



## The premier undergraduate business competition in the UK for enhancing employability skills



Bournemouth University – Winners 2010/11

# Put your students on the road to success

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

The Universities Business Challenge is the premier undergraduate business competition open to all faculties at UK universities and offers 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 twelfth year the Universities Business Challenge is going from strength to strength. In 2010–11, 1400 students participated from 50 universities in 73 faculties.

*Can your university afford to miss it?*

Lead sponsor:



Developed and run by





## What is the Universities Business Challenge?

The 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 world class companies with active graduate recruitment programmes, internships and placements. The top teams from the semi-finals, will take part in the Grand Final to be held in March 2012.

### Cash Prizes:

**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 2010/11

1400 students participated from 65 universities in 73 faculties competed in the 2010/11 Challenge with 73 teams going through to the semi-finals.

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

*“The UBC gives students a fantastic opportunity to pit themselves against the best students from around the country, showcase their talents to prospective employers and put into practice what they have learned on their courses. We regard this as an important competition and are proud to be associated with it”*

**Mark Ridolfo**  
Programme Coordinator (Acting) – BA (Hons)  
Bournemouth 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 2010/11



**1st place – Bournemouth University** | Team members are: Charli Gazzard, Kelly Doyle, Gary King, Jeme Durici and Angel Yeung. They were supported throughout the competition by their lecturer Mark Ridolfo (right).



**2nd place – Imperial College, London** | Team members are: Wei San Wong-Morrow, Christopher Lau, Sara Siddiqi, Jamie Alldridge and Madeline Rounds. They were supported throughout the competition by Catherine Fison (not pictured).



**3rd place – Queen's University Belfast** | Team members during the competition were: Jason Elkin, Donnchadh Long, Harry Davies, Owen McMeel and Claire Watson. They were supported throughout the competition by Vincent Murray and James McKeivitt.

*“The UBC has been a brilliant experience for me. I’ve not only had the opportunity to enhance my CV, but also to develop a lot of useful skills by competing in an authentic and well organised business simulation. Along the way I’ve had a great time, made some brilliant new friends and even had a visit to London for the semi final thrown in. I honestly couldn’t recommend the challenge more”*

**Matt Graham – University of Exeter**

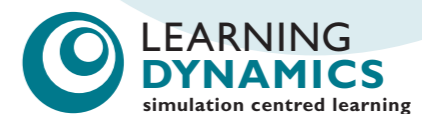
*“The UBC was a completely new, enjoyable and often tense experience. At the beginning of the year, my team and I entered the competition seeking a fun extracurricular activity which would be beneficial to our future careers. Our team were determined from the start to make Canterbury Christ-church’s presence known amongst the ‘top universities.’ We left with the knowledge that the status or ‘league position’ of the university is unimportant – it is the determination, teamwork and mindset of the students that matters”*

**Michael Alexander – Canterbury Christ Church University**

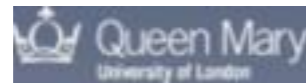
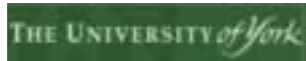
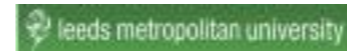
*“Thank you for all of the effort you put into the UBC this year – an excellent job as always! The students really appreciated taking part in the competition and really benefited from the experience”*

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

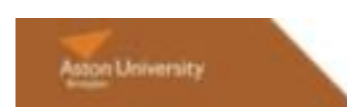
Developed and run by



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



*IBM UBC – enhancing students’ employability skills at over 50 universities*





## ‘Meeting future employers... has been inspiring...’

*“I personally think the UBC experience is rewarding and exciting. Meeting future employers and graduates has been inspiring. Reaching the UBC Grand Final has motivated us to do well in our studies and other areas. It has been a challenging experience but it has given us an in-sight of what employers expect from us”*

**Moses Alausa – Canterbury Christ Church University**



### Enter now for 2011/2012

Entries for the UBC 2011/12 are still open so there is still time to register. The final deadline for registering teams is 21 October 2011.

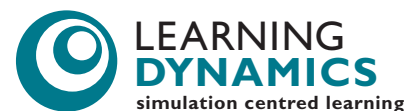
	Full Price	Early Registration Price	Saving
1 team	£395 per team	£365	£30
2 teams	£385 per team	£355	£60
3 teams	£375 per team	£345	£90
4 teams	£365 per team	£335	£120
5 teams	£355 per team	£325	£150
6 teams	£345 per team	£315	£180
7 teams	£335 per team	£305	£210
8 teams	£325 per team	£295	£240
9 teams	£315 per team	£285	£270
10 teams	£305 per team	£275	£300
11 teams	£295 per team	£265	£330
12 teams	£285 per team	£255	£360

Please note: VAT will be added to all invoices.

Register on-line at:

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

Universities Business Challenge UK developed and run by Learning Dynamics



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

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