

**Prof. R. Baskaran**

Director

Circular357/CIR/2023

Date : 01.12.2023

## **CIRCULAR**

Immersion Global is offering a 12-day Global immersion program during 04.02.2024 to 17.02.2024 for higher semester students at Middlesex University, Dubai.

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

This program cost is Rs.1.55,000/- + 5% tax which includes Program fee, accommodation with breakfast & lunch, airport/hotel/airport transfers, but excluding flight ticket charges, visa charges, personal sight seeing (entry ticket) expenses.

In case visa rejected, Program fee in full will be refunded.

**Interested students** of Anna University, Chennai (CEG, ACT, SAP and MIT campuses) can apply for this immersion program. Students can send their application forwarded from their **Head of the Department to the Director, Centre for International Relations on or before 15<sup>th</sup> January 2024**. More details are attached on the next page.

Kindly register through the following weblink :

[https://docs.google.com/forms/d/e/1FAIpQLSdrmKf43fBbTxdQekERXmLm4sUH1q2QiB2NP6ApAiO-leUERQ/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSdrmKf43fBbTxdQekERXmLm4sUH1q2QiB2NP6ApAiO-leUERQ/viewform?usp=pp_url)

**DIRECTOR**

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



**Phone**

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**Email**

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**Address**

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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, 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.





**IMMERSION PROGRAM - MIDDLESEX DUBAI**

**4th to 17th Feb 2024**

DATE/DAY	ACTIVITIES	REMARKS
Day 1 Sunday	Land in Dubai Check-in to residences	Settle & relax.
Day 2 MONDAY	8.00 AM -Breakfast 9.00AM to 1PM: Welcome Ceremony & tour of Campus / Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Excursion	
Day 3 TUESDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Industry Visit	
Day 4 WEDNESDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Workshops	
Day 5 THURSDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Excursion	
Day 6 FRIDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Industry Visit	
Day 7 SATURDAY	Weekend	Free to explore Dubai
Day 8 SUNDAY	Weekend	Free to explore Dubai
Day 9 MONDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Excursion	
Day 10 TUESDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Workshops	
Day 11 WEDNESDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Workshops	
Day 12 THURSDAY	8.00 AM -Breakfast 9.00AM to 1PM: Academic session  1.00PM to 200PM : Lunch  2.00PM to 5.00PM : Excursion	

Day 13 - Check-out at 12PM and depart



# Curated Program Topics

Immersion Program  
Introduction and  
Getting to Know

You Session

Subject Discovery Session 1: **Becoming an Entrepreneur**

- Identify a business idea and build a business plan
- How to become an entrepreneur with no money
- Expanding your networks in a relevant sector
- Dragons Den' style pitching opportunity
- How to take a new product to market

Soft Skills Session 1: **Career Preparation**

CV writing and preparation  
Interview techniques

Linkedin Importance  
Email Etiquette

Academic Skills Workshop 1: **Think Smart: An Introduction to Critical Thinking and Problem-Solving Techniques**

Critical thinking and problem-solving are key skills required in school, university, and in life in general. Join us for this interactive workshop where you will be challenged to think 'outside the box' to look at real-world problems in order to find effective solutions.

Subject Discovery Session 2: **The Economics**

- Development economics, Financial economics, Public finance & Macroeconomics - An Overview
- Session includes: Debate, discovery and knowledge share

Exploring  
University  
Life  
Session

Subject Discovery Session 4: **Psychology - Study the Mind**

- Explore different behaviour types
- Understand different thinking processes
- Explore how the brain functions and why every person's thinking is different

Soft Skills Session 2: **Interpersonal Skills**

- How to maintain a positive attitude
- Boost your listening skills
- Learn how to develop flexibility
- Develop your verbal and non-verbal skills

Subject Discovery Session 5: **Marketing Impact and Trends**

- Understand consumer buying behaviours
- Media consumption insights by country
- What influences our decision-making processes
- How digital media has changed our lives

Academic Skills Workshop 2:

**From Scribbles to Success: Effective Note-taking Skills Workshop**

This workshop will equip students with effective note-taking strategies and techniques that can enhance academic performance not just in school but as they transition into university. From structured digital tools to visual mind mapping, acquire the skills that you need to become proficient at capturing and synthesising information.

Academic Skills Workshop 3:

**The Inbox Impact: boosting your email etiquette for success as a student**

Learn the art of crafting impactful emails that will set you apart in

academics and beyond. This workshop will introduce you to the skills required to communicate effectively and confidently via emails - a key to academic and professional success.

Subject Discovery Session 7:

**Sustainability in Fashion**

- Understand the importance of sustainable fashion
- Understand your social responsibility as a citizen and future professional
- Explore sustainable fabrics and processes
- Get to know top sustainable fashion brands and their impact
- Create a sustainable fashion item
- Learn about fast fashion and why it can be perceived negatively

**SDG Goals Session**

Discover the meaning and impact of the UN Sustainable Development Goals, competing against each other to understand their importance in our lives. Design a poster to showcase what you've learnt and why.

Immersion  
Program Awards  
Ceremony

## Program Fee - INR 155,000/- + 5% Tax

The fee includes Certified Program cost + Accommodation (Twin Sharing) with breakfast + Lunch + Airport - Accommodation - Airport transfers + Program Excursions & select sightseeing trips (Burj Khalifa / Desert Safari / The Frame) + 2 days Metro Travel Pass during the weekend to explore Dubai

Does not include

Ticket (approx INR 25,000 to 35,000) + Visa charges (approx INR 7000)  
Personal Sight seeing entry tickets + Dinners

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

Contact: 96776 18559

