



FACULTY of
ECONOMICS and
BUSINESS



DIKTISAINTEK
BERDAMPAK

GUIDEBOOK

INTERNATIONAL STUDENT COMPETITION

"Innovation and Sustainability for Global Impact"



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OVERVIEW

INTERNATIONAL STUDENT COMPETITION 2025

The role of the younger generation as agents of change is becoming increasingly important amidst the complexity of global challenges such as climate change, economic inequality, energy crisis, and technological disruption. Innovation is no longer only born from large laboratories or multinational companies, but also from the fresh ideas of students and learners around the world who care about the future of the planet. **International Student Competition or ISC 2025** comes as an initiative to answer these needs, through an international academic-innovative competition involving students from high school, undergraduate, to postgraduate levels. **ISC 2025** held by Faculty of Economics and Business Brawijaya University.

MILESTONES

INTERNATIONAL STUDENT COMPETITION 2025

SHORT-TERM MILESTONES

- The realization of an international student forum to share ideas
- Increased academic, research, and entrepreneurial capacity of participants
- Production of academic works that are worthy of publication or realization

LONG-TERM MILESTONES

- Establishment of a global ecosystem of young innovators with social and environmental awareness
- Creation of international connections between individuals, institutions, and communities
- Growing future leaders who have global sensitivity but are rooted in local contexts

SERIES OF EVENTS

1

CONFERENCE

The main event in the form of discussion and material provide by educators and practisioners related to theme of ISC 2025, which is “*Innovation and Sustainability for Global Impact*” .

2

COMPETITION

The competition in this activity consists of Business Plan Competition, Essay Competition, Innovation Proposal, Competition, and Scientific Article.

3

PARAREL SESSION

Participant will be divided into several session in different rooms with a pretedetermined discussion focus. Participants can choose to attend sessions that suit their interest or needs.

4

AWARDING

An awarding session is a dedicated event where prizes, honors, or recognition are formally presented to individuals or teams for their achievements of competition.

MAIN THEME

*"Empowering Youth to Lead
Sustainable Innovation in a
Global Society"*

SUB THEMES



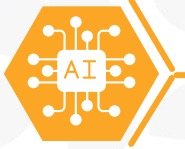
*Green Economy and Sustainable
Entrepreneurship*



Technology for Social Good



*Global Education and Digital
Literacy*



Artificial Intelligence and Society



*Economic Resilience in Developing
Countries*

PARTICIPANT CATEGORIES

✓ BASIC

Refers to Active New University Students or Freshmen in the College.

✓ INTERMEDIATE

Refers to Active D1, D2, D3, and S1 Students or Undergraduate Degree.

✓ ADVANCED

Refers to Active Master and Doctoral Students or Postgraduate Degree.

COMPETITION FEE

| Types of Participant | Competition Fee |
|--|----------------------|
| Undergraduate Brawijaya | IDR 75.000,- |
| Undergraduate | IDR 100.000,- |
| Postgraduate | IDR 300.000,- |
| <ul style="list-style-type: none"> Undergraduate FEB UB International Students | FREE COMPETITION FEE |

TERMS & CONDITIONS

All active students at all levels of education from all university/institutes across the world are invited to participate in this annual competition.

Participants in team is allowed to come from different departements, institutions, or countries, but cannot be replaced until the last series of events.

All participants can join more than one category of the competition.

Cheating, plagiarism, and dishonestly in any form are strictly forbidden. The committee has a clear policy of disqualifying any team or participant found engaging in such behaviour. The imposed sanctions are final and cannot be appealed.

Delegates are required to secure their own travel and accommodation arrangemets. Delegates who require are entry visa must allow sufficient time for the application procedure.

All data obtained by The International Student Competition is held and used in compliance with Indonesia Law under the auspices of the Act on the Personal Data Protection Act No. 27 (2022).

TIMELINE

INTERNATIONAL STUDENT COMPETITION 2025



HOW TO JOIN?

INTERNATIONAL STUDENT COMPETITION 2025

1

All participants both individual or team must work on the chosen competition

2

When it completed, all participants can register and submit their work

3

Registration and submission can be done through the link and QR-Code below!!



<https://s.ub.ac.id/registrationformisc2025>

COMPETITION FORMAT

BUSINESS PLAN COMPETITION

- **Output** : Business Model Canvas (BMC)
- **Participant** : Team (max. 3 people)
- **Language** : English is mandatory
- **Objective** : Exploring creative and innovative business ideas that are solution-oriented, sustainable, and applicable to social, economic, or environmental issues.
- **Detail Per Level:**

| Level | Approach Theme | Assessment Focus |
|---------------------|--|--|
| Basic | Simple business ideas based on the school or community environment | Creativity, relevance, basic business understanding |
| Intermediate | Technology, service, or product-based startup model | Clarity of BMC structure, market opportunities, innovation |
| Advanced | Research-based or high-tech business model | Commercialization potential, sustainability, social impact |

COMPETITION FORMAT

BUSINESS PLAN COMPETITION

1. Value Proposition

- Explain the main value that the product or service offers to customers.
- What problems does it solve?
- What are the main benefits that make this product unique?
- Relevance to sustainability, social technology, or youth innovation is highly encouraged.

2. Customer Segments

- Identify the main target of the product/service.
- Who are the main users or customers?
- Are you targeting individuals, organizations, governments, or youth communities?

3. Channels (Distribution Channels)

- Explains how to deliver products/services to customers.
- How do products reach users?
- What media are used (online/offline)?

4. Revenue Streams

- Describes how the business generates revenue.
- Is it from direct sales, subscriptions, sponsorships, or donations?

5. Key Resources

- Important resources needed for the business model to function.
- What must be in place for value to be delivered?

6. Key Activities

- Core activities that must be performed for the business to function.
- What is done to create and deliver value?

7. Cost Structure

- Identify all the important costs involved in running the business model.
- What are the biggest costs?
- Are they fixed or variable?

8. Key Partners

- External parties that support the smooth running of the business.
- Who can help carry out activities?
- Strategic collaborators?

9. Customer Relationships

- How to build and maintain relationships with customers.
- How close is the interaction?
- Automatic, personal, community?

COMPETITION FORMAT

ESSAY COMPETITION

- **Output** : Resume Essay (1000–1500 pages)
- **Participant** : Individuals
- **Language** : English (Basic is permitted to use Indonesian)
- **Objective** : Cultivating critical and reflective thinking on global issues through argumentative and structured writing.
- **Detail Per Level:**

| Level | Approach Theme | Assessment Focus |
|---------------------|---|--|
| Basic | Narrative or descriptive approach to local-global issues | Courage to express opinions, basic logic |
| Intermediate | Issue analysis using basic data or theory | Argumentation, relevance, and structure |
| Advanced | Critical and reflective, with academic references or case studies | Analytical power, interconnection of ideas, and academic style |

COMPETITION FORMAT

ESSAY COMPETITION

General Structure of an Essay:

- Title
- Introduction
- Main Content/Argument
- Analysis and Reflection
- Cover
- Reference

Essay Competition Terms and Conditions:

- The essay must be in accordance with the specified sub-theme, the essay can represent innovation, creativity, and solutions/ideas.
- The Essay can be the result of literature review or research
- The Essay must be original and have never been entered in similar competitions.
- The Essay must not contain elements of SARA (Ethnicity, Religion, Race, and Intergroup) and must be supported by actual facts.
- Essay writing must be systematic using good language, in accordance with PUEBI for basic level. For intermediate and advanced level using English according to applicable grammar.

COMPETITION FORMAT

ESSAY COMPETITION

Writing system:

1. Using A4 paper size and Times New Roman font
2. Font size 12 Pt
3. Line Spacing 1,5 cm
4. Top and Left Margins 4 cm, Bottom and Right Margins 3 cm
5. The page heading is located at the bottom center of the essay.

Essay Manuscript:

1. Essay consists of 5-10 pages (Not including attachments)
2. The introduction includes background, topic identification, problem formulation and writing objectives.
3. The main content/argument includes the results of research ideas and problem solving.
4. Analysis and reflection on the arguments or ideas included
5. The closing includes conclusions and suggestions/recommendations.
6. References use APA (American Psychological Association) format style.
7. Attachments (if any) in the form of supporting documents, interview results, questionnaires, other research results.

COMPETITION FORMAT

INNOVATION PROPOSAL COMPETITION

- **Output** : Executive Summary (max. 5 pages)
- **Participant** : Individual/team (max. 3 people)
- **Language** : English Language Requirements
- **Objective** : Encouraging students to develop research-based or entrepreneurial solutions in a professional and practical format.
- **Detail Per Level :**

| Level | Approach Theme | Assessment Focus |
|---------------------|---|---|
| Basic | Simple proposals such as social activities or community service | Feasibility and relevance |
| Intermediate | Student-level research or business project proposals | Methodology, innovation, and tangible contributions |
| Advanced | Academic proposal / technology/research-based business plan | Methodological rigor and significance of results |

COMPETITION FORMAT

INNOVATION PROPOSAL COMPETITION

Executive Summary structure:

1. **Proposal Title:** Provide a concise and informative name for the activity or research, reflecting the main theme/topic of the proposal.
2. **Problem Background:** Briefly describe the issues or needs that underlie the activity/research, as well as the urgency of the topic.
3. **Objectives of the Activity/Research:** Specifying what is to be achieved, whether in the form of final results, solutions, or new knowledge.
4. **Methodology/Approach:** Describing the methods or strategies used to achieve the objectives, such as research techniques, activity stages, or analysis methods.
5. **Summary of Expected Results:** Briefly mention the main desired outputs, whether in the form of products, findings, or impacts on the problem.
6. **Implications/Benefits:** Explain the usefulness or contribution of the activity/research results to society, institutions, or the development of science/technology.

COMPETITION FORMAT

SCIENTIFIC ARTICLE

- **Output** : Abstract + Scientific Article (ready to submit to ISSN journal)
- **Participant** : Individual
- **Language** : English Language Requirements
- **Objective** : Fostering a culture of scientific research and publication from an early age, up as well as opening space for academic collaboration across countries.
- **Detail Per Level :**

| Level | Focus of Writing | Assessment Focus |
|---------------------|---|--|
| Basic | Observation-based scientific articles or simple experiments | Basic scientific structure, the courage to research |
| Intermediate | Thesis article or mini research | Clarity of IMRaD structure, methods and discussion |
| Advanced | Theses/ dissertation articles are ready for publication | The quality of the data, the sharpness of the discussion, the originality of the scientific contribution |

COMPETITION FORMAT

SCIENTIFIC ARTICLE

Writing system:

1. Using A4 paper size and Times New Roman font
2. Font size 12 Pt
3. Line Spacing 1,5 cm
4. Top and Left Margins 4 cm, Bottom and Right Margins 3 cm
5. The page heading is located at the bottom center of the essay.

Scientific Article Format :

1. **Title:** The title should be concise, clear, and reflect the main content of the article. Ideally it should consist of 12–20 words, containing the main variables, methods (if relevant), as well as the object or context of the research. Avoid abbreviations or technical terms that are not commonly understood by cross-disciplinary readers.
2. **Author's Name & Affiliation:** Include the author's full name, without an academic degree, along with the affiliation of the institution where the author works or studies. If there is more than one author, sort by major contributions, and write their respective affiliations.
3. **Abstract** (200–300 words): Include the background, research objectives, methods used, key findings, and implications in a concise manner. It does not contain citations or references. Compiled in one paragraph.

COMPETITION FORMAT

SCIENTIFIC ARTICLE

Scientific Article Format :

4. **Keywords** (3–5): Contains important terms or key variables that represent the content of the article.

5. **Introduction:** Background of the underlying problem of the research, problems that occur in the field or gaps in the literature, Objectives of the research, Theoretical and practical relevance end with a statement of the purpose of the research and its contribution to the scientific field.

6. **Methodology** (Describe systematically): Research approach (quantitative/qualitative/mixed), Type and source of data, Population and sample, Data collection techniques (questionnaires, interviews, observations), Research instruments, Data analysis techniques (e.g. linear regression, SEM, content analysis).

7. **Results and Discussion:** Present the results of data analysis systematically (e.g., graph tables, statistical tests), Interpret the findings and relate them to the theories used, Compare with the results of previous research, Discuss theoretical and practical implications, Explain the limitations that arise in the analysis process (if any).

8. **Conclusion:** Summary of the main results of the study, Answers to the research objectives or questions, Practical and academic implications, Suggestions for further research.

9. **Bibliography:** Arrange the libraries used in the text according to the specified citation style (APA style). Only include sources that are actually referenced in the manuscript.

PAYMENT PROCEDURE

Bank Name :
Client :
Virtual Account Number :
Billing ID/Name :

CONTACT PERSON

NEYSA ADELIA



082323811405

CHOIRUL HUDA



087783049917