



A TARIEL ZIVZIVADZE PROJECT

## **7-th International Students' Business Olympiad [ISBO7]**

The International Students' Business Olympiad **[ISBO7]** is the intellectual online business competition of the ambitious and motivated students, the 7-th one since 2006. The goal is to promote business education and encourage successful youth. Any student of the Bachelor and Masters programs of any University of the world can participate in the project. **B-STRAT** – the strategic business simulation is the main engine of the competition. The detailed information can be found on the official website - [www.isbo.ge](http://www.isbo.ge)

### **ISBO7 partners**

- \*\* International Black Sea University [**IBSU**] - [www.ibsu.edu.ge](http://www.ibsu.edu.ge)
- \*\* Kazakh-Russian International University [**KRMU**] - [www.krmu.kz](http://www.krmu.kz)
- \*\* Tbilisi State University [**TSU**] - [www.tsu.edu.ge](http://www.tsu.edu.ge)
- \*\* Guram Tavartkiladze Teaching University [**GTTU**] - [www.gttu.edu.ge](http://www.gttu.edu.ge)
- \*\* G. Robakidze University [**GRUNI**] - [www.gruni.edu.ge](http://www.gruni.edu.ge)
- \*\* Georgian National University [**SEU**] – [www.seu.edu.ge](http://www.seu.edu.ge)
- \*\* Conference.ge - Business Consulting Website – [www.conference.ge](http://www.conference.ge)
- \*\* MARNET Associates LLC – [www.marketing.ge](http://www.marketing.ge)

The project management is accomplished by Mr. Tariel ZIVZIVADZE, the author and the project manager.

### **What is so special about ISBO7?**

1. B-STRAT – the strategic business simulation is the engine of the ISBO7. The students' teams create their virtual business companies in the simulated business environment, produce and sell their branded products on the simulated markets, make virtual money and win. The 100% objectivity of the evaluation is ensured as the computer program is the only judge. Mr. Tariel Zivzivadze created B-STRAT in 1998. It is being developed/enhanced for the last 14 years;
2. ISBO7 is conducted via Internet, including the team registration process, the simulation round and all the communication with the program administrator. B-STRAT is the comprehensive distance learning program. That is why the participants need only Internet connection to participate. This ensures open International participation without additional costs like traveling;
3. ISBO7 has the rising prize fund. 3000 GEL [USD 1875] initial startup prize fund can be increased till 10,000 [USD 6250] by the time ISBO7 is over. Attracting every additional partner and participant will increase this fund. This cash money will be distributed to at least 20 winner students according the number of points earned by them;

### **ISBO7 format**

ISBO7 has two stages: 1) the selective stage and 2) the elite round

Stage 1: Selective [Participation if FREE]

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The date of the last update: October, 2012

Officially starts on October 2, lasts for 8 weeks, and intends to identify the best teams for the elite round. The activities are:

1. The registration period. The students' teams register between October 2 and October 21-th [inclusive]. The team [may consist of 1, 2, 3 or 4 students] should fill in the electronic registration form and submit it by email to the predefined email address. This form can be downloaded from the official website – [www.isbo.ge](http://www.isbo.ge);
2. Arranging the B-STRAT rounds. Based on the number of the registered teams one or more B-STRAT simulation rounds may be conducted. The "Round" stands for one single B-STRAT simulation arranged for specific number of student teams. The ISBO7 administrator will make the decision about the number of simulations as soon as the team registration will be over on October 21-st. Up to 100 teams can participate in one round. All the simulation rounds will start together on October 22 and end on November 25;
3. To earn the "pass" to the ISBO7 elite round the team MUST successfully finish the selective simulation round. Specifically: Each team manages its own virtual business company in B-STRAT. The company produces virtual products, competes with the competitors on the virtual markets and does all it takes to sell more products, win more money and get more points. The team should finish the simulation with positive balance, meaning that is it has to have points gathered as well as win more virtual money than loose.

#### Stage 2: Elite round

Officially starts on November 26, lasts for 4 weeks till December 23, and intends to identify the winner individuals of the ISBO7. The competition becomes individual at this stage. The activities are:

1. Team registrations for the elite round;
2. Conducting elite round B-STRAT simulation;
3. The award ceremony;

The participation in the selective stage of the ISBO7 is FREE for all students/teams, but there are only three ways to take part in the ISBO7 elite round:

1. ISBO7 partner university students' team participates in the selective round simulation and proves to be within the 5 best teams of this university to take one of the 5 places that the partner university has in the elite round as its quota. This way the team will not pay the registration fee;
2. The students' team can participate in the elite round without using any university quota if the team has won the "pass" in the selective stage. The team pays the registration fee in this case – 50 GEL [USD 32]. This fee is added to the total prize fund;
3. The students' team can participate in the elite round without even participating in the selective stage of the ISBO7. This is possible! The team pays the registration fee in this case – 100 GEL [USD 64]. This fee is added to the total prize fund;

Note:

The participation in the selective stage of the ISBO7 is FREE for all students/teams. There is a solid argument that supports establishing the registration fees in the elite round: At least 20 winner students will share the cash prize of up to 10,000 GEL [USD 6250], there are other material and non material prizes too that will attract significant number of interested students. Having the registration fee will ensure participation only from the motivated teams/students.

#### **Official Languages of the ISBO7**

English and Georgian are the official languages of the ISBO7.

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The date of the last update: October, 2012

The simulations will be conducted in English and in Georgian. All the program related materials will be in two languages. All the communication with the program administrator will be conducted on both languages, depending on the student preferences. The official website of the ISBO7 is in English. The weekly/daily updates are posted in English.

### **Terms of participation for the student teams**

All the students of the Bachelor and Master programs of any University of the world can take part in the ISBO7 through creating their team of up to 4 students and registering. All individuals must be students in the moment of registration.

It is FREE for all students to register and participate in the first, selective stage and get valuable experience this way.

### **Prizes and certificates**

The different kinds of prizes, including cash money and the certificates, are defined for the winners of the ISBO7.

1. The cash prize fund is defined for at least 20 winner individuals. The cash prize fund is rising from 3000 GEL [USD 1875] and may reach 10,000 GEL [USD 6250] before the ISBO7 is over. This fund will be distributed among the winners according to the points earned by them during the elite round.
2. The following certificates will be issued within the ISBO7:
  - a. At least 20 winner students of the ISBO7 will get winner certificates. The 1-st, 2-nd, 3-rd, 4-th and 5-th place winners will have the places indicated on the certificate;
  - b. The three best students of any university [no matter it is an ISBO7 partner or not] will get certificates of participation even if they will not be among top 20 winners;
  - c. The lecturers [indicated in the student team registration form] of the students, who get certificates, will also get certificates of appreciation;
3. For the first time in all 6 year history of the ISBO the rating list of the participant students will be created based on the results of the ISBO7 elite round. The rating will be announced on the award ceremony and placed on the website. This rating will be updated every year based on the new Olympiad results.
4. For the first time in all 6 year history of the project the rating list of the Universities will be made based on the participation quality of its students in the ISBO7. This rating will be updated every year based on the new Olympiad results.
5. All the participant students of the elite round will get the professional business recommendations based on the rating evaluation and the results shown within the B-STRAT simulation. The recommendation will emphasize the important business skills along with the chosen criteria. The student may be able to use the received business recommendation when searching for job, or exchange or training program etc. The recommendation will be issued in English or in Georgian based on the students' request.
6. All the participant students of the elite round will get the professional business recommendations from ISBO7 manager – Mr. Tariel Zivzivadze electronically on LinkedIn.com – Business social network. This recommendation will be viewable in the students profile for all profile visitors. This will be significant step towards formation of the professional online image of the participant student.

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All the certificates will be in English, with all the logos of all the partners/sponsors and the specific achievement text on it. All the prizes, certificates and the recommendations will be issued after the completion of the ISBO7.

### **Additional Information**

[www.isbo.ge](http://www.isbo.ge) – is the official website of the ISBO7, where all the steps will be published. You can always contact the organizers through emails: [isbo@isbo.ge](mailto:isbo@isbo.ge) and [marnetllc@gmail.com](mailto:marnetllc@gmail.com)

### **Nest step?**

The registration period of the students' teams is October 2 -October 21 [inclusive], 2012. Download the registration form from [www.isbo.ge](http://www.isbo.ge) , fill it in, send it by email on the indicated email addresses, and wait for the confirmation and additional instructions.

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