



International MBA | May 2008 | [www.em-lyon.com/theentrepreneurialmba](http://www.em-lyon.com/theentrepreneurialmba)

## **EMLYON International MBA Awarded at the 2008 Moot Corp Competition!**

**As a frontrunner in entrepreneurial leadership, EMLYON Business School was once again invited to participate in the Moot Corp Competition in Austin, Texas (US).**

40 teams of graduate students competed for the 25th anniversary of this worldwide business plan competition. Since 1984, MBA teams representing prestigious business schools from the world over have been making this one of the most compelling business competitions organised today.

Accompanied by Rickie Moore, EMLYON professor in entrepreneurship, the EMLYON International MBA team presented the Innovative Learning Technology (InLeTech™) project. InLeTech offers an innovative suite of products and tools that adapt and customise the content of eTextbooks to the different learning styles of the users. A team of current International MBA participants was selected during the entrepreneurship sessions to represent EMLYON in Austin.

For several months, the team members (Olivier Lise, Maria Elena Garcia, Ling Dou, Damien Partensky, Tina Bakhtamian-Kirstein and Anas Moath Fatalah) combined their efforts, enthusiasm and entrepreneurial leadership skills to build this winning business plan.

Continuing the school's winning streak from last year's competition, the project was awarded "Oscars" for the most "Outstanding Project", the "Murphree Venture Challenge" and received a \$500 prize.

*"Participating in this competition is a life-transforming experience for all students involved, and I am very proud of this year's team's accomplishment. Especially as professor in an institution which places so high a value on entrepreneurship as to make it the main focus of the International MBA programme, it is particularly rewarding to see the students successfully develop those entrepreneurial leadership skills needed to build a solid business plan.",* commented Professor Ricky Moore.



From left to right: Tina Bakhtamian-Kirstein, Olivier Lise, Ricky Moore, Ling Dou, Maria Elena Garcia, Damien Partensky