



7to. TORNEO

# ACBSP-COMPANYGAME

In business simulation

September – November 2025



## 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.

Simulators facilitate learning through practice, experimentation and discovery.

## Objectives

The tournament constitutes an educational experience that will allow participants to expand their knowledge, strengthen their skills and improve their employability, managing a virtual company as a team for four years.



Some of the most relevant benefits of the tournament are:

- Put theoretical knowledge into practice and develop **professional skills**.
- Improve **employability** by assuming the management of a virtual company.
- **Work as a team** in a competitive environment to achieve a highly relevant challenge.
- **Certify your professional achievements** by obtaining a highly prestigious diploma.

Employability  
International competition

Skill development  
Teamwork

## Categories

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



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?

Students from institutions that are part of Region 9 of ACBSP.

- Each institution may incorporate a **minimum of 4 and a maximum of 10 teams per category**.
- Participation will be in teams, each of them made up of **3 students**. Teams made up of more or less than 3 students will not be admitted.
- Participating students must be studying the last or penultimate semester of their study program

### Do not miss the opportunity!

Get ready to live an intense and rewarding experience.

More than 90% of participants in previous editions have stated that they recommend this activity to other students.



## Team registration

Registration deadline: September 21<sup>st</sup>, 2025

To formalize your registration, it is necessary to provide your personal information and equipment to your teacher or coordinator. Assign a name to your team, so you can easily recognize it in the General Ranking\*.



**Note:** To avoid incidents, it is advisable 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. Additionally, they will have continuously updated information about all the developments that occur in the tournament on the web:

<https://torneo.retocompanygame.com/>



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.

Participants will have a support email to resolve questions and incidents: [soporte@companygame.com](mailto:soporte@companygame.com).

## Outline of activities to complete

To consolidate their classification in the competition, teams must complete different activities:



### WEEK 1

Study the case and complete the initial questionnaire.

### WEEK 2

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

### WEEK 3, 4 & 5

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

### WEEK 6

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

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:** 25<sup>th</sup> September
- **Virtual familiarization sessions with the Tournament:**
  - **Undergraduate** – 2 sessions: 26<sup>th</sup> September at 9:00 am and 3:00 pm Bogotá or Lima Time.
  - **Postgraduate** – 1 session: 27<sup>th</sup> September at 10:00 am Bogotá or Lima Time.

\* Access links will be sent on September 26<sup>th</sup>.

## KEY DATES DEGREE CATEGORIES

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

R = Decision Rounds.

## KEY DATES POSTGRADUATE CATEGORY

<b>KNOWN</b> Recognize, Relate...	Week 1 Sep 22 <sup>rd</sup>	<b>M</b> Manual	
		<b>1</b> Questionnaire	
<b>UNDERSTAND</b> Diagnose, Plan, Project...	Week 2 Sep 29 <sup>th</sup>	<b>P</b> Planification Oct 8 <sup>th</sup>	
<b>COMPETE</b> MAKE DECISIONS Acting, Analyzing, Evaluating, Deciding...	Week 3 Oct 6 <sup>th</sup>	<b>R1</b> Oct 11 <sup>nd</sup>	Questionnaire <b>2</b>
	Week 4 Oct 13 <sup>th</sup>	<b>R2</b> Oct 17 <sup>th</sup>	Questionnaire <b>3</b>
	Week 5 Oct 20 <sup>st</sup>	<b>R3</b> Oct 23 <sup>th</sup>	Questionnaire <b>4</b>
<b>GROW</b> Conclude, Synthesize, Create, Transform	Week 6 Oct 27 <sup>th</sup>	<b>I</b> Management report Nov 4 <sup>th</sup>	<b>5</b> Questionnaire

R = Decision Rounds

## Planned dates of the tournament by category \_\_\_\_\_

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

### GENERAL MANAGEMENT & MARKETING

Access to the simulator: 25<sup>th</sup> September

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

Bogotá /  
Lima  
Time

### FINANCE & INTERNATIONAL BUSINESS

Access to the simulator: 25<sup>th</sup> September

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

### POSTGRADUATE

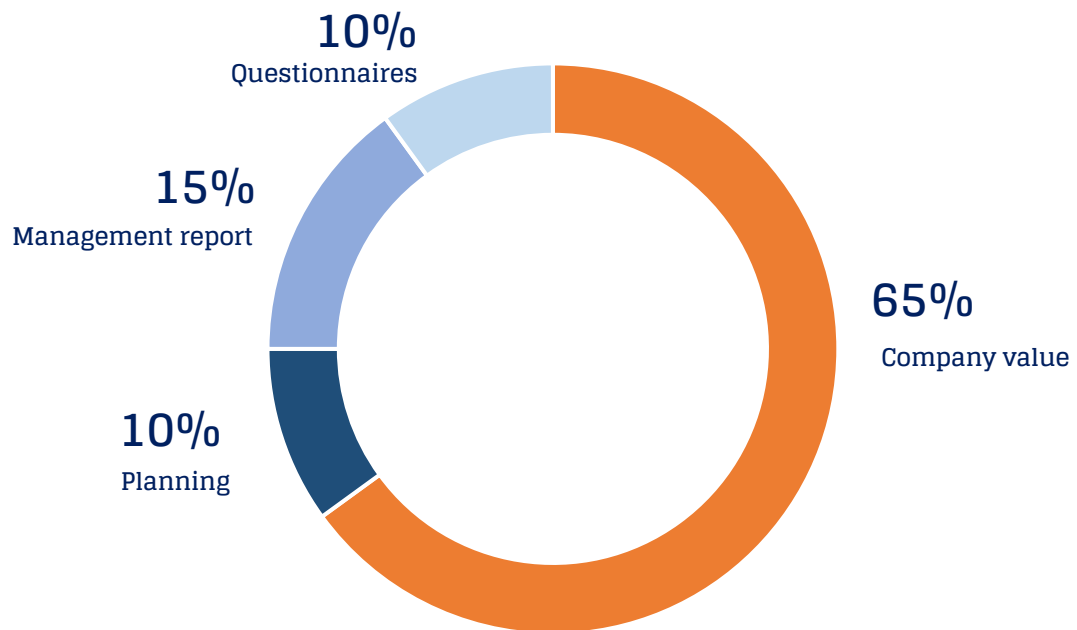
Access to the simulator: 25<sup>th</sup> September

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

## 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:



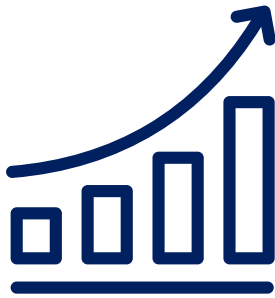
- A. It is essential to complete all the planned activities to obtain the final classification.
- B. If some of the planned activities are not completed, the exercise will be considered incomplete.
- C. The evaluation committee will need two weeks to process all the activities carried out by the different teams.
- D. Results will be communicated once all results have been processed.



Reaching the classification is a great achievement, but don't give up being at the top of the ranking.

## 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.

## Classifieds and Recognition

Una vez completadas y evaluadas las actividades de los alumnos se comunicará la Clasificación Final de las diferentes categorías.

### 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 from 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.



## 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.

Tentative date for holding the forum: November 25<sup>th</sup>.

## Reasons for disqualification

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- 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.



## Final note

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The organizing committee reserves the right to resolve any matter not provided for in these rules as it sees fit.



Participate, don't. miss the  
opportunity to **improve your**  
**employability and**  
**international experience!**

