



**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 2009/2010**

**The premier undergraduate business competition in the UK**



Imperial College London - Winners 2008/09

*Can your university afford to miss it in 2009/2010?*

- *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 tenth year and with IBM as the lead sponsor, the Universities Business Challenge is going from strength to strength. 1500 students participated from 65 universities in 73 faculties.

*Can your university afford to miss it?*

Lead sponsor:



Regional 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 LloydsTSB (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, South Bank, London in March 2010.

### 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 2008/09

1500 students participated from 65 universities in 73 faculties competed in the 2008/09 Challenge with 72 teams going through to the semi-finals.

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

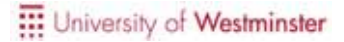
*“This is the most fantastic event. We have no hesitation in recommending it to others”*  
– Strathclyde University

*“The IBM UBC is an outstanding event that has developed our employability skills. It combined fun with a great competitive challenge which brought out team-work, time management and working under stress and pressure. We had to apply theory in a realistic business situation with tight deadlines. I would thoroughly recommend participating in the IBM UBC to other students”* – University of Exeter

### 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.

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### Top three teams 2008/09



**1st – Imperial College London** | Team members proudly holding the IBM UBC UK trophy are: Jason Lin, Hesham Zafar, Ashley Uglow, Daban Abdul-Hamid and Maximilian Tay (Team Leader – right).



**2nd – Bournemouth University Business School** | Team members are: Andrew Winsper, Jan Forszyszewski, Adam Griffin, Emily Mascarenas and Lucianne Pharoah. They were supported by Mark Ridolfo, head of the Business School. They are photographed with Morag Wright and Ravina Manku (front row left and second left) and Sonia Bannon (right) of IBM Graduate Recruitment Officer.



**3rd – University of Abertay – Dundee Business School** | Team members were: Colin Mackintosh (team leader), Daniela Meinert, Patrik Schreiber, Valentina Zheleva and Fraser Laing. They were supported by their lecturer Helen Smith. They are photographed with Morag Wright and Ravina Manku (front row left and second left) and Sonia Bannon (right) of IBM Graduate Recruitment Officer.

*“This is one of the best challenges you can take part in – whether you win or lose*

*The IBM UBC has been the highlight of my time at University. I’m certain the skills we have all learned during the last 2 years will give us all a great building block for fantastic careers when we graduate!”*

**Sam Boon (Team Captain Grand Final 2007)**  
**Sheffield Hallam University**

*“Words cannot relay the experience that each individual in the team gained from the challenge and we would like to express our gratitude to IBM and Learning Dynamics for organising such a wonderful Challenge.*

*“When we first took up this opportunity we tried to anticipate what the challenge would be like and as budding computer scientists, we thought that we might not be able to compete against some of the best business schools in the country. As each trading period went by we developed as a team, improving our business awareness and our problem solving and decision making skills. Additionally, we became more and more competitive as each week went on.*

*“Reaching the semi finals and then the grand final allowed us to meet in person those we competed against in the remote rounds, and gave us a chance to find out the challenges that some of them faced and had overcome. A fantastic life-changing experience!”*

**Bournemouth University team**  
**2nd place, 2008/09 Grand Final**

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 eighth 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 2009/10...

Entries for the IBM UBC 2009/10 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 2009.

#### Free teams offer!

**There are additional savings. If you submit your registration on or before 31 May 2009, 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 23 October 2009.

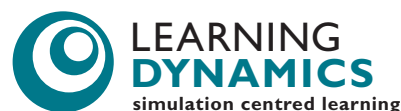
	Full Price	Early Registration Price	Saving
1 team	£390 per team	£350	£40
2 teams	£380 per team	£340	£80
3 teams	£370 per team	£330	£120
4 teams	£360 per team	£320	£160
5 teams	£350 per team	£310	£200
6 teams	£340 per team	£300	£240
7 teams	£330 per team	£290	£280
8 teams	£320 per team	£280	£320
9 teams	£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 2009 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 developed and run by Learning Dynamics



For IBM UBC General enquiries please call: **07970 814 780**

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