



Overview of the 2025 ICBSC

In the spring of 2025, the 61st International Collegiate Business Strategy Competition (ICBSC) will be hosted by California State University, Long Beach. It will begin in January 2025 with starting positions and materials distributed to participants. The first decision round is scheduled for February 4th. It will culminate on April 24-26 with a three-day on-site intensive phase in Anaheim, CA followed by a Saturday afternoon awards ceremony.

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 such as current and past Vice Presidents of Northrop Grumman, Juniper Technologies, Bank of America, PriceWaterhouseCooper, Pacific Gas and Electric, Shamrock Foods. Levi Strauss 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 2025 Competition is as follows:

Registration Deadline: The deadline for registration is **December 31, 2024**

Payment of Registration Fees: All registration fees must be paid no later than **January 20, 2025**.

Team Corporate Charters with Student Names and Officer Titles and Contact

Information: All contact information must be provided to the Competition Administrative Director Nataliya Acc-Nikmehr (Nataliya.Acc-Nikmehr@csulb.edu) and Operations Director (dfritz@bpgsim.com) by **January 14, 2025**. A form will be provided to team faculty advisors for this purpose early in January.

Competition begins on or about January 20, 2025 with disbursement of starting position files. The **First Decision Set** will be submitted by student teams to the Competition via Internet by **February 4, 2025** (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 Nataliya Acc-Nikmehr (Nataliya.Acc-Nikmehr@csulb.edu) no later than March 11, 2025.

The Tentative Decision Schedule for the 2025 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 11
Year 4, Quarter 2–March 18
Year 4, Quarter 3–March 25
Year 4, Quarter 4–March 29 (Saturday)
Year 5, Quarter 1—April 1
Year 5, Quarter 2—April 5 (Saturday)
Year 5, Quarter 3—April 8
Year 5, Quarter 4– April 12 (Saturday)

The Tentative Schedule for the Intensive Phase in Anaheim, CA on April 24-26, 2025 is:

April 24th: Year 5 Annual Reports Due by 5:30 PM

April 24th: Opening night social event followed by general meeting 6-8:00 PM

April 24-26th: Year 6 Quarter 1 thru Y 7 Quarter 4 decisions due

April 26th: 8:00 AM to 12:00 noon: Team presentations to Judges (Business dress attire)

April 26th: Awards Ceremony — 1:30-4:30 PM. (Business attire)

I look forward to meeting you and your teams in the 2025 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."