



Curtin University

Dubai



CURTIN DUBAI BUSINESS CUP CHALLENGE 2023

Theme

NANOTECHNOLOGY

Curtin University Dubai is hosting the Business Cup Challenge 2023 with this year's theme being 'Nanotechnology'.

The Business Cup Challenge is a thrilling occasion for students to challenge themselves through solving real-world case studies, giving an adrenaline pumping elevator pitch, and finally competing against the best of the best in the grand finale.

The competition will run from 30 September to 27 October.

Last day to register: 23 September 2023

WHY YOU SHOULD COMPETE:

After successfully being run for over a decade, the BCC has become an established and renowned competition in the world of education in Dubai; receiving constant positive and encouraging feedback for providing a platform to students to learn hands-on and get very detailed feedback. The winning teams will receive internships and many other prizes!

ABOUT THE THEME:

Nanotech covers a wide range of technologies from nanoparticles to nanomachines. Nanoparticles are in wide use worldwide, while nanomachines are still at the very edge of technology in the lab. During the Curtin Dubai Business Cup Challenge 2023, cases will be addressed where nanotechnology can make a significant impact on society. The cases will be sufficiently broad to allow for many creative solutions. The case responses will be judged on the creativity / uniqueness of the solution, the technical and social feasibility of the solution, the financial viability, and the results of the PESTEL analysis.

Through this competition, students will have the opportunity to learn about many aspects of nanotech as they search for solution and will learn about how this exciting field has grown exponentially in the past decade. Students will also have the opportunity to consider all of the impacts and risks that come from the use of nanotech. As students move into their future careers, many or even most of the careers will be touched by nanotech during their working lives and nanotech will eventually touch nearly every aspect of their lives.

GUIDELINES AND RULES:

- The competition is open to all universities in the UAE.
- There is no entry fee to participate in this competition.
- Each team can have a minimum of 4 to a maximum of 7 members. Individual applications are welcome but will compete within the same category as groups of participants.
- To enter the challenge, teams must ensure they work with their University Counsellor/ Head of Business/Business Lecturer.
- Registrations close at 5.00PM on 23 September 2023.

Teams/participants that attempt and submit at least the first two case studies will be eligible for the participation certificate.

TO LEARN MORE AND REGISTER

Visit <https://curtindubai.ac.ae/bcc/> OR Scan the QR Code:

