ACBSP
REGION 9

COMPANYGAME
BUSINESS SIMULATORS

2025

Participation bases and
recommendations for institutions

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Introduction

Business simulators make it easier to put the knowledge acquired in the classroom into practice in a risk-free environment. It is undoubtedly the bridge between theory and practice. The students are future managers in training, and they require activities in which they train the skills that their future professional will require.

The simulators make it possible to measure the students' level of competence achievement, the comparative results of which will provide information for the continuous improvement of the educational processes of the participating institutions.

Objectives

The **Torneo ACBSP-CompanyGame** has different objectives depending on the perspective considered:

For EDUCATIONAL INSTITUTIONS the tournament constitutes an external benchmarking instrument, which helps them to improve their curricula for continuous improvement in achieving the learning/development objectives of their students.

For the students, the tournament is an educational experience that will enable them to broaden their knowledge, strengthen their skills and improve their employability by managing a virtual company as a team for four years.

Categories

Four categories are foreseen for undergraduate students and one for postgraduate students (specialization courses, master's degrees, etc.).

GENERAL MANAGEMENT	MARKETING	POSTGRADUATE
FINANCE	INTERNATIONAL BUSINESS	

Note: If any of the categories does not reach a representative number of participants, those registered in said category will be reassigned among the remaining categories.

Who can participate?

All institutions that are part of Region 9 of ACBSP.

- Each institution may enter a minimum of 4 and a maximum of 10 teams per category.
- Participation will be in teams, each team consisting of 3 students. Teams consisting of more or less tan 3 students will not be admitted.
- Participating students must be in their last or penultimate semester of their study program.

Institution registration

Registration will take place on the dates indicated in the schedule through the page https://www.retocompanygame.com/acbsp.html.

Note: Exceptionally, you can also register by sending an email to support@companygame.com.

Registration is divided into two phases:

1 Registration of the institution to participate in the tournament.

Deadline: July 22nd, 2025

2 Registration of teams by category, according to the established procedure.

Deadline: September 21nd, 2025

→ The registration of each institution requires the identification of at least the dean or director of the faculty or department, and the coordinator, who will be in contact with the organization for the operational follow-up of the tournament.

→ By formalizing the registration process, the institution agrees to participate in the study to identify best practices and recommendations to be considered for the continuous improvement of the educational programs of the institutions.

→ Additionally, the participating institutions commit themselves to carry out an evaluation of their participation and the results obtained in the tournament and to implement some lines of work to improve their educational management, in accordance with the ACBSP accreditation model.

CONFIDENTIALITY: The management of the tournament will be carried out through the codes assigned to each institution, which guarantees the confidentiality of the information.

Call and registration of teams

To invite teams to participate in the tournament, institutions can use the following website: https://torneo.retocompanygame.com/.

→ In addition, the organization will provide other appropriate material for this purpose. This document is not intended for distribution to students.

The coordinator will register following the procedure provided on the tournament website. The formalization of registration will require incorporating the email of each student, as well as their personal data. Likewise, it will be necessary to assign a name to each of the registered teams*.

Note: To avoid incidents, it is advisable for each coordinator to verify that the students' emails are correct before uploading them to the platform.

*The team's name must not include any reference to the name of the institution. The code assigned by the organization must be added as a prefix, for example: E35_team name.

Communication with students

Communication with the students will be maintained through the CompanyGame simulation platform directly to the students/teams' email.

Each student will have personal access codes, through which he/she will be able to carry out all the planned activities.

The organization will send periodic reminders about the activities to be carried out by the teams. In addition, they will have continuously updated information on all the progress of the tournament.

At the start of the tournament, two introductory sessions will be held for undergraduate students, and one session for postgraduate students, to help them familiarize themselves with the dynamics and the platform.

The educational institutions may promote an activity of coordination and dynamization of the participating teams, with the purpose of guiding them in the key moments of the tournament and guiding them to solve the situations that may arise. The fundamental purpose is that all the teams can complete all the activities planned in order to qualify for the tournament.

To consolidate their ranking in the competition, students will have to complete different activities:

WEEK 1

Study the case and complete the initial questionnaire.

WEEK 3, 4 & 5

Complete 3 or 4 rounds of decision making (postgraduate/graduate) and different questionnaires.

WEEK 2

Complete a management planning document for your company. A format will be provided to draw up the action/business plan.

WEEK 6

Produce a Management Report of the simulated company (7 minutes video recording + 15 slides).

The competition will run from September to November.

The following outline shows the key dates for the tournament.

- Sending of documentation and keys to participants: 25th September
- Virtual familiarization sessions with the Tournament:
  - Undergraduate – 2 sessions: 26th September at 9:00 am and 3:00 pm Bogotá or Lima Time.
  - Postgraduate – 1 session: 27th September at 10:00 am Bogotá or Lima Time.
  * Access links will be sent on September 25th.

KEY DATES DEGREE CATEGORIES

KNOWN Recognize, Relate...	Week 1 Sep 22rd	M Manual / 1 Questionnaire
UNDERSTAND Diagnose, Plan, Project,..	Week 2 Sep 29th	P Planification Oct 6th
COMPETE MAKE DECISIONS Acting, Analyzing, Evaluating, Deciding,..	Week 3 Oct 6th	R1 Oct 7-8th Questionnaire 2
	Week 4 Oct 13th	R2 Oct 13-14th
		R3 Oct 17-18th Questionnaire 3
	Week 5 Oct 20st	R4 Oct 22-23th Questionnaire 4
GROW Conclude, Synthesize, Create, Transform	Week 6 Oct 27th	I Management report Nov 3th / 5 Questionnaire

R = Decision Rounds.

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Planned dates of the tournament by category

Access to the simulator will be available for all categories on 25th September. The calendar of activities to be carried out is shown below, differentiated by category.

GENERAL MANAGEMENT & MARKETING

Access to the simulator: 25th September

Round	Make decision
Action Plan	Oct 6th before 14:59
1st round	Oct 7th before 14:59
2nd round	Oct 13th before 14:59
3rd round	Oct 17th before 14:59
4th round	Oct 22rd before 14:59
Management report	Nov 3th before 14:59

Bogotá / Lima Time

FINANCE & INTERNATIONAL BUSINESS

Access to the simulator: 25th September

Round	Make decision
Action Plan	Oct 6th before 14:59
1st round	Oct 8th before 14:59
2nd round	Oct 14th before 14:59
3rd round	Oct 18th before 14:59
4th round	Oct 23th before 14:59
Management report	Nov 3th before 14:59

POSTGRADUATE

Access to the simulator: 25th September

| Round	Make decision
Action Plan	Oct 8th before 14:59
1st round	Oct 11nd before 14:59
2nd round	Oct 17th before 14:59
3rd round	Oct 23th before 14:59
Management report	Nov 4th before 14:59

Note: If there are changes to the dates and times, they will be communicated well in advance on the tournament website and directly to the different teams.

Key competencies assessed in the exercise _____

COMMUNICATION

PLANNING

SYSTEMIC THINKING

TEAMWORK

BUSINESS ANALYSIS

DECISION MAKING
in different management areas
(strategy, marketing, finance, among others)

How is ranking determined? _____

A *ranking* will be established by categories. The classification of each of the categories will be obtained from the following parameters:

10%
Questionnaires

15%
Management report

10%
Planning

65%
Company value
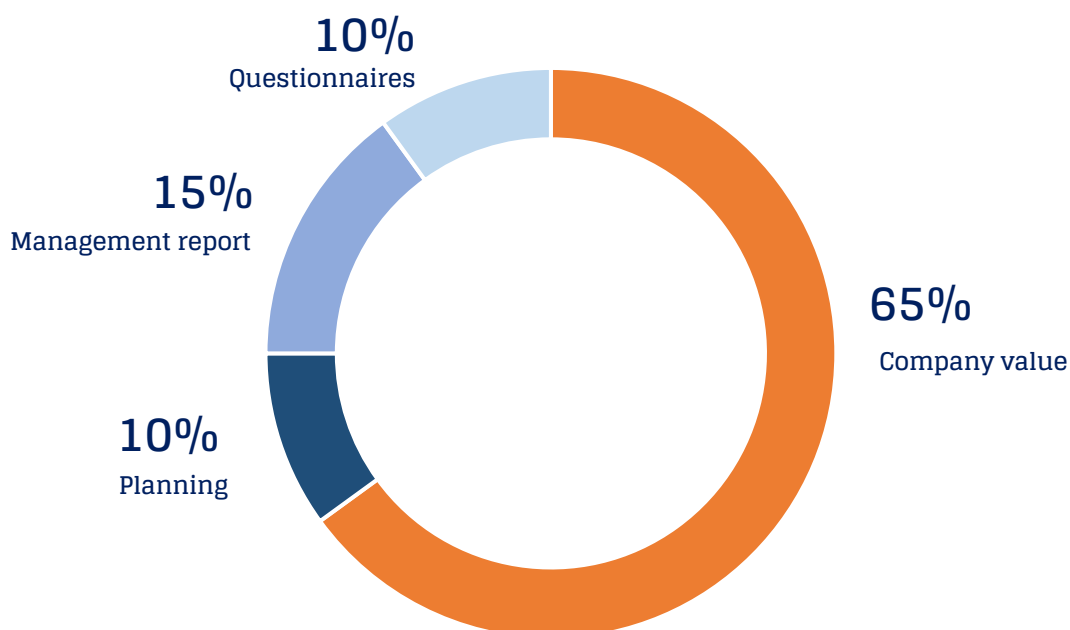
A. It is essential to complete all the planned activities to obtain the final classification.

B. If some of the planned activities are not completed, the exercise will be considered incomplete.

C. The evaluation committee will need two weeks to process all the activities carried out by the different teams.

D. Results will be communicated once all results have been processed.

Company value

Each of the simulators has an indicator (company value) that reflects the evolution of the results of each company.
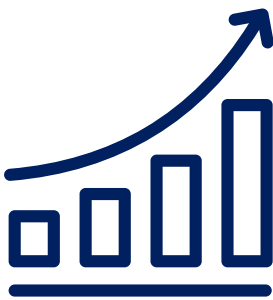
Based on the different decisions that are made, the value of the company will evolve positively or negatively.

This indicator will be available, by entering the personal username and password, 12 hours after the deadline for each decision round, except in the case of the fourth round, in which all categories will be communicated together.

During the development of the tournament, the managers and coordinators of each institution will be able to monitor the evolution of the registered teams through the statistics provided on the CompanyGame platform.

The role planned for the coordinators and teachers is to energize the different teams to motivate them to complete all the activities required to be in the best position in the tournament.

Classifieds and Recognition ───────────

Once the students' activities have been completed and evaluated, the Final Classification of the different categories will be communicated.

Certificates for participating institutions

Participating institutions that have completed the tournament and the established conditions will obtain a Certificate of Participation, which will be of great value in their accreditation and reaccreditation processes.

Certificates for coordinators

Teachers who have energized some of the teams classified among the top 10 in each category will receive a Certificate of Recognition for their teaching and support work.

Diplomas for participating students

A diploma will be awarded to all participants as long as they have reached a minimum level of activity. This diploma can be printed by the participant form their access to the platform.

- **Certificate of Excellence:** To the top ten classified teams of each category.
- **High Performance Certificate:** Classified teams.
- **Certificate of Participation:** Active teams.

Institutions may organize academic recognition activities for teams that have obtained outstanding results. These activities will be of great value to transmit the achievements of the institution in its community and to promote participation in the tournament to the following generations.

Overall evaluation of results ───────────

Once the results of the different categories have been obtained, the CompanyGame team will make an anonymous global report of results. Reports of individual results will also be made for each institution.

The results obtained will be sent to the management of the responsible faculty or department, with a copy to the main coordinator designated by the institution. The anonymous general report will be accessible exclusively to the authorities of the institution.
The overall results will refer mainly to the classified teams.

Student Forum for Excellence in Management

The communication of the final results of the tournament will take place in the Student Forum of Excellence in Management to which the entire educational community of Region 9 of ACBSP will be invited.

Objectives:

Recognize the good results achieved by students, teachers and institutions that obtained outstanding positions.

Promote the Tournament among the entire academic community and students, giving relevance to its celebration and the participation of institutions and students.

Generate a moment of meeting and collaboration of all educational institutions, which were able to project a strong commitment to improving the educational model.

Representatives of the teams that have finished in the first positions in each of the categories will be able to participate directly in the forum. The organization will select the teams that will participate in the forum.

Planned date for the forum: November 25th – 3:00 PM Central Time. Check local time:
https://greenwichmeantime.com/time/to/central-local/

Reasons for disqualification

- False participant data (name, age, incorrect study completion date, or any other) that does not allow correct identification.

- Misuse of the platform.

- Not respecting calendar dates.

- Participation of a student in more than one team.

- Participation of a teacher in team decisions.

Communication

The official page of the competition where all monitoring will be carried out and any information will be shared with the institutions will be:

https://www.retocompanygame.com/acbsp.html

Communication with students and teams will be carried out through the following page:

https://torneo.retocompanygame.com/

All communication will be done through email: soporte@companygame.com.

More information can be obtained from the tournament coordinators:

ACBSP Contact
WILFREDO GIRALDO
wgiraldom@acbsp.org

CompanyGame Contact
ALBERTO MARÍN
amarin@companygame.com

Final note

Participant information is confidential and will be treated as such.
The organizing committee reserves the right to resolve any matter not provided for in these rules as it sees fit.

Enroll your teams and give them the opportunity to improve their employability!

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