

International Collegiate Business Strategy Competition

Important Information and Application

Overview of the Competition

For 63 years, colleges from the United States and around the world have sent undergraduate and MBA teams to compete in the International Collegiate Business Strategy Competition. Each team takes over the management of a manufacturing company competing directly against 4-5 other firms in its Simulated World. The team assumes responsibility for key strategic and operational decisions in marketing, finance, and operations. Eight quarters of historical data are provided as the starting position wherein all teams are identical; then 20 sets of quarterly decisions are submitted by the teams for company operations over a simulated period of five years. 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 a group effort can result in synergy and enthusiasm. For more information about the competition, please visit its website at <http://www.icbsc.org>.

Student Benefits

Each year students say that the competition has been the most rewarding experience of their college career. Some have said the greatest benefit was the realistic opportunity to apply academic concepts; others said the greatest benefit was being an integral part of a closely knit, finely honed team. Students listing the competition on their resume have discovered that it has helped them land a job. Some have even benefited from interviewing with a person that had earlier participated in the competition. For students the benefits include:

1. Hands-on experience of actually "running" a corporation
2. Bringing together functional academic concepts resulting in integrated, applied management experience
3. The taste of battle with, at times, stirring success, or, at times, stunning failure--at least in the perspective of the moment
4. Feeling the synergy of the team experience
5. "The single most rewarding experience in my entire college career." (quote from former student)
6. Become part of the CSULB winning tradition.
7. Great resume builder!

Who Should Apply

Acceptance to be on a team is through application. The best candidates will be those students who have completed their core coursework and are close to completing their degrees. Students who have GPA's of at least 3.0, like a challenge, are problem-solvers, and have a flexible schedule that will allow them to meet on weekends or other times with their team members are encouraged to apply. The competition is time-consuming. Expect to spend at least 4-10 hours outside of class each week working with your team. Good writing and analytical skills are essential to being successful in the competition.

Application Process

To apply, students should fill out and submit an application and a personal statement (see application form). Although it is not asked for on the application, students should indicate in the essay if there are any constraints (work or school or other) on their meeting outside of class – particularly on weekends as most of the work in this course will be in teams.

The deadline to apply to be on a team is _____ (suggested late October). The application should be sent or brought to _____. A follow-up email to confirm delivery is strongly recommended.

Personal interviews with “finalist” applicants may be necessary and will occur during _____ (time). Team members will be notified of acceptance by _____.

Competition Class Schedule

The course schedule will follow the competition – not that of a regular semester. The tentative schedule for participation in the competition is as follows:

- Fourth week of November/first week of December: Required orientation meeting – discussion of materials and getting started. Meeting date and time (probably a Friday evening or Saturday morning) TBD by student availability.
- January Preparation: There will be a couple of meetings of approximately 2 hours each. During this time, we will familiarize ourselves with the simulation and run four quarters of practice decisions.
- Late January: Remote Phase begins with team contact information sent to the competition and starting position files received.
- First Week of February: First official decision submission to the remote site. The competition begins.
- Mid-April: Travel to the on-site location for beginning of the “Intensive Phase” which begins on a Thursday afternoon and ends the following Saturday night with an Awards Banquet.
- Following the competition, students will write a two-page paper on what they have learned from the competition (if credit is being given – highly recommended). There will be a debriefing lunch/dinner.

Costs

Students are required to pay normal student fees associated with registering in a course at (Your University). The College of Business Administration (your university’s decision) is picking up (which expenses) for the. While at the on-site, all students will be responsible for (what they have to pay for). The first night social party and Awards Banquet are hosted by the competition.

If you have any questions, please direct them to:

Email: _____ **Phone#** _____

(Your University)

Participant Application: Spring 2025 International Collegiate Business Strategy Competition

Name _____ Program (circle) MBA or Undergraduate

Address: _____

Major(s): _____

Year in Program _____ Expected Grad Date _____ GPA _____

Business Courses Taken: Indicate U (undergraduate) G (graduate)				
Marketing	Accounting	Finance	Management/HR	Other

Business professor who would be willing to serve as a reference for you.

Name: _____ Department: _____

Phone: _____ Email: _____

Please write, and attach to this application, a one-page essay addressing the following questions:

1. Why you want to participate in this competition.
2. Why you think you should be chosen for a team. This would include things like your work ethic, your work experience and special talents or skills (quantitative or other) that you would be able to bring to your team.

Please read the following statement. Your signature at the bottom indicates that you accept the responsibility that is being given to you should you be chosen for a team.

I promise that, should I be chosen to represent University (your university name) in the International Collegiate Business Competition in the Spring of 2026, I will do my utmost to represent my university in a committed and ethical manner. I realize that participation will require that I enroll in a (course title if applicable) for three elective units and travel to Anaheim, California with my team from April 23-25, 2026. **(These are the dates of the on-site intensive phase of the competition. Your students may need to commit to more days to allow for travel.)** I have or will receive release from any employment or other commitments I have that would interfere with travel on these days.

Signature

Date

Application Deadline: (Time and Place)