

What Students Say . . .

"Personally, the competition has taught me a lot about the most important aspect of business, which is the ability to be able to work as a team. Businesses nowadays rely heavily on teams in their organizations and the competition gives the participant the most realistic management experience by allowing the participants to work as a group to tackle realistic business problems. The competition served to broaden my horizons as a business student and the experience will definitely stay with me long after I come out to work."

John Lee, Undergraduate competitor

"The International Business Competition was the single most challenging and rewarding experience I've had as a student. It reinforced the real world lessons of the importance of hard work, dedication, team collaboration, ingenuity, and approaching business problems from multiple viewpoints. It's what an MBA is all about. It's a true test of your general business knowledge and an opportunity to showcase your talent, while making your school proud. Successfully participating in and winning the competition with my team was a real personal confidence booster that has carried over into my professional life. I feel nothing but gratitude for the experience."

Sean Hernandez, MBA competitor

"The best aspect of the competition, was working with dedicated peers towards a higher goal than simply obtaining an A grade. We were in it for the win, and to represent our school! We did it as a team, and it is awesome that the relationships we built will remain for years to come. We were given the best opportunity to run our own business, our own way, and brainstorm our own idea! It was a great culminating experience to three years of MBA study! The experience is what I will most take with me, and prepared me well for the real world of business!"

Justin Steger, MBA competitor

What Faculty Advisors Say . . .

"Almost all of the students that I have brought to the ICBCS have characterized the competition as the most significant and beneficial experience of their college careers. Many of those students have gone on to successful careers and often write back to reiterate the key role that the competition played in their career development."

Dr. Don Negri, Faculty Advisor, Willamette University, Oregon

"MA Global Management students at Regent's University London - Regent's Business School are very keen to participate in the annual ICBCS because of its excitement, learning, competitive and team synergy variables in the simulation - the competition has become a hugely valuable addition to our program in reinforcing, applying and practicing what the students learnt. The benefits are enormous for our international students; these includes business astuteness, communication skills, team working, time-management skills, technology appreciation, problem solving, working under acute time pressure, forecasting, planning, applying theory to practical problems, preparing factual /interesting annual reports, giving presentations and answering questions in front of expert judges in their fields. This greatly contributes to their employability and life essential skills."

Dr. Eric CK Chan, MA Global Management Program Director (and Faculty Advisor), Regent's College London - Regent's Business School, United Kingdom

"Being an advisor to teams in the IBSC has truly been one of the highlights of my teaching career. It is exciting to witness the students bring business theory into the "real-world" simulated experience of running a company against competitors from other schools. Participating in the competition has brought recognition to students and to me as a faculty advisor and enhanced the pride that we all feel in our school's programs."

Richard Okumoto, Faculty Advisor, California State University .Long Beach

The 58th Annual International Collegiate Business Strategy Competition in Spring 2022



Hosted by:



On-site April 21-23, 2022

About the International Collegiate Business Strategy Competition

The International Collegiate Business Strategy Competition began in 1965 at the University of Nevada, Reno campus. Since then the ICBSC has been hosted by a number of universities. In 2011, California State University, Long Beach became its host administrator .

University undergraduate and graduate student teams win by doing the best job of running their simulated businesses in their "world" of several competitors over a period of three months. The competition starts in January and ends in April.

The ICBSC is the longest running and most comprehensive collegiate business competition in history.

FEES and other COSTS

Registration—\$1600 1st team, \$1000 each additional team to cover administrative costs of the competition. This fee covers license fees, trophies, mailing, marketing and competition administration costs.

How Does the Competition Work?

Each team takes over the management of a manufacturing company competing directly against 4-5 other firms run by competitor teams in its Simulated World. The team assumes responsibility for key strategic and operational decisions in marketing, finance, and operations.

The starting position of all teams is identical. Then 20 sets of quarterly decisions are submitted by the teams for company operations over a simulated period of five years. Teams strive to outperform each other on a number of financial and strategic measures.

Each team is responsible for a strategic business plan, an annual report, and one formal oral presentation to judges (who serve as the simulated Board of Directors). Team members have the experience of running their own company and learn first-hand how an intensive group effort can result in synergy.

How is the Competition Judged?

Senior business executives award those teams that place either first, second, or third based on their overall financial performance, how well they implemented their strategic business plan, their oral presentation, and the quality of their written documents.

Why is this Competition Special?

No other competition involves both a remote phase and intensive phase. During the remote phase, students make up to 80 business decisions per quarter, per week for ten weeks via the internet. After ten weeks of remotely competing, all teams participate for three days of "intensive" competition. It is at the onsite where they meet their judges and other student team competitors. The intensive phase is what makes this competition so unique and worthwhile.

The competition is based on three over-arching principles:

1. Create a values-based learning environment.
2. Improve upon students' decision-making skill sets while under intense scrutiny by a "board of directors" and "corporate shareholders."
3. Understand the global business market as it relates to revenues, profits and socially responsible business practices.



More Information:

<http://www.icbsc.org>

Bruce Sparks
Administrative Director, ICBSC
College of Business Administration
California State University, Long Beach

Bruce.Sparks@csulb.edu
Phone: 909-224-9784