

**Prof. R. Baskaran**

Director

IPMS/CIR/2024

Date : 16.09.2024

## CIRCULAR

Immersion Global is offering a 12-day “Immersion Program on Business and Management” during **15.10.2024 to 26.10.2024** for higher semester students at the **Middlesex University, Dubai**.

The approximate cost break-up for the program is as follows :

This program cost is Rs.1,50,000/- + 5% tax which includes the following :

- Program fees
- Accommodation with Breakfast
- Flight ticket charges
- Airport-Hotel-Airport transfers (Excluding Visa charges and travel Insurance)

Interested students of Anna University, Chennai (CEG, ACT, SAP and MIT campuses) can apply for this immersion program. Students can send their application (A covering letter addressed to the Director, CIR, Anna University) forwarded from their Head of the Department to **the Director, Centre for International Relations on or before 30<sup>th</sup> September 2024**. More details are attached on the next page.

Kindly register through the following weblink :

[https://docs.google.com/forms/d/e/1FAIpQLSfHOSj9IZTumEHok4Cq0Bw4gGhi8eGHaKKIGfH6jxxgXZyJeQ/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSfHOSj9IZTumEHok4Cq0Bw4gGhi8eGHaKKIGfH6jxxgXZyJeQ/viewform?usp=pp_url)



*R. Baskaran*  
16.09.2024  
**DIRECTOR**

To  
All Deans of campuses  
All Directors and HODs (With a request to display on notice board)



## Immerse yourself in a World-Class learning experience @ Middlesex University, Dubai

For more than 130 years, Middlesex has been home to great minds with a determined and unwavering ambition to improve our world through teaching, learning and research. The history of Middlesex University began in the late 1880's, when two educational institutions opened their doors in north London – St Katherine's College and the Hornsey School of Arts and Crafts. Middlesex was established as a University in 1992. It is now widely regarded as an excellent international provider of higher education with an outstanding academic credential and highly employable and successful graduates.

Middlesex University Dubai is the first overseas campus of the renowned Middlesex University based in London, UK. The University's first learning space in Dubai opened at Dubai Knowledge Park (DKP) in 2005 and has over 4,000 students studying from more than 118 nationalities. It is an exciting, diverse and multicultural campus that prides itself on providing a student experience with a difference. As a testament to the growth and success of its thriving international student community, the it is the first International University to open a second campus location in Dubai International Academic City (DIAC) in September 2021.

Middlesex University is a global university committed to meeting the needs and ambitions of a culturally and internationally diverse range of students, by providing challenging academic programmes underpinned by innovative research, grants and professional practice. Middlesex University Dubai prepares its students to be professional, skilled individuals fitted for the modern world, committed to life-long learning and able to contribute to the communities in which they live and work.

Students at Middlesex University Dubai campuses can benefit from all the opportunities afforded by a rapidly-developing modern city in the heart of the Middle East, while experiencing the diverse nationalities and cultures that make up the population of Dubai. Middlesex, as a 5-Star KHDA Rated university, is a dynamic University with a reputation for innovation and excellence in teaching and research.





# Come...explore Dubai

Beautiful beaches, record-breaking attractions and experiences like no other - Dubai is the place to be in 2023. It's no wonder that Dubai has been named Tripadvisor's #1 Most Popular Destination in the World for the second year running.

The city has so many world-class landmarks, attractions and activities such as Atlantis The Royal Dubai, Burj Al Arab Jumeirah, City Walk, Dubai Mall, Expo City Dubai, Dubai Frame, Global Village, Hatta Wadi Hub, IMG Worlds of Adventure, Jumeirah Mosque, Kite Beach, Museum of the Future, Dubai Opera, Palm Jumeirah, Gold Souk, XLine Dubai Marina and the world's tallest Burj Khalifa.

Once a small fishing village in the Arabian Gulf, Dubai shares the spotlight with some of the most cosmopolitan cities in the world. One of the seven emirates that make up the United Arab Emirates, the city is home to more than 200 nationalities and offers an unforgettable experience to all visitors. Whether it is by the banks of the Creek, or at the top of the Burj Khalifa, the world's tallest building, Dubai lives and breathes a sense of possibility and innovation. And with an unparalleled coastline, beautiful desert and magnificent cityscapes, memories are just waiting to be made here.





## The Program (15th to 26th Oct 2024): 12 days

Academic Sessions covers Topics of learning for the Management Students such as -

- Creating Innovative Business Models
  - Entrepreneurship
  - Design Thinking
  - Digital Marketing
  - Fundamentals of Management & Financial Accounting
  - Marketing Strategies
  - Leading in a cross cultural context
  - Business and sustainability
  - Leading and managing Change
  - Understanding and using AI in business
  - Leadership theories.
- The certified Program offers an exciting travel experience to explore the major attractions and cultural exposure, apart from the academic related industry visit.
  - Offers top quality facilities in terms of star accommodation / Breakfast/ local travel / leisure activities etc and does not compromise on the safety of the students at all times.

### Sight seeing attractions covered in the Program:

Burj Khalifa / Top Deck  
Desert Safari with Dinner  
Dubai Dhow Cruise with Dinner

Abu Dhabi Day Tour - Grand Mosque /  
Temple / City Tour with lunch  
Dubai Mall / Fountain Show

### Program Cost - INR 150000 + 5% Tax

The above special fee is for a cohort size of minimum 20 students

The fee includes Certified Program cost + Accommodation with breakfast + 1 lunch + 2 dinners + Airport - Hotel - Airport transfers + Program Excurtion & select sightseeing trips + Local Travel card Flight Ticket

Visa + Travel Insurance extra

The students are free to explore Dubai after the Campus & Outdoor sessions.



@immersiogloba



✈️ Dubai awaits you