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Subject: Local Student Ranks Nationally
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Included below is a press release regarding a local Ferris State University student, who ranked nationally in a capstone simulation. Further information is available by contacting Leah Nixon, assistant director of News Services.

For Immediate Release
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Local student ranks nationally after completing class simulation

BIG RAPIDS – Koji Iwamoto of Portage recently helped his Business 499 team, Interdisciplinary Integrating Experience, finish among the top in the nation in their capstone simulation. Iwamoto is a student at the University's Traverse City campus.

Through the capstone simulation, Business 499 introduces the basics of business strategy and policy, and moves to use of a computer simulation with students functioning in multidisciplinary teams. The teams have the challenge of developing and executing a strategy that involves production operations, procurement, distribution and marketing, pricing, research and development, employment levels and compensation, financing operations, and other aspects of a business competing in a global environment.

In a field of 2,700 firms, Iwamoto's team finished the eight-year simulation ranked first in single-year profits, ninth in cumulative profits and first in return-on-sales. Other teams competing included students from Baylor, Michigan State, Central Michigan, University of Texas, University of North Florida, Idaho State, Auburn, and many more nationwide.

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