Patrick Sostmann, 29, and Kerdel Marius, 30, second-year MBAs at IESE Business School in Barcelona, Spain, write that they're planning what they call the first-ever international MBA Golf Challenge. (They're seeking permission to call it the MBA Ryder Cup.) The tournament will be held on the PGA Catalunya course outside of Barcelona in Caldes de Malavella from Apr. 2 to Apr. 4.

The MBAs say European soccer star Johan Cruyff, and Juan Antonio Samaranch, the former president of the International Olympic Committee have already promised to attend the event -- Cruyff will captain a charity team. The planners hope to raise at least 20,000 euros in entry fees on the first day of the competition for the Spanish Disabled Golf Assn., says Sostmann, who says the goal will be part networking, part good deed.

The second and third days will pit Europeans with a nine handicap or better against Americans of equal skill: MBA students from INSEAD, SDA Boconni, London Business School, and Rotterdam have signed up to challenge teams from Columbia Business School, Harvard, Northwestern, Stanford, and Wharton. The prize? Bragging rights, says Sostmann, who views the contest as all about the "honor of the continent."