

IBM UNIVERSITIES BUSINESS CHALLENGE 2008-9 Participant Feedback



Imperial College – winners 2008-2009





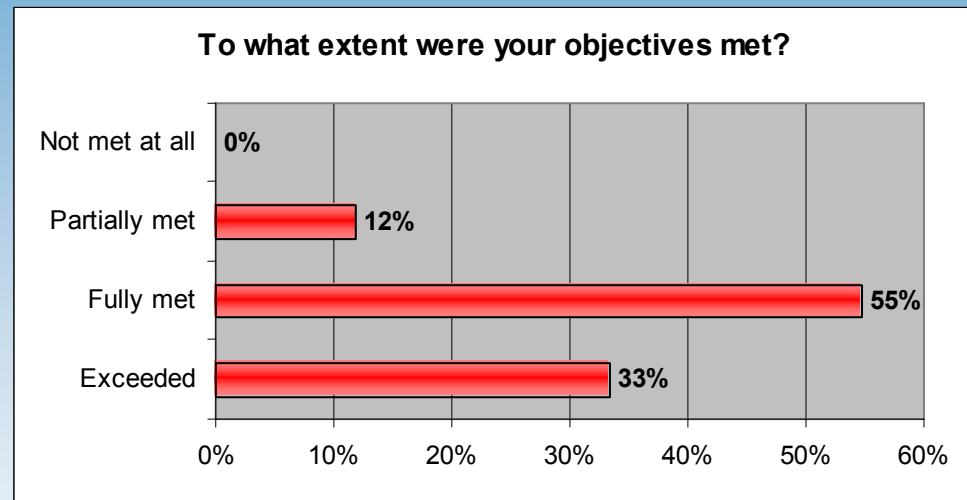
UK'S LEADING UNDERGRADUATE BUSINESS COMPETITION

- **The stats – growth year-on-year since 1998:**
- **Universities** – more than 65 universities take part
- **Faculties** – 73 faculties – *growth in non-business studies faculties*
- **Students** – 250 + teams / over 1,250 participants
- **Target 2009-10** : 300 teams

PARTICIPANT FEEDBACK UBC UK 2009

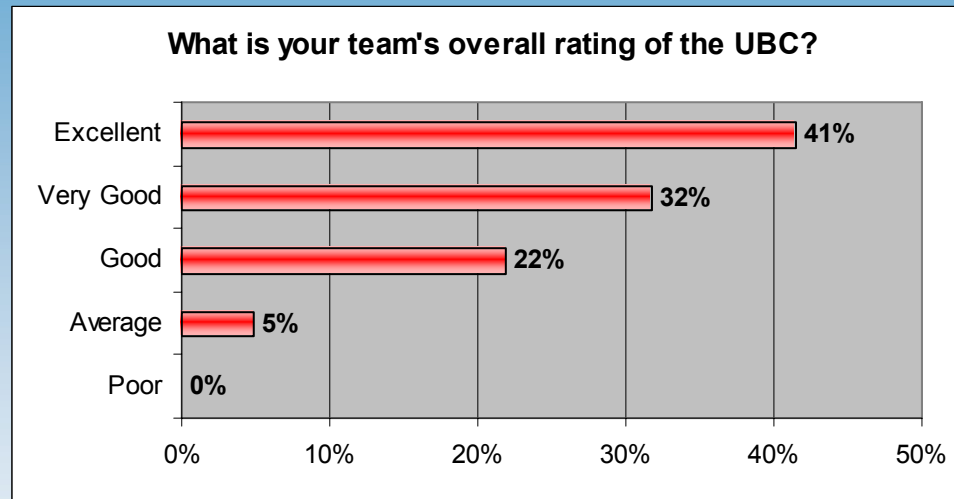
- Feedback questionnaires were distributed at the semi-finals and the results collated.
- The survey was completed by 386 out of the 400 (some teams had 4 members on the day) participants.

MEETING PARTICIPANT OBJECTIVES



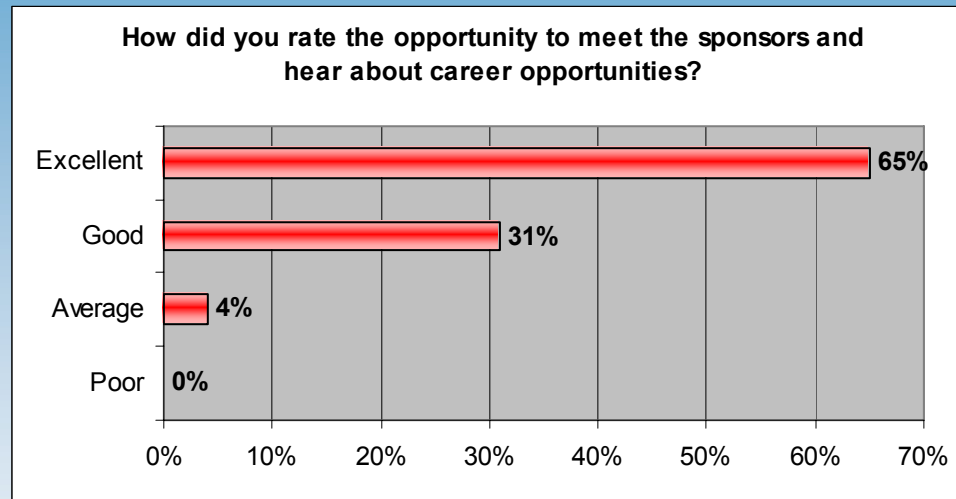
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MEETING PARTICIPANT OBJECTIVES



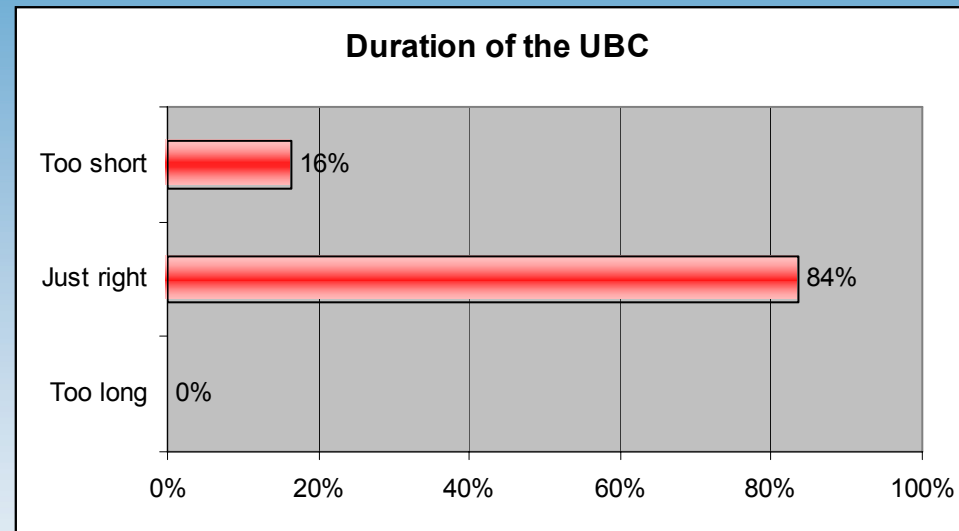
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MEETING PARTICIPANT OBJECTIVES



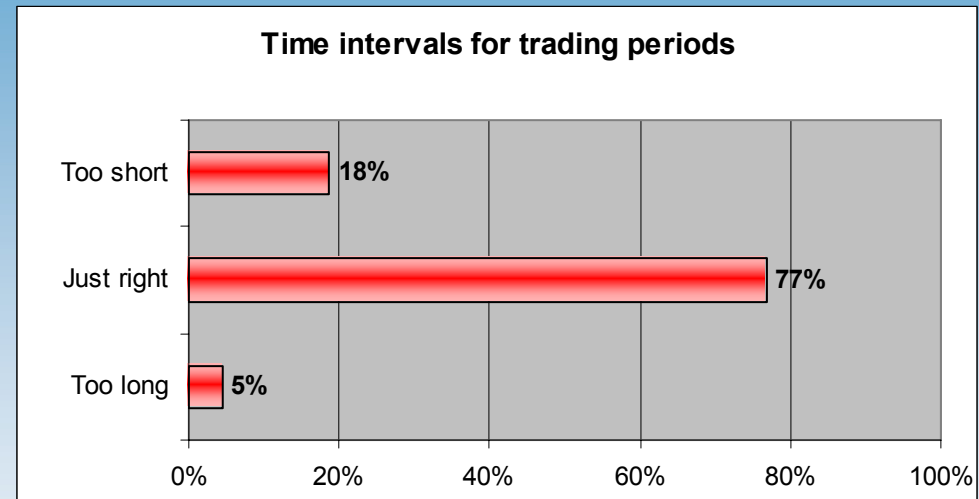
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ABOUT THE TIMESCALES OF THE CHALLENGE



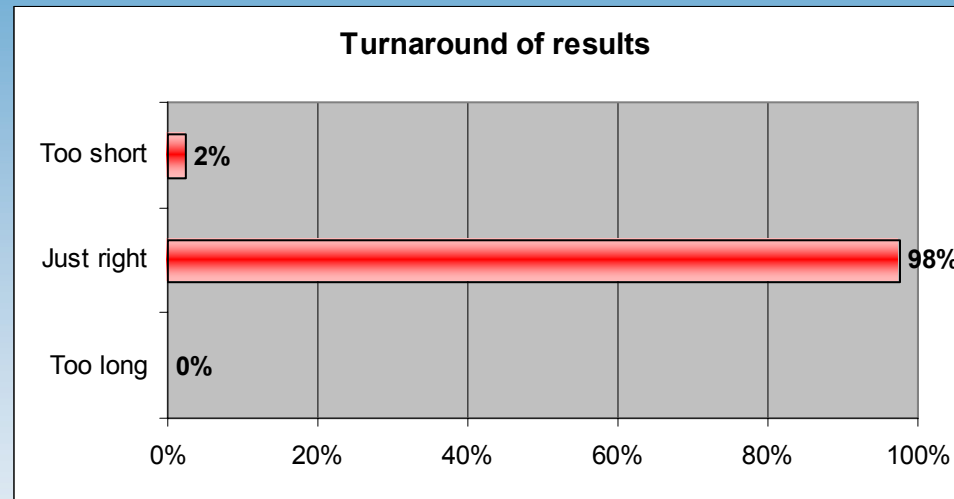
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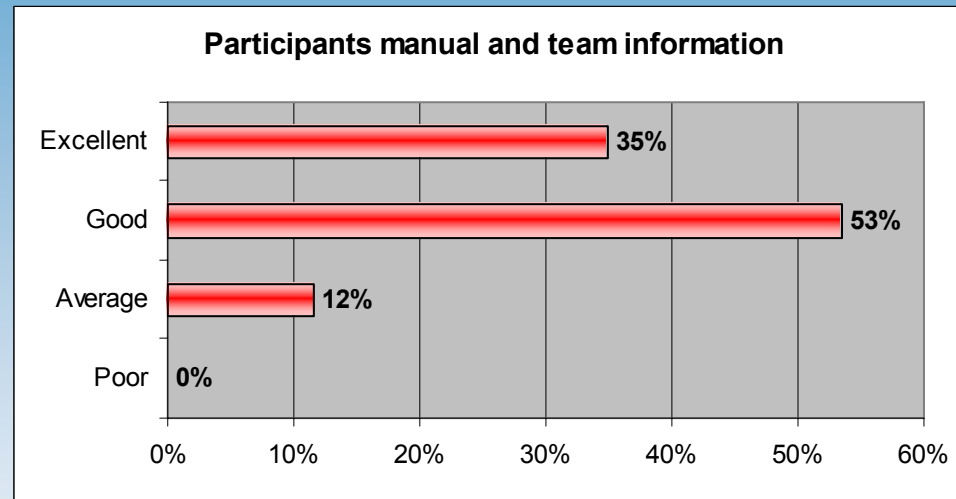
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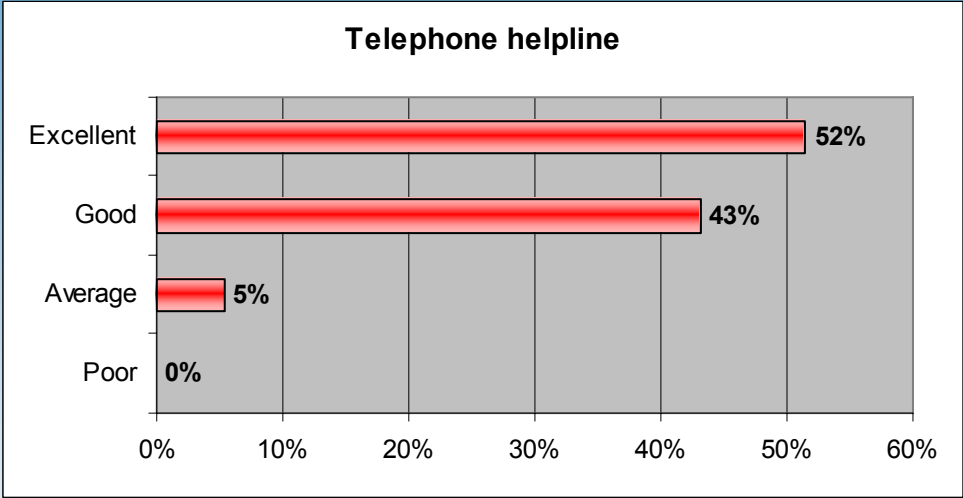
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TEAM MATERIALS AND INFORMATION



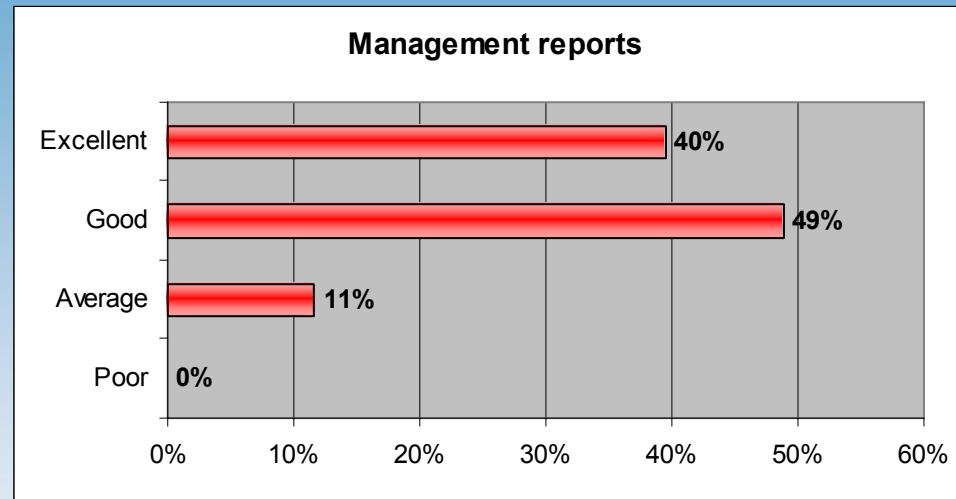
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TEAM MATERIALS AND INFORMATION



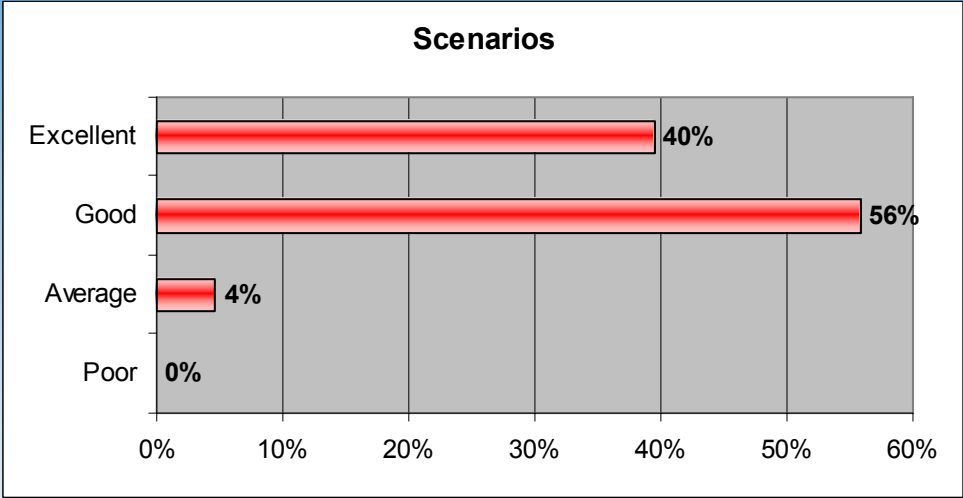
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TEAM MATERIALS AND INFORMATION



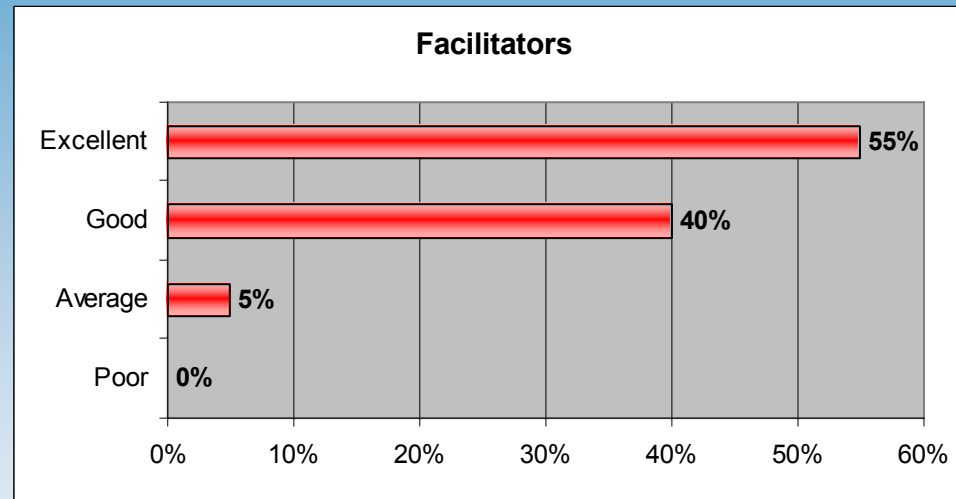
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TEAM MATERIALS AND INFORMATION



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SEMI-FINAL FACILITATION



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PARTICIPANT FEEDBACK – VERBATIM COMMENTS

“Totally worthwhile in relation to developing skills that can be transferred to future employment”

“Be part of a worldwide challenge to stretch, challenge and educate you in a fun and enthusiastic way”

“Amazing opportunity, the most fun activity this semester”

“It was excellent, really original and up to date with the current market”

“Realistically challenging and it makes you think a lot broader”

“Want to make big decisions with no risks and high return? Get on board and participate right now”!

“Great facilitators, great day, great event! Thank you”

“We’ve all had a great time and would jump at the chance to do it again”

“It gave us ways to be challenged in a way our courses at uni can not give us”

PARTICIPANT FEEDBACK – VERBATIM COMMENTS

“A stimulating, innovative and a challenging experience”

“Fantastic opportunity to meet future employers”

“It was immense fun to catch a glimpse of the business world and to see the small changes which had big impacts.”

“It was exciting and well thought out – it’s not something you get to do every day”

“This interactive challenge improves your transferable skills which are invaluable for future employability and its so much fun”

“Interactivity - the fact you’re competing closely with other teams - the support was excellent- never underestimate your competitor”

“For me this was a life changing experience”

FROM THE LECTURER PERSPECTIVE

Dr Rachel Torr – University of Exeter: With regard to employability skills development:

“I think that the UBC provides our students with an excellent opportunity to demonstrate their ability to apply the things that they are learning during their studies while competing against other students from across the UK. More specifically, the semi finals provided them with an opportunity to demonstrate a wide range of skills that are high on recruiters’ lists of things that they look for in graduates – eg commitment and drive, motivation and enthusiasm, team work skills, communication skills, problem solving skills, enterprise skills and presentation skills. During the final presentations when students commented on what they felt that they got out of the Challenge I was also encouraged to hear many of the teams say that all of their members had at some point been able to demonstrate leadership skills as different people had taken the lead at different points along the way.

FROM THE LECTURER PERSPECTIVE

Dr Rachel Torr – University of Exeter:

With regard to the student experience:

“It was very clear that the students really appreciated the opportunity to compete in the semi-finals and it was really great to hear them talk about the skills that they felt they had employed and enhanced along the way when they gave their final presentations. It was clear that all of the students enjoyed the experience of visiting the sponsors’ offices and hearing about graduate development schemes, placements and meeting those employees already in graduate schemes.

I would like to say a very big thank you to the sponsors and Learning Dynamics for making this excellent experience possible”.



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***UBC United Kingdom, part of
UBC Worldwide***

***Developed and run by:
Learning Dynamics, 7-10 Adam Street,
London WC2N 6AA, United Kingdom***

***t: +44 (0)20 7520 9288
www.uk.ubcworldwide.com***

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