



Registrations  
now open for  
2026 – 2027



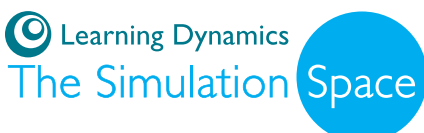
The UK's leading  
competition for  
developing  
employability &  
enterprise skills

- Develops collaboration and team working
- Develops enterprise and employability skills
- Develops commercial awareness across disciplines
- Experiential learning puts business theory into practice
- Enhances employability profiles
- Network with top employers
- Win cash prizes
- Have a lot of fun!

The Universities Business Challenge is the premier simulation-based undergraduate business competition open to all faculties at UK universities. For the past 28 years, it has offered undergraduates the opportunity to improve their knowledge of the business world, develop their employability skills, meet potential employers, enhance their CV – have a lot of fun and win cash prizes!

**Can your university afford to miss it?**

All Simulations from:





“The whole UBC was an amazing experience. I learnt so much from our team members and the UBC simulation content. The UBC challenge made me understand that working together as a team is so important for my future career” – **Ana Costa, Coventry University**

## What is the Universities Business Challenge?

Commencing in October each year and run over three rounds through to March, the UBC offers undergraduates a unique opportunity to improve their knowledge of the business world, put theory into practice and develop their team-working, leadership, employability and enterprise skills by running a realistically simulated company.

The UBC has attracted over 36,000 students in the past 28 years from over 76 university faculties throughout the UK. The annual event offers undergraduates the opportunity to take part in a team-based competitive event that helps develop their employability, enterprise and entrepreneurial skills, thus preparing them for the corporate workplace or to start their own business.

Participating in teams of up to 5 members, students adopt the role of board directors in a series of realistic, simulated companies, making all the critical business decisions that affect the company's performance. The Learning Dynamics simulations used in the UBC are world-class, varied and challenging, ranging from manufacturing to service businesses to ensure a rounded experience.

The UBC is not just for business studies students. It attracts participants across a wide range of faculties from UK universities as its role in helping develop employability and enterprise skills is increasingly recognised.

## How does the Challenge Work?

The UBC is a simulation based event that provides students with the opportunity of acting 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.

Undergraduate teams from universities across the UK compete to achieve maximum profit, acquire new markets and enhance stakeholder ratings.

The Universities Business Challenge starts in October when each team will be given details of the simulated company, its markets and its current financial position. Each team's decisions, that are vital to the company's success, are uploaded 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 consists of three rounds. Round 1 is run on-line during the first term of the academic year. This is followed by Round 2 Semi-finals with approximately 30% of teams from Round 1 competing. The top 10 teams from the semi-finals take part in the Round 3 Grand Final to be held in April.

## The UBC embeds employability & enterprise skills

**Employers need graduates who are equipped with a range of core work skills as well as academic ability.**

It is competencies such as the following that in the final analysis make students employable:

- analytical skills
- commercial awareness
- interpersonal and influencing skills
- communication skills
- team working, making decisions by consensus and leadership
- customer awareness
- results-driven approach

## 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.

## 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.





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WEST OF SCOTLAND

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East Anglia



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Southampton Solent University

Sheffield  
Hallam University



Queen Mary  
University of London

“The UBC is a fantastic opportunity for students to get together, boost their employability and represent their University on a national level. The ability of the Challenge to motivate and inspire participants to gain new transferable skills whilst building real connections is sorely needed, more so than ever in this post-pandemic world where opportunities are more scarce.”



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London



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Craig Rioch, Careers Adviser, University of Dundee

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SPA  
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York St John  
University

THE UNIVERSITY OF  
WINCHESTER

University Campus  
Oldham



“Taking part in the UBC really helped us grow and build many important skills. We never expected that we could be the overall winners but, gradually, we learnt how to analyse each period’s information and results to make our team a success. We really recommend more and more students to take part in UBC in the future, since it is really a very meaningful business competition”.



**Bubu Wang – Team Leader, University of Liverpool Management School**

### Enter now for 2026 – 2027

To enter your team(s), simply complete and submit the registration form on the UBC website. You can access the entry form by using the URL below or scanning the QR code. Once you have entered, you will receive an email acknowledgement. Invoices will be sent electronically to the invoice email address provided on your registration form. Please note that names of team members are not required at this stage, only the NUMBER OF TEAMS you wish to enter into the Challenge.

### Free team offer: 3 for 2

Enter before 31 July 2026 we will give you one team free for every two you enter, i.e. 3 for the price of 2 on top of the Early Registration price. (Please note that the Early Registration price ends on 31 July 2026).

If you have any queries please contact:  
**info@ubcworldwide.com**

	Early Registration Price (per team excl VAT) (up to 31 July 2026)	Full Registration Price (per team excl VAT) (from 1 August 2026)	Early Registration Savings
<b>1 team</b>	£515	£545	£30
<b>2 teams</b>	£505	£535	£60
<b>3 teams</b>	£495	£525	£90
<b>4 teams</b>	£485	£515	£120
<b>5 teams</b>	£475	£505	£150
<b>6 teams</b>	£465	£495	£180
<b>7 teams</b>	£455	£485	£210
<b>8 teams</b>	£445	£475	£240
<b>9 teams</b>	£435	£465	£270
<b>10 teams</b>	£425	£455	£300
<b>11 teams</b>	£415	£445	£330
<b>12 teams</b>	£405	£435	£360
<b>13 teams</b>	£395	£425	£390
<b>14 teams</b>	£385	£415	£420
<b>15 teams</b>	£375	£405	£450

**Please note:** VAT will be added to all invoices.



Register on-line at:  
[www.ubcworldwide.com](http://www.ubcworldwide.com)

Universities Business Challenge UK developed by Learning Dynamics



For UBC entry enquiries please call: **+44 (0)333 242 3981**

Simulations from:

 Learning Dynamics  
**The Simulation Space**

are used by:

 **UBC**  
 UNIVERSITIES BUSINESS CHALLENGE  
 WORLDWIDE