



Getting Started: coach audio transcript

Hello and welcome to the Universities Business Challenge, the leading business competition for UK undergraduates run by the Learning Dynamics Campus2Corporate team.

So how do you get started and familiarize yourself with the UBC processes and resources?

This is the best place to start as I will take you through them.

Now that you have logged in, you are on the page we call your board room. This is where you can find all the sections and linking information that you require to participate in UBC Round 1. As you are listening to this audio cast, you have started with section 1: Getting Started.

Before I take you through the other sections, let me give you an introduction to the structure of the UBC, which consists of three rounds.

Progress from one round to another depends on your team's performance in each round in terms of the adjudication criteria which you can find in section 4, Participants Guide & additional resources. Teams are placed in streams of eight, so you will be competing against seven other teams in your stream. A team consists of up to a maximum of five students.

Round 1 is run on-line over six weeks. Top teams from each stream go through to Round 2. The Round 2 Semi-Finals are one-day live events run across the UK, sponsored and hosted by our employer partners.

Approximately 30% of teams go through to the Round 2 Semi Finals, depending on the number of teams that enter and the number of employer partner sponsors in any one year. The top 10 teams from the Round 2 Semi-finals go through to the Round 3 Grand Final, a live one-day event hosted in London by IBM, the UBC's lead employer partner.

Now I want to get back to your board room page. This is where your team can download resources and make decisions on running your company.

First - please make a note of your game code and company number at the top of this page – which together make up your team identifier.



Your game code consists two letters of the alphabet, for example AA and your company number is a number between 1 and 8 – so your full team identifier is made up of your game code and company number, for example AB5.

These are the same as were emailed to team leaders with your team login details. Please always quote your team identifier when you contact the helpdesk so we can identify your team quickly.

Please take the time to look around your boardroom.

In section 2, you can download the company profile and management report of the company you and your team will be running. Plus you can listen to another helpful audio cast about giving each member of your team a role in running your company.

Section 3 shows you the timetable for uploading your decisions. Please make a note of these and upload your team decisions in accordance with the timetable.

So how does the simulation work and what do you need to do to run your company? You will find the information you require in Section 4. Start by reading through the Participants Guide and Reference Manual. This will give you an understanding of how the simulation works and the decisions that you will be taking. You will also find the frequently asked questions very useful in answering any questions that you may have. It is also very important to look at the Business Environment breaking news updates page, where you will find current information on the business environment which you will need to take into account when making decisions.

All companies require decisions to be taken about a range of factors that will affect the company's performance – and the simulated company that you will be running is no exception. Your team decisions will be submitted via the decision form page in section 5. In this section you will also find helpful hints on filling in your decision form and an explanation of the financial terminology used in the simulation. The link to where you can view team rankings at the end of each decision period is also in this section.

The Universities Business Challenge is all about helping you develop your employability and enterprise skills. We want you to be able to recognize how these skills have developed as you progress through the UBC Round 1. Two self-administered questionnaires have been included in section 6 'Assess your employability & enterprise skills' so that you can track your development.

At the end of Round 1, each team will be able to download certificates of participation for each member, so it is really important that team member's details are up-to-date and accurate, as these are the names that are put on each team's



certificates. Please review these and make sure that team leaders update the information.

You will also see that you can upload a team photo and view the profiles of other teams in the UBC.

So there you have a quick tour of your boardroom.

If you have any questions, you are likely to find an answer either in the Participant's Guide or the FAQs. Please look at both the guide and FAQs before you contact the helpdesk. If you need to contact us, please always state your Team Identifier i.e. your game code and company number. This will help us identify your team quickly and enable the helpdesk team to assist you.

When you have finished listening to this audio cast, please take the time to click through and familiarize yourself with the information in each of the sections – starting with the company profile in section 2, the time table in section 3 and then in section 4, the Participant's Guide, FAQs and Business Environment.

The UBC Helpdesk team is here to help you and you can send them an email at: helpdesk@ubcworldwide.com

If you have further queries or need any help then you can call the Helpdesk on **01590 610 755**. If the Helpdesk is busy there is a messaging service and we will call you back as soon as possible. Please always leave your name and your team identifier and a contact phone number with any message. **This number is available to you during the course of the Challenge weekdays only from Monday to Friday 9.30 a.m. to 5.30 p.m.**

Good luck to you and your team and we sincerely hope that you enjoy – and get the most out of participating in the Universities Business Challenge – which we know from student comments – really does add a valuable experience to your university achievement record.