

**2026**

8th. Tournament

**ACBSP**

**COMPANYGAME**

in Business Simulation

September - November 2026



REGISTER

Guidelines and recommendations  
for participating institutions

[torneo.companygame.com](https://torneo.companygame.com)

# Introduction

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Business simulators facilitate the practical application of knowledge acquired in the classroom within a risk-free environment.

Undoubtedly, they serve as the bridge between theory and practice. Students are future managers in the training phase, and they require activities where they can hone the skills that their professional future will demand.

Simulators allow for the measurement of students' competency attainment levels. These comparative results will provide valuable data for the continuous improvement of the participating institutions' educational processes.

# Objectives

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The ACBSP-CompanyGame Tournament serves different objectives depending on the perspective considered:

For **EDUCATIONAL INSTITUTIONS**: The tournament acts as a comparative external evaluation tool (benchmark). This assists them in enhancing their academic programs to ensure continuous improvement in achieving their students' learning and development goals.



For **STUDENTS**: The tournament constitutes an educational experience that will allow them to expand their knowledge, strengthen their capabilities, and improve their employability by managing a virtual company as a team over a simulated 4-year period.



## Categories

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Four categories have been established for Undergraduate students and one for Postgraduate students (specialization courses, master's degrees, among others).



Note: If any of the categories fails to reach a representative number of participants, those registered in that category will be reassigned among the remaining ones.

## Who can participate?

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All institutions that are part of ACBSP Region 9.

- Each institution may enroll a **minimum of 4 and a maximum of 10 teams per category**.
- Participation will be team-based, with each team consisting of **3 students**. Teams comprising more or fewer than 3 students will not be accepted.
- Participating students must be currently enrolled in the final or penultimate semester of their academic program.

## Institutional Registration

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Registration will take place on the dates specified in the schedule through the following website:  
<https://torneo.companygame.com/>

Note: Exceptionally, registration may also be completed by sending an email to [soporte@companygame.com](mailto:soporte@companygame.com).

Registration is divided into two phases:

**1** Institutional registration to participate in the tournament.  
Deadline: July 22, 2026

**2** Team registration by category, according to the established procedure.  
Deadline: September 28, 2026

- The registration of each institution requires identifying at least the dean or director of the faculty or department, and the coordinator, who will act as the point of contact with the organization for the operational coordination of the tournament.
- Upon formalizing the registration process, the institution agrees to participate in the study aimed at identifying best practices and recommendations to consider for the continuous improvement of the institutions' educational programs.
- Additionally, participating institutions commit to conducting an evaluation of their participation and the results achieved in the tournament, and to implementing specific lines of action to improve their educational management, in accordance with the guidelines set by the ACBSP accreditation model.

**CONFIDENTIALITY:** Tournament administration will be managed through codes assigned to each institution, ensuring the confidentiality of all information.

## Call for Participation and Team Registration \_\_\_\_\_

To invite teams to participate in the tournament, institutions may use the following website:

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

- Additionally, the organization will provide appropriate supplementary materials for this purpose. This document is not intended for distribution among students.

The coordinator will complete the registration process following the procedure outlined on the tournament website. Formalizing the registration requires submitting each student's email address and personal details. Additionally, a specific name must be assigned to each registered team\*.



**Note:** To prevent any issues, it is highly recommended that each coordinator verifies the accuracy of the students' email addresses before uploading them to the platform.

\*The team name must not contain any reference to the institution's name. The code assigned by the organization must be added as a prefix, for example: ES5\_teamname.

## Communication with Students

Communication with students will be managed through the [CompanyGame simulation platform](#), sending notifications directly to the students' or teams' email addresses.

Each student will receive personal login credentials to access and complete all scheduled activities.

The organization will send periodic reminders regarding the tasks teams must complete. Additionally, participants will receive continuous updates on all tournament progress.

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



Educational institutions are encouraged to promote coordination and facilitation activities for participating teams. The goal is to guide them through key stages of the tournament and provide support in resolving any situations that may arise. The ultimate objective is to ensure that all teams successfully complete all scheduled activities to achieve a final ranking in the tournament.

To consolidate their ranking in the competition, students must complete various activities:



### WEEK 1

Study the business case and complete the initial questionnaire.

### WEEKS 3, 4, AND 5

Complete 3 or 4 decision-making rounds (postgraduate/ undergraduate) and various questionnaires.

### WEEK 2

Complete a management planning document for their company. A template will be provided to draft the action / business plan.

### WEEK 6

Prepare a Management Report for the simulated company (7-minute video recording + 15 slides).

The competition will take place between **September and November**.

The following schedule shows the key dates for the tournament.

- Sending of documentation and login credentials to participants: October 1st

## KEY DATES - UNDERGRADUATE CATEGORIES

<p><b>KNOW</b> Recognize, Relate...</p>	<p><b>Week 1</b> <b>Sep 28</b></p>	<p><b>M</b> Manual <b>1</b> Questionnaire</p>
<p><b>UNDERSTAND</b> Diagnose, Plan, Forecast...</p>	<p><b>Week 2</b> <b>Oct 05</b></p>	<p><b>P</b> Planning <b>Oct 9</b></p>
<p><b>COMPETE</b>  MAKE DECISIONS Act, Analyze, Evaluate, Decide...</p>	<p><b>Week 3</b> <b>Oct 12</b></p>	<p><b>R1</b> Questionnaire Oct 12-13 <b>2</b></p>
	<p><b>Week 4</b> <b>Oct 19</b></p>	<p><b>R2</b> Questionnaire Oct 18-19 <b>3</b></p>
	<p><b>Week 5</b> <b>Oct 26</b></p>	<p><b>R3</b> Questionnaire Oct 23-24 <b>4</b></p> <p><b>R4</b> Questionnaire Oct 27-28 <b>4</b></p>
<p><b>GROW</b> Conclude, Synthesize, Create, Transform...</p>	<p><b>Week 6</b> <b>Nov 02</b></p>	<p><b>I</b> Management Report <b>Nov 9</b></p> <p><b>S</b> Questionnaire</p>

R = Decision rounds.

## KEY DATES - POSTGRADUATE CATEGORIES

<p><b>KNOW</b> Recognize, Relate...</p>	<p><b>Week 1</b> <b>Sep 28</b></p>	<p><b>M</b> Manual <b>1</b> Questionnaire</p>
<p><b>UNDERSTAND</b> Diagnose, Plan, Forecast...</p>	<p><b>Week 2</b> <b>Oct 05</b></p>	<p><b>P</b> Planning <b>Oct 11</b></p>
<p><b>COMPETE</b>  MAKE DECISIONS Act, Analyze, Evaluate, Decide...</p>	<p><b>Week 3</b> <b>Oct 12</b></p>	<p><b>R1</b> Questionnaire Oct 15 <b>2</b></p>
	<p><b>Week 4</b> <b>Oct 19</b></p>	<p><b>R2</b> Questionnaire Oct 22 <b>3</b></p>
	<p><b>Week 5</b> <b>Oct 26</b></p>	<p><b>R3</b> Questionnaire Oct 28 <b>4</b></p>
<p><b>GROW</b> Conclude, Synthesize, Create, Transform...</p>	<p><b>Week 6</b> <b>Nov 02</b></p>	<p><b>I</b> Management Report <b>Nov 12</b> <b>S</b> Questionnaire</p>

R = Decision rounds.

# Scheduled Tournament Dates by Category

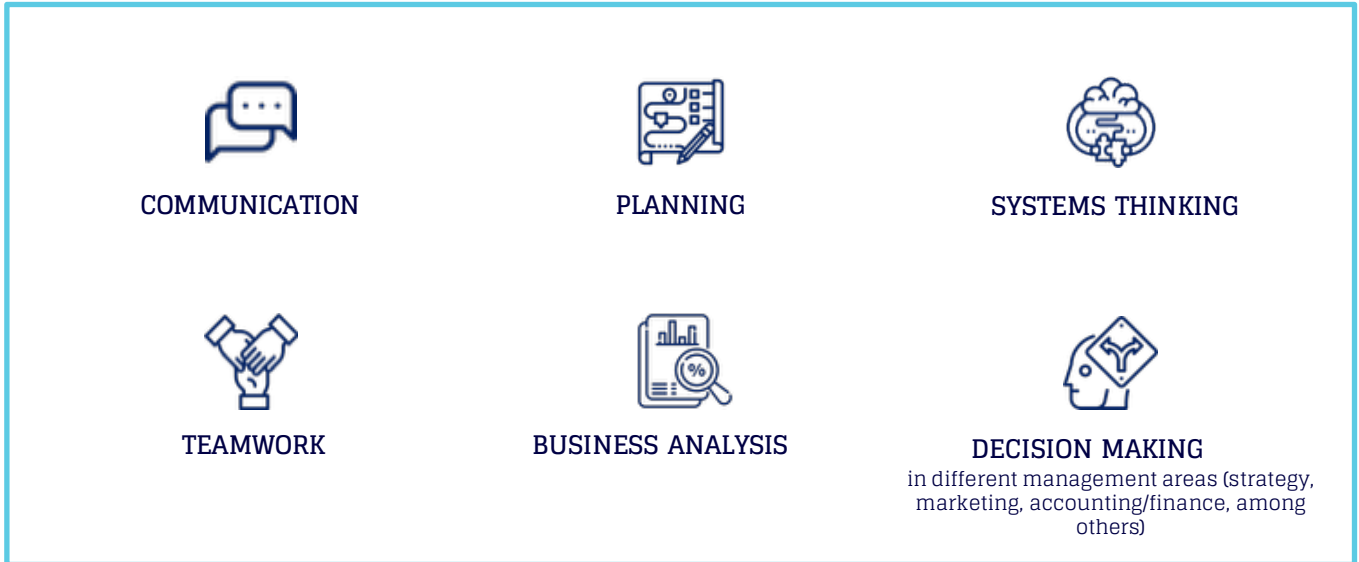
Simulator access will be available for all categories on October 1st. The schedule of activities to be completed is shown below, separated by category.

<b>ADMINISTRACIÓN Y MARKETING</b>	
Acceso al simulador: 01 octubre	
Round	Decision Deadline
Action Plan	Oct 09 by 14:59
1st round	Oct 12 by 14:59
2nd round	Oct 18 by 14:59
3rd round	Oct 23 by 14:59
4th round	Oct 27 by 14:59
Management Report	Nov 09 by 14:59
<b>FINANCE, INTERNATIONAL BUSINESS</b>	
Simulator access: October 1st	
Round	Decision Deadline
Action Plan	Oct 09 by 14:59
1st round	Oct 13 by 14:59
2nd round	Oct 19 by 14:59
3rd round	Oct 24 by 14:59
4th round	Oct 28 by 14:59
Management Report	Nov 09 by 14:59
<b>POSTGRADUATE</b>	
Simulator access: October 1st	
Round	Decision Deadline
Action Plan	Oct 11 by 14:59
1st round	Oct 15 by 14:59
2nd round	Oct 22 by 14:59
3rd round	Oct 28 by 14:59
Management Report	Nov 12 by 14:59

**Time Zone:**  
**Bogotá / Lima**

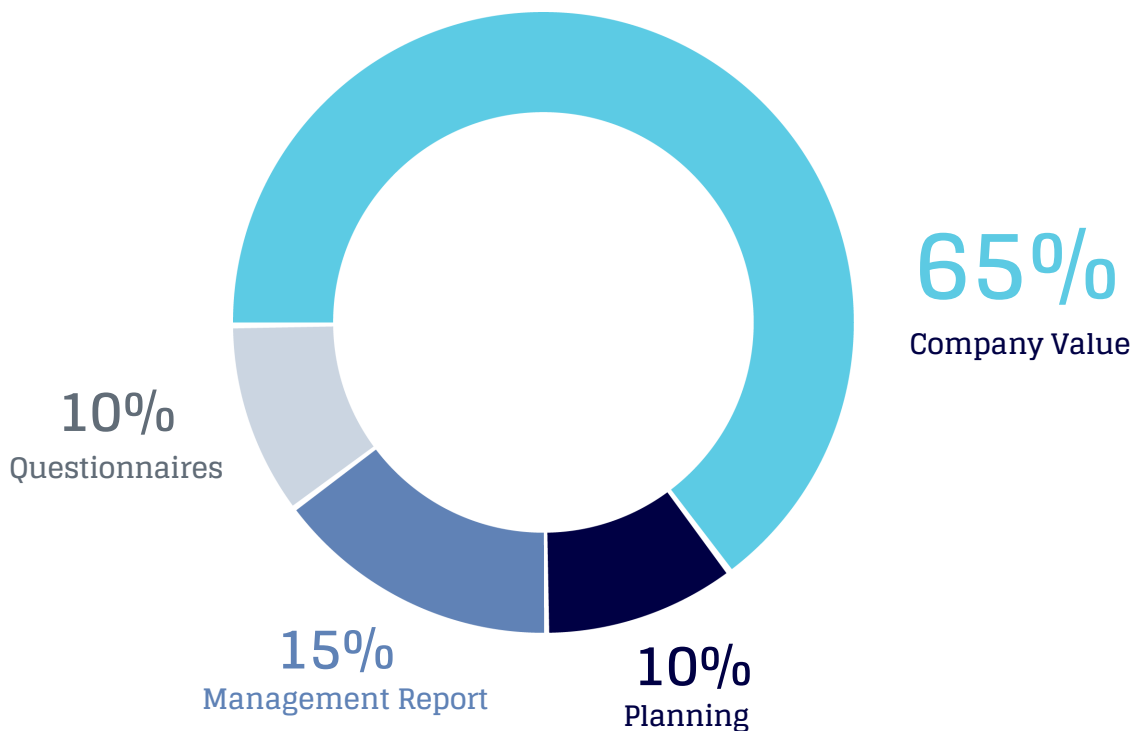
Note: Should there be any modifications to the dates and times, they will be communicated well in advance on the tournament website and directly to the participating teams.

## Key Competencies Assessed in the Exercise



## How is the ranking determined?

A **ranking** will be established by category. The classification for each category will be derived from the following parameters:

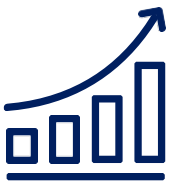


- A. It is essential to complete all scheduled activities to obtain the final ranking.
- B. In the event that any of the scheduled activities are not completed, the exercise will be considered incomplete.
- C. The evaluation committee will require two weeks to process all activities completed by the different teams.
- D. The final results will be communicated once all scores have been processed.

## Company Value

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Each of the simulators features an indicator (company value) that reflects the performance evolution of each company.



Based on the various decisions made, the **company value** will evolve either positively or negatively.

This indicator will be accessible by logging in with personal credentials 12 hours after the deadline of each decision-making round, except for the fourth round, where all categories will be announced simultaneously.



Throughout the tournament, the managers and coordinators of each institution will be able to track the progress of the enrolled teams through the statistics provided on the CompanyGame platform.

The intended role for coordinators and professors is to facilitate the different teams, motivating them to complete all required activities to achieve the best possible position in the tournament.

## Rankings and Recognition

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Once the students' activities are completed and evaluated, the Final Ranking for the different categories will be announced.

### Certificates for participating institutions

Participating institutions that have completed the tournament and met the established conditions will receive a Certificate of Participation, which will prove highly valuable in their accreditation and reaccreditation processes.



### Certificates for coordinators

Teachers who have facilitated teams ranked among the top 10 in each category will receive a Certificate of Recognition for their teaching and mentoring efforts.



### Diplomas for participating students

A diploma will be awarded to all participants provided they have achieved a minimum level of activity. Participants may print this diploma directly from their platform access.

- **Certificate of Excellence:** For the top ten ranked teams in each category.
- **Certificate of High Performance:** For ranked teams.
- **Certificate of Participation:** For active teams.



Institutions may organize academic recognition events for teams that have achieved outstanding results. These activities will be highly valuable for communicating the institution's achievements within its community and for promoting tournament participation to future generations.

# Certificates for Participating Institutions

Institutions that complete the tournament and meet the established conditions will receive a Certificate of Participation, as well as a diploma and a digital badge with a verifiable international seal, highly valuable for their accreditation processes and academic positioning.

## Certification Requirements

- Completion of 100% of the scheduled decision-making rounds.
- Compliance with participation and fair play regulations.

## Value of the Digital Badge

- Real-time authentication using secure technology.
- Direct integration into professional profiles (LinkedIn).



Institutional Diploma



Verifiable Digital Badge

The verifiable international seal provides institutions with direct endorsement of the quality of their participation, adding significant value and prestige to their academic accreditation reports presented to evaluating agencies.

## Comprehensive Results Evaluation \_\_\_\_\_

Once the results for the various categories are obtained, the CompanyGame team will produce an anonymous comprehensive results report. Additionally, specific results reports will be generated for each individual institution.

The obtained results will be forwarded to the administration of the responsible faculty or department, with a copy provided to the main coordinator designated by the institution. The anonymous general report will be exclusively accessible to the institution's authorities.

The overall results will primarily refer to the ranked teams.

## Student Forum for Management Excellence \_\_\_\_\_

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

### Objectives:



Recognize the outstanding results achieved by students, teachers, and institutions that secured top rankings.



Promote the Tournament among the entire academic community and students, highlighting the significance of the event and the participation of the institutions.



Create a space for connection and collaboration among all educational institutions, allowing them to project a strong commitment to the improvement of the educational model.

Representatives of the teams that have achieved top rankings in each of the categories will be able to participate directly in the forum. The organization will select the teams that will take part in the event.

Scheduled forum date: November 25 - 3:00 PM Central Time.

Check local time: <https://greenwichmeantime.com/time/to/central-local/>

## Grounds for Disqualification

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- Falsification of participant data (incorrect name, age, graduation date, or any other) that prevents proper identification.
- Misuse of the platform.
- Failure to adhere to the scheduled dates.
- Participation of a student in multiple teams.
- Involvement of a professor in the team's

## Communication

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The official competition website, where all tracking will take place and any information will be shared with the institutions, will be:

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



Communication with students and teams will be managed through the following website:

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



All communication will be conducted via email: [soporte@companygame.com](mailto:soporte@companygame.com)

Further information can be obtained by contacting the tournament coordinators:

**ACBSP Contact**  
**WILFREDO GIRALDO**  
wgiraldom@acbsp.org

**CompanyGame Contact**  
**ALBERTO MARÍN**  
amarin@companygame.com

## Final Note

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Participant information is confidential and will be treated as such. The organizing committee reserves the right to resolve any matter not covered in these guidelines as it deems appropriate.



Register your teams  
and give them the opportunity to enhance  
their employability!



REGISTER NOW

[torneo.companygame.com](https://torneo.companygame.com)