

Spring 2012 News

CSULB-College of Business Administration Students Win Trophies in ICBSC!

Two teams of undergraduate and one team of MBA students from CSULB's College of Business Administrations recently competed in the **48th International Collegiate Business Strategy Competition** and placed 1st, 2nd, and 3rd in overall performance. The teams also won two first place awards and one second place award for best written reports that included a strategic business plan and an annual report. The competition was hosted by CSULB's College of Business Administration and teams from 31 schools from the US and Canada participated in the final phase which occurred on campus April 19-21.

Started in 1965, the competition spans a period of ten weeks and utilizes a simulation, the Business Policy Game, to simulate real world competition between companies making and selling a consumer durable product. On a quarterly basis, for five simulated years, student teams, divided into worlds, made high-level decisions in areas of marketing, finance, and production as they strove to out-perform their competitors. During the final on-site phase they met with judges who served as their "board of directors" and grilled them about their plans and performance.

Undergraduate Team "Pyramid Bottles"

World 1 -- Company 2
Second Place Overall Performance
First Place Written Reports



From left: Kaylee Gialketsis Daniel Becerra, Heather Prather, Byung Kim, Nina Miller, and Steven Osborn. Competition included teams from Chapman University, Loyola Marymount University San Diego State University, and

Undergraduate Team "Beach Cups"

World 2 – Company 1
First Place Overall Performance
Second Place Written Reports



From left: Steve Martin, Amber Santos, Kim Pearson, and Trung (Mike) Phung. Competition was teams from Okanagan University (Canada), Purdue University, HEC Montreal (Canada), and

Willamette University.



Chapman University.

MBA Team “Long Beach Sound”

World 4 – Company 3

Third Place Overall Performance

First Place Written Reports

From left: Francisca Freeman, John Marshall Senkarik, David Cristobal, Ryan La Bounty, Vuong Do, and Dung Ngo. Competition was teams from San Jose State, Purdue University, Northwestern University, CSU East Bay, and Chapman University.

HRM Job Shadow Program Having Another Successful Year

The Human Resources Management Advisory Board once again achieved its goal of arranging for 50 HRM majors/minors to participate in the highly popular HRM Job Shadow Program for the spring semester. Thanks go to the Advisory Board for finding the opportunities and to the HRM faculty for encouraging eligible students to participate.

The Human Resources Management Advisory Board, composed of working professionals and faculty, established the Job Shadow Program in 2001 for HRM majors and minors who are considering a career in Human Resources Management. This program represents a partnership between the University and employers in which aspiring students gain hands-on mentoring from professionals in the field of human resources management.

The Job Shadow Program brings students and HRM practitioners together to demonstrate the vital connection between academics and careers. Typically, the student spends a full day tracking the employer’s human resources professionals. Through this program students gain a new perspective on actual HR operations while developing important networking opportunities.

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Since the program began, more than 950 students have participated. In many cases, these valuable experiences have lead to internships and job offers from the host companies. In all cases, the students have benefited from the Job Shadow Program.

Participating employers during the past year include: The Boeing Company, United Healthcare, Wells Fargo, Los Alamitos Medical Center, Canon Business Solutions, Mattel, LA County, City of Long Beach, American Honda, Target Stores, Epson Americas, Long Beach Memorial, and the City of Norwalk.