competition.

The Process

Utilizing the principles of a case competition, **each team of three students will:**

- Give a biographical overview of one of the heroes listed
- Relate how that person has carried and passed the torch of justice
- Describe how that person has contributed to the struggle for human rights
- Explain the relationship between this person and Dr. Martin Luther King, Jr.
- Make a case for why this person should be inducted into The Black History Month Multicultural Heroes Hall of Fame

For more information please contact:

Multicultural Business Programs

Michigan State University

645 East Shaw Lane, Room 420 Eppley Center, East Lansing, MI 48824-1221

Phone: (517) 353-3524

You can apply online at https://docs.google.com/forms/d/e/1FAIpQLSdx-Vnx9j3RT_I1btqyS3gri523qUGxqf0tBAcSIrpIHW_KA/viewform

For Office Use: Date _____ Time _____ Received by _____

Multicultural Heroes Hall of Fame

The Multicultural Heroes Hall of Fame Case Competition has inducted 18 heroes into the Multicultural Heroes Hall of Fame. Over 500 students have participated in the competition. These heroes have been inducted in the last seven years:

2013 Inductee: Susan B. Anthony

Winning Team: Christina Cafagna, Sarah McCarthy, Pallavi Vadapalli

2014 Inductee: W.E.B. Du Bois

Winning Team: Malik Hall, Zheng Nie, Jiarun Xing

2015 Inductee: Eleanor Roosevelt

Winning Team: Samuel Floyd, Ariel Jordan, Ashley Oommen

2016 Inductee: Maya Angelou and Harvey Milk

Winning Teams: DaCha'na Blaydes, Sarah Marshall, LaToya Smith
Ashley Johns, Carlos Salcedo, Alex Thoresen

2017 Inductee: Rev. Fred Shuttlesworth

Winning Team: Jalen Burks, Imani Cole, Malik Mix

2018 Inductee: Archbishop Desmond Tutu

Winning Team: Megan Mowid, Katlyn Ratzlaff, Victoria Zehner

2019 Inductee: Malala Yousafzai

Winning Team: Fabian Hernandez, Alexandra Gomez, LeAnn Lugo

The Black History Month
Multicultural Heroes Hall of Fame Case Competition

Team Proposal Application

Select three heroes from this list and rank them 1-3 in order of your preference:

<input type="checkbox"/> Dietrich Bonhoeffer	<input type="checkbox"/> Cesar Chavez	<input type="checkbox"/> Elie Wiesel	<input type="checkbox"/> Viola Liuzzo	<input type="checkbox"/> Steven Biko
<input type="checkbox"/> Abraham Lincoln	<input type="checkbox"/> Raoul Wallenberg	<input type="checkbox"/> Roberta Menchu Tum	<input type="checkbox"/> Chester Nez	<input type="checkbox"/> William Wilberforce
<input type="checkbox"/> A. Philip Randolph	<input type="checkbox"/> Ronald McNair	<input type="checkbox"/> Sitting Bull	<input type="checkbox"/> James Farmer	<input type="checkbox"/> Paul Robeson
<input type="checkbox"/> Corrie Ten Boom	<input type="checkbox"/> Coretta Scott King	<input type="checkbox"/> Charles H. Houston	<input type="checkbox"/> Malcolm X	<input type="checkbox"/> Yuri Kochiyama
<input type="checkbox"/> William G. Anderson	<input type="checkbox"/> Alice Paul	<input type="checkbox"/> Lucretia Mott	<input type="checkbox"/> Esther Ross	<input type="checkbox"/> Harriet Tubman
<input type="checkbox"/> Tecumseh	<input type="checkbox"/> Lucy Randolph Mason	<input type="checkbox"/> Tenzin Gyatso, 14th Dalai Lama	<input type="checkbox"/> Wilma Mankiller	

If your team is selected for the competition, you will be notified at the orientation meeting as to which hero you will present.

Please provide a brief description as to why your team entered this competition (other than financial). What does your team expect to gain from being in this competition? What does your team expect to contribute to this competition?

Essay: Please write an essay on one of the heroes you selected. Please describe the importance of this hero's character and achievements to society and how he/she epitomizes Dr. Martin Luther King's dream of a nation where "his children will not be judged by the color of their skin but by the content of their character." Please limit your essay to 250 words or less and double-space your essay.

All proposals will be for 10-minute presentations that will be made at the competition on February 19, 2020 at 6:00PM in N100 Business College Complex. Please attach your description and essay on a separate sheet.

Coordinating Presenter (All presenters must be enrolled MSU students. It is the responsibility of the coordinating presenter to communicate with all participants concerning the status of the program.)

Name: _____ MSU Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Cell: _____ Team Name: _____

As the coordinating presenter, I attest that I am a current MSU student. I have communicated with all co-presenters, and they have agreed to present in this program, if accepted. All co-presenters understand that they must be currently enrolled MSU students.

Signature: _____ Date: _____

Co-presenters:

Name: _____ Name: _____

Cell: _____ Cell: _____

MSU E-mail: _____ MSU E-mail: _____

For full consideration, proposals must be turned in by 4 PM, Wednesday, January 15, 2020.

Return your application to:

Multicultural Business Programs-Michigan State University
645 N. Shaw Lane Room 420 Eppley Center, East Lansing, MI 48824-1221

Phone: (517) 353-3524

Or online at https://docs.google.com/forms/d/e/1FAIpQLSdx-Vnx9j3RT_I1btqyS3gri523qUGxqf0tBAcSIrpIHW_KA/viewform

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