



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



CSULB ICBSC Website : <http://www.csulb.edu/cob/icbsc>

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 2022, the competition will celebrate its 58th 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 Master's 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 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 in mid to late April.

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"

Competition Timeline

- **October 27, 2021** - Students must submit an application for acceptance by this date
- **October 29, 2021** - Students notified if they have been selected and authorized to register
- **November 1, 2021 - Spring** - Registration begins
- Class Completed **before the end of April.**

EARN three units of elective credit

ELIGIBLE: Undergraduate Junior and Senior Business Majors, Evening and On-line MBA students
Other Business Master's program students should check with their advisor or the ICBSC Advisor to confirm eligibility for credit

Find out more:

Contact Barbara Barcon, CSULB ICBSC Advisor/Lecturer, at Barbara.Barcon@csulb.edu for a private zoom meeting.

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