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| **57 YEARS of COMPETITION**  **http://www.icbsc.org** | | |
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| **Join us in the Spring of 2020** | | |
| ***Each spring, universities from all over the world participate in the International Collegiate Business Strategy Competition which is the world’s longest running, most comprehensive business competition.***  ***In the spring of 2021, the Competition will celebrate its 57th year of delivering an exciting and challenging learning experience for students.*** | | |
| ***What is the Competition?***  In this competition, university teams of four to six students take over the management of a simulated manufacturing company competing directly against 4-5 other firms run by competitor teams from other universities.  Teams in the competition are divided into “worlds” of about four to six companies with undergraduate teams and MBA/MA/MS teams having their own worlds. Each team assumes responsibility for key strategic and operational decisions in marketing, finance, and operations. Team members have the experience of running their own company as they strive to outperform their rivals.  ***Why is this Competition unique?***  This business competition involves both a remote phase and an intensive phase that, together, extend over a period of about ten weeks.  The remote phase begins the last week of January at home campuses; the intensive phase will occur April 22-24. During the intensive phase, students meet their peers from other universities, an experience which intensifies the competitive element of the competition and encourages networking.  ***What do students say about the Competition?***  “The competition gave me the resources and knowledge that cannot be learned in a classroom.  It showed me the importance of having a solid plan and being able to execute it.  Most importantly, I can attribute a big part of my success in Parker Aerospace’s graduate program to specific lessons learned during the competition.”*–***Rudholff Bischoff, Former undergraduate competitor**  ***What does it cost?***  1. Registration fee of $1,600 for one team and $1,000 for each additional team from the same campus. The fee includes a team license, all program administration costs, trophies, and the final awards ceremony. A team normally consists of four to six students and their faculty adviser.  ***Registration:* The deadline for registration is December 31, 2020.**  Questions? Contact Bruce Sparks, ICBSC Administrative Director, at [Bruce.Sparks@csulb.edu](mailto:Bruce.Sparks@csulb.edu) | | |