



INTERNATIONAL COLLEGIATE BUSINESS STRATEGY COMPETITION

ICBSC COMPETITION



Each spring, universities from all over the world participate in the International Collegiate Business Strategy Competition which is the world's longest running, most comprehensive business competition. **In the spring of 2020, the Competition will celebrate its 56th year of delivering an exciting and challenging learning experience for students.**

What is the Competition?

In this competition, university teams of four to six students take over the management of a simulated manufacturing company competing directly against 4-5 other firms run by competitor teams from other universities. Teams in the competition are divided into "worlds" of about four to six companies with undergraduate teams and MBA teams having their own worlds. Each team assumes responsibility for key strategic and operational decisions in marketing, finance, and operations. Team members have the experience of running their own company as they strive to outperform their rivals.

Information Sessions to learn more

October 21 (Monday)

- @COB 111 8:00am – 9:15am
- @COB 112 5:00pm – 6:45pm

October 22 (Tuesday)

- @COB 216 9:30am – 11:00am
- @COB 229 5:00pm – 6:45pm

October 24 (Thursday)

- @COB 113 9:15am – 10:45am
- @COB 216 Noon12 – 1:45pm

October 30 (Wednesday)

- @COB 111 8:00am – 9:15am
- @COB 114 5:30pm – 6:45pm

Questions?

Contact Barbara Barcon, CSULB ICBSC advisor/lecturer, at Barbara.Barcon@csulb.edu

EARN three units of elective credit, if the program allows (always check with your advisor).

Application: <http://www.csulb.edu/cob/icbsc>

- **November 1, 2019** - Interested Students must submit an application for acceptance
- **November 10, 2019** - Students that are selected will be notified.
- **November 17, 2019** - Spring registration begins

Why is this Competition unique?

This business competition involves both a remote phase and an intensive phase that, together, extend over a period of about ten weeks. The remote phase begins in January (the first week of Spring classes for CSULB) at home campuses; the intensive phase will occur April 16-18 when all teams travel to the on-site hotel in Anaheim, California. During the intensive phase, students meet their peers from other universities, an experience which intensifies the competitive element of the competition and encourages networking.

What do students say about the Competition?

~ "The competition gave me the resources and knowledge that cannot be learned in a classroom. It showed me the importance of having a solid plan and being able to execute it. Most importantly, I can attribute a big part of my success to specific lessons learned during the competition."

~ "I learned more in this class/competition than in all my classes over 4 years"

~ "This is the only class I liked coming to and working on"

The 56th International Collegiate Business Strategy Competition

Spring 2020 -- CBA 485 and GBA 685 Important Information and Application

Overview of the Competition

For 55 years, colleges from the United States and around the world have entered undergraduate and MBA teams in the International Collegiate Business Strategy Competition which runs each spring. 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 companies' 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 Competition Site: <http://www.icbssc.org> and visit the CSULB College of Business website: <http://www.csulb.edu/cob/icbssc>

California State University, Long Beach is the host campus for this prestigious competition and the on-site phase of the competition will occur at the DoubleTree Suites by Hilton, Anaheim Resort and Convention Center Hotel from April 16-18, 2020. We are proud to host this 56th running of the ICBSC.

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 or a valuable internship. Some have even benefited from interviewing with a person that had earlier participated in the competition as a judge or team member. For students the benefits include:

1. Hands-on experience of actually "running" a corporation
2. Bringing together functional academic concepts resulting in an 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. Earn three units of elective credit, if the program allows (always check with your advisor).
6. "The single most rewarding experience in my entire college career." (quote from former student participant)
7. Become part of the CSULB winning tradition
8. Great resume builder!

Who Should Apply?

Acceptance to be on a team is through application. The best candidates will be those CSULB students who have completed their core coursework. Undergraduate students should have completed IS 301, MKT 300, MGMT 300, and Acct 201 before applying. Usually juniors and seniors. MBA students should have completed enough units to be in their second year of the program. In some cases, first year MBA students with undergraduate business degrees or extensive business work experience might be qualified to be on an MBA team.

While no specific GPA is required, students who have earned at least a GPA of 3.0 if an undergraduate and a 3.3 if an MBA, 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 especially encouraged to apply. The competition is time-consuming. Expect to spend between 4-10 hours outside of class each week working with your team. Good writing, analytical, presentation and computer skills, including the ability to use Excel or other spreadsheets are skills essential to being successful in the competition.

Application Process

To apply, students should fill out and submit the one-page application form that is attached to this information document along with a personal statement.

The deadline to apply to be on a team is Friday, November 1 at 5:00 PM. The application should be sent to Barbara Barcon at: Barbara.Barcon@csulb.edu.

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:

- Required orientation meeting: Friday night December 6, 2019 at 7:00 PM in the COB. There will be an overview of the upcoming competition, a discussion of materials, and information about getting prepared for the competition.
- After the December 6th meeting, individuals will prepare by reading the simulation Player's Manual and learning how the simulation works. You will meet with your team members to organize and plan for practice sessions in January 2020.
- In January 2020 there will be about 3 meetings of approximately 2 hours each. During this time, we will familiarize ourselves with the simulation and run four quarters of practice decisions, if time allows. Team starting position files will be sent to all teams.
- Monday January 25th: The first "official" class session. Class meets on Monday evenings at 7:00 PM.
- April 16th – 18th: Final Intensive Phase at DoubleTree Suites by Hilton, Anaheim Resort and Convention Center. You will be staying at the hotel on Thursday night the 16th and Friday night the 17th. The Awards Banquet will be held Saturday afternoon on the 18th. You must be available the entire time from Thursday afternoon through Saturday late afternoon.
- Following the competition, students will write a personal two-page paper on what they learned from the competition. The course ends in the first week of May.

Costs

Students are required to pay normal student fees associated with registering in a course at CSULB. The College of Business will pick up all team registration and hotel costs for students while engaged in the competition. During the intensive phase while at the hotel, students will be responsible for personal items/food. The first night social event and final night Awards Banquet are hosted by the competition.

Contact

If you have any questions, please contact by email: Barbara Barcon at Barbara.Barcon@csulb.edu
CSULB College of Business website: <http://www.csulb.edu/cob/icbcs>

California State University, Long Beach
Participant Application

Student Name _____ Program _____ MBA _____ Undergraduate

Student Address: _____ Major(s)/Emphasis: _____

Student Email: _____ Student Phone: _____

Year(s) in Program: _____ Expected Grad Date: _____ GPA: _____

Ability to Attend Spring 2020 Monday 7:00 PM class. Yes _____ No _____

Business Courses Taken: Indicate U (undergraduate) G (graduate) Count Courses being taken in the Fall 2019 Semester

Marketing	Accounting	Finance	Management/HR	Other

Please indicate a CSULB business professor who would be willing to serve as a reference for you.

Professor Name: _____ Department: _____

Professor Phone: _____ Professor Email: _____

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

1. Why you want to participate in this competition.
2. An assessment of your analytical skills including the ability to read and understand financial statements and use and create linked spreadsheets.
3. An assessment of your writing and presentations skills.
4. An assessment of your interpersonal/team skills/leadership skills.
5. Any personal constraints (time or other) that might limit or interfere with your participation on a team.
6. Why you think you should be chosen for a team. This would include a discussion of your work ethic, your work experience, and any special talents or skills (speaking, writing, 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 California State University Long Beach in the International Collegiate Business Competition in the spring of 2020, I will do my utmost to represent my university in a committed and ethical manner. I agree that the advisor may ask me to withdraw from the competition and the course without compensation if I do not act in a manner that is respectful of my team members and the advisor. I realize that participation normally requires that I enroll in CBA 485 or GBA 685 for three elective units and stay with my team at the competition hotel in Anaheim from April 16-18, 2020. Should I not complete the on-site portion of the competition without a valid, documented reason, I understand that my course grade will suffer, and I might fail the class. I have, or will receive, release from any employment or other commitments I have that would interfere with my participation on these days.

Student Signature

Student Signature Date

Application Deadline: November 1, 2019 at 5:00PM, submit by email to Barbara Barcon at: Barbara.Barcon@csulb.edu