

UBC Global Masters format and content is designed to help develop the business skills required by postgraduates in the following situations:

Return to a family business: postgraduate students, especially international students, very often plan to work in a family business and the UBC Global Masters can help them add value to the business

Business start-up: where they plan to set up their own business when they finish their studies the UBC Global Masters develops an entrepreneurial mindset

Research IP: where postgraduates are wanting to turn research IP into a sustainable enterprise which requires the kind of business skills developed by the UBC

Team-working: being a postgraduate student can be isolating and putting postgrads together in a team / group can be seen as beneficial in itself

Networking / building relationships: the UBC Global Masters provides the opportunity to network, share experience and learning as well as building relationships with other postgrads from across the university and, in the latter stages of the competition, from other universities

Meet corporate recruiters: The UBC Global Masters provides the opportunity to engage with corporate postgraduate recruiters from world class companies



The UBC Global Masters is:

A **simulation-based competition over two rounds** specifically designed to develop the **enterprise & employability skills of high-calibre postgraduate students**. Working in competitive teams enables **peer to peer learning and interaction**.

World-class business simulations give the opportunity to run a series of businesses enabling the development of an **'entrepreneurial mindset'** and provide a real test of each team's ability to **drive business performance**.

Plus an opportunity for **personal and professional development that is intellectually challenging and practically relevant, equipping participants with essential skills**.



How does the Global Masters Challenge Work?

The UBC is a **simulation-based event** that provides participants with the opportunity to **act as a board of directors** 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.

Postgraduate teams from **universities such as Loughborough, Regent's London, Bangor, Cambridge and Dundee** compete to achieve maximum profit, acquire new markets and enhance stakeholder ratings.

The Universities Business Challenge starts with a **Trial Trading Period** which **opens the last week of October** when each team will be given details of the simulated company, its markets and its current financial position.



Two-round format:

Round 1:

Commencing in late October the **first round will be internet-based** and teams will be **challenged to run a developing consumer electronics business** in a competitive environment - **where innovation drives performance** - making decisions that will impact on business success. **Round 1** will test the **operational** as well as the **strategic abilities** of each team.

Round 2 Grand Final:

Top teams from Round 1 will proceed to a prestigious **one-day Grand Final event based in London**. This event will be focussed on a **major strategic challenge for creating value in organisations**. The March 2019 theme will be **Delivering Value through Mergers & Acquisitions**. Teams, working through a complex simulation, will compete to deliver maximum value from a M&A opportunity.



The UBC Global Masters will:

- Develop the **core skills** and **leadership competencies** that every global manager needs, building new skill sets and enhancing existing expertise.
- Test **initiative**, stimulate **creativity**, demand **energy**, **intellect** and **enthusiasm**.
- Build increased **confidence** and polished **communication** as individuals work in their teams refining and apply their **analytical, negotiation and influencing skills**.
- Support **entrepreneurial innovators** enabling them to **formulate, develop, and commercialise their ideas**.



UBC
GLOBAL MASTERS
Postgraduate Business Challenge



Who can participate?

The Challenge is open to **all Postgraduates** (Masters including MBAs, Taught PhDs and Research PhDs, enrolled in higher education courses, whatever their area of study).

Teams will consist of up to a maximum of five members.

Trophy and Recognition:

A **progressive UBC Global Masters trophy** will be held by the winning university team for the next twelve months and the team will be offered a **work-shadowing opportunity with prestigious corporate executive team.**

Contact: