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Khalifa University students work with international university students to design business proposals for major international companies

United Arab Emirates: Thursday, May 17 - 2012 at 10:02

PRESS RELEASE

Twenty-six Khalifa University students have concluded their participation in the X-Culture project, which saw 1,600 students from 44 universities in 29 countries around the world, work in teams to design business plans for submission to major international companies such as McDonald's, British Petroleum, Disney, HSBC, Toyota, Google Inc. and others.

The University of North Carolina awarded certificates to the students in a ceremony held at Khalifa University's Abu Dhabi campus. The ceremony was attended by Mr. Michael Corbin, United States Ambassador to the United Arab Emirates, and by Senior Vice President of Research and Development at Khalifa University, Dr. Mohammed Al Mualla and faculty members from both Khalifa University and Zayed University.

"We congratulate the students participating in this international project," said Dr. Mohammed Al

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Mualla, "The participation of our students in this project is a result of our efforts to graduate a generation of well-rounded students, who have studied in a multidisciplinary academic environment. Courses like this one will open up many unique opportunities in the future, and contribute effectively to supporting the development plans of the UAE."

The project was part of the "Principles of Management" course being offered by Khalifa University. Zayed University and the American University of Sharjah also participated in the project.

Khalifa University students were the only engineering students participating in this unique program.



Khalifa University students. [Enlarge »](#)

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Posted by Nadeen El Ajou
 Thursday, May 17 - 2012 at 10:02 UAE local time (GMT+4)
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