



**UBC**  
UNIVERSITIES BUSINESS CHALLENGE  
UNITED KINGDOM

**enter now!**  
Register by 31 May  
Get one team free  
for every two  
you enter!

## IBM UNIVERSITIES BUSINESS CHALLENGE 2010/2011

### The premier undergraduate business competition in the UK



Aston University – Winners 2009/10

*Can your university afford to miss it in 2010/2011?*

- *Develops graduate employability skills*
- *Develops commercial awareness across disciplines*
- *Helps put theory into practice*
- *Enhances team-working*
- *Introduction to top employers*
- *Win cash prizes*
- *Have a lot of fun!*

The IBM Universities Business Challenge is the premier undergraduate business competition open to all faculties at UK universities and offers your students a wealth of valuable experiences. The Challenge offers undergraduates the opportunity to improve their knowledge of the business world and their employability skills, meet potential employers, enhance their CV – have a lot of fun and win cash prizes! Now in its eleventh year and with IBM as the lead sponsor, the Universities Business Challenge is going from strength to strength. 1400 students participated from 65 universities in 73 faculties.  
*Can your university afford to miss it?*

Lead sponsor:



Semi-finals sponsored by:



Developed and run by



## What is the IBM Universities Business Challenge?

The IBM UBC offers undergraduate students within your university or college a unique opportunity to transfer learning and improve their knowledge of the business world. The Challenge gives teams of up to five members the chance to work as business consultants in a realistic simulated company, making all the critical business decisions that affect the company.

The Challenge is a true learning experience for all those who enter. It will help students improve their decision-making skills, develop their team-working abilities and increase their knowledge of key business areas such as marketing, finance and production. The Challenge is not just for Business Studies students. Students in Information Technology, Engineering and Arts and Science faculties have gained a vital understanding of the business world, as well as an extra item for their CV.

### How does the Challenge Work?

The UBC is a simulation that provides students with the opportunity of acting as a team of business consultants who have taken responsibility for improving the performance of a company. They will need to take into account not only the financial performance of the company, but also its responsibilities to its various stakeholders including its suppliers, its customers and its employees.

Undergraduate teams from universities and colleges from across the UK compete to achieve maximum profit, acquire new business and enhance customer satisfaction.

The Universities Business Challenge starts in October when each team will be given details of the company, its markets and its current financial position. Each team's decisions, that are vital to the company's success, are uploaded on a weekly basis via the UBC website. Each decision period will represent six months in the life of the company. Along with the results of each trading period, teams will receive a scenario outlining events and issues outside and inside the company which are likely to impact on its business.

At the end of each financial year, the balance sheets for all companies will be made available to all teams so that they can see how they are measuring up to the competition. For those who want to, there is also the chance to purchase market research information.

The Challenge will consist of a preliminary round of at least six trading periods for all competitors during the first term of the academic year. This will be followed by one-day semi-finals at regional locations which are sponsored by Lloyds Banking Group (Solihull), Procter & Gamble (Newcastle-upon-Tyne and Weybridge), the Royal Navy (Portsmouth), Citi (Canary Wharf, London), Serco (Defence Academy, Swindon) and Royal Bank of Scotland (Edinburgh & London). The top teams from the semi-finals, will take part in the Grand Final held at IBM, London in March 2011.

### Cash Prizes:

**IBM UK will provide cash prizes for the three top teams at the finals as follows:**

- 1st Prize – £1000**
- 2nd Prize – £500**
- 3rd Prize – £250**

A progressive trophy will be held by the winning team for the next twelve months.

### The Key benefits

- Enhances undergraduate employability
- Enhances business skills and transfer of learning
- Enhances commercial awareness
- Develops leadership and team management skills
- Introduction to potential employers

### The challenge in 2009/10

1400 students participated from 65 universities in 73 faculties competed in the 2009/10 Challenge with 72 teams going through to the semi-finals.

The feedback from the participants in the Challenge is overwhelmingly positive.

*“The UBC competition took students from different years on different programmes and forged them into an extremely close and effective team. All manner of skills; self discipline, rational decision-making and presentation skills were significantly improved and the whole event took place in an environment that is competitive, friendly and above all fun.*

*The winning team from Aston University really did see it as a high point in their time at university and they tackled it accordingly. We all want to express how proud we are to have won and how grateful we are, to all of you, for organising the event”.*

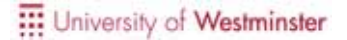
*Sincerely – thank you very much.”*

– Dr James Stone

Admissions for the School of Engineering and Applied Science | Aston University

### Who can participate?

The Challenge is open to all undergraduates in the UK enrolled in higher education courses, whatever their area of study. Teams will consist of up to five students.



Top three teams 2009/10



**1st place – Aston University – SEAS** | Team members were (front row): Christian Burton, Gregg Warwick (team captain), Maksim Aleksandrov and Marcus Chng. In the back row are their lecturer, Dr James Stone and Sonia Bannon, IBM.



**2nd – University of Exeter** | Team members were: Sally Edwards, Vin Chan, Khabir Mahtani, Rebecca Edwards, Charlotte Haddy.



**3rd – Imperial College London – Finance Society** | Team members were: Darren Ko, Hoi Ya Chow, Ravi Ghedia, Qing Luo and William Tran.

*“Thank you for all of the effort you put into the UBC this year – an excellent job as always! The students really appreciated taking part in the competition and really benefited from the experience”*

**Briony Boydell**  
**University of Portsmouth Business School**

*“My team and I from University of Exeter would like to thank you again for all your hard work throughout the competition. During the final, we all had a really amazing time, despite the frustration of being 2nd place!*

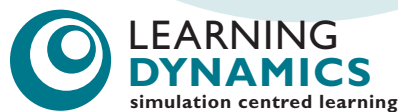
*I know my team mates really want to come back again next year to try again, which I think is the best way to show how much fun we've had, and how much we all appreciate the opportunities this competition presents us with”*

**Sally Edwards, Team Leader,**  
**Exeter University**

*“Once again, thank you for everything throughout the competition. This year I have joined 5 official business challenges and IBM UBC UK was the best by a long shot”*

**William Tran, Team Leader,**  
**Imperial College London**  
**Finance Society**

Developed and run by



Visit the UBC website at [www.uk.ubcworldwide.com](http://www.uk.ubcworldwide.com)



IBM is the world's largest information technology company with 90 years of leadership in helping businesses innovate. Drawing on resources from across IBM and key IBM Business Partners, IBM offers a wide range of services, solutions and technologies that enable clients, large and small, to take full advantage of the new era of on demand business.

Graduate positions at IBM vary from consultancy, application design and development, project management, sales and sales support to all aspects of software development. With more than 300,000 staff in over 100 countries, the career opportunities are vast.

*"IBM is again proud to sponsor the University Business Challenge. Team work, trust and risk taking are skills that are needed in business – this challenge helps put the skills into practice".*

This is the ninth year that IBM has been the premier sponsor of the challenge. Employability skills are essential for all students and challenges like the IBM UBC help to develop key skills from team work through to time management. Full details of student programmes can be found at:

[www-05.ibm.com/employment/uk/graduates](http://www-05.ibm.com/employment/uk/graduates)

### Enter now for 2010/11...

Entries for the IBM UBC 2010/11 are now open. **THERE ARE BIG SAVINGS IF YOU REGISTER NOW.** Simply complete the registration form. You will then receive an email acknowledgement. An invoice will be sent by post. *Please note that names of team members are not required at this stage, only the NUMBER OF TEAMS you wish to enter into the Challenge.*

### Early Registration savings...

To take advantage of our **Early Registration Savings**, please enter your teams by completing the registration form and submitting it to Learning Dynamics by 30 June 2010.

### Free teams offer!

**There are additional savings. If you submit your registration on or before 31 May 2010, WE WILL GIVE YOU ONE FREE TEAM FOR EVERY TWO TEAMS ENTERED.**

Registrations received after 30 June will be invoiced at the Full Price. The final deadline for registering teams is Friday 22 October 2010.

	Full Price	Early Registration Price	Saving
1 team	£390 per team	£350	£40
2 teams	£380 per team	£340	£80
3 teams	£370 per team	£330	£120
4 teams	£360 per team	£320	£160
5 teams	£350 per team	£310	£200
6 teams	£340 per team	£300	£240
7 teams	£330 per team	£290	£280
8 teams	£320 per team	£280	£320
9 teams	£310 per team	£270	£360
10 teams	£300 per team	£260	£400
11 teams	£290 per team	£250	£440
12 teams	£280 per team	£240	£480

**Please note Additional saving:** Register on-line on or before 31 May 2010 and get one free team for every two teams entered. Please contact us for costs over 12 teams. **Please note:** VAT will be added to all invoices.

Register on-line at:

[www.uk.ubcworldwide.com](http://www.uk.ubcworldwide.com)

IBM Universities Business Challenge UK developed and run by Learning Dynamics



For IBM UBC General enquiries please call: **020 7520 9288**

[www.learningdynamics.co.uk](http://www.learningdynamics.co.uk)