



UBC UK 2021-2022 Edition

Undergraduate Challenge

Timetable & Process:

The UBC Undergraduate Business Challenge is the UK's longest established and leading Undergraduate competition with the content & process designed to develop employability and enterprise skills using Learning Dynamics' world-class simulation platform.

Enhancing the UBC experience:

3-round format - Round1, 2 & 3 virtual:

Running these events virtually brings the benefits of enabling students to participate from anywhere in the world, collaborate across time zones and allows the inclusion of engaging guest speakers who contribute greatly to the value of the UBC experience – and most importantly – develops the employability and workplace skills employers are looking for.

The UBC UK is run over three rounds. Round 1 is run online via the UBC portal on the Learning Dynamics / Simulation Space platform. Teams collaborate, input their decisions and results are published as per the timetable below. Approximately the top 30% of teams from Round 1 go through to the Round 2 Semi-Finals. The top 10 teams from the Round 2 Semi-Finals go through to the Round 3 Grand Final.

[Please note: We also run the UBC Global Masters Postgraduate Competition which has a different timetable from the UBC Undergraduate Competition. Please see the separate timetable].

Key dates:

Entries open: 10 May 2021

Entries close: 1 November 2021

Confirmation of entries:

All entries will be confirmed progressively up to the closing date. Late Entries confirmed by 1 November 2021.

Round 1 - Online:

October to December 2021

Round 1 commences in October and teams will make decisions weekly over six consecutive weeks using the UBC Round 1 simulation platform developed by Learning Dynamics/The Simulation Space.

Online Simulation - for all devices:

Logins & Resources:

Educators, Team Leaders and Members and nominated team Mentors, will have access to the UBC simulation portal used in Round 1 via logins which will be sent to participants. All resources are made available online and can be downloaded from the simulation portal – which is viewable on all devices - once teams and university support staff have been sent their login details. The Team Brief and Guide contains all the information necessary to take part in the UBC UK. These resources are in electronic format which can be viewed on-screen.

Upload your Team Leaders email addresses:

When you know your Team Leaders, you can upload their **name/s and email address/es** by logging into the UBC portal and selecting Manage Teams. The UBC simulation portal will automatically email Team Leaders their logins when you have submitted their details.

If you want your teams to participate in the optional Trial Trading Period (TTP), you should upload your Team Leader details prior to the TTP commencement date, i.e. on or before 28 October 2021 (please see detailed timetable below).

When **Team Leaders** have their logins, they input their Team Member details. The simulation platform emails Team Members their logins, so all team members have access to the simulation platform.

Round 1: Timetable

Trial Trading Period (TTP): 28 October – 9 November 2021

The UBC UK Round 1 starts with an optional Trial Trading Period which opens on 28 October and decisions can be uploaded from this time until 9 November 2021 (decision form closes at 12 p.m.). Please note that Trial Trading Period (TTP) results do not count towards the final result. Results only count towards the final result from Trading Period 1 onwards. The TTP is a practice round for teams to get used to the briefing resources and decisions.

While we encourage teams to complete the TTP, it is not essential in order to compete in Round 1 of the UBC, so teams who enter late can start a week later with Trading Period 1.

If you want your teams to participate in the TTP, you should upload your Team Leader details prior to the TTP commencement date, i.e. on or before 28 October 2021.

Results for TTP published: 11 November 2021

Trading Period One: 11 to 16 November 2021

Decisions can be uploaded from 11 November (decision form opens at 9 a.m.) to 16 November 2021 (decision form closes at 12 p.m.)

Please note that this is the first Trading Period where decisions count towards the final result. We would therefore require your Team Leader details by 11 November 2021 so your teams can access the resources and participate in TP1.

Results for TP1 published: 18 November 2021

Trading Period Two: 18 November to 23 November 2021

Decisions can be uploaded from 18 November (decision form opens at 9 a.m.) to 23 November 2021 (decision form closes at 12 p.m.)

Results for TP2 published: 25 November 2021

Trading Period Three: 25 November to 30 November 2021

Decisions can be uploaded from 25 November (decision form opens at 9 a.m.) to 30 November 2021 (decision form closes at 12 p.m.)

Results for TP3 published: 2 December 2021

Trading Period Four: 2 December to 7 December 2021

Decisions can be uploaded from 2 December (decision form opens at 9 a.m.) to 7 December 2021 (decision form closes at 12 p.m.)

Results for TP4 published: 9 December 2021

Trading Period Five: 9 December to 14 December 2021

Decisions can be uploaded from 9 December (decision form opens at 9 a.m.) to 14 December 2021 (decision form closes at 12 p.m.)

Results for TP5 published: 16 December 2021

Round 2 Semi-Finalists announced: 16 December 2021

Round 2 – Semi-Finals: Early March 2022

The top teams from Round 1 go through to the Round 2 semi-finals scheduled to commence early March 2022 and will be confirmed during Round 1 of the Challenge. The number of teams that go through to the Round 2 Semi-Finals is approximately 30%.

Round 3 – Grand Final: Late March 2022

The Round 3 Grand Final is scheduled for late March 2022. The top 10 teams from the Round 2 Semi-Finals compete to be winners of UBC Worldwide United Kingdom and put their university's name on the trophy. The Grand Final date and venue will be confirmed during Round 1.

Previous winning universities:

Liverpool, Westminster, Loughborough, Anglia Ruskin University (thrice), Royal Holloway University of London, University of Sheffield, Bristol University (twice), Essex University, Durham University, Bournemouth University, Aston University, University of Manchester, Imperial College London (twice), University of Newcastle-upon-Tyne, Cambridge University, University of Wales Swansea, Farnborough College of Technology and Sussex University.

Grand-finalists have included teams from:

Edinburgh, Glasgow, Leeds, Coventry, DeMontfort, Westminster, Nottingham Trent, Reading, UEA, Exeter, Plymouth, Liverpool, Portsmouth, York, Nottingham, Cambridge, Bristol, Bangor, Canterbury Christ Church, Cardiff, Edinburgh, Regents University London, Leeds Beckett, Sheffield-Hallam, St Andrews, Royal Holloway, Brunel, Warwick, Imperial, Lancaster, Sheffield, Oxford, UCL, LSE, Manchester, Newcastle, Queen Mary London, Queens Belfast, Southampton, Loughborough, Anglia Ruskin, Aberystwyth, Trinity All Saints, Bournemouth, Oxford Brookes, Essex, Birmingham, Abertay Dundee, Robert Gordon, Bell College, University of Central Lancashire, City University, Leicester, Hertfordshire.



For further information regarding the timetable please contact:
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