



Sheffield is best for business brains

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[摘要] 07/03/07. In a fiercely competitive London final, the Sheffield team of four third year students saw off the best business brains from Manchester, St Andrews, Brunel, Exeter and Imperial Universities to scoop the coveted IBM Universities Business Challenge.

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In a fiercely competitive London final, the Sheffield team of four third year students saw off the best business brains from Manchester, St Andrews, Brunel, Exeter and Imperial Universities to scoop the coveted IBM Universities Business Challenge.

The winning team, Sam Boon, Dan Jarman, Andrew Coop and Robert Davies, all BSc Business and ICT students, were thrilled to win the coveted title. Their lecturer Dr Simon Brown summed up their feelings. He said: "This is a tremendous achievement for the team and for Sheffield."

Their tenacity, persistence, enthusiasm and teamwork were vital qualities in winning the competition.

Skills that had already been developed and applied by the students as they are currently all away from university on their industrial training year. Winning this competition will prove equally as valuable when they enter the workforce.

In the competition students take on the role of a team of business consultants responsible for improving company performance. They need to take into account not only the financial performance of the company, but also its responsibilities to its various stakeholders including the environment.

First prize in the competition is £1000 but every student that enters benefits from participation as it enhances their employability skills and provides an important extra item for their CV.

The IBM Universities Business Challenge is now the premier business simulation competition for university undergraduates in the UK. The IBM UBC is a true learning experience for all those who enter helping students to improve their decision-making skills, develop their team-working abilities and increase their knowledge of key business areas such as marketing, finance and production.

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