

## 2001 International Collegiate Business Strategy Competition: 37 Years of Collegiate Competition

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### ABSTRACT

Keywords: Simulation, International, Competition

A session at the first ABSEL conference provided information on the Emory University Intercollegiate Business Gaming Competition (Jensen, 1974), the first intercollegiate business gaming competition in the world. The next ABSEL session devoted to intercollegiate gaming did not occur until 1999 (Biggs, et. al., 1999). The 2001 ABSEL conference will be held concurrently with the 2001 International Collegiate Business Strategy Competition which provides ABSEL members an opportunity to have an "up close and personal" experience with intercollegiate business gaming.

This proposal is for a panel discussion, which will provide ABSEL members with background information on the competition to familiarize them with the activities of the many students who will be engaged in the competition during the conference. The panel will provide information on the history of the competition, the current state of the competition and experiences of current participants. The panel will consist of Dave Fritzsche, operations director and co-author of *The Business Policy Game* (Cotter & Fritzsche, 1995), Steve Achtenhagen, administrative director, Sharon Lightner, advisor for the San Diego State University team, Don Negri, advisor for the Willamette University team, and several student participants from the teams.

The panel will open with Fritzsche presenting the history of the competition. Achtenhagen will then discuss the competition administration. Fritzsche will discuss the competition operations. Then Lightner will provide a graduate team advisor's perspective and Negri will provide an undergrad team advisor's perspective. The perspectives will include the benefits of participating in the competition as well as the difficulties they have encountered. Then the

student participants will provide their perspectives on the competition. There is normally one person carried over from the past year per team so the perspective will include both new participants as well as seasoned participants.

Following the formal presentation, the panel will respond to audience questions. At the close of the session, the audience will be invited to visit the competition during the conference and get a "feel" for the competition first hand. This includes visiting the operations room and the stock market room. They will also be invited to try their hand at investing in the competition's stock market, the Richard V. Cotter Stock Market. All participants are staked to \$10,000 in Cotter cash.

### REFERENCES

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