

EQUAL 1st PLACE in WORLD WIDE BUSINESS STRATEGY GAME (BSG)

July 2018

Jeffrey Inciong and **Ekta Shrestha** have placed equal 1st in the world in the global competition business simulation BSG. They beat 1,757 other teams, from 130 universities and colleges (<https://www.bsg-online.com/stats/top20.html?id=1855>).

Other schools that achieved equal first status included the *University of Texas, Ferris State University, Baker College, Escuela Superior Politecnica del Litoral, Georgia State University, New Mexico Highlands University* – and of course UBSS (GCA)!

Other Australian and international universities that participate in the global BSG include University of Technology Sydney, Deakin University, Arizona State University, Trinity University – Dublin, University of Auckland, University of Nebraska, California State University, University of Pittsburgh, Utah State University, Universidad de Lima, State University of New York, University of Copenhagen.



Jeffrey Inciong, shaking hands with Associate Professor Andrew West and **Ekta Shrestha** shaking hands with Adjunct Professor Art Phillips and Associate Professor Wayne Smithson.

Jeffrey and Ekta are postgraduate students (in the MBA program) at UBSS, Sydney CBD Campus. All students completing the Capstone subject as part of their UBSS studies, participate in the online Business strategy Game which tests their ability to apply knowledge learnt in previous subjects to running a global footwear company.

Teams from Colleges and Universities around the world compete online in a global marketplace, making marketing, operational, human resource and financial decisions to manage their multi-national company. Congratulations to Jeffrey and Ekta for this amazing global achievement.