



INTERNATIONAL  
COLLEGIATE BUSINESS  
STRATEGY COMPETITION

# ICBSC COMPETITION

Apply now for this exciting once in a lifetime opportunity!!!

Be part of a team that represents CSULB



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 2024, the Competition will celebrate its 60th year of delivering an exciting and challenging learning experience for students.**

## ***What is the 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 graduate teams having their own worlds. Each team assumes responsibility for key strategic and operational decisions in marketing, finance, human resources and operations. Team members get the experience of running their own company as they strive to outperform their rivals.

## ***Why is this Competition unique?***

This business competition involves a remote phase and an intensive phase that, together, extend over a period of about ten weeks. The remote phase begins in January at home campuses; the intensive phase will occur in person April 18-20, 2024.

## ***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"

## ***Find out more:***

Contact Barbara Barcon, CSULB ICBSC Advisor/Lecturer, at [Barbara.Barcon@csulb.edu](mailto:Barbara.Barcon@csulb.edu) for a private zoom meeting. Visit the CSULB ICBSC website: <http://www.csulb.edu/cob/icbsc>

**EARN** three units of elective credit

**ELIGIBLE:** Undergraduate Junior and Senior Business Majors and Entrepreneurial Minors. Evening and On-line MBA students, MS Marketing Analytics and Finance students.

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

## ***Schedule:***

- **August 1 through October 21**  
Students meet on-line (one-on-one) with Advisor
- **Applications Accepted until October 21, 2023 @ 5 PM**
- **NLT October 30, 2023**  
Students notified if they have been selected and authorized to register
- **October 2023** - Spring registration begins
- Class is Completed by the end of April 2024