



## Overview of the 2027 ICBSC

In the spring of 2027, the 63<sup>rd</sup> International Collegiate Business Strategy Competition (ICBSC) will be hosted by California State University, Long Beach. It will begin in January 2027 with starting positions and materials distributed to participants. The first decision round is scheduled for February 2<sup>nd</sup>. It will culminate on April 22-24 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 Northrup Grumman, Boeing, Juniper Technologies, Intel, HPE, Bank of America, PriceWaterhouseCooper, Pacific Gas and Electric, Shamrock Foods, Levi Strauss, Qualcomm, Sendbrid, The Wonderful Company, Disney, Sony Pictures as well as many others.

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 2027 Competition is as follows:**

**Registration Deadline:** The deadline for registration is **December 31, 2026**

**Payment of Registration Fees:** All registration fees must be paid no later than **January 15, 2027**.

### **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](mailto:Nataliya.Acc-Nikmehr@csulb.edu)) by **January 15, 2027**. A form will be provided to team faculty advisors for this purpose early in January.

**Competition begins on or about January 20, 2027 with disbursement of starting position files.** The **First Decision Set** will be submitted by student teams to the Competition via Internet by **February 2, 2027** (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](mailto:Nataliya.Acc-Nikmehr@csulb.edu)) no later than March 9, 2027.

**The Tentative Decision Schedule for the 2027 Remote Phase is as follows:**

**(Years 1 and 2 are provided as history at start-up.)**

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 in Anaheim, CA on April 22-24, 2027 is:**

April 22<sup>nd</sup>: Year 5 Annual Reports Due by 5:00 PM

April 22<sup>nd</sup>: Opening night social event followed by general meeting 6-8:00 PM

April 22-24<sup>th</sup>: Year 6 Quarter 1 thru Y 7 Quarter 4 decisions due

April 23<sup>rd</sup>: 12:00 PM to 2:00 PM: Job Fair

April 24<sup>th</sup>: 8:00 AM to 12:00 PM: Team presentations to Judges (Business dress attire)

April 24<sup>th</sup>: Awards Ceremony — 1:30-4:30 PM. (Business attire)

I look forward to meeting you and your team at the 2027 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."