
UBC UK 2025-2026 Undergraduate Challenge

The next edition of the UBC Undergraduate Challenge starts in October and is run over three rounds. The format and content are designed to develop the employability and enterprise skills employers are looking for.

3-Round Format

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 20% 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.

Key dates

Entries open: April 2025

Entries close: 6th November 2025

All entries will be confirmed progressively up to the closing date.

Please note: The UBC Global Masters Postgraduate Challenge has a different timetable from the Undergraduate Competition.

Round 1 - Online: October to December

Logins & Resources

Educators, Team Leaders and Team Members, including nominated team Mentors, will have access to the UBC simulation platform used in Round 1 via logins which will be provided to registered universities. All resources are made available online and can be downloaded from the simulation platform. The Team Brief and Participant Guide contains all the information necessary to take part in the UBC.

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 (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: Structure

The UBC UK Round 1 starts with an optional Trial Trading Period (TTP). The TTP is a practice round for teams to get used to the briefing resources and decisions. The Trial Trading Period (TTP) results do not count towards the final result. Results only count towards the final result from Trading Period 1 onwards.

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 with Trading Period 1.

For each trading period, decisions can be uploaded between the open date/time and the close date/time. Results will be published before the next trading period opens.

Round 1: Timetable 2025

Trial Trading Period (TTP)

- Open: Wednesday 22nd October at 13.00
- Close: Tuesday 4th November 10.00

Trading Period One (TP1)

- Open: Wednesday 5th November 13.00
- Close: Tuesday 11th November 10.00

Trading Period Two (TP2)

- Open: Wednesday 12th November 13.00
- Close: Tuesday 18th November 10.00

Trading Period Three (TP3)

- Open: Wednesday 19th November 13.00
- Close: Tuesday 25th November 10.00

Trading Period Four (TP4)

- Open: Wednesday 26th November 13.00
- Close: Tuesday 2nd December 10.00

Trading Period Five (TP5)

- Open: Wednesday 3rd December 13.00
- Close Tuesday 9th December 10.00
- TP5 Results Thursday 11h December

Round 2 Semi-Finalists Announcement

Thursday 11th December 2025

Round 2 – Semi-Finals (in person):

Mid-February 2026

The top teams from Round 1 go through to the Round 2 Semi-Finals scheduled to commence mid-February 2026 and will be confirmed during Round 1 of the Challenge. The number of teams that go through to the Round 2 Semi-Finals varies from year-to-year and is dependent upon sponsorship support. Over the past two years approximately 20% of all teams have gone through and competed in the Round 2 Semi-Finals.

Round 3 – Grand Final (in person):

Mid-March 2026

The Round 3 Grand Final is scheduled for mid-March 2026. 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.

The Grand Final will be hosted and facilitated as a rich immersive experience by the UBC team with support from graduate employers, public and third sector speakers.

Please note: The UBC Management Team reserves the right to change the Round 2 Semi-finals and Round 3 Grand Final from in person to virtual events.

Previous winning universities:

Southampton, Coventry, St Andrews, 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.



For further information regarding the timetable please contact:
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