**Overview of the 2020 ICBSC**

***Bruce Sparks, Administrative Director***

In the spring of 2020 the 56th International Collegiate Business Strategy Competition (ICBSC) will be hosted by California State University, Long Beach. It will begin in January 2020 with starting positions and materials distributed to participants. The first decision round is scheduled for February 5th. It will culminate on April 16-18 with a three-day intensive phase followed by a Saturday afternoon awards banquet. We are very excited about our 56th competition in 2020.

The location of the competition intensive phase will, again, be the [Double-Tree Suites Hotel by](http://doubletree3.hilton.com/en/hotels/california/doubletree-suites-by-hilton-hotel-anaheim-resort-convention-center-SNADCDT/index.html) [Hilton: Anaheim Resort—Convention Center in Anaheim, California](http://doubletree3.hilton.com/en/hotels/california/doubletree-suites-by-hilton-hotel-anaheim-resort-convention-center-SNADCDT/index.html). The hotel (2085 S. Harbor Blvd., Anaheim, California, 92802, USA) is one mile from Disneyland® Park and Disney’s California Adventure® Park. Many Southern California attractions including its beautiful beaches are nearby.

The Competition utilizes the Business Policy Game, an international simulation, designed to enable advanced business students to integrate and apply the theories of their business courses. The students become strategic managers of simulated companies competing against other business students acting as managers of their own companies. The simulated environment incorporates the economies of two countries and requires consideration of global and domestic strategy.

Our competition is unique because in addition to the simulation, the competition also includes interaction with a judging panel. The judges act as the Board of Directors for each team. Teams make presentations and judges provide feedback. While we include some savvy business strategy faculty, most of our judges are industry executives. Our judging panels have included high level executives including current and past Vice Presidents of Northrup Grumman, Juniper Technologies, Bank of America, PriceWaterhouseCooper and Pacific Gas and Electric, as well as many other companies.

The international competition starts with student teams organized into undergraduate and MBA “worlds,” with four to six teams in each “world” competing directly against each other. Trophies are awarded separately in each “world.” The Competition extends over five simulated years, one calendar quarter at a time.

# The planned schedule for the 2020 Competition is as follows:

[**Registration Deadline**](http://icbsc.org/registration-and-other-costs/)**:** The deadline for registration is **Monday, December 31, 2019**

[**Payment of Registration Fees**](http://icbsc.org/registration-and-other-costs/)**:** All registration fees must be paid no later than **January 22, 2020.**

**Team Corporate Charters with Student Names and Officer Titles and Contact Information**: All contact information must be provided to the Competition Administrative Director Bruce Sparks [(Bruce.Sparks@csulb.edu)](mailto:icbsc.ro@gmail.com) and Operations Director [(dfritz@bpgsim.com)](mailto:dfritz@bpgsim.com) by **January 16, 2020**. A form will be provided to team faculty advisors for this purpose early in January.

**Competition begins on or about January 22, 2019 with disbursement of starting position files.** The **First Decision Set** will be submitted by student teams to the Competition via Internet by **February 5, 2019** (6:00 AM west coast, USA time).

We no longer require printed copies of the Strategic Plan for Years 4-7 of the simulated companies’ operations. An electronic copy of the Strategic Plan for Years 4-7 (.pdf format) must be emailed to the Administrative Director Bruce Sparks [(Bruce.Sparks@csulb.edu)](mailto:icbsc.ro@gmail.com) no later than March 12, 2020.

**The Tentative Decision Schedule for the 2020 Remote Phase is as follows: (Years 1 and 2 are provided as history at start-up.)**

Year 3, Quarter 1–February 4

Year 3, Quarter 2–February 11

Year 3, Quarter 3–February 18

Year 3, Quarter 4–February 25

Year 4, Quarter 1–March 10

Year 4, Quarter 2–March 17

Year 4, Quarter 3–March 24

Year 4, Quarter 4–March 28

Year 5, Quarter 1- March 31

Year 5, Quarter 2- April 4

Year 5, Quarter 3- April 7

(Saturday) (Saturday)

Year 5, Quarter 4- April 11 (Saturday)

# The Tentative Schedule for the On-site Intensive Phase in Anaheim on April 16-18, 2020 is:

April 16th: Hotel check in and Registration with the Competition April 16th: Year 5 Annual Reports Due at Registration by 5:30 PM

April 16th: Opening night social event followed by general meeting 6:00-8:00 PM April 16-18th: Year 6 Quarter 1 thru Y 7 Quarter 4 decisions due

April 18th: 8:00 AM to 12:00 noon: Team presentations to Judges (Business dress attire) April 18th: 9:30 AM – 1:00 PM Team Pictures and Pre-Banquet Social Hour (Business attire) April 18th: Awards Banquet — 1:30-4:30 PM. (Business attire)

I look forward to meeting you and your teams in the 2020 Competition.

"A core objective of the ICBSC is to promote the importance of professional conduct and sportsmanship. We see all competitors as our future leaders and look to them to set an outstanding example."