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 15th January 2024. More details are attached on the next page.

Kindly register through the following weblink:

https://docs.google.com/forms/d/e/1FAIpQLSdrmKf43fBbTxdQekERXmLm4sUH1q2QiB2NP6A6AiO-leUERQ/viewform?usp=pp_url

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

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

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

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

## Subject Discovery Session 5: Marketing Impact and Trends
- Understand consumer buying behaviours
- Media consumption insights by country
- What in influences our decision-making processes
- How digital media has changed our lives

## 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 nd effective solutions.

## 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 pro cient 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 can identify 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.

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## Program Fee - INR 155,000/- + 5% Tax
The fee includes Certified Program cost + Accommodation (Twin Sharing) with breakfast + Lunch + Airport - Accomodation - 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.

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Contact: 96776 18559

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Dubai awaits you

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