

LTC011:



Physics means business:

How physics students develop business skills & commercial awareness through business simulations competition

Susan Bird, Careers Consultant
Careers Service, University of Edinburgh

Student employability skills development & experiential learning





83% of students agree employability skills improved after participating in the UBC

[Home](#) [About](#) [Student Participants](#) [Hall of Fame](#) [Educators](#) [How to Enter](#) [Employers](#) [Success Stories](#) [Community Outreach](#) [Contact](#)

You are here: Home

The world's leading event for employability & enterprise skills

The Universities Business Challenge Worldwide is the world's longest established simulation-based competition designed to develop employability and enterprise skills. Supported by the UK and South Africa's leading universities and graduate employers, over 30,000 students have benefitted from taking part in the UBC Worldwide Challenge since 1998.

[Find out more >](#)



INSPIRING:

FAST TRACK TO FUTURE SUCCESS

[Find out more >](#)

World-Class Simulations:

We provide the best quality experiential learning content through a range of innovative business simulations developed by the Learning Dynamics authoring team and delivered via The Simulation Space experiential learning platform which runs on all devices.



Certificates of Participation:

Team members who compete in the UBC can download a personalised certificate of participation to include in their personal profile, CV or resume. Personalised certificates are awarded for each round completed.

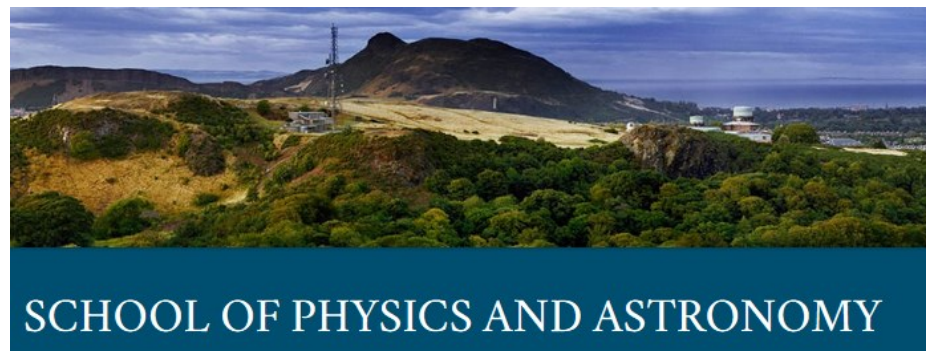
[Find out more >](#)

Inspiring futures



Collaborative working

CAREERS SERVICE



Standard Life
Investments

w@terstons
Performance through technology

ihandover

“I was delighted when I saw the results from the last trading period. They did very well! It was great working with them.”

Employer mentor, iHandover



“Thank you for being at the IBM UBC and supporting us throughout this experience.

I realized studying physics not only made us “book smart”, but also taught us critical and logical thinking which can be applied beyond academics.

Combined with creativity and hard work, physicists can be successful in any field of our interest. We should all branch out to areas outside of our textbook and explore our hidden potential. “

Ziyi

- www.ubcworldwide.com
- susan.bird@ed.ac.uk

