



dateline: UVI

The monthly newsletter of The University of the Virgin Islands

January 29, 2010 vol xvi, number 1

UVI Business Students Score High in Global Game

A UVI professor is using a new approach to bring the realities of the business world into the classroom. Dr. Glenn Metts has introduced an interactive computer-based simulation game that conveys a sense of what it takes to succeed in a global marketplace.

More than 37,000 students in 375 universities covering 32 countries have participated in the Business Strategy Game over the last year.

The game pits teams of students (company management teams) against one another as they are charged with growing and managing a global sneaker company patterned after the popular Nike brand and other footwear companies. The goal of the game is to create a competitive strategy that makes the team's product stand out among the competition, generating profit and other signs of success. The company performance is multi-dimensional and is based on rising stock price, return on equity, credit rating, corporate image, and earnings per share.

Dr. Metts introduced the game to UVI students enrolled in the Business 436 course last fall. As they familiarized themselves with the ground rules, Dr. Metts said some students became very intimidated by the complexity of the game. The business professor said he thinks the interactive strategy game offers students a valuable learning experience they cannot readily find inside the classroom. Success in business requires more than textbook knowledge, he said.

"In business, making a good decision ultimately depends on what your competitors decide to do, resulting in a very dynamic decision-making environment; not the static model we typically present in classes," he said.

Through the simulations presented in the game, Dr. Metts said students discover the challenges of making

their way through a competitive environment.

By semester's end three teams of students on St. Thomas and St. Croix were so successful that they were recognized in the Top 100 globally among all students playing the game. To do this they had to score in the Top 100 in at least one of four areas (over-all score, stock price, return on equity, earnings per share) among

the approximately 12,000 teams world wide. Over the fall semester three different UVI teams were each recognized twice in the Top 100 globally.

"You should be quite proud of your students for such an excellent performance — a performance that reflects quite well on you and the caliber of instruction that students are receiving in your course," said the congratulatory letters from managers of the business strategy game.

Dr. Metts said he was impressed with the accomplishments of the UVI

Business 436 students and pleased to see them become excited about the game. "This is an incredibly legitimate game that is used at major universities. Big universities, many times our size, are competing," he said.

For first-time game players from UVI to score so well so quickly, he said, was "phenomenal, just phenomenal." Students taking business strategy this spring are getting into the game again.



UVI President Dr. David Hall speaks to a gathering of male students at a meeting held Jan. 20 at the Sports and Fitness Center on the St. Thomas campus. Dr. Hall says similar gatherings are also being held with male students on UVI's St. Croix campus.

Events Calendar

Feb. 3, 10	Agrifest 2010 Strategy Meeting	STX
Feb. 6	Austin/Lewis at Reichhold	STT
Feb. 13-15	2010 Agriculture and Food Fair	STX
Feb. 16	Mid Term Exams Begin	STT/STX
March 6	President David Hall Inaugural	STT
March 16	Charter Day Celebration	STT

Counseling Survey Gauges Student Health Status

To help them meet the demands of academic life, UVI's Office of Counseling Services recently surveyed students to find out more about their health. According to one of the service managers, the UVI Student Health Survey uncovered some interesting results.

Most of the results were unveiled at a presentation made Jan. 28 at the Administration and Conference Center on the St. Thomas campus. They showed that male UVI students were slimmer than female UVI students; that students are less likely to have health insurance coverage than the average Virgin Islander; that few UVI students, male or female, smoke tobacco. Slightly more admit to smoking marijuana. Close to half drink alcoholic beverages; some admit drinking to excess. Most don't get a flu shot when they're made available. The majority are sexually active. It also showed that students generally saw themselves as happy and well adjusted.

Among the more surprising findings, the survey found signs that students could be more safety conscious – close to a third had suffered an injury within a 12 month period.

The survey was conducted with the help of the Boynton

Counseling Supervisor Wins Certification, Scholarship

UVI Counseling Supervisor Andrea Hamm says she hopes information gleaned from the first UVI student health survey will help counselors tailor programs to address student needs. One of those needs, she says, may be to better address problems arising from substance abuse. Hamm was recently certified by the Puerto Rico Certification Commission in Psychoactive Substances Professionals as a Certified Professional on Psychoactive Substances (CPSS)-Level III. She was also recently awarded a scholarship from the Betty Ford Treatment Center to participate in their Professionals in Residency Program Family Week in spring 2010.



Andrea Hamm

Health Service, University of Minnesota, which has been conducting student health surveys within their system since 1998. UVI Counseling Services Supervisor Andrea Hamm says close to 38 percent of all students asked to fill out the online questionnaires took part.

The information gathered from those questionnaires will help counselors on the St. Thomas and St. Croix campuses to tailor the services they are offering. "It's time to stop speculating about what students need in terms of counseling and services," Hamm said.

With the survey results in hand, the counseling supervisor said they can focus on specific problems like substance abuse, finding work-life balance, learning conflict resolution and negotiating safe sex.

And those, she said, were just a few examples of ways the counseling office could improve the delivery of services to its UVI student clients.

dateline: UVI is a monthly publication of the UVI Public Relations Office. Contact us by telephone at (340) 693-1056 or by fax at (340) 693-1055.

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