**Overview of the 2021 ICBSC**

***Bruce Sparks, Administrative Director***

In the spring of 2021 the 57th International Collegiate Business Strategy Competition (ICBSC) will be hosted by California State University, Long Beach. It will begin in January 2021 with starting positions and materials distributed to participants. The first decision round is scheduled for February 2nd. It will culminate on April 22-24 with a three-day intensive phase followed by a Saturday afternoon awards banquet. We are very excited about our 57th competition in 2021.

Last year, the covid pandemic forced the competition to move its intensive phase online. This year we will again be completely online. The main reason for the shift is to protect the health of our participants; but, also we understand that the online format will save schools significant travel expenses in a time where the pandemic has significantly impacted the budgets of colleges and universities around the world.

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, Shamrock Foods 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 2021 Competition is as follows:

[**Registration Deadline**](http://icbsc.org/registration-and-other-costs/)**:** The deadline for registration is **December 31, 2020**

[**Payment of Registration Fees**](http://icbsc.org/registration-and-other-costs/)**:** All registration fees must be paid no later than **January 22, 2021.**

**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) and Operations Director (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 2, 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) no later than March 8, 2021.

**The Tentative Decision Schedule for the 2021 Remote Phase is as follows: (Years 1 and 2 are provided as history at start-up.)**

**The Tentative Decision Schedule for the 2021 Remote Phase is as follows:**

Year 3, Quarter 1–February 2
Year 3, Quarter 2–February 9
Year 3, Quarter 3–February 16
Year 3, Quarter 4–February 23

Year 4, Quarter 1–March 9
Year 4, Quarter 2–March 16
Year 4, Quarter 3–March 23
Year 4, Quarter 4–March 27   (Saturday)

Year 5, Quarter 1—March 30
Year 5, Quarter 2—April 3   (Saturday)
Year 5, Quarter 3—April 6
Year 5, Quarter 4– April 10   (Saturday)

# The Tentative Schedule for the Intensive Phase on April 22-24, 2021 is:

April 22nd: Year 5 Annual Reports Due by 5:30 PM

April 22nd: Opening night social event followed by general meeting 6-8:00 PM April 22-24th: Year 6 Quarter 1 thru Y 7 Quarter 4 decisions due

April 24th: 8:00 AM to 12:00 noon: Team presentations to Judges (Business dress attire) April 18th: Awards Ceremony — 1:30-4:30 PM. (Business attire)

I look forward to meeting you and your teams in the 2021 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."