



UBC

UNIVERSITIES BUSINESS CHALLENGE

UNITED KINGDOM

Home

Format

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Learning Dynamics 

The UK's premier undergraduate business competition for student employability...

Lecturer

"I find it hard to think of any other thing outside of their degrees that is so accessible and contributes so effectively to increasing employability as the IBM UBC" –
Professor Alison Wride, School of Business and Economics,
University of Exeter

Student

"It changed my life – it helped me turn theory into practice – and I found my ideal career" –
Student participant, University of Manchester

- Improves your students' future career potential
- Develops commercial awareness
- Encourages team-working
- Introduction to top employers
- Turns theory into practise
- A life-changing experience

Enter now and save:

[Click here for more information and how to enter.](#)

There are substantial savings if you act now. We do not need to know student names – just the number of teams you want to enter.



The IBM UBC's unique format:

The UBC is not like other business competitions. It is structured to give participants maximum opportunity **in person** to show off their talents over three phases...

Phase 1:

Is run on-line.

Phase 2:

Seven **LIVE semi-finals** at venues around the UK give students the opportunity to meet and compete against other students, develop their abilities and hear useful career information from sponsoring companies.

Phase 3:

LIVE Grand Final held at IBM headquarters

World-class business simulations:

Participants play not just one but a **NUMBER** of world-class business management simulations, which are about business strategy and business operations, to help turn theory into practice.

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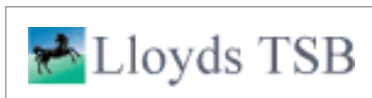
Learning Dynamics ©

IBM UBC is sponsored by leading employers...

Lead sponsor:



Regional semi-finals sponsored by:



"The IBM UBC reflects and encourages the values that we are looking for in graduates – tenacity, persistence, team-working. That's why we support it"

Stephanie Bishop, University Liaison Manager, IBM UK



Who is Learning Dynamics?

We strive to lead in the design, development and delivery of business simulations and learning programmes which give participants the opportunity to...

- **Understand by experiencing**
- **Live the business situation with all its dynamics**
- **Try decisions and behaviours in the context of new knowledge**
- **See the results without risk**
- **Turn theory into practise**

We work with the HRD teams of Footsie 100 companies on simulation-centred management development programmes, plus we also create national and international events – such as the **IBM Universities Business Challenge** – around our simulations. Clients we work with: *BBC, Royal Bank of Scotland, Government Office of the South East, BAE Systems, IBM, Grant Thornton, LloydsTSB, Procter & Gamble, Royal Navy, Crown Prosecution Service, TDG Logistics, Diageo.*

Our experience with universities:

Over the past 10 years Learning Dynamics has run simulation-centred events – over one day, a weekend, weeks or months – as part of:

- **Enterprise days**
- **Academic course work**
- **Executive MBA programmes**

Introducing a new service from Learning Dynamics:

simulations  students

Many simulations to choose from:

Simulations4students has a wide range of simulations to choose from for undergraduate and postgraduate programmes, so the best match can be found to suit your objectives and the level of your participants.

