

Announcing the UBC Global Masters 2021 – 2022  
Postgraduate competition:



**Enter  
now!**

2021 – 2022  
registrations  
are open



Helping **postgraduates**  
achieve their personal career aspirations

## UBC Global Masters will help your postgraduates to:

- 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**.
- Encourage **Team-working**: being a postgraduate student can be isolating and putting postgrads together in a team / group can be seen as beneficial in itself.
- Build increased **confidence** and polished **communication** as individuals work in their teams refining and applying their analytical, negotiation and influencing skills.
- Support entrepreneurial innovators enabling them to **formulate, develop, and commercialise their ideas**.
- Provide **networking / build 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.

UBC Global Masters:



Online Platform:



Give your postgraduate students a fast track personal development experience like no other. 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.

**Corporate / Public-sector role:** where postgraduates are moving into a corporate or a public-sector role and need the employability skills developed by the UBC which will help them secure a suitable role.

They are powerful reasons why your postgraduates should participate.

STARTS  
JANUARY  
2022

We have consulted with our university supporters on the start date for the next edition of the UBC Global Masters and the vast majority want to see a start date in late January 2022. As many universities have two intakes for postgraduate programmes – September and January – a later start date would offer the opportunity for more postgrads to take part and benefit from the UBC experience. Please see the detailed timetable at: [www.ubcworldwide.com/postgraduate-timetable](http://www.ubcworldwide.com/postgraduate-timetable)

### Enter now for Early Bird savings

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 30 Oct 2021 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 30 Oct 2021).

If you have any queries please contact:

[info@ubcworldwide.com](mailto:info@ubcworldwide.com)

Or call UBC on: +44 (0)333 242 3981



### Register on-line at:

[www.ubcworldwide.com/global-masters-enter](http://www.ubcworldwide.com/global-masters-enter)

The UBC Global Masters is developed by Learning Dynamics

	Early Registration Price (per team excl VAT) (up to 30 Oct 2021)	Full Registration Price (per team excl VAT) (from 1 Nov 2021)	Early Registration Savings
<b>1 team</b>	£450	£475 per team	£25
<b>2 teams</b>	£440	£465 per team	£50
<b>3 teams</b>	£430	£455 per team	£75
<b>4 teams</b>	£420	£445 per team	£100
<b>5 teams</b>	£410	£435 per team	£125
<b>6 teams</b>	£400	£425 per team	£150
<b>More than 6 teams</b>		please contact us	
<b>Please note:</b> VAT will be added to all invoices. Please contact us if you want to enter more than 6 teams.			

UBC Global Masters:



Online Platform:





## What is the Universities Business Challenge (UBC) Postgraduate Global Masters?

The UBC Global Masters offers postgraduates a unique opportunity to develop the skills that they will need when they move on from campus to corporate/public sector life.

Whether progressing to work for a large multinational corporate, taking on a public sector role, returning to run a family-owned business or setting up a new enterprise, postgraduates need to hone their skills in making the strategic and operational decisions that create value for their organisation.

The UBC Postgraduate Global Masters provides an opportunity for personal and professional development that is intellectually challenging and practically relevant, equipping participants with essential skills. Working in competitive teams enables peer to peer learning and interaction.

The Global Masters is a simulation-based competition specifically designed to develop the employability skills of high-calibre postgraduate students. World-class business simulations give the opportunity to run a series of businesses enabling the development of an 'entrepreneurial mindset' and providing a real test of each team's ability to drive business performance

## The UBC story

The UBC has attracted over 35,000 undergraduate students in the past 22 years from over 76 university faculties throughout the UK.

The annual event offers students 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, teams take on the role of board directors in a series of realistic simulated companies, making all the critical business decisions that affect company performance.

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 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 compete to achieve maximum profit, acquire market share and enhance stakeholder ratings. The Global Masters starts 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. There will be 6 weekly trading periods. 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.

### Two-round format:

#### Round 1:

The first round is 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. This event will be focussed on a major strategic challenge for creating value in organisations.

The Grand Final is scheduled for late March or early April 2022 and will be hosted and facilitated online as a rich immersive experience by the UBC team with support from large multinationals, public and third sector guest speakers.

### 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 skills as individuals, work in their teams refining and applying their analytical, negotiation and influencing skills.
- Support entrepreneurial innovators enabling them to formulate, develop, and commercialise their ideas.

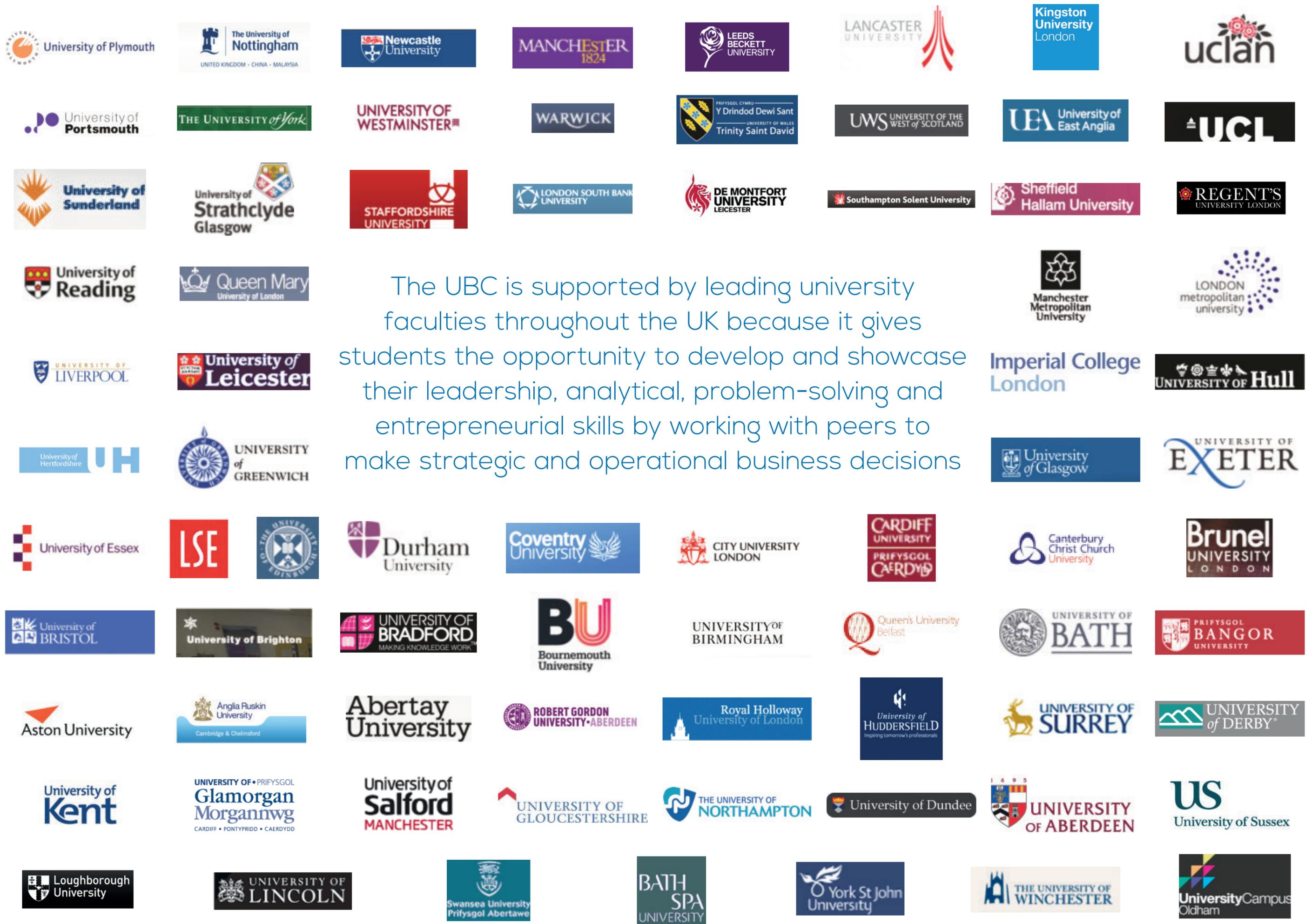
### Who can participate?

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.



The UBC is supported by leading university faculties throughout the UK because it gives students the opportunity to develop and showcase their leadership, analytical, problem-solving and entrepreneurial skills by working with peers to make strategic and operational business decisions