

The 60th International Collegiate Business Strategy Competition

Spring 2024 -- CBA 485 and GBA 685

Important Information and Application

Overview of the Competition

For 59 years, colleges from the United States and around the world have entered undergraduate and graduate business teams into the International Collegiate Business Strategy Competition (ICBSC) which runs only in the 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, human resources 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 get the experience of running their own company and learning first-hand how a group effort can result in synergy and enthusiasm. For more information about the competition, please visit the CSULB College of Business website: <http://www.csulb.edu/cob/icbsc>

California State University, Long Beach is the host campus for this prestigious competition. We are proud to host this 60th 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 that are integrated across all business disciplines; 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. 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
6. "The single most rewarding experience in my entire college career." (quote from former student participant)
7. Become part of the CSULB winning tradition and an alum of the competition family
8. Great resume builder!

Who Should Apply?

Acceptance to be on a team is through application. The best candidates will be those CSULB undergraduate 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/Masters students should have completed enough units to be in their second year of the program. In some cases, first year master's students with undergraduate business degrees or extensive business work experience can be qualified.

- CSULB usually enters 3 teams of 4-6 members on each team. It can be 2 or 3 undergraduate teams and 2 or 3 MBA teams. The number of teams and members on a team depend on the mix and qualifications of the applicants. Generally, we are looking for 14-18 qualified students.
- 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 a master's student are most likely to succeed.
- Students who like a challenge, are problem-solvers, like to learn and are not afraid to get out of their comfort zone are a good fit for the competition.
- Students who have a flexible enough 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 need to 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:

- **October 21, 2023, by 5:00 PM**
- **Notifications NLT October 30, 2023**

The application should be sent to Barbara Barcon at: Barbara.Barcon@csulb.edu.

Competition Class Schedule and Key/Required Dates

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

- **Friday December 8, 2023, at 7pm. Required orientation meeting.** There will be an overview of the upcoming competition, a discussion of materials, and information about getting prepared for the competition. Teams will be formed, and roles selected.
- After the December 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.
- **Monday January 22, 2024, is the first "official" class session. Class meets on Monday evenings at 7:00 PM.** It will be offered as a Hybrid course with most of the sessions being online. Three classes are in-person, not including the Intensive Phase.

In-person class dates (unlikely but subject to change depending on class progress)

- **January 22**
 - **February 12**
 - **February 26**
 - **March 18**
 - **April 10**
- **The Intensive Phase will be April 18-20. You must be available the entire time from Thursday afternoon through Saturday late afternoon In-Person**
- Following the competition, students will write a personal two-page paper on what they learned from the competition. The course ends at the end of the Intensive Phase and once the student reflection paper and second peer review is submitted.

Students are required to pay normal student fees associated with registering in a course at CSULB. The University will cover the competition application fees and hotel expenses in April.

Contact

If you have any questions, please contact by email: Barbara Barcon at Barbara.Barcon@csulb.edu

Schedule a private Zoom call to learn more

CSULB College of Business website: <http://www.csulb.edu/cob/icbssc>

APPLICATION

Student Name: _____ MBA/MS _____ Undergraduate _____

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

Student Email: _____ Student Phone: _____

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

Ability to Attend Spring 2024 Monday 7:00 PM class. Yes _____ No _____

Business Courses Taken: Include undergraduate and graduate) Courses being taken during or prior to Spring 2024 Semester

Marketing	Accounting	Finance	Management/HR	Other

Please indicate a CSULB business professor to serve as a reference for you. You do not need to contact them.

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 2024, 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 requires that I enroll in CBA 485 or GBA 685 for three elective units and will participate in the intensive phase on a Thursday afternoon through Saturday afternoon **April 18-20, 2024**. Should I not complete the intensive phase 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

Date

Application Deadline: October 21, 2023 by 5:00PM

Submit by email to Barbara Barcon at: Barbara.Barcon@csulb.edu