

# TECOM INVESTMENTS EDUCATION CLUSTER

## ANNUAL REVIEW 2012

Education Cluster



**DUBAI**  
KNOWLEDGE  
VILLAGE



**DUBAI**  
INTERNATIONAL  
ACADEMIC CITY

members of **TECOM** INVESTMENTS



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FOREWORD BY  
**Dr. Ayoub Kazim,**  
 MANAGING DIRECTOR,  
 EDUCATION CLUSTER, TECOM INVESTMENTS

## EDUCATION CLUSTER, TECOM INVESTMENTS ANNUAL REVIEW FOR 2012

It is with great pleasure that we present the first edition of our Annual Review, a comprehensive snapshot of the education initiatives supported by the Education Cluster, TECOM Investments.

Undoubtedly, the success of the Education Cluster (EDC) is a direct reflection of the accomplishments and support of our business partners. We welcomed 59 companies and 31 freelancers in 2012. Dubai International Academic City (DIAC) now hosts 25 academic partners that together offer over 400 programmes, while Dubai Knowledge Village (DKV) hosts over 450 business partners that serve diverse sectors of the region's economy.

DIAC achieved a noteworthy milestone during 2012 with student enrolment numbers reaching over 20,000. In addition, there has been a rise in industry-specific programmes such as Public Health, Solar and Alternate Energy, Logistics, Nanotechnology, Event Management, Hotel Management, International Diplomacy and Forensic Science.

The universities also saw outstanding growth. In particular, Amity University, Heriot-Watt University, American University in the Emirates, University of Wollongong, Manchester Business School, Murdoch University and Manipal University recorded optimal progress either with the establishment of a new campus or the expansion of their existing facilities.

DKV also welcomed a significant number of business partners including Antal International, Society for Human Resource Management, Carmichael Fisher and International Center for Culinary Arts as part of its effort to enhance the region's talent pool and create sustainable opportunities for tomorrow's workforce.

The Education Cluster marked a presence at major regional and global industry events including the Gulf Education Training Exhibition (GETEX), the Gulf Education Supplies and Solutions show (GESS), and the newly launched Education Investment MENA. A partnership between DIAC and QS strengthened with the presentation at the QS MAPLE 2012 exhibition in Johannesburg and co-hosting the first annual QS In Conversation event in Dubai. The DIAC Student Hub Team also launched the first DIAC Sports Cup event which featured 18 universities from across the UAE and 800 students participating in a sports tournament. In the HR Sector, DKV participated in major events such as the Arabic Society of Human Resource Management (ASHRM), the Training & Development Show ME and the premier HR event in the region, the HR Summit & Expo 2012. 2012 also saw expansions in Partner Development Events including the DIAC Education Forum, DKV Breakfast Club and Training Open Week. These initiatives grew from strength-to-strength with increased numbers and stimulating topics, which garnered attention from the media and decision makers alike.



As a major education hub, the Education Cluster, TECOM Investments considers corporate social responsibility an integral part of the vision to contribute to the larger community and the UAE's economy as a whole. The Education Cluster has engaged in initiatives including Earth Hour, Clean-up the World and Clean-up the UAE. The Education Cluster also provides ongoing support to events organised by Dubai Municipality, Emirates Environmental Group, Dubai Sports Council and Dubai Autism Centre.

I would also like to acknowledge the commitment and passion of the Education Cluster teams. Our Partner Development Management (PDM) team has demonstrated tremendous resolve towards enhancing the education sector of the region by organising events such as the DIAC Education Forum as well as the DKV Breakfast Club and Training Open Week. I must also acknowledge our Partner Relations Management (PRM), Student Hub, Sales, Marketing and Operations teams as well as TECOM Investments' Management teams that play key roles in every success that the Education Cluster achieves.

I have no doubt that we will continue to reap significant achievements for the industry as a whole. We look forward to furthering the growth of the Education Cluster through the support of our business partners and colleagues.

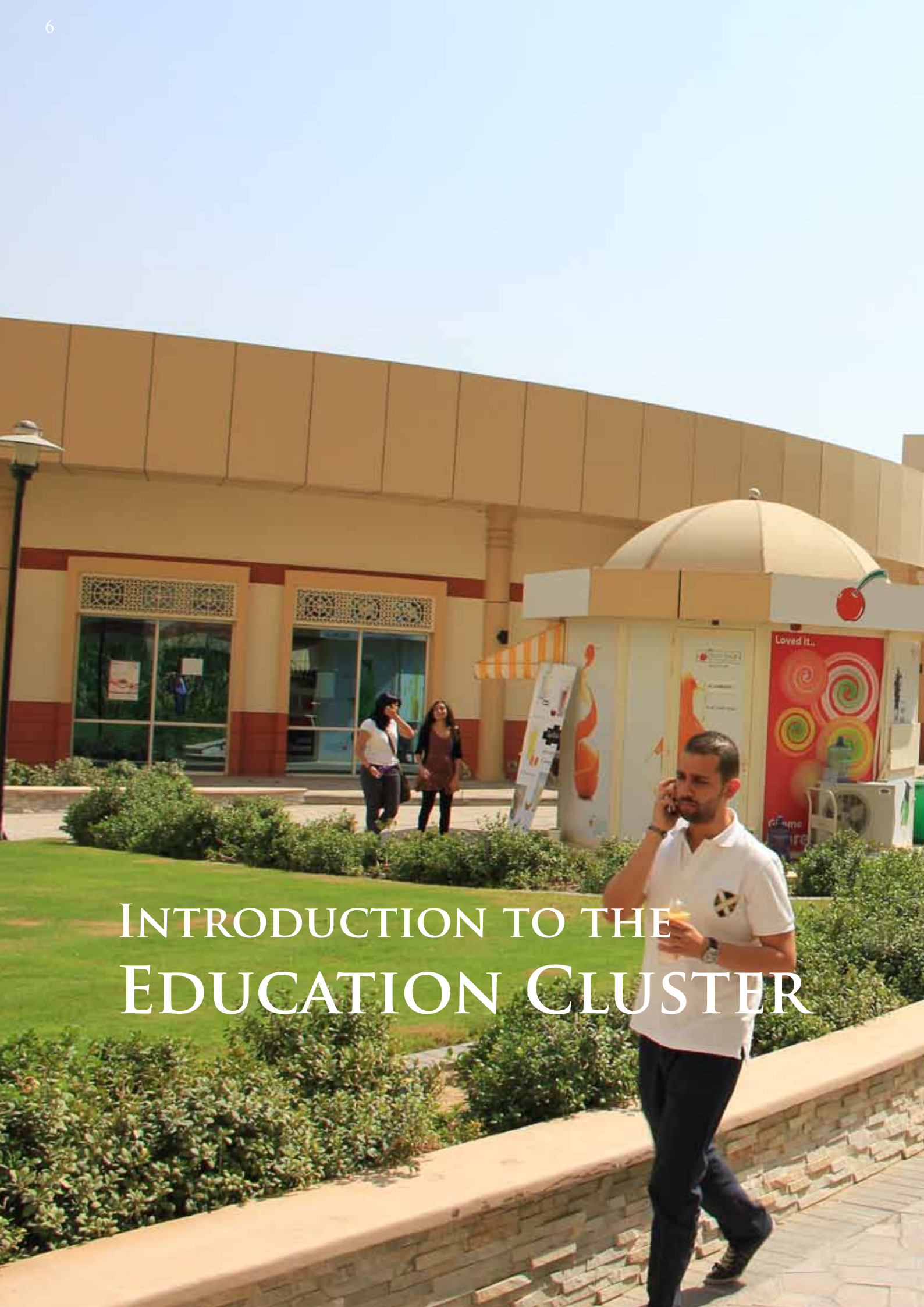
I would like to thank our Partners for their continuous support and for providing us with the information that is available in this Annual Review; without them we would not have been able to deliver such a detailed document.

With best regards,

**Dr. Ayoub Kazim**

Managing Director

Education Cluster, TECOM Investments



# INTRODUCTION TO THE EDUCATION CLUSTER





TECOM Investments FZ LLC was established in the year 2005 to build, manage and develop the business parks under Dubai Holding. The company dates back even further to the year 2000, when its first Business Park, Dubai Internet City (DIC) was launched. Over the years, the company has grown into a diversified conglomerate with strategic investments in sectors that contribute to the development of Dubai's knowledge-based economy. One of TECOM Investments largest portfolio companies is TECOM Business Parks. It comprises 10 business parks under five industry clusters across information and communication technology, media, education, sciences, and manufacturing and logistics. The Education Cluster (EDC), TECOM Investments consists of Dubai International Academic City and Dubai Knowledge Village, which focus on Higher Education as well as Human Resources and Training.

Dubai Knowledge Village (DKV) is the world's only Free Zone dedicated to Human Resource Management (HRM) and learning excellence. Established in 2003 as part of TECOM Investments, DKV aims to develop the region's talent pool and establish the UAE as a knowledge-based economy. DKV's vision is to be the leading regional destination for HRM service providers.

DKV is a unique hub that offers a wide selection of Human Resource Management, Consultancy, Training and Personal Development programmes on a picturesque 1km-long campus in the heart of Dubai. DKV offers a state-of-the-art campus with fully-equipped conference halls and meeting rooms. A variety of facilities including a food court, coffee shops, restaurants and other retail services are also available on-site.

DKV's mission is to provide quality infrastructure, services and support to the Human Resources Management community to enable its growth and advance the region's human capital development. Its strategy is to develop DKV to become the leading regional community for HRM & Training Services by 2015.

DKV is host to over 450 business partners, including Gallup, Towers Watson , Carmichael Fischer, Hays, Hewitt and Innovative HR Solutions. It aims to establish itself as both a trusted business partner and a centre of excellence for professional development. Business Partners offer services in various areas including:

- Academic Service Providers
- Assessment & Testing
- Content Development
- Executive Search
- Freelancers
- Human Resource Consultancy
- Human Resource Development & Training
- Linguistics
- Non-Profit Organisations
- Research & Development
- Retail

DKV partners also benefit from a supportive regulatory environment including full ownership and exemption from taxes and duties, simple documentation processes, government relations and administrative services. The growing demand for human capital empowerment, influenced by Dubai's economic strategies, is one of the key factors that continues to contribute to the zone's success.

Dubai International Academic City (DIAC) is the world's only Free Zone dedicated to Higher Education. Established in 2007 as part of TECOM Investments, DIAC's vision is to be the leading regional destination for Higher Education providers.

Located on a fully-appointed 18 million square feet campus with state-of-the-art modern facilities, DIAC currently has 25 Academic partners from 11 countries including world-renowned universities such as Michigan State University, University of Wollongong, Manchester Business School, Heriot-Watt University, Murdoch University, S. P. Jain School of Global Management and Manipal University.

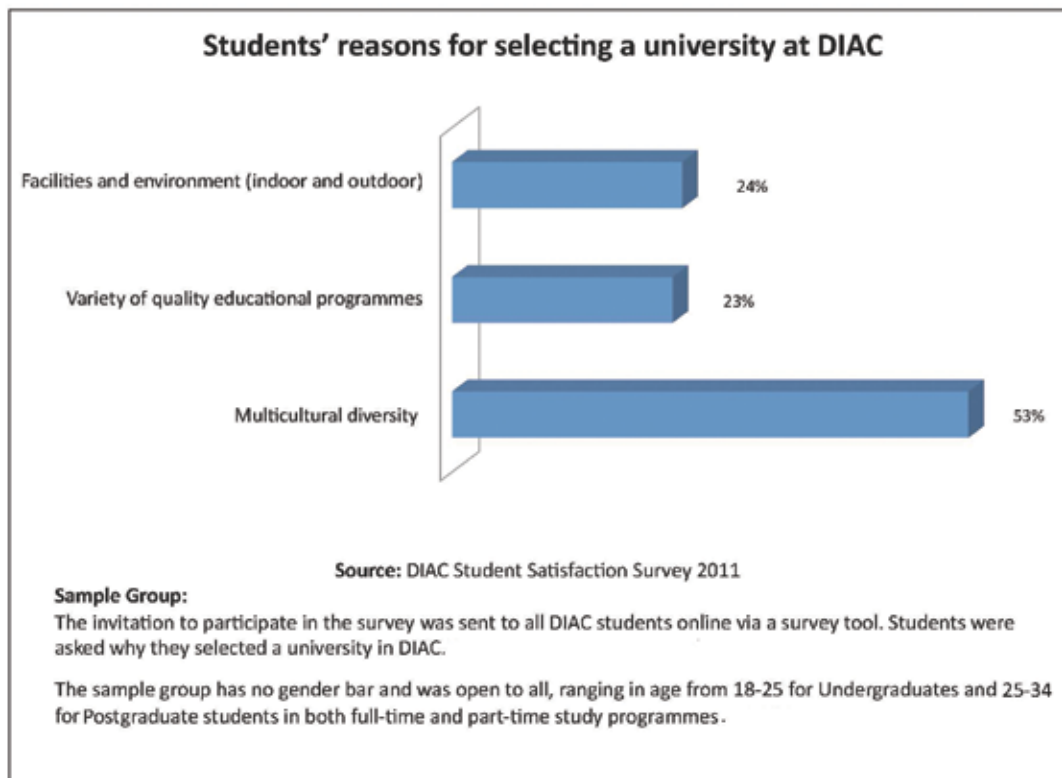
DIAC now hosts 21 of the UAE's 37 International Branch Campuses, showcasing the cosmopolitan and multicultural nature of the region. DIAC students have access to over 400 Higher Education Programmes, including both Undergraduate and Post Graduate programmes, from fields such as Engineering, IT, Media, Business, Fashion Design, Healthcare, Mass Communications, Media, Biotechnology, Project Management and many more.

DIAC's mission is to provide the necessary infrastructure and services to enable educational institutions to offer programmes aligned with market needs.

DIAC students are supported by the Student Hub Team, which organises sporting, social and cultural events for students while also coordinating all student visa requirements and facilitating other activities aimed at enriching student development.

DIAC is also committed to developing a sustainable, environmentally responsible campus; a focus that has led to a Silver LEED certification for DIAC Phase III.

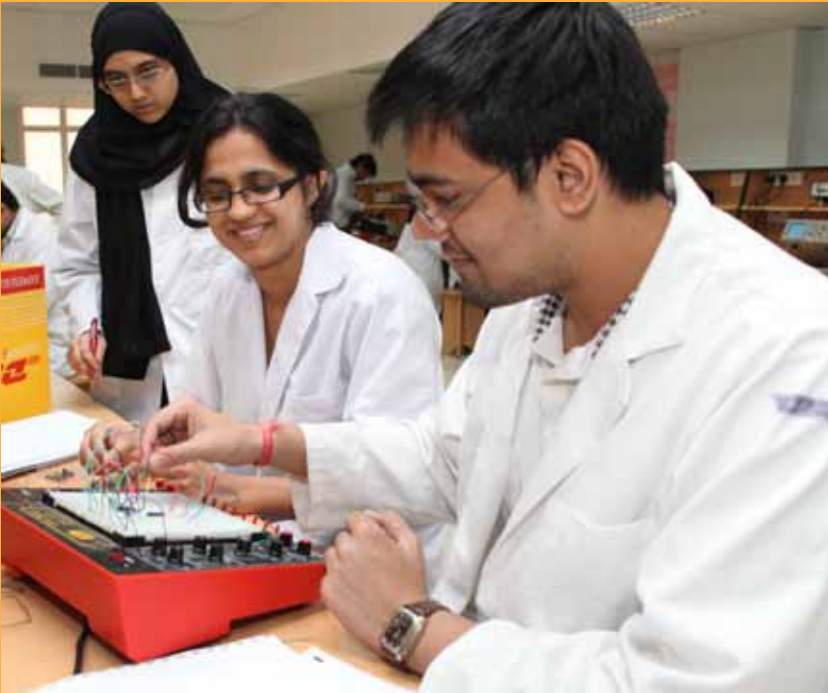
As illustrated by the table below, students clearly value the DIAC environment, programmes, and diversity:



DIAC is looking to expand its operations by bringing in Academic Institutions and Universities that are aligned with the region's workforce demand. With years of experience and a strong commitment to developing the UAE's Education system, DIAC is the trusted partner in bringing the best in international education to the UAE.



# HISTORY OF THE EDUCATION CLUSTER



The Education Cluster was formed in early 2010 by merging Dubai Knowledge Village and Dubai International Academic City under one group in alignment with TECOM Investments' brand cluster strategy.

Dubai Knowledge Village (DKV) was launched in 2003 as the largest community for Human Resource Management Professionals. The DKV campus, centrally located in the heart of Dubai, was set up to consolidate the status of the Emirate as a global destination for human resource management and learning excellence.

Later in 2003, His Highness Sheikh Mohammed Bin Rashid Al Maktoum opened the Business Centre at DKV. The business centre was set up to cater to small businesses and freelancers looking to establish themselves in Dubai.

Over the next few years, DKV launched its Corporate Research Centre and in 2008, launched the DKV Experts Channel.<sup>1</sup>

DKV now has over 450 Human Resource and Training Institutes conveniently located in the central Human Resource hub for the Middle East.

In response to the tremendous growth witnessed by Universities in the Dubai Knowledge Village campus, Dubai International Academic City (DIAC) was launched in 2007. DIAC was set up on an 18 million square feet campus to create a self-contained and vibrant environment catering exclusively to the needs of the academic community.

From humble beginnings in 2007 with just 10 universities and 2,500 students, DIAC has catered to the growing educational needs of the region and now has over 20,000 students.

In 2007, 36 degree programmes were offered; now there are over 400 degree programmes offered by our academic partners.

DIAC continues to grow with several of our academic partners moving to purpose-built campuses within the DIAC Free Zone. DIAC aims to cater to the workforce planning needs of the UAE by encouraging targeted programmes that will further support the economic and social progress of the UAE and the region.

<sup>1</sup> Research papers included:

- The GCC Market For Executive Education Revealed
- Keeping Your Customers...When it Matters!
- The EQ Survey
- Making your Organisation `Effective` United Arab Emirates
- Profile and Mobility Trends of the CEOs in the GCC region
- Leadership in the UAE



# LEADERSHIP TEAM



### **Dr. Ayoub Kazim**

*Managing Director, Education Cluster, TECOM Investments*

Dr. Ayoub oversees both Dubai Knowledge Village (DKV) and Dubai International Academic City (DIAC). He is responsible for strategically steering all DIAC and DKV initiatives and further consolidating their status as leading centres of learning excellence in the region. With over 20 years of experience gained from working in TECOM, Dubai Municipality and UAE University in Al Ain, and supported by a dedicated team, Dr. Ayoub has successfully ensured consistent growth in the number of business partners at both DKV and DIAC, in line with the vision of Dubai becoming a knowledge-based economy.

Under his guidance, Dubai Knowledge Village has channeled its focus to Human Resource Management, Consulting, Training and Personal Development programmes, as well as positioned itself as a prominent event and conference centre in the region.

Dr. Ayoub's vision also carried over into the launch of Dubai International Academic City in 2007 and its continuing growth into a leading regional destination for higher education, hosting 25 Academic institutions from 11 different countries.

Dr. Ayoub holds a Bachelors Degree in Mechanical Engineering from The University of Alabama and a Masters Degree from the Polytechnic Institute of New York University. He received his Doctorate in Mechanical Engineering from the University of Miami in 1998.



### **Ibrahim Moosa Jamel**

*Director of Operations, Education Cluster, TECOM Investments*

Ibrahim has more than 22 years of experience in Human Resources Management covering various fields of the HR profession in leading and dynamic organisations including Dubai Municipality (DM) and TECOM (Education Cluster). Ibrahim is responsible for the operations of the Education Cluster (DKV & DIAC); leading Partner Relations Management, Student Hub and the Facility Management teams. Ibrahim holds a Masters Degree in Business, with a major in Human Resource Management from Queensland University of Technology, Australia, and a Bachelors degree in Business Administration from Eastern Washington University, USA.



### **Leigh Ann Jones Khosla**

*Director of Business Development, Education Cluster, TECOM Investments*

Leigh has over 20 years experience leading sales, marketing and business development teams in the US, Europe and the Middle East. Her primary industry focus was in the IT and education sectors. She has sales and marketing responsibility for both Dubai International Academic City and Dubai Knowledge Village. Before moving to Dubai in 2006, Leigh worked for Think Tools AG, a strategy software company located in Zurich, Switzerland, as the Business Development Manager. Leigh is a graduate from Chatham University in Pittsburgh, Pennsylvania and is currently pursuing a Master of Jurisprudence Degree from Michigan State University, Dubai Campus.



### **Michael Trivett**

*Director of Partner Relations Management, Education Cluster, TECOM Investments*

Michael's primary role is supporting business development of existing partners as well as facilitating customer retention. Michael has significant experience in sales, business development and customer service in the US and in the MENA region. Michael has been leading the Partner Relations team within TECOM's Education Cluster since he joined TECOM in 2003. He has played a significant role in the growth of both Dubai Knowledge Village and Dubai International Academic City. Michael has a Bachelor's Degree in International Business from Pacific Union College in California and has also attended Executive Development Programmes at IMD, Switzerland and Stanford, USA.

# EDUCATION CLUSTER DEPARTMENTS

## **Business Centre**

The Business Centres in DKV and DIAC offer a selection of products and services ranging from shared office spaces and singular desks, to fully furnished offices. The Business Centre is well suited to the requirements of Small and Medium Enterprises (SMEs) and freelancers. New businesses can easily launch operations from the business centre and opt for a larger commercial space as they expand.

The flexible leasing terms accommodate the needs of individual clients and independent professionals. The Business Centre offers a range of facilities in a secure environment in addition to handling the Registration, Leasing and Visa requirements of business partners. Business Centre partners are also eligible for all the support services offered by the Education Cluster including Partner Development Management (PDM) and Partner Relations Management (PRM) services.

## **Business Development (BD)**

The Business Development (BD) team consists of the Sales and Marketing departments. The sales team supports new business partners that seek to establish their companies within the Education Cluster. The team assists new business partners with registration and licensing processes, advises on government regulations and provides office and land lease options.

## **Marketing**

The Marketing team promotes the Education Cluster in various target markets in addition to showcasing the accomplishments of the business and academic partners.

The team facilitates participation in local and international events with the objective of highlighting the value proposition offered to both existing and potential clients. The Education Cluster's presence on social media platforms and public relations activities are also managed by the Marketing team.

## **Partner Development Management (PDM)**

Partner Development was launched in early 2007 at Dubai Knowledge Village with the primary objective of supporting the growth of DKV's business partners and facilitating sharing of knowledge and best practices.

The Education Cluster has a dedicated Partner Development Team to support the Business and Academic Partners by providing exposure, visibility and growth.

Part of PDM's core functionality is to bring value added workshops, publications and research to the current workforce and executives within the UAE as well as nurture the future by tapping into the development of students and teachers. PDM events include, but are not limited to DKV Breakfast Club, DIAC Education Forum, DKV Training Open week, and TECOM SME

Builder, which started in 2007 as a DKV initiative and then expanded to become a TECOM wide event.

## **Partner Relations Management (PRM)**

The Partner Relations Management (PRM) team aims to support business and academic partners by facilitating customer feedback and ensuring customer satisfaction. The PRM Team ensures that the partners' tenure within the cluster is a beneficial experience.

The team manages requirements and resolves issues faced by the business and academic partners to ensure satisfaction.

The PRM Team also facilitates communication channels for partner promotion, events and free zone announcements, as well as organises regular client visits.

## **Student Hub (SH)**

Focusing on the student as the key customer, the Student Hub team strives to enhance the overall student experience by creating a vibrant campus environment and supporting students with a wide range of both virtual and physical services.

The Student Hub team organises various student activities including cultural, social, academic and personal development events. SH works closely with the universities to bring talent, culture and heritage to the forefront of university life in order to support the personal and academic growth of students. During the course of the academic year, students experience events such as the bi-annual Week of Welcome (WOW) designed to welcome new students on campus; the DIAC Career Fair, Entrepreneurship, Leadership and Interview skills workshops to prepare them for their journey into the corporate world as well as excursions for their social development.

In order to encourage students to take responsibility and also gain work experience, they are provided the opportunity to be a part of the the Student Representatives Council (SRC): a committee of student delegates from different universities who provide support during Student Hub events.

Student Hub also facilitates student visas, manages the student incentive programme, and operates the student recreational facilities as well as DIAC's Student Study Room. The Student Hub team works with TECOM security and universities to maintain the Student Code of Conduct; a set of guidelines aimed at ensuring student safety and harmony on campus.



### **AIESEC**

*AIESEC is the world's largest youth-run organization, supported by DIAC's Student Hub. It is a global, non-political, independent, non-profit organization run by students and recent graduates from institutions of higher education. Its members are interested in world issues, leadership and management. It is the international platform for young people to discover and develop their potential, as to have a positive impact in the society.*

*Toward this aim, AIESEC runs over 470 conferences, provides 5,500 work abroad opportunities, and offers over 7,700 leadership positions to members each year. Together with a focus on building personal networks and exploring the direction and ambition of their future, AIESEC has an innovative approach to engaging and developing young people.*

*AIESEC provides its members with an integrated development experience comprised of leadership opportunities, international internships and participation in a global learning environment.*

Source: <http://www.aiesec.org/cms/aiesec/Al/index.html>

### **Campus Management (CM)**

The Campus Management team supports business partners by providing the technical support for timely completion of fit-out work as well as managing the buildings and infrastructure. Efficiency of operations is enhanced by optimising the consumption of utilities such as water, electricity and cooling through various sustainable initiatives and intelligent building management systems.

The Campus Management team ensures that the Education Cluster's assets are maintained in top condition through proactive and planned maintenance activities. The health & safety aspects within the campus are managed efficiently to provide a safe and environmentally friendly campus. Close coordination and liaison with Government authorities such as Dubai Municipality (DM), Civil Defense, Dubai Electricity and Water Authority (DEWA), and Roads and Transportation Authority (RTA); ensure that statutory requirements and policies are implemented and adhered to on campus.



## AWARDS

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The Education Cluster has been recognised for its achievements with a number of awards.

Dubai International Academic City has introduced an Academic Excellence Award to recognise exceptional students.

## DKV

## AWARD

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	Economic zones globally were invited by fDi Magazine to complete a survey requesting both qualitative and quantitative data on their zones. These zones included free-trade zones, special economic zones and country zones
2012	fDi Magazine's 2012 Global Free Zones of the Future Rankings • Top 50 - Global Free Zones of the Future 2012/13
2011	OHSAS 18001 : 2007 Occupational Health and Safety Systems ISO 14001 : 2004 Environmental Management Systems fDi Magazine's 2011 Global Free Zones of the Future Rankings: • 4th overall in the Best Incentives Category globally and in the Middle East • 5th Overall in the Best Facilities Category • 6th Overall in the Best fDi Promotion • 7th Overall in the Best Transportation Category • 10th in the Overall ranking
2010	fDi Magazine's 2010 Global Free Zones of the Future Rankings: • 1st overall in the Best Incentives Category • 3rd overall in the Best Transportation Category, • 3rd for Best Promotion Category • 6th in the Overall Ranking
2009	fDi Magazine's 2009 Global Free Zones of the Future Rankings: • Top 10 for "Best Transportation Category"
2006	NME Innovation Awards recognises companies which have done the most to drive standards and increase adoption of cutting edge network infrastructures across the region • Network Middle East (NME) 2006 Innovation Award for "Best Use of Networking Technology in the Academia Sector"

## DIAC

## AWARD

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2012	fDi Magazine's 2012 Global Free Zones of the Future Rankings • Top 50 - Global Free Zones of the Future 2012/13
2011	fDi Magazine's 2011 Global Free Zones of the Future Rankings: • 10th overall in the Best Transportation Category • 18th in the Overall Category
2010	fDi Magazine's 2010 Global Free Zones of the Future Rankings: • 6th overall in the Best Transportation Category • 21st in the Overall Ranking
2009	LEED, or Leadership in Energy and Environmental Design, is an internationally-recognised green building certification system Developed by the U.S. Green Building Council (USGBC) in March 2000, LEED provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions DIAC Phase-III becomes Middle East's first and largest LEED certified academic facility



## DIAC ACADEMIC EXCELLENCE AWARDS

In line with its mission to promote education in the region, Dubai International Academic City launched the 'DIAC Academic Excellence Award' in 2010. The Award recognises students of DIAC universities for outstanding performance in their undergraduate and post graduate studies including obtaining a high 'grade point average'.

The Award is presented at the university graduation ceremony to the 2 top performing students nominated by their university. Each student receives the award from a senior member of DIAC's Management Team.

DIAC Academic Excellence Award has been presented to students from the following universities:

- BITS Pilani Dubai: September 2011, September 2012
- British University in Dubai: June 2011, June 2012
- Middlesex University: November 2010, October 2011, November 2012
- Heriot Watt University: November 2010, November 2011, December 2011, November 2012
- Manipal University: October 2010, November 2011
- HULT International Business School: August 2010, August 2012
- Murdoch University: October 2011, November 2012
- Esmod Dubai: June 2012
- Islamic Azad University: July 2012

# ENVIRONMENTAL AWARENESS AND SUSTAINABILITY

Business has traditionally assumed that 'going green'; incorporating environmental issues into business strategy, costs money. Dubai International Academic City has in fact proven the opposite.

DIAC is the First Silver LEED™ Academic Cluster in the Middle East certified by the US Green Building Council. DIAC green buildings have a design which focuses on increasing efficiency of resource use (energy, water, & materials) as well as reducing building impact on human health and the environment during the building's lifecycle.

The solar tracker installed at DIAC is the first of its kind in the Middle East and shows the cluster's commitment to renewable energy as a future source of energy.

Another noteworthy accomplishment is the use of Treated Sewage Effluent (TSE) for irrigation, thus completely eliminating the use of DEWA's tap water for irrigation. This use has led to substantial cost savings for DIAC and our Academic Partners; consequently DEWA has been able to utilise the surplus water for distribution to our academic partners within Dubai.

Daily consumption of water for irrigation in DIAC was 242,000 gallons per day or 87 million gallons annually. Since the inception of TSE, savings on tap water has been AED 362,830 per month or AED 4.35 million per year with a share of AED 1.2 million savings for DIAC buildings alone.

Another major accomplishment was changing air-conditioning units to unoccupied mode with optimum cooling after business hours. This initiative has contributed to a significant reduction in the operational expenditure for cooling and electricity.

All these initiatives contribute to reducing the carbon footprint and enable DIAC to give back to the community as a socially responsible organisation.

# CORPORATE SOCIAL RESPONSIBILITY

The Education Cluster is a firm believer in Corporate Social Responsibility (CSR) and is involved in many CSR activities that impact lives of the workforce, families in the local communities and society at large.

Some of the CSR initiatives supported by the Education Cluster include:

- **MoU with Dubai Autism Centre to support its humanitarian initiatives:** As per the MOU, Dubai Autism Centre is allowed free use of DKV facilities to help reduce its costs and allow it to continue its focus on supporting children with autism across Dubai.
- **World No Tobacco (WNT) Day:** WNT at DIAC helps educate students about the negative effects of smoking. WNT convinced students and retailers to refrain from smoking and selling tobacco related products for one day.
- **Clean-up the World:** In conjunction with Dubai Municipality, DIAC and DKV supported the Clean-up the World campaign, a community-based environmental programme that inspires and empowers individuals and communities from every corner of the globe to clean up, fix and conserve their environment. Through participation in the campaign, students become more environmentally aware and demonstrate greater responsibility towards their community and environment.
- **Clean-up the UAE:** In collaboration with Emirates Environmental Group, DIAC and DKV participated in Clean-up the UAE, a nationwide environmental campaign which brought together universities and their students for a common environmental cause. This clean up drive inspired students to give back to the community by enhancing the DKV and DIAC campuses.
- **Inter-College Environmental Public Speaking Competition:** The Education Cluster supports the inter-school public speaking events focused on environmental awareness and sustainability, organised by the Emirates Environmental Group (EEG), a non-profit organisation. It provides free use of DKV's conference facilities and also extends marketing support to the event. Through this partnership with EDC, EEG was able to reach students from 25 academic institutions for the public speaking events.
- **Cultural Awareness and Ramadan Etiquette Workshops:** DKV works with Eton Institute to develop awareness about appropriate social and cultural behaviors within the UAE. With the support of DKV, Eton Institute has developed events such as the Ramadan Etiquette Workshop and provided free English lessons to Dubai's labourers; thus benefiting members of the Dubai community who would not otherwise have access to such events. By partnering with DKV, Eton has been able to reach a wider and more diverse audience.
- **Blood Donation Drives:** In conjunction with the Department of Health, students and DIAC Business Partners provided needed blood supplies for use in hospitals around Dubai.

The Education Cluster's CSR activities provide an opportunity for business partners, students and working professionals to give back to the local community.



**Dubai Knowledge Village** and **Dubai International Academic City** continue to expand and adapt to the growing needs of the Education Sector in the region.

The next section provides details about the diverse and impactful activities of the Education Cluster's Academic Partners in 2012.



# UNIVERSITY EXPANSION AT DIAC

## Heriot-Watt University

Heriot-Watt's new 300,000 sq ft purpose-built campus in Dubai International Academic City (DIAC) was opened by First Minister of Scotland, Alex Salmond, in 2012.

The campus is designed to be modern and eco-friendly, and doubles the capacity of Heriot-Watt University to 4,500 students. Eikon International Holding partnered with the University to support the campus expansion through a targeted investment.

Bespoke fashion labs, design studios, well-equipped engineering laboratories, and ICT labs with video-conferencing facilities have been incorporated into the new facility. Phase two is already underway; it will encompass modern student accommodation (with an associated food court and banking facilities) as well as a multi-purpose 800 capacity auditorium. Smart card and fingerprint technologies are also being incorporated.

Further development of the new campus will enable the expansion of recently introduced programmes in Civil Engineering and Construction Management; Logistics and Supply Chain Management; Architectural Engineering; Water Resources; Interior Design; Management and Psychology; and Computer Systems.



## Manipal University

In 2012, Manipal University officially inaugurated its new 750,000 sq ft campus at Dubai International Academic City (DIAC). Established as an academic partner of DIAC in 2006, Manipal University welcomed students to its permanent campus in the 2011-2012 academic year. Phase one of the purpose-built facility spreads over 250,000 sq ft, with plans in place to roll-out phase two comprising residential infrastructure for students and faculty.

Since its establishment in Dubai in 2000, Manipal University has focused on enriching the higher education landscape in the region. The formal inauguration of this permanent campus reinforces Manipal's long term commitment to the UAE.

Over the past 12 years, Manipal University has evolved as a competitive interdisciplinary international branch campus in Dubai with an alumni base of over 2,500 students. Today, the University enrolls over 1,500 students from 26 nations across the globe in 25 different programmes specifically designed to cater to the needs of the economy, including Media and Communications; Mechanical Engineering; Biotechnology; Forensic Science and Architecture.





# EDUCATION CLUSTER, TECOM INVESTMENTS ACADEMIC PROVIDERS

In tune with the evolving business landscape and its reflection in the world of academia, the following section details interesting factual information. The illustrated data is the result of a collaborative effort between Dubai International Academic City and its Academic Partners.

This information is valid as of December 2012.



# STUDENT DATA

Taking into consideration the growing demands of the regional employment market, the Education Cluster, TECOM Investments encourages its Academic Partners to offer diverse courses in order to develop the necessary human capital. The higher education providers are meeting this demand by expanding their programmes to include innovative courses.

The chart below illustrates the diverse programme options available to students in the Education Cluster.

## Programme Areas

Specialisation (Bachelors Degree, Certificate, Diploma)	Amity	AUE	BITS	Bradford	BUID	Cambridge	ESMOD	Exeter	Heriot-Watt	Hult	Imam Malik
Accounting, Business Management and Finance	•	•				•			•		
Audio and Film Production											
Biotechnology	•		•								
Engineering and Allied Disciplines	•		•						•		
Environment											
Fashion and Design		•					•		•		
Forensic Science	•										
Global Social Sciences											
Hospitality, Travel and Tourism	•										
Human Resource Management		•				•					
Information Techonology	•	•	•						•		
Interior Design		•							•		
Law		•									•
Linguistics											
Logistics		•									
Marketing		•				•					
Media and Mass Communication		•									
Medical and Health		•		•					•		
Nano Technology	•										
Nuclear Science & Techonology	•										
Quantity Surveying									•		
Solar and Alternate Energy	•										
Telecom	•										
Workforce Readiness											
Specialisation (Masters Degree)	Amity	AUE	BITS	Bradford	BUID	Cambridge	ESMOD	Exeter	Heriot-Watt	Hult	Imam Malik
Accounting, Business Management / Administration and Finance	•	•	•	•	•				•	•	
Biotechnology			•								
Diplomatic Studies		•									
Education					•						
Energy									•		
Engineering and Allied Disciplines			•		•				•		
Forensic Science											
Hospitality, Travel and Tourism	•										
Human Resource Management					•						
Information Techonology & Information Systems		•	•		•				•		
Interior Design											
Law											
Linguistics											
Logistics	•								•		
Marketing											
Media and Mass Communication	•								•		
Medical and Health				•					•		
Quantity Surveying									•		
Specialisation (PhD Degree)	Amity	AUE	BITS	Bradford	BUID	Cambridge	ESMOD	Exeter	Heriot-Watt	Hult	Imam Malik
Accounting, Business Management and Finance					•						
Biotechonlogy											
Education					•			•			
Engineering and Allied Disciplines			•								
Philisophy											

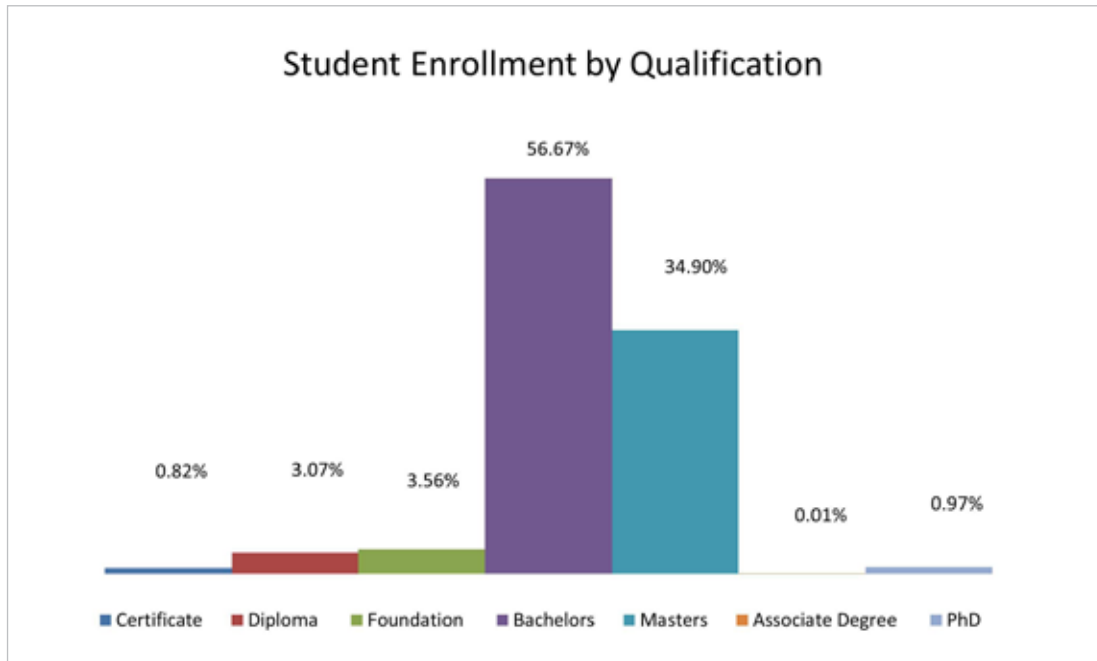
NB: The information and data provided in this section were obtained by the SH team and verified by the EDC universities, who are responsible for content accuracy. Additional information on each Academic Provider can be viewed on the individual university's website.



## Student Enrollment for 2012 - 2013

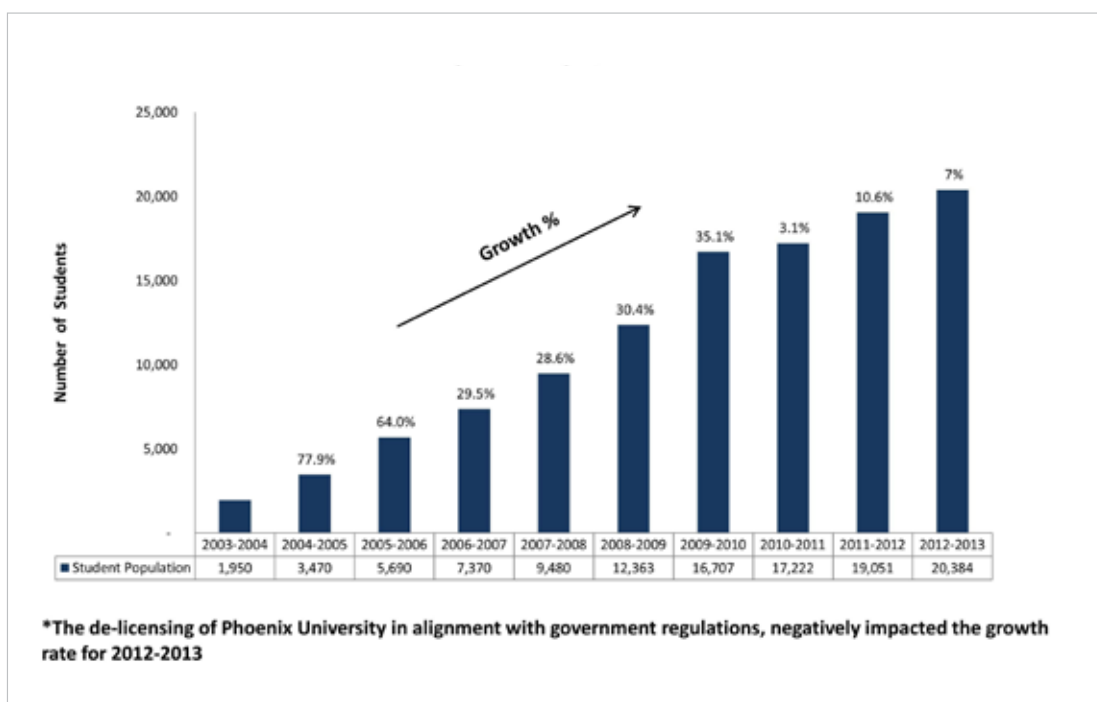
The student enrollment numbers illustrate growing interest in the various qualifications offered by the Education Cluster, TECOM Investments Higher Education's Institutions.

- There has been a steady increase in the demand for postgraduate Masters Degrees and Doctoral Programs as quality education and reputable universities become easier to access.
- Students pursuing their education immediately after high school continue to form the majority of the student population.



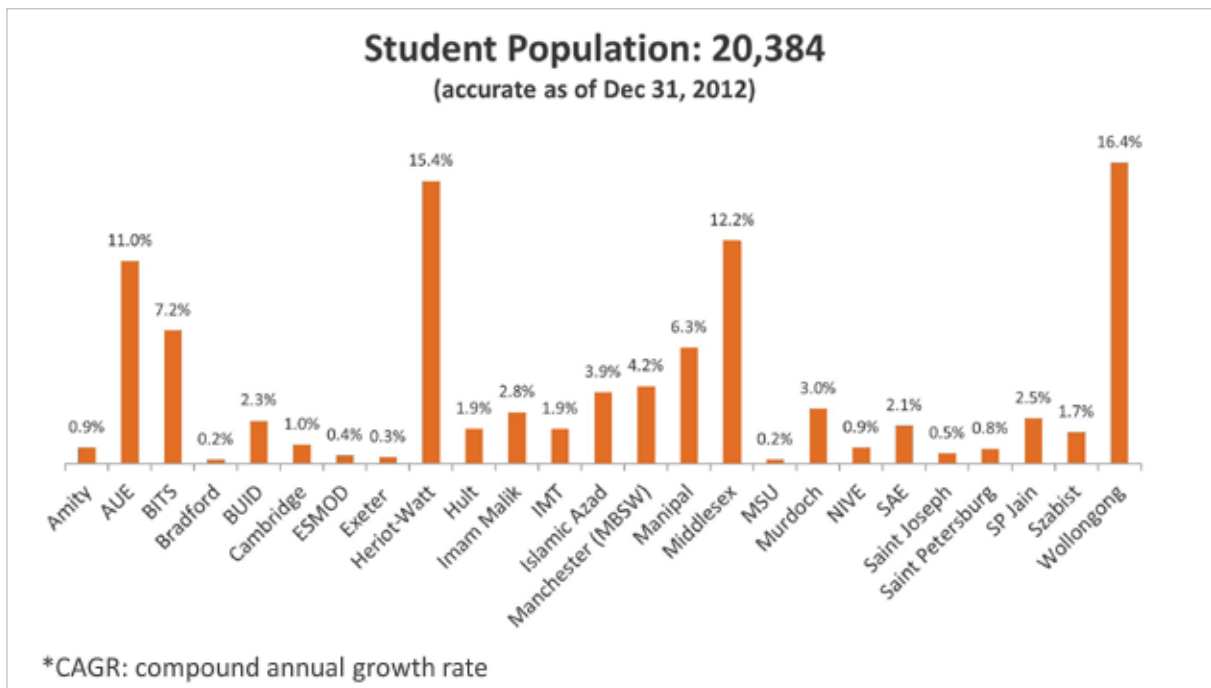
## Student Enrollment Trends

Given the increasing availability of quality higher education options as well as the Education Cluster, TECOM Investments development in its Academic Business Parks, there has been a steady increase of student enrollment.



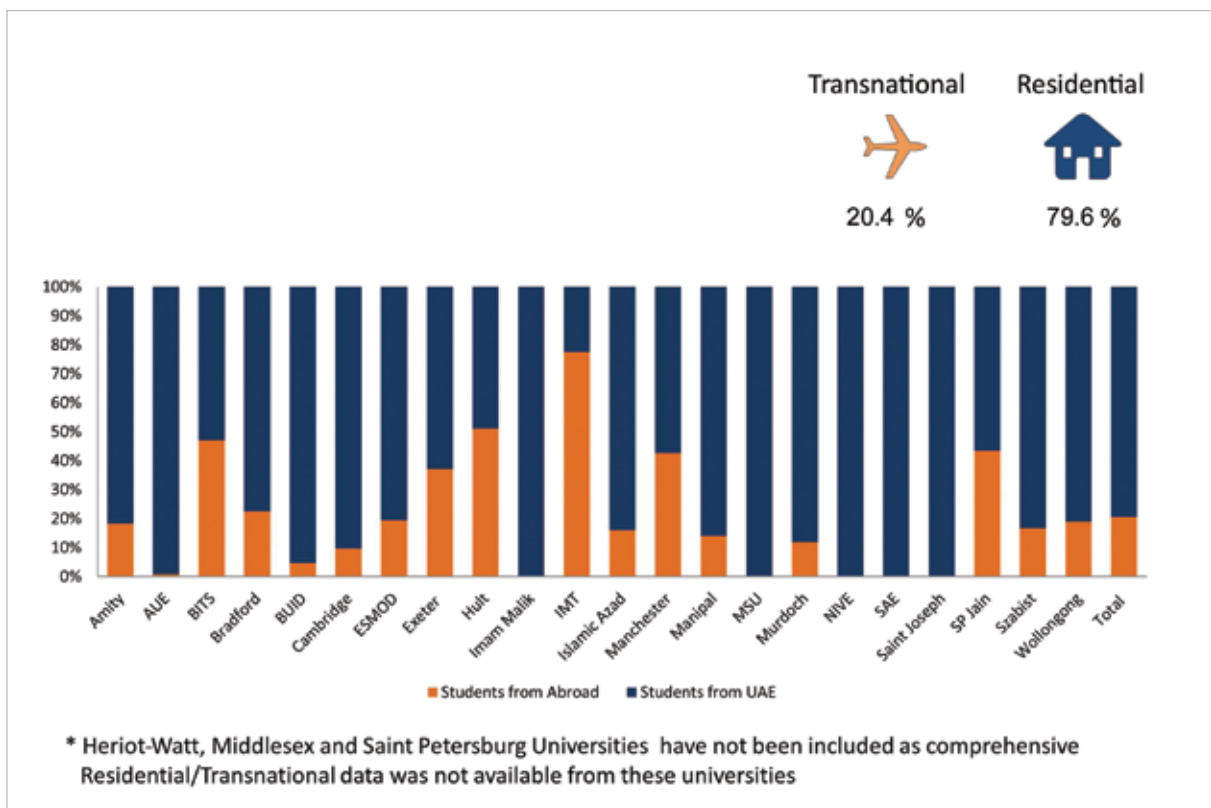
## Student Population

Starting in 2003, with only 1,950 students, EDC's student population growth has continued to be phenomenal with 26% CAGR\*

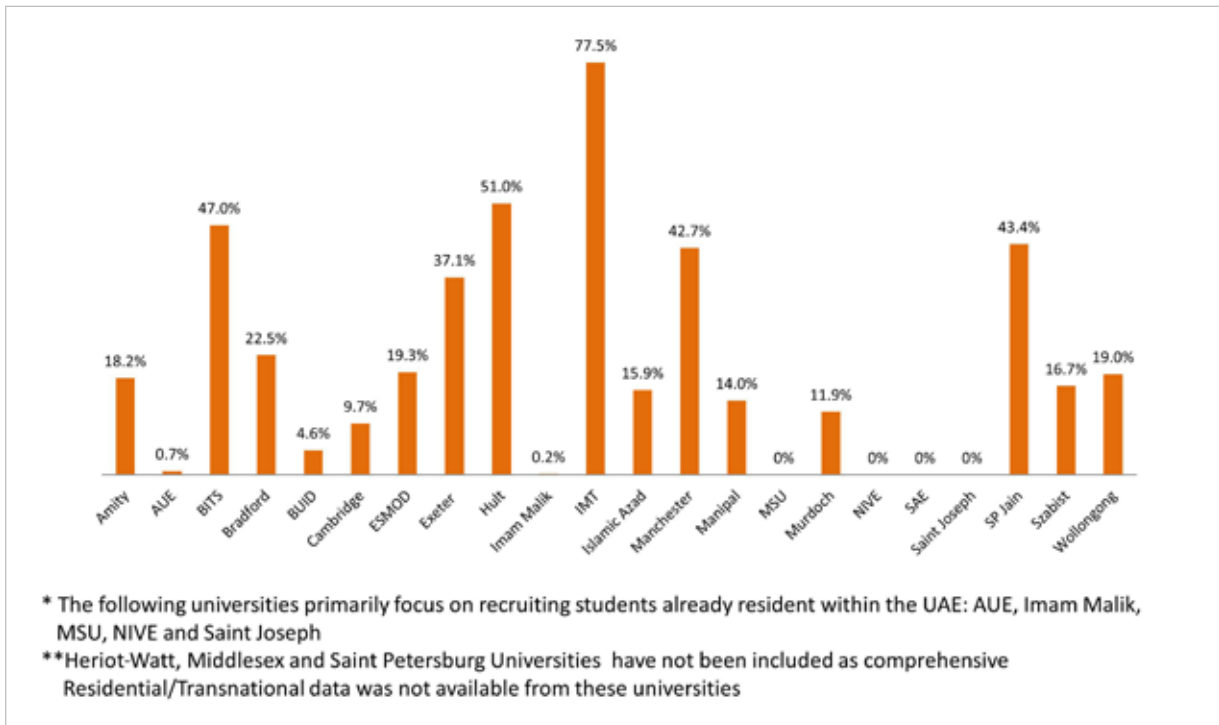


## Transnational and Residential Student Population

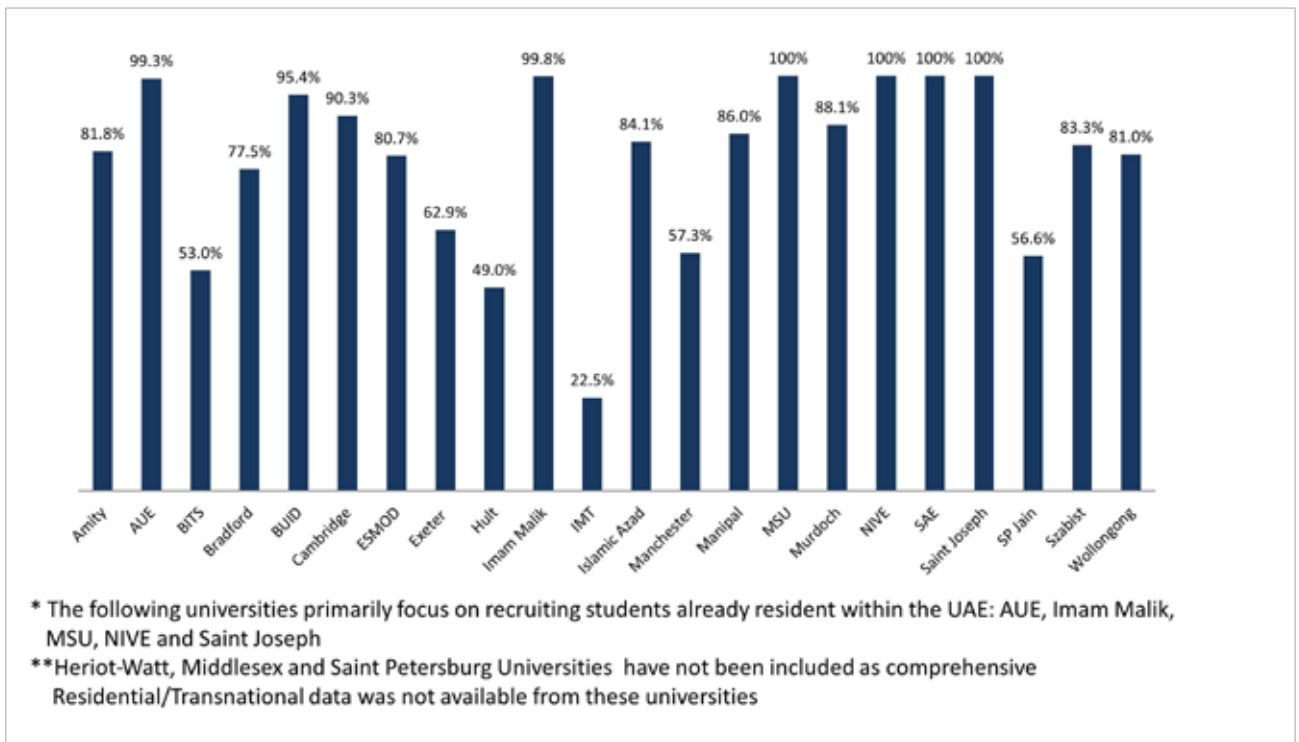
Initially many UAE-based students opted to travel to their home countries or elsewhere in their quest for quality higher education. Now there is a strong presence from such students who elect to pursue their higher education at TECOM Education Cluster's partner universities.



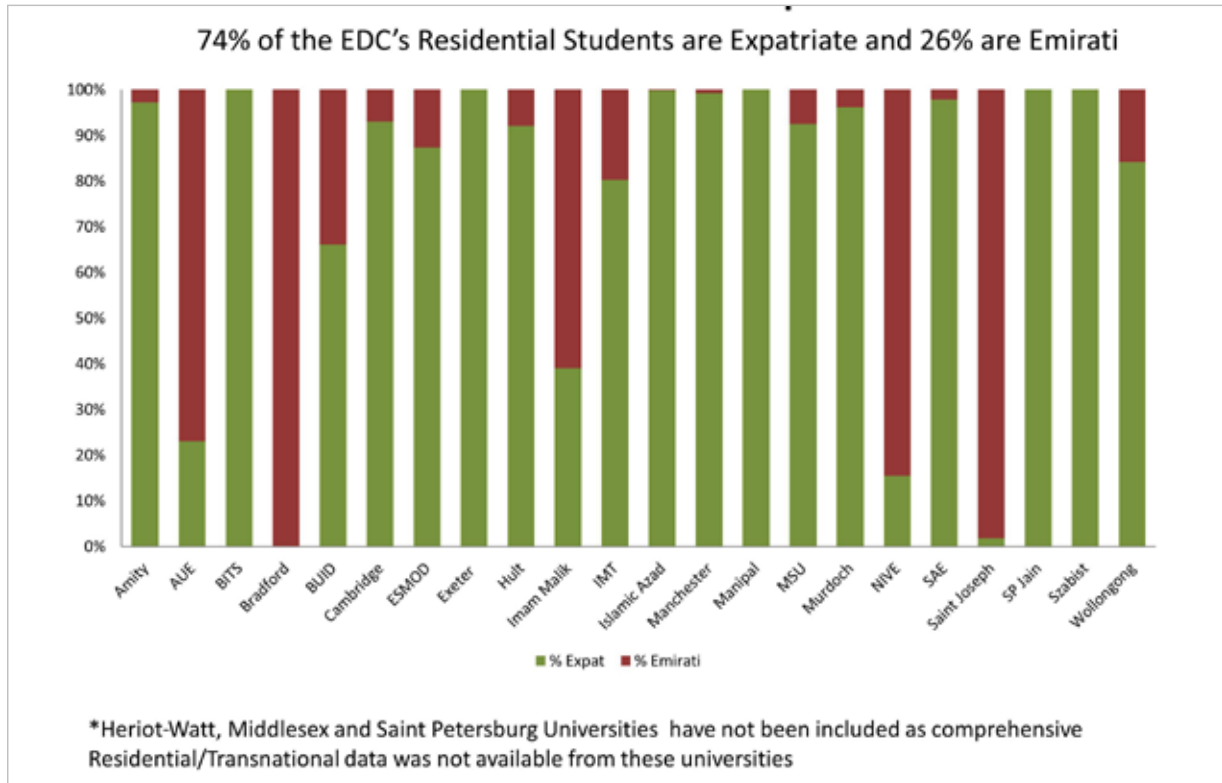
## Percentage of Students accepted from Abroad (Transnational)



## Percentage of Students accepted from within the UAE (Residential)



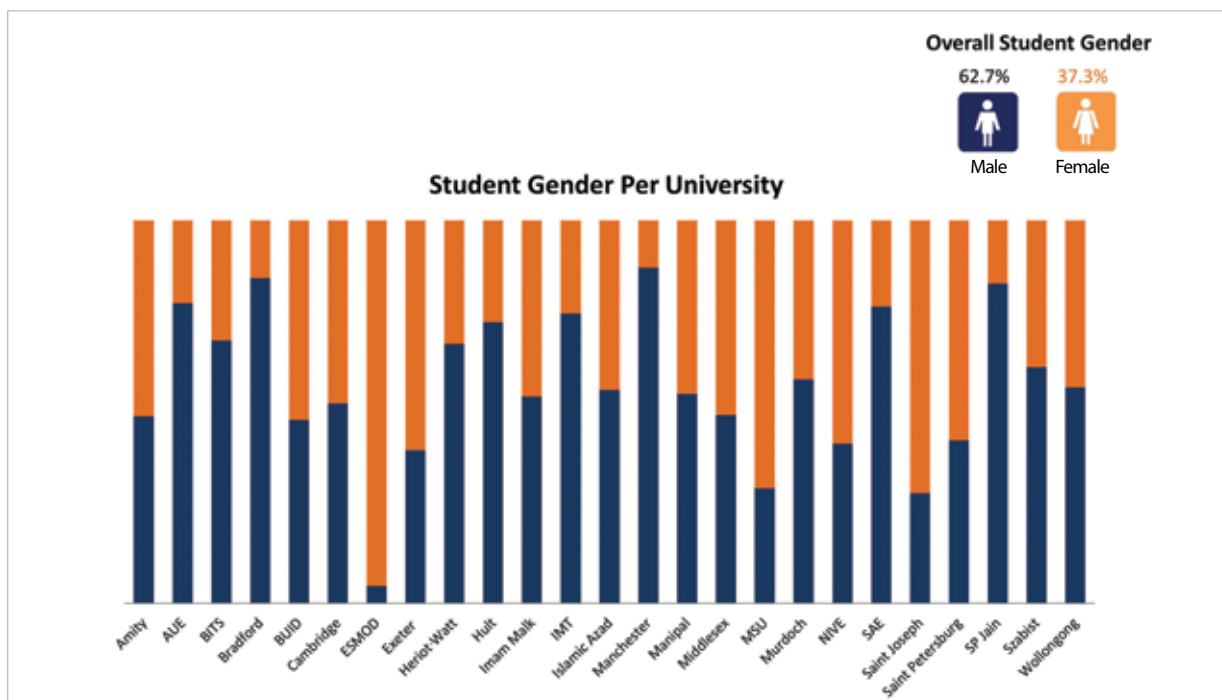
## Percentage of Emirati and Expatriate from Residential Student Population



## Student Gender

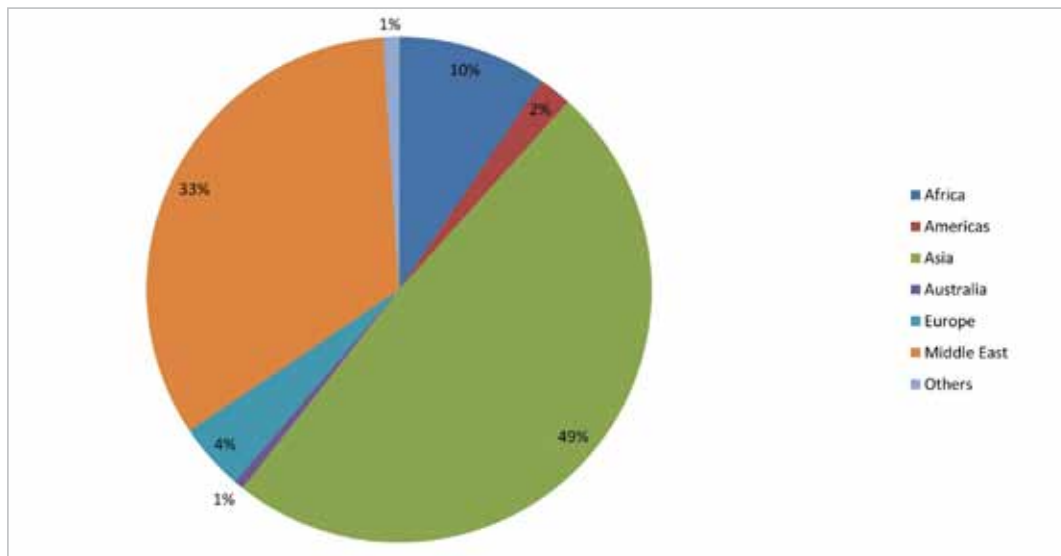
The UAE is also considered one of the top-ranking countries in terms of female education with women accounting for 77% of the student population in UAE universities.<sup>1</sup>

Although we see a growing number of female students enroll in previously male-dominated educational fields such as Engineering and Information Technology, the dominant gender on campus is still male.



<sup>1</sup> Source: Emirates News Agency (WAM)

## Geographic Breakdown of Student Nationalities



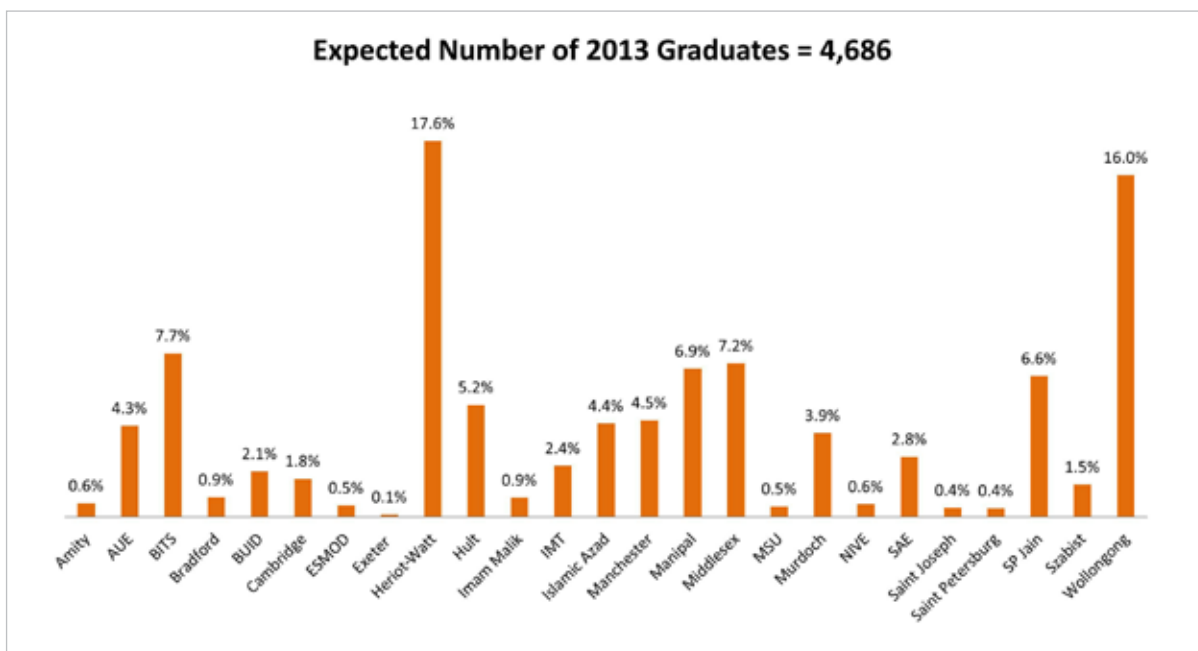
## Student Nationalities

In line with the strong multi-cultural presence in the UAE, there are over 127 different student nationalities studying in EDC's universities and learning from the experiences of those from a different race / background.

Afghanistan	64	Dominica	1	Libya	16	Spain	13
Albania	14	Dominican Republic	1	Lithuania	5	Sri Lanka	156
Algeria	32	Egypt	576	Luxembourg	1	Saint Kitts and Nevis	1
American Samoa	1	Eritrea	1	Macedonia	6	Sudan	143
Angola	3	Estonia	1	Madagascar	1	Sweden	12
Argentina	1	Ethiopia	12	Malaysia	29	Switzerland	4
Armenia	8	Finland	5	Mali	1	Syria	372
Australia	98	France	70	Mauritania	4	Taiwan	2
Austria	9	Gambia	2	Mauritius	10	Tajikistan	17
Azerbaijan	39	Georgia	2	Mexico	8	Tanzania	62
Bahamas	1	Germany	40	Moldova	3	Thailand	2
Bahrain	55	Ghana	6	Morocco	103	The Netherlands	20
Bangladesh	173	Greece	16	Mozambique	6	The Palestinian Territories	201
Belarus	9	Guinea	1	Nepal	9	The Philippines	160
Belgium	12	Hong Kong	1	New Zealand	31	Tonga	1
Bosnia and Herzegovina	4	Hungary	8	Nigeria	676	Trinidad And Tobago	6
Brazil	28	Iceland	3	Norway	9	Tunisia	27
Bulgaria	10	India	7,009	Oman	128	Turkey	41
Burma	5	Indonesia	16	Pakistan	1,752	Turkmenistan	68
Cameroon	8	Iran	1,368	Poland	14	Uganda	17
Canada	207	Iraq	207	Portugal	8	Ukraine	33
Chad	5	Ireland	44	Qatar	75	United Arab Emirates	3,196
China	88	Italy	14	Romania	18	United Kingdom	298
Columbia	6	Jamaica	3	Russia	85	United States of America	162
Comoros	1	Japan	11	Saudi Arabia	122	Uzbekistan	71
Congo Republic	1	Jordan	567	Serbia and Montenegro	9	Venezuela	5
Cote d'Ivoire	3	Kazakhstan	254	Sierra Leone	1	Vietnam	4
Croatia	6	Kenya	61	Singapore	17	Virgin Islands (British)	1
Cyprus	1	Kosovo	5	Slivakia	1	Yemen	186
Czech Republic	1	Kuwait	23	Somalia	29	Zambia	6
Denmark	14	Kyrgyzstan	16	South Africa	105	Zimbabwe	28
Djibouti	8	Lebanon	308	South Korea	11	Others	209

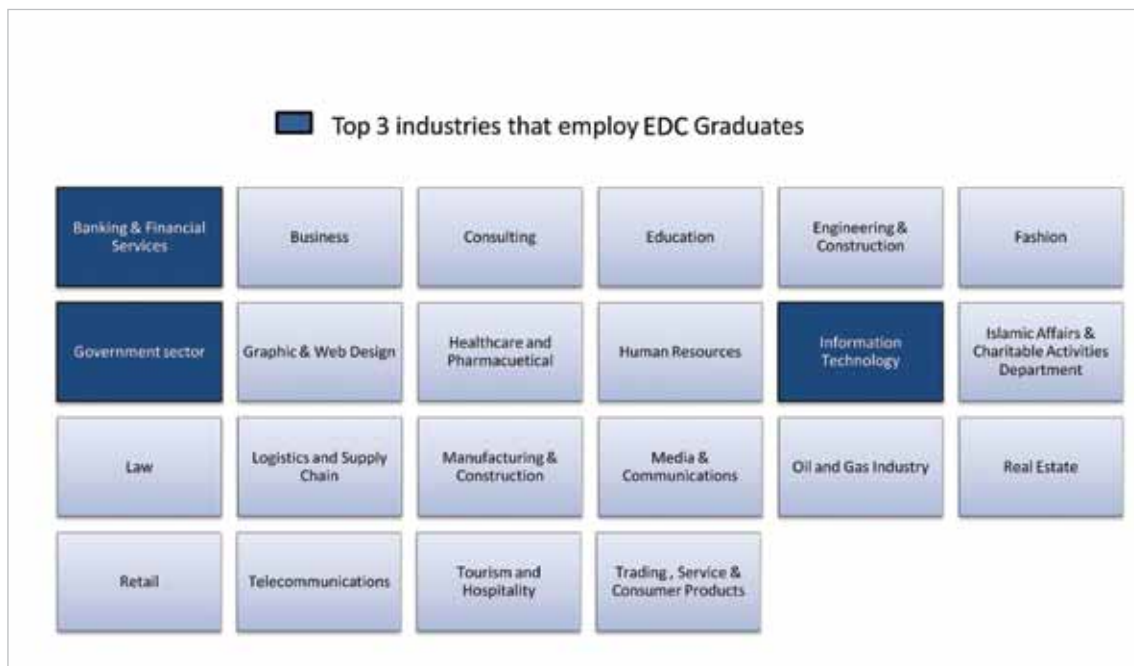
## Number of Graduates by University (%)

As quality education is now easily accessible to students in the UAE, there is an upward trend in the number of students graduating from Education Cluster’s universities. All universities including the 21 International Branch Campuses (IBC) have reported a significant increase in their graduating classes.



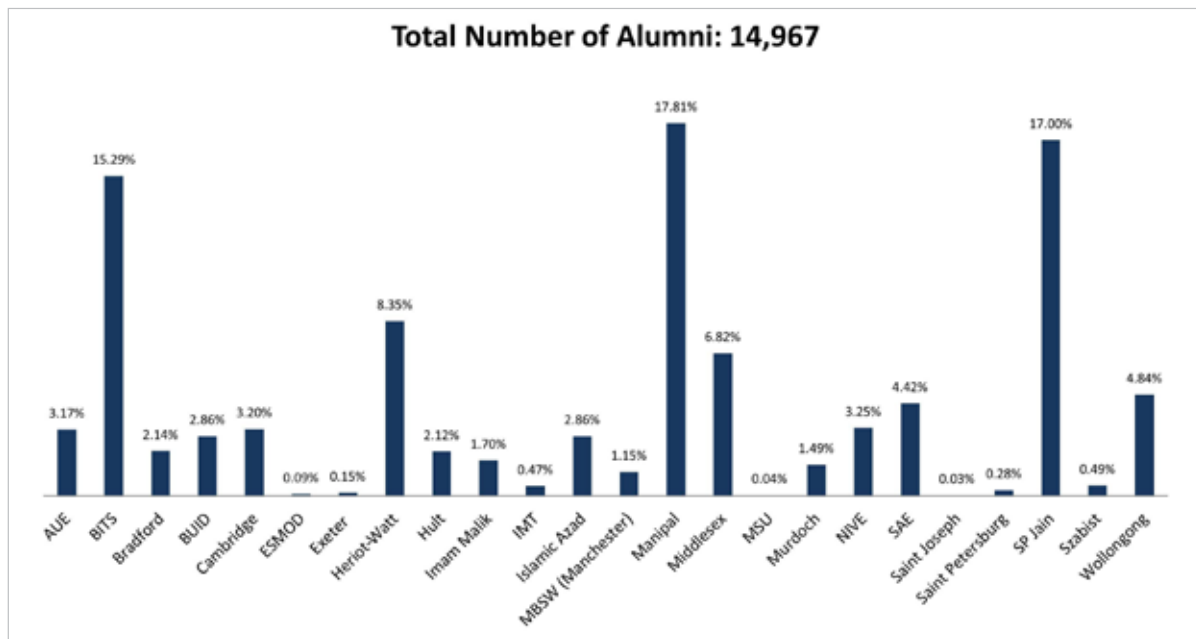
## Industries that Employ EDC’s Graduates

Finance, Government and IT are the top three sectors that employ EDC’s graduates. Other programmes supply to more specialised industries such as fashion and web design.



## Alumni

Several of the EDC's universities now have well-developed alumni networks with connections to their global networks.



## Research and Development (R&D)

Although Research and Development is still in its infancy in the UAE, 65% of the EDC's universities do conduct research. Many International Branch Campuses seek to emulate the R&D focus of their home campus within the UAE; however R&D funding for private universities remains a challenge within the region.

- 65% of The EDC's Universities conduct Research in the following areas:  
(The remaining institutes and schools are teaching-intensive, offering diploma and certificate programmes only)

Accountability & Corporate Governance	Accounting	Accounting & Taxation	Architecture	Arts	Business & Management	Business Policy
Chemical Engineering	Communication	Comparative Politics	Computer Science	Cross Cultural Management	Demographics	Economics
Education	Energy & Water Resources	Engineering (Mechanical, Electrical & Civil)	Environment and Energy Systems	Finance	Fine Arts	Foreign Direct Investment
Human Resource Management	Industrial Relations	Information Technology	International Studies	Islamic Studies	Language and Media	Law
Life Sciences	Management	Marketing	Operations	Organisation	Professional Studies	Psychology
Security Studies	Social Sciences	Strategic Management Sustainability	Technology and Business Development	Telecommunications	Urban Planning	Vocational Education

## The EDC Screening Process

The Education Cluster, TECOM Investments developed a screening tool to ensure that quality programmes and suitable universities are established within the EDC; and works closely with the KHDA regarding the setup of branch campuses in DIAC and DKV.



## Higher Education Providers Application Screening Process: 'The Decisive Factors'

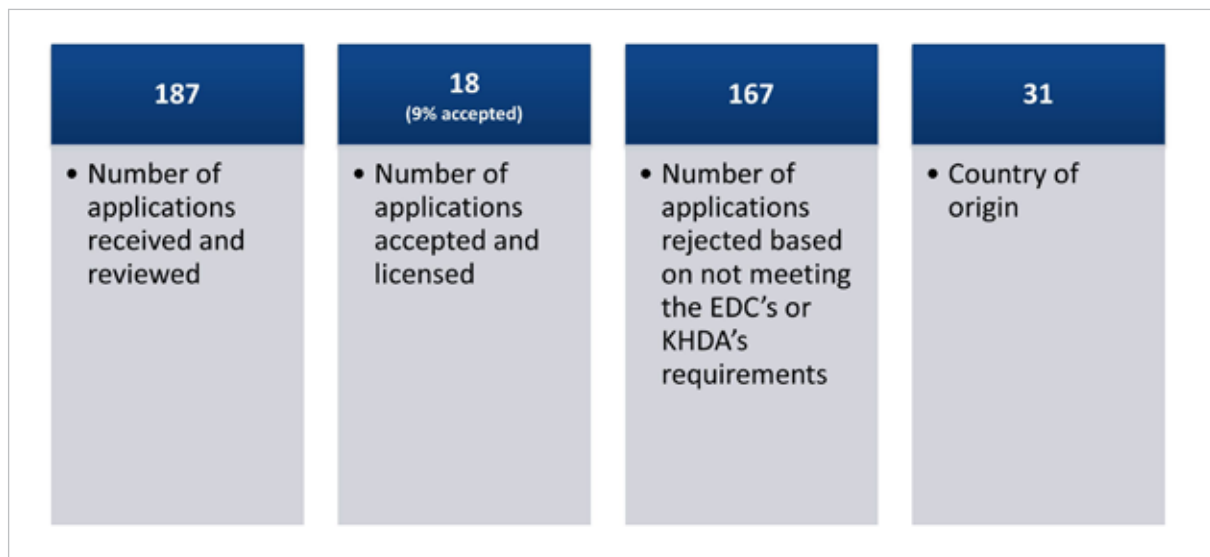
### A Screening Tool developed by TECOM's Education Cluster based on 34 criteria

- **Financial** (9 criteria): Investment Model, Internal Rate of Return, Net Present Value & R&D Funds
- **Academic Plan** (9 criteria): Strategic Diversification of Overall Programme Offerings, 5-Year Market Focus, Student Demand and Industry Demand for programmes
- **Institutional and Country Profile – Home Campus** (8 criteria): Academic Depth and Breadth, INQAAHE Membership, R&D Intensity and Strategic Country Diversification
- **Quality - Dubai Branch** (workforce and accreditation) (8 criteria): Full Time to Part Time Faculty Ratio, Faculty to Student Ratio, Engagement of Parent Campus Personnel, Faculty Credentials and Nationality Mix and Accreditation

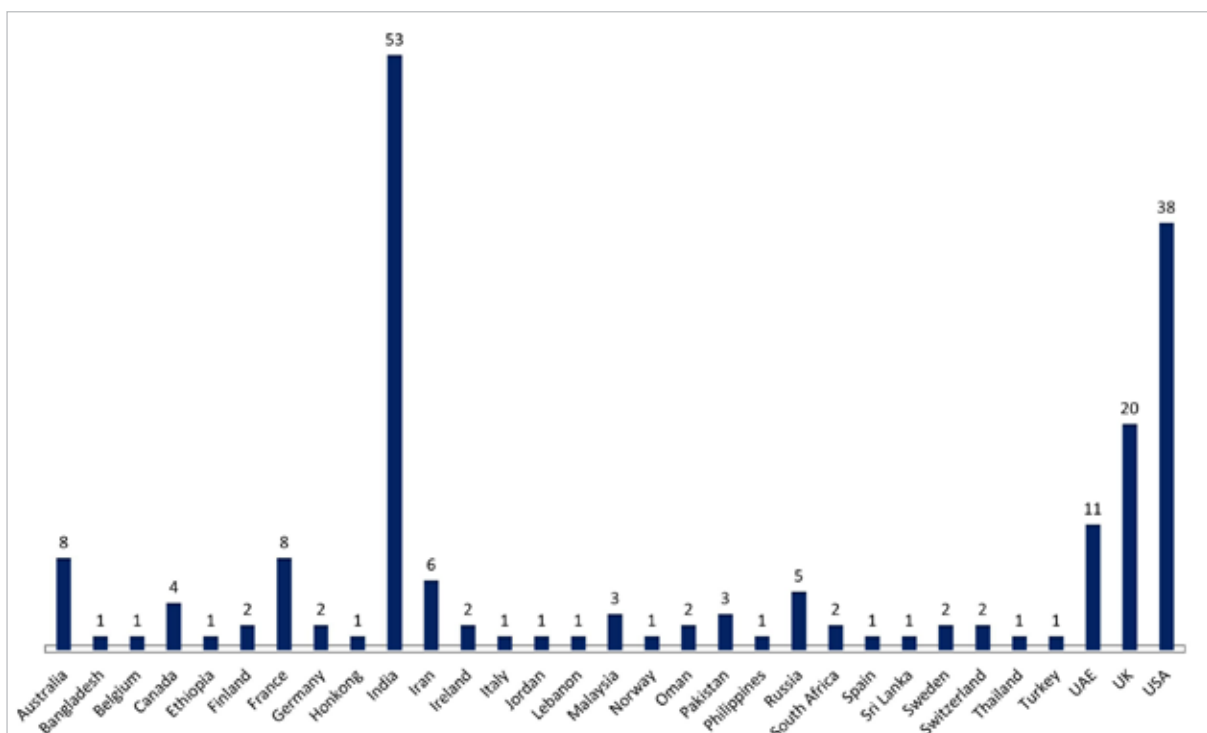
### University Ranking Systems – Reference Guides

- |  |  |
|--|--|
| • Academic Ranking of World Universities   | • Times Higher Education (UK)              |
| • Times Good University Guide (UK)         | • U.S. News University Rankings (USA)      |
| • Forbes College Rankings (USA)            | • Princeton Review (USA)                   |
| • Maclean's University Rankings (Canada)   | • Financial Times (MBA Programme Rankings) |
| • Australian Education Network (Australia) | • The Economist (MBA Programme Rankings)   |

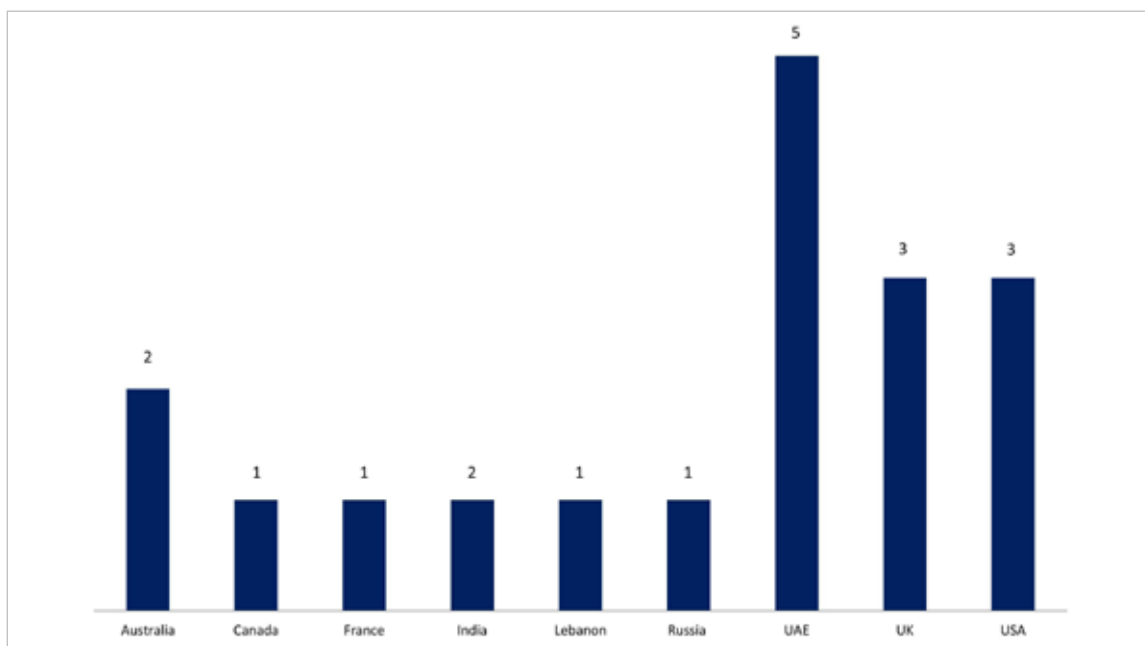
## Overview of Applications from interested Higher Education Providers (2006-2012)



## Applications Received from Interested Higher Education Providers by Country (2006-2012)



## Applications Accepted from Higher Education Providers by Country (2006-2012)



It is evident that TECOM Investments' Education Cluster's team upholds stringent parameters when reviewing new higher education entrants for the EDC.



# ACADEMIC PROVIDERS PROFILES

The EDC has 25 academic providers from 11 countries located on an 18 million square foot campus with state-of-the-art modern facilities. EDC provides an established educational environment and caters to students from all around the world. Additional information on each EDC university can be viewed on the university's website.

The following information relates to the EDC's Academic Providers.

## American University in the Emirates (AUE)

AUE commits to equip students with knowledge and practical experience in a healthy learning environment. AUE's vision is to be among the leading liberal universities in the UAE and the region, offering unique and quality accredited degree programmes, with outstanding faculty staff who provide advanced learning.

AUE is dedicated to meeting and assisting students in becoming leaders in their chosen area of professional interest. Using the American model of education as a foundation for curriculum and instructional design, the university also celebrates the diverse cultural values of its home the United Arab Emirates, preparing students for global professional opportunities. AUE offers unique accredited programmes in four colleges: Business Administration; Computer Information Technology; Fine Arts and Design; Media and Mass Communication and Law.

AUE is dedicated to establishing and sustaining collaborative partnerships with both academic and non-academic institutions and provides cutting-edge knowledge applied to real-world experiences.

**President & CEO:** Professor Dr. Muthanna G. Abdul Razzaq

**Email:** president.office@aue.ae

**Website:** www.aue.ae

Years of Operation in the EDC	5
Home Campus	Dubai, UAE
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR)
Number of Scholarships Provided	727
Amount Provided in Scholarships	10-100%
Total Number of Faculty and Staff	181
Total Number of Programmes Offered	8
Type of Degrees Offered	Bachelors / Masters

### Key Achievements in the EDC:

- National Day Event: 2009, 2010, 2011 and 2012
- Vintage Car Show: 2010, 2011 and 2012
- AUE Carnival-Global Day: 2010 and 2011

## Amity University - Dubai

The Amity Education Group is one of India's leading private non-profit education groups today, offering globally benchmarked education right from pre-school to Ph.D. level. Starting with campuses in India, Amity today has campuses around the world and aims to have campuses in 25 countries in the next few years.

Now located in DIAC, Amity focuses on path-breaking innovations in Science & Technology. A globally benchmarked infrastructure has directly resulted in Amity institutes emerging among the most sought-after education destinations, resulting in record student job offers.

**Senior Vice President:** Vajahat Hussain

**Academic Head:** Dr. T. R Venkatesh

**Email:** info@amityuniversity.ae

**Website:** www.amityuniversity.ae

Years of Operation in the EDC	1
Home Campus	India
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	The University Grants Commission, India
Total Number of Faculty and Staff	43
Total Number of Programmes Offered	22
Type of Degrees Offered	Bachelors / Masters

## Birla Institute of Technology & Science, Pilani, Dubai Campus (BITS Pilani)

BITS Pilani is the branch campus of the internationally reputed Birla Institute of Technology and Science Pilani, India and is the largest Engineering institution in Dubai International Academic City. Set-up in the year 2000 in association with ETA-NET, the campus delivers excellence in technological learning with continuous innovation in curriculum and pervasive industry engagement through practice, school and an enriched campus life.

The institution currently has more than 1,600 students admitted from over 20 countries world-wide. It has an excellent academically conducive infrastructure along with well-experienced, highly qualified and dedicated faculty and staff. The institute has collaborations with over 350 companies across the UAE who offer internships to its students. Eight batches comprising of 1,790 students have graduated to date.

BITS Pilani graduates have been recruited by more than 400 prestigious companies around the world such as Microsoft, Sony Ericsson and Oracle in the USA; Siemens, J Ray McDermott and Emirates Airlines in the UAE; and many companies from other countries. Many of their graduates have been accepted for Master's degrees and Ph.D. Programmes in globally reputed universities.

**Director:** Professor R. K. Mittal

**Dean:** Professor T. G. Thomas

**Email:** info@bits-dubai.ac.ae

**Website:** www.bits-dubai.ac.ae

Years of Operation in the EDC	6
Home Campus	India
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	National Academic Accreditation Council (NAAC), India
Amount Provided in Scholarships	5-100%
Total number of Faculty and Staff	139
Total number of Programmes Offered	13
Type of Degrees Offered	Bachelors / Masters

### Key Achievements in the EDC:

- Industrial Collaborations: BITS Pilani is the only institution which offers an option for a 7.5 months internship to students before graduation, with nearly 350 companies in the UAE.
- Visits of Distinguished Guests: The campus has been honoured by the visit of several eminent and distinguished personalities such as His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai; Dr. A.P.J. Abdul Kalam, former President of India; Her Excellency Sheikh Lubna Al Qasimi, former Minister of Economy and Planning, UAE; His Excellency Humaid Mohamed Obaid Al Qutami, Minister of Education; Ms. Sania Mirza, Tennis Player as the Chief Guest for the 8th BITS Sports Festival; Dr. Kiran Bedi, Indian Social Activist and Retired Indian Police Service Officer; Dr. Dennis Hong, Founder and Director of RoMela-a VirginiaTech Robotics Lab; and Dr. Archana Sharma, Particle Physicist at Large Hydron Collider in Switzerland.
- Academic collaborations for research and development in the field of Biotechnology with Uniformed Services University of the Health Sciences, Maryland, U.S.A.

### Awards:

- BITS Pilani, along with the Dubai and Goa campuses, has been awarded the coveted 'A' Grade by the National Assessment and Accreditation Council (NAAC), an autonomous body set up by University Grants Commission, Government of India - scoring the highest points among all private accredited universities in India.
- BITS Pilani, Dubai Campus also won the Overall Sports Championship in the BITS Sports Festival and George Mason University Sports festival competing with over 15 universities in the UAE.

## Cambridge College International

Cambridge College International has been welcoming students since 1934 in Sydney, Australia and was one of the first colleges to bring international students to Australia. Over this time the college has developed into a well organised educational establishment that also has a campus located in Dubai Knowledge Village. Cambridge College International understand that choosing the right education provider is one of the most important steps in life, and have built an enviable reputation for their emphasis on the quality of teaching in both Australia and Dubai where students can obtain Australian vocational training and certification.

Cambridge College International provides professional vocational training in Diploma of Management, Advanced Diploma of Management, Advanced Diploma of Marketing and Human Resource Management.

Cambridge College International's mission is to prepare individuals for the demands ahead, to become independent experts and deliver the knowledge they have acquired through their training programmes.

**Director:** Neda Morris

**Senior Operations & Marketing Manager:** Janita Madhavji

**Email:** infoDubai@cambridgecollegeinternational.com.au

**Website:** www.cambridgecollegeinternational.com.au

Years of Operation in the EDC	4
Home Campus	Australia
Accreditation	Australian Council for Private Education and Training
Total Number of Faculty and Staff	18
Total Number of Programmes Offered	4
Type of Degree Offered	Diploma

## Esmod - French Fashion Institute

Esmod Dubai is the only institution fully dedicated to fashion education in the Middle East. It is the local campus of Esmod International Fashion Institutes and Universities, which was established in Paris in 1841 by Alexis Lavigne; the French tailor of Imperatrice Eugenie & Napoleon III, inventor and innovator.

Esmod is recognised as the first fashion education institution to codify couture by inventing tools still being used by today's designers, such as the bust mannequin and the soft metric ribbon. Esmod's unique method patented worldwide, provides students with the highest level of expertise in fashion design and pattern making. Courses are taught in English by internationally recognised professionals from the fashion industry.

Esmod Dubai programmes and courses offered are: Higher Diploma accredited in France by CNCP at level II, Foundation Programme, Fashion workshops, Textile short courses, Perfume discovery, Professional Make Up and Fashion Photography. Esmod Dubai graduates are employed by top-ranking local fashion houses and in Europe by brands such as Vivienne Westwood and Alexander McQueen.

**Managing Director:** Tamara Hostal, Founder

**Associate Director:** Denis Ravizza

**Email:** admin-office@esmod-dubai.com

**Website:** www.esmod-dubai.com

Years of Operation in the EDC	5
Home Campus	France
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Commission Nationale de la Certification Professionnelle - level II, France
Total number of Faculty and Staff	25
Total number of Programmes Offered	1
Type of Degree Offered	Bachelors

### Key Achievements in the EDC:

- Established back in 2006, in less than 5 years Esmod Dubai achieved its position of leader in fashion education in the UAE.
- Local top ranking fashion houses are employing Esmod Dubai graduates at junior and senior designer positions.
- International fashion houses that employ Esmod Dubai graduates have doubled between 2009 -2011.
- Esmod recently launched its own retail fashion store as a Corporate Social Initiative to build a retail platform for its fashion graduates.

## Heriot-Watt University Dubai Campus (HWUDC)

Heriot-Watt University is the first UK University to set up in Dubai International Academic City. It now occupies a space of 300,000 square feet, offering top-quality British education to students and executives from around the Gulf and further afield. The eighth oldest higher education institution in the UK, Heriot-Watt was invited to Dubai in recognition of its global reputation and international reach in the fields of engineering and management.

Its courses in Dubai range from Masters Programmes in disciplines as challenging and diverse as Petroleum Engineering, Energy, Water Resources, Construction, Real Estate, Logistics, Information Technology and the world-renowned Edinburgh Business School MBA to the comprehensive portfolio of undergraduate degrees in fundamental subject areas such as Engineering, Management, Psychology, Computer Systems, Design and Fashion.

Heriot-Watt prides itself on developing and educating the professionals and thinkers of tomorrow. Their graduates are highly sought after by employers worldwide, with more than 60,000 alumni working in key positions around the globe.

Its first batch of students started in September 2005. Since then, the university significantly expanded its portfolio of programmes and today all schools of the University are represented in the Dubai Campus.

**Vice Principal and Head of Dubai Campus:** Professor Ammar Peter Kaka

**Email:** dubaienquiries@hw.ac.uk

**Website:** www.hw.ac.uk

Years of Operation in the EDC	6
Home Campus	United Kingdom
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Royal Charter, U.K.
Total Number of Faculty and Staff	222
Total Number of Programmes Offered	42
Type of Degrees Offered	Bachelors / Masters

### Key Achievements in the EDC:

- September 2005: Heriot -Watt is the first international university to open a Campus at DIAC. The first 170 students studied Management and Information Technology.
- March 2006: Tom McCabe, Scottish Minister for Finance and Public Service Reform officially inaugurated the Campus.
- April 2008: Heriot-Watt is one of the first higher education institutions to receive a license from the Knowledge and Human Development Authority in Dubai (KHDA).
- September 2008: University opens region's first Masters course in Urban Real Estate Management.
- October 2009: Dubai Campus Cricket Team win Preston Cup.
- November 2009: First honorary degree awarded to power engineer Dr. Derek Shepherd.
- June 2010: Dr. Reddy, Chairman of Eikon International, is awarded the honorary degree of Doctor of the University for his Outstanding Contribution to business and education internationally.

- September 2010: 1,600 students on the Campus; School of Management and language teams, victorious at the UAE Big Start-Up Challenge.
- September 2011: University launches additional 9 Programmes including Masters in Water Resources.
- November 2011: Official opening of the New Campus by the First Minister of Scotland, Right Honorable Alex Salmond, Member of the Scottish Parliament, UK.
- January 2012: Student population reaches 2,700.

## Hult International Business School

In 1964, the school, then known as the Arthur D Little School of Management was established as America's first corporate university. In 2003, one of Europe's most successful entrepreneurs Bertil Hult financially supported the school, to expand its teaching methodology to not only train effective managers but also to prepare them to thrive on a global stage. The school grew from a single campus in Boston to a global network of campuses in Dubai, London, San Francisco and Shanghai under the name of Hult International Business School.

The teaching pedagogy is different from other business schools because the emphasis is on 'Action Learning' - applying classroom theory in the real world. The methodology was honed over 40 years and is central to Hult's pioneering approach to practical business education today. The school also believes that the students must experience cultural and global business practices first hand. This vision of a practical and global business education has attracted many students from around the world.

**President:** Dr. Stephen Hodges  
**Executive Director:** Robert Lillicrapp  
**Email:** robert.lillicrapp@hult.edu  
**Website:** www.hult.edu

Years of Operation in the EDC	3
Home Campus	United States of America
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	The Association of MBAs (AMBA), U.K. and The New England Association of Schools and Colleges NEASC, U.S.A.
Total number of Faculty and Staff	53
Total number of Programmes Offered	3
Type of Degree Offered	Masters

### Key Achievements in the EDC:

- Pocket MBAs
- Hult Global Case Challenge

## Imam Malik College for Sharia and Law

Imam Malik College for Sharia and Law is one of the few universities in the UAE that offers degree programmes in Islamic Sharia and Law. It bears the name of a prominent Islamic figure and scholar, 'Imam Malik' who was one of the founders of the four Islamic sects.

It aims to be one of the pioneers in higher education offering teaching in Islamic Jurisdiction and Law Sciences, taking modern vision into account on contemporary issues. The college syllabus favours the Islamic jurisprudence according to the Maliki Juristic School.

The college has two academic sections; 'Islamic Law' and 'Islamic Jurisdiction'. Imam Malik currently offers Bachelor Programmes, which have been accredited by the Ministry of Higher Education in the UAE since 2008.

Imam Malik encourages its students to seek knowledge and prepare research to become qualified in their respective fields. There is an emphasis on preparing advocates from both genders to take on roles in teaching and preaching according to Islamic law, as well as preparing lawyers to be distinguished in different sectors so that they are able to engage in civil and Islamic law.

**Executive Manager:** Dr. Qadri Awadallah  
**Dean:** Dr. Shams Eddin Takina  
**Email:** malikcol@emirates.net.ae  
**Website:** www.malikcol.ae

Years of Operation in the EDC	4
Home Campus	UAE
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR)
Total Number of Faculty and Staff	65
Total Number of Programmes Offered	2
Type of Degrees Offered	Bachelors

### Awards:

- First place: 'Legal Culture' Competition – Jurists Association, Ajman 2011
- Second place in the Dubai Customs 'Intellectual Property Rights' competition in 2011
- Fourth place in the 'Mawarid' for finance 2011 competition, 'Be distinguished and don't worry'.
- First place in the Emirates University Competition, 'Legal Researches' in 2011.
- Second prize in Dubai Courts Competition, 'The Mock Trial' in 2011.

## Institute of Management Technology (IMT)

IMT Dubai was established in 2006 with the aim to provide high quality business education and cater to the requirements of regional businesses. The institute offers 2 accredited business programmes: Master of Business Administration (MBA) and Bachelor of Science in Business Administration (BSBA).

IMT Dubai is located within Dubai International Academic City, in five buildings spread over almost 250,000 square feet; offering superior academic, entertainment and residential facilities. The residences at IMT-Dubai offer students a safe and comfortable living environment. The campus has the capacity to accommodate 600 students. The residences have common dining facilities, television rooms and games facilities.

**Director:** Dr. Janakiraman Moorthy

**Dean (MBA Programme):** Dr. Arvind Seth

**Email:** info@imtdubai.ac.ae

**Website:** www.imtdubai.ac.ae

Years of Operation in the EDC	5
Home Campus	United Arab Emirates
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR)
Total Number of Faculty and Staff	42
Total Number of Programmes Offered	2
Type of Degrees Offered	Diploma / Masters

### Awards:

- Best Professor Award for Dr. Mohan Agarwal, Professor of Marketing from the World Education Congress.
- Best Professor in Operations Management for Dr. Arvind Seth presented by CMO (Chief Marketing Officers Association) Asia.

## Islamic Azad University (IAU)

Islamic Azad University was established in 1982 in Tehran, Iran. It started its operations offering only a few programmes at the Bachelors level. After some 29 years, it is now one of the biggest universities in the world, boasting 1.6 million students and 3.6 million graduates at different levels ranging from Associate Diploma to PhD.

IAU now offers almost 1,000 programmes at different levels in about 400 branches all over Iran and internationally. The UAE branch of IAU was established in 1999 in line with the development plan of the university and started in Dubai Knowledge Village (DKV) in 2003. Over 780 students now attend the UAE Branch at different levels.

All programmes are offered during the Fall and Spring semesters. Summer programmes are also offered to students who would like to take additional courses and graduate sooner than their planned schedule.

**Chancellor:** Dr. Taghi Torabi

**Provost:** Dr. Mohammad Reza Shariari

**Email:** info@iau.ae

**Website:** www.iau.ae

Years of Operation in the ECD	8
Home Campus	Iran
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Ministry of Science Research and Technology, Iran
Total Number of Faculty and Staff	76
Total Number of Programmes Offered	12
Type of Degrees Offered	Diploma / Bachelors / Masters

## Manchester Business School Worldwide (MBSW)

Manchester Business School offers a range of world-class part-time MBA and DBA Programmes, supporting over 1,200 working professionals in the region; many of whom are senior managers in prominent organisations. The Financial Times, UK 2012 MBA rankings place Manchester Business School MBA 5th in the UK, 11th in Europe and 31st in the world. The MBS doctoral programme is ranked first in the Financial Times Business School Rankings for 2012. The Manchester MBA degree is awarded by the University of Manchester.

Professionals can choose between four learning pathways: Manchester Global MBA, Finance, Engineering, and Project Management.

**Director :** Randa Bessiso

**Marketing and Admissions Manager:** Shaima Sunil

**Email:** mba@mbs-worldwide.ae

**Website:** www.mbs.ac.uk/dubai

Years of Operation in the EDC	5
Home Campus	United Kingdom
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	The Association of MBAs (AMBA), European Quality Improvement System (EQUIS), The Association to Advance Collegiate Schools of Business (AACSB)
Total Number of Faculty and Staff	16
Total Number of Programmes Offered	5
Type of Degrees Offered	Masters / Doctorate

#### Key Achievements in the EDC:

- The centre has successfully recruited over 1,200 students from the region representing 82 nationalities residing in 36 different countries.
- The centre recruits approximately 20% of its annual global recruitment for its DBA Programme.

### Manipal University – Dubai (MU)

Manipal University's Dubai campus was initially established in 2000 as the Manipal Academy of Higher Education (MAHE). An exponential growth saw the campus shift to Dubai Knowledge Village in September 2003 and then to Dubai International Academic City in 2006, before finally moving to its own purpose-built campus at Dubai International Academic City in September 2011.

The new MU, Dubai campus offers comprehensive and well-integrated facilities for academic and extra-curricular activities and sports. At the Dubai Campus, it offers 1,600 students varied disciplines such as Engineering, Management, Media & Communications, Information Technology, Bio-technology and Interior Design. The campus has emerged as a platform to develop and attain multi-faceted skill sets, self confidence, intensive industry interface and in-depth knowledge.

**Director:** Dr. B. Ramjee

**President & Chancellor:** Dr. Ramdas M. Pai

**Email:** admissions@manipaldubai.com

**Website:** www.manipaldubai.com

Years of Operation in the EDC	8
Home Campus	India
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	University Grants Commission, India
Number of Scholarships provided	25-30%
Amount Provided in Scholarships	10-40%
Total Number of Faculty and Staff	150
Total Number of Programmes Offered	23
Type of Degrees Offered	Certificate/Bachelors / Masters / Doctorate

#### Key Achievements in the EDC:

The University has seen a steady growth in enrolment over the last 8 years and is amongst the few universities to build its own full-fledged campus hosting state-of-the-art infrastructure and facilities.

### Michigan State University (MSU)

Michigan State University's commitment to global engagement has led to the establishment of a strong and dynamic presence in the United Arab Emirates. Under the direction of MSU's International Studies and Programmes office in East Lansing, Michigan-USA, MSU in Dubai is focusing on master's degree programmes and study abroad opportunities.

MSU offers a Master of Human Resources and Labor Relations Programme designed to meet the needs of working professionals. MSU faculty teaches classes on a face-to-face basis in Dubai Knowledge Village on weekday evenings and Saturdays. A new Master of Public Health Programme which started in Fall 2011 is in a hybrid format. It offers 5 core classes and a wide range of electives online. Additional degree programmes, such as a Master of US Law for foreign-educated lawyers, have recently commenced.

MSU offers study abroad opportunities in Dubai to US-based students. They also expect that MSU in East Lansing will have the privilege of hosting an ever-increasing number of student visitors from the greater Middle East in years to come.

The university is a member of the Association of Public and Land-Grant Universities, Association of American Universities, American Council on Education, American Council of Learned Societies, Association of Graduate Schools, Council of Graduate Schools, Committee on Institutional Cooperation and International Association of Universities.

**Executive Director:** Dr. Tessa Dunseath

**Marketing & Recruitment Manager:** Stephen John Fallon

**Email:** dubai@msu.edu

**Website:** www.dubai.msu.edu

Years of Operation in the EDC	3
Home Campus	United States of America
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Higher Learning Commission of the North Central Association of Colleges and Schools, U.S.A
Total Number of Faculty and Staff	6
Total Number of Programmes Offered	2
Type of Degree Offered	Masters

## Middlesex University Dubai

Middlesex University Dubai is the first overseas campus of the internationally renowned Middlesex University in London. The campus which opened in 2004 has over 2,000 students from nearly 90 nationalities and offers undergraduate and postgraduate programmes in a wide variety of subject areas. The origins of Middlesex University date back to 1878. It is one of only a handful of UK universities to have been awarded three Queen's Anniversary Prizes.

In 2007, Middlesex was ranked second in London for Teaching and Learning by The Higher Education Funding Council for England and the 2008 Research Assessment Exercise (RAE) rated research at Middlesex as 'Top 10 among new UK universities'.

The Dubai campus is an integral part of Middlesex University and is subject to the same rigorous quality assurance procedures that have earned Middlesex the highest possible rating from the UK's Quality Assurance Agency (QAA). In particular, the 2009 Institutional Audit report by the QAA, highlighted as 'good practice' the meticulous attention given to the establishment, development and integration of the University's Dubai campus. Middlesex University's Dubai campus is the first and only UAE campus of a London university that has participated in a QAA institutional audit.

**Pro-Vice Chancellor & Director:** Professor Raed A Awamleh

**Email:** info@mdx.ac

**Website:** www.mdx.ac

Years of Operation in the EDC	7
Home Campus	United Kingdom
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Quality Assurance Agency (QAA), U.K.
Number of Scholarships Provided	542
Amount Provided in Scholarships	20-100%
Total Number of Faculty and Staff	157
Total Number of Programmes Offered	36
Type of Degree Offered	Bachelors / Masters

### Key Achievements in the EDC:

- Middlesex University Dubai hosted the inaugural First International Conference on Emerging Research Paradigms in Business and Social Sciences in November 2011. The three day event, sponsored by DIAC, saw 175 delegates from 35 countries and 102 universities present and discuss 160 research papers.
- In 2011, Middlesex University achieved another milestone - with 1,500 graduates completing their programmes at the Dubai campus.
- Middlesex University awarded an Honorary Doctorate to the President of Emirates Airline, Mr. Tim Clarke for his exceptional long term contribution to the development and growth of the aviation industry in the UAE, as well as internationally; as well as his commitment to humanitarian and charitable causes through the Emirates Airline Foundation, which he helped found.
- Stefanie Ost, a final year Media student at Middlesex University Dubai, won the prestigious Big Start competition, the main student entrepreneurship competition in the UAE organised and funded by Al Tamimi Investments.
- Middlesex University Dubai launched a new innovative MBA Programme with specialisations in Finance, Operations & Logistics, Business Excellence, International Business and Marketing, with the aim of supporting the development of key sectors and industries identified by the Dubai Strategic Plan 2020.
- Dubai's Department of Tourism and Commerce Marketing (DTCM) and Middlesex University Dubai signed an agreement to boost employment opportunities for graduates.
- Middlesex University launched a new Master of Arts TESOL (Teaching English to Speakers of Other Languages) Degree for English language teachers.

### Awards:

Middlesex University has been presented with a Queen's Award for Enterprise, the most prestigious prize available to British businesses. The award for outstanding achievement in international trade is a reflection of the University's commercial success in growing its operations overseas and boosting the UK economy.

## Murdoch University in Dubai

Murdoch University in Dubai operates as a core branch campus of Murdoch University of Perth, Australia. Operating since August 2008, Murdoch University in Dubai offers undergraduate courses in Business, Journalism, Public Relations, Media Production, Computer Science and Environmental Management; post graduate courses in Business Administration, Human Resources Management and Education; and a university preparation foundation course.

Murdoch Dubai provides state-of-the-art facilities and world-class technology so that the students have access to the highest education standards globally. All courses follow the same academic requirements as the courses offered in Australia and are taught by highly qualified international lecturers. The degrees awarded are issued from Australia and are the same as those conferred on campus in Australia.

The facilities at the Dubai branch include modern lecture theatres, administrative offices and student support services. The campus features fully professional high-tech TV and radio studios, as well as post-production facilities. A centrally located library acts as a one-stop-shop for student learning and services. It also offers students access to all electronic databases that are provided by the main campus in Australia.

**Pro Vice Chancellor & Executive VP:** Professor John Grainger

**VP Strategy & International Business Development:** Raghav Lal

**Email:** info@murdochdubai.ac.ae

**Website:** www.murdochdubai.ac.ae

Years of Operation in the EDC	3
Home Campus	Australia
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Tertiary Education Quality and Standards Agency (TEQSA), Australia
No of Scholarships Provided	182
Amount Provided in Scholarships	10-100%
Total Number of Faculty and Staff	84
Total Number of Programmes Offered	9
Type of Degree Offered	Diploma / Bachelors / Masters

#### Key Achievements in the EDC:

- His Highness Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, UAE delivered the inaugural 'Sir Walter Murdoch Lecture' in Dubai and was awarded an Honorary Doctorate.
- Murdoch exceeded its 500 student enrolment mark.
- University Photography Exhibition inaugurated by Deputy Australian Ambassador.

#### Awards:

- University wins award for Big Idea Mentor, 2010

## National Institute for Vocational Education (NIVE)

The National Institute for Vocational Education was established in the UAE in 2006, in conformity with the directions of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the UAE Vice President, Prime Minister and Ruler of Dubai. NIVE aims to provide students with the opportunity to gain specific job competencies geared to enhancing their employability. The National Institute for Vocational Education is an autonomously managed organisation supervised by the Knowledge and Human Development Authority (KHDA).

**Executive Director:** Dr. Naji Al Mahdi

**Head of Academic Affairs:** Dr. Norman Salt

**Email:** info@nive.gov.ae

**Website:** www.nive.gov.ae

Years of Operation in the EDC	5
Home Campus	United Arab Emirates
Accreditation	Edexcel, U.K.
Total Number of Faculty and Staff	35
Total Number of Programmes Offered	20
Type of Degree Offered	Diploma

#### Awards:

- Edexcel Award of 'A' for BTEC Business and IT Programmes
- Dubai Electricity and Water Authority Conservation Award

Students have achieved the following awards:

- Emirati Jeweller of the Year
- Arabic Influence Jeweller of the Year
- Bridal Jeweller of the Year
- Arabic Influence Jewellery Piece

## S P Jain School of Global Management

S P Jain's history dates back to 1981 when its first sister campus was established in Mumbai, India. This campus had the unique distinction of being inaugurated by the former Prime Minister of the United Kingdom, the Right Honorable Margaret Thatcher. Since its inception, the school has been ranked amongst the top business schools in Asia for its MBA Programmes. It has also been ranked among the top 100 in the world by the Financial Times, UK.

In 2004, S P Jain decided to focus on global learning, and with this objective, the first international campus was set up in Dubai. Within a short span, it carved a niche in quality management education and in 2005, S P Jain was invited by the Singapore Government to establish a campus in Singapore. It continued its legacy in management education and set up its Singapore campus in 2006, later followed by another campus in Sydney, Australia. S P Jain's Global MBA, MGB and BBA Programmes will thus become tri-city programmes providing students with a unique global learning experience.

S P Jain, through contemporary pedagogy and industry relevant curriculum, has emerged as a premier global business school. Today the key focus of its programmes is on decision making, global mindsets and personal effectiveness.

**President:** Nitish Jain

**Senior Vice President & Head - Dubai Campus:** Professor Christopher Abraham

**Email:** admissions@spjain.org

**Website:** www.spjain.org

Years of Operation in the EDC	7
Home Campus	Australia
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Department of Education and Training, New South Wales-Australia
Total Number of Faculty and Staff	70
Total Number of Programmes Offered	4
Type of Degree Offered	Bachelors /Masters

#### Key Achievements in the EDC:

SP Jain is the only Indian institute to be internationally accredited by the Department of Education and Training, New South Wales, Australia. At the end of the programme, students are conferred with an Australian degree.

#### Awards:

- The Financial Times (FT) of London, UK has ranked S P Jain's Global MBA Programme 1st in the World for 100 percent scores for 'Employed in three months', 3rd for 'Value for money', 9th for 'Salary percentage increase' and 10th for 'Placement Success'.
- Winner of Asia's Best Business School, Chief Marketing Officers Association (CMO) Awards Singapore 2010.
- Voted by Public Choice as the Best Higher Education Institute to Provide Global Student Exposure - World Education Summit 2011.
- Ranked 1st in a Brand Perception Audit conducted by A C Nielsen in 2008 for Institutions of Higher Learning in the UAE.

## SAE Institute

SAE Institute was established in 1976 as the world's first practical school of audio engineering, in Australia. SAE has since expanded to become a global network of colleges offering practical vocational and academic programmes in a wide range of media disciplines including audio, multimedia, animation, games, graphic design, digital film, and interactive entertainment. SAE Institute can now be found in 24 countries, on 5 continents with over 55 campuses.

SAE Institute is a vocational and higher education provider offering accredited diplomas, bachelors and master degrees. It maintains academic partnerships with many leading higher education institutes including Southern Cross University, Middlesex University, Southern Institute of Technology, Columbia College, and Qantm College.

SAE Institute Dubai first opened its doors in 2005 and is located in Dubai's Knowledge Village. It is quality assured by Dubai's Knowledge and Human Development Authority and is a branch of SAE Institute Australia, an Australian government approved licensed and accredited higher education provider, and SAE Institute UK, a British Accreditation Council approved higher education provider whose courses are accredited by Middlesex University.

**Campus Manager:** Predrag Toncev  
**Academic Coordinator:** Keiran Bartlett  
**Email:** hello@saedubai.com  
**Website:** www.saedubai.com

Years of Operation in the EDC	6
Home Campus	United Arab Emirates
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	SAE Institute, Australia and Middlesex University, U.K.
Total Number of Faculty and Staff	29
Total Number of Programmes Offered	7
Type of Degree Offered	Diploma / Bachelors

#### Key Achievements in the EDC:

- Received recognition for quality work and production at Lynx Awards, Dubai, 2011.
- In July 2011 twofour54 acquired the Dubai business of the SAE Institute.

#### Awards:

- Lynx Awards 2011 (Silver and Bronze) in Cinematography.

## Saint-Petersburg State University of Engineering and Economics (ENGECON)

ENGECON Dubai is the first international campus of Saint-Petersburg State University of Engineering & Economics, originally located in the historic city of Saint-Petersburg, Russia. It is the only university in Dubai which offers undergraduate and postgraduate degrees taught in both Russian and English.

They follow the fundamental standards of Russian higher education.

**Branch Director:** Marina Morozova  
**Deputy Director:** Maxim Mineev  
**Email:** info@rudubai.ru  
**Website:** www.rudubai.ru

Years of Operation in the EDC	6
Home Campus	Russia
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Ministry of Education, Russia
Total Number of Faculty and Staff	100
Total Number of Programmes Offered	13
Type of Degree Offered	Bachelors / Masters

## SZABIST (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology)

SZABIST is a Chartered Institute established through a Legislative Act of the Sindh Assembly, Pakistan (Sindh Act No. XI of 1995) and is approved and recognised by the Higher Education Commission (HEC), Pakistan, as a degree-granting institution.

SZABIST has campuses in Karachi, Islamabad, Larkana, and Dubai (UAE). SZABIST is a registered member of the International Association of Universities (IAU), Paris; Association of Commonwealth Universities (ACU), London; Federation of the Universities of Islamic World (FUIW), Rabat; Asia University Federation (AUF), Seoul; and the Association of SAARC Universities (ASU).

SZABIST Dubai started its operations in 2003. Currently three undergraduate and three postgraduate programmes are offered.

**President:** Dr. Saqib Rizavi

**Head of Campus:** Dr. A. Faiz M. Ishaq

**Email:** info@szabist.ac.ae

**Website:** www.szabist.ac.ae

Years of Operation in the EDC	8
Home Campus	Pakistan
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	Higher Education Commission, Pakistan
Total Number of Faculty and Staff	62
Total Number of Programmes Offered	6
Type of Degree Offered	Bachelors / Masters

### Awards:

- B-School Leadership Award at Asian Leadership Awards 2011 on 25th Sept 2011 in Dubai.
- Energy conservation award 2010-2011, Dubai.
- SZABIST Dubai was awarded the 'category W' by HEC Pakistan (the highest category that can be awarded to Higher Education Provider by HEC Pakistan is 'category W') in 2010.

## The British University in Dubai (BUiD)

The British University in Dubai (BUiD) is the first research-based, postgraduate university in the Middle East. BUiD was established under Dubai Government Decree No 5 of 2003 dated 28th April 2003 with the signature of His Highness Sheikh Mohammed Bin Rashid al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

BUiD is a non-profit organisation with a mission to provide world class scholarship, education and research that make a distinctive British contribution to the aspirations of the Government for Dubai to become a hub for education and research.

To fulfill the university's objective of playing a leading role in stimulating a knowledge-based economy in Dubai and the Emirates, BUiD has chosen to offer postgraduate degree programmes which are well suited to the requirements of the UAE and the region.

BUiD has Memorandum of Understanding with many major educational and business organisations in the UAE, providing support for the improvement of education, skills and professional undertaking as well as research, tackling key issues being faced in the region and across the world.

**Chancellor:** His Highness Sheikh Ahmed bin Saeed Al Maktoum

**Vice Chancellor:** Professor Abdullah M. Alshamsi

**Email:** info@buid.ac.ae

**Website:** www.buid.ac.ae

Years of Operation in the EDC	7
Home Campus	United Arab Emirates
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR)
Amount Provided in Scholarships	25-50%
Total Number of Faculty and Staff	75
Total Number of Programmes Offered	20
Type of Degrees Offered	Diploma / Masters

### Key Achievements in the EDC:

Since moving to DIAC campus in 2010 after 5 successful years at DKV, BUiD was pleased to achieve a graduation of over 100 Masters-level graduates for the first time in 2011.

### Awards:

- Emirati scholars made up approximately 50% of BUiD's intake, making BUiD a key player in the development of young Arab leaders and a key contributor to the UAE's knowledge economy.
- In recognition of this and of BUiD's involvement in supporting local initiatives for the employment and development of UAE nationals, as well as undertaking projects that benefit the UAE community, BUiD received the 'Contribution to the UAE Society' award at the prestigious TECOM Investments' Pearl Awards in May 2009.
- BUiD has also gained international recognition for its research projects in Business, Education, Engineering, Informatics, and Human Resource Management.
- In addition, BUiD in conjunction with the University of Birmingham has progressed significantly in its research in special needs education, particularly focusing on the development and integration of people with special needs into society.
- The Faculty of Business in BUiD won the Asia Award for Best Educational Institute in Management in 2011. This Award is presented to individuals and institutions that have surpassed several levels of excellence, and set an example as a role model for exemplary leadership.

## The University of Bradford

Bradford University School of Management is one of Europe's leading full-service business schools (ranked 9th in the UK by the Financial Times), offering exceptional programmes in business, management and law, from the state of the art, recently redeveloped campus.

Bradford University prides itself for its focus on sustainability and business engagement, with strong links to business and industry providing valuable student, graduate and management development opportunities. Its postgraduate programmes regularly feature in league table rankings such as the Financial Times, UK - where both its Executive MBA Programmes and Masters Programmes rank 1st in the North of England. It was ranked 14th in the UK, 25th in Europe and 90th in the world, in the Financial Times for its full-time MBA and ranked 1st in the North of England, 10th in the UK, 31st in Europe and 95th in the world for its part-time MBA (published 31 January 2011).

**Deputy Vice Chancellor:** Sue Kershaw  
**Manager-Middle East Office:** Ismat Abu Shihab  
**Email:** i.i.z.abushihab@bradford.ac.uk  
**Website:** www.bradford.ac.uk/management

Years of Operation in the EDC	7
Home Campus	United Kingdom
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	AMBA Accreditation for MBA/ Institutional Accreditation from EQUIS, U.K.
Total Number of Faculty and Staff	17
Total Number of Programmes Offered	1
Type of Degree Offered	Masters

### Key Achievements in the EDC:

- The School of Management has a proven track record of teaching executives and managers from its consortium members including TECOM, Emirates Bank, Dubai, ENOC, Dubai Holding and the National Bank of Dubai.
- In 2010-11 the School received the reaccreditation of AMBA for its MBA portfolio (including the Dubai MBA Programmes).

## University of Exeter

University of Exeter is a top UK university which combines leading research with very high levels of student satisfaction. It is one of the UK's most popular and successful universities with campuses in Exeter, Devon, and near Falmouth in Cornwall, UK. The University also has project offices in Dubai, Shanghai, Beijing and Bangalore.

Exeter is ranked 10th out of more than 100 UK universities in the Times League Table, UK. It was the 2007/08 Times Higher Education University of the Year. Exeter is one of the top 200 universities in the world according to the Times Higher Education's World University Rankings, UK.

The University scores highly for degree completion rates, and for students achieving honours degrees. It ranked sixth in the UK for student satisfaction in the latest National Student Survey amongst full service universities. According to the Sunday Times, UK a subject taught at Exeter won the accolade for the most satisfied students in the UK for two years running: Sports Science in 2007 and Finance and Accounting in 2008.

Exeter has been shortlisted for the Sunday Times, UK University of the Year Award more times than any other university and has won three Queen's Anniversary Prizes for its research.

**Academic Head:** Dr. John Withrington  
**Programme Director:** Dr. Deborah Osberg  
**Email:** ssis-researchadmissions@exeter.ac.uk  
**Website:** www.exeter.ac.uk

Years of Operation in the EDC	5
Home Campus	United Kingdom
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	National Quality Assurance Commission, U.K.
Total Number of Faculty and Staff	7
Total Number of Programmes Offered	1
Type of Degrees Offered	Doctorate

### Key Achievements in the EDC:

- The University of Exeter has provided a doctoral programme of the highest academic quality to English teachers and educationalists in the UAE. The EdD in TESOL has contributed to the continuous professional development and research skills of a good number of teachers in the UAE which has positively affected the quality of English teaching in the country.
- Since the commencement of their Programme 12 years ago in Dubai, a total of 22 students have graduated with a doctorate degree and are now in key positions in different universities and colleges in the UAE.

## University of Wollongong in Dubai (UOWD)

Established in 1993 by one of Australia's best research and teaching universities, the University of Wollongong, Australia, UOWD is the first foreign university in Dubai to be licensed by the UAE Ministry of Higher Education & Scientific Research (MOHESR). Located in Dubai Knowledge Village, 3,700 students representing almost 95 nationalities currently study at UOWD.

All UOWD academic programmes are accredited by the UAE Ministry of Higher Education and Scientific Research and the Australian Universities Quality Agency reviews UOWD via their audit of UOW. The internationally recognised qualifications enable UOWD graduates to pursue rewarding careers and their 6,000 alumni include many high profile graduates placed in prominent positions in both public and private sectors across the region.

UOWD offers undergraduate programmes in Business, Finance, IT and Engineering; postgraduate programmes in Business, Finance, IT, Media & Communications; and international studies and research programmes in Business.

The university's faculty is a mix of locally and internationally recruited academics with extensive teaching, business and industry experience. They bring years of knowledge gained from research in respective fields into the classroom providing students with a stimulating academic environment. UOWD's Centre for Language & Culture offers language courses in English and Arabic.

**President :** Professor Ghassan Aouad

**Email:** info@uowdubai.ac.ae

**Website:** www.uowdubai.ac.ae

Years of Operation in the EDC	8
Home Campus	United Arab Emirates
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR) Australian Universities Quality Agency
Amount Provided in scholarships	20-100%
Total Number of Faculty and Staff	219
Total Number of Programmes Offered	26
Type of Degree Offered	Bachelors / Masters / Doctorate

### Key Achievements in the EDC:

- Successful recycling and can collection campaigns.
- Run a successful Metro shuttle service from the nearest Metro station to Campus every 10 minutes.

### Awards:

Winners of the 3rd annual 'Dubai Awards for Sustainable Transport' (DAST) February 2011, organized by RTA

## University Saint Joseph

Saint Joseph Dubai branch constitutes a component of University Saint Joseph in Beirut, a nonprofit institute of higher education founded in 1875 and officially recognised as an establishment of higher education in Lebanon. The Dubai branch was established in 2008, following licensure by the Knowledge and Human Development Authority (KHDA) and the University Saint Joseph in Beirut.

The University Saint Joseph aims to develop an environment that supports students' cultural exposure in various domains such as theological, philosophical, scientific, medical, legal, economical, political or literary.

**Director:** Mireille Mounsef Abboud

**Vice - Dean of Law School:** Maan Saber

**Email:** mabboud@usj.edu.lb

**Website:** www.usj.edu.lb/dubai

Years of Operation in the EDC	3
Home Campus	Lebanon
Licensure	Knowledge and Human Development Authority, Dubai
Accreditation	UAE Ministry of Higher Education and Scientific Research (MOHESR), MOHE-Lebanon, Agenced' Evaluation de la Recherche et de l' Enseignemnt Superieur, France
Total Number of Faculty and Staff	47
Total Number of Programmes Offered	67
Type of Degree Offered	Bachelors



# UNIVERSITY TESTIMONIALS

“We have found an excellent partner in DIAC who have supported the growth and development of our campus in Dubai. DIAC has enabled us to create a vibrant learning environment for our students and staff members who have come from all around the world to this incredible city of Dubai – a city whose traditional values lay a strong foundation for a progressive, innovative future to realise the city’s grand vision of a knowledge economy. We look forward to working with DIAC to actualise this vision – to become a hub for higher education and training in the Middle East and beyond.”

**Professor Raed A. Awamleh, Pro Vice Chancellor of Middlesex University and Director of Middlesex University Dubai**

“At the University of Wollongong in Dubai we have enjoyed a strong and productive partnership with DIAC for more than seven years.

As an UAE accredited institution, it is vital that the quality of our facilities and services match the credibility of our academic programs. The unique campus setting and supporting infrastructure provided by DIAC are therefore integral to our ongoing success.

The flourishing educational cluster has provided us with the perfect setting to create a vibrant student community and to take advantage of Dubai’s growing reputation as an education destination. Access to the knowledge-based business hubs of Internet City and Media City has also helped us develop new programs to support local professionals active in Dubai’s industrial growth sectors.

We are delighted with the achievements of our ongoing partnership with DIAC, and as we celebrate the twentieth anniversary of our establishment in the UAE, we look forward to working together to further develop Dubai’s growing knowledge economy.”

**Dr. Mohamed-Vall M. Salem, (Acting) President of University of Wollongong in Dubai**

“Murdoch University and Global Institute Middle East have been partners of DIAC since 2007; Murdoch Dubai’s campus was launched in DIAC in September 2008.

DIAC has supported our University with our annual events such as the Business Cup Challenge, Women’s Lunchbox, and Photography Competition. It has also continuously provided superior student facilities for a great student experience such as the Food Court, Recreation Room and the new Study Room. DIAC’s Student Hub continues to organize excellent student focused events such as the orientation week and sports competitions as well as career events.

Our students are active members of the DIAC community and our student run media team - MCC Media - have covered the various Student Hub events. We will continue to work closely with the DIAC team to provide the best Australian student experience in the UAE and use their support to grow our wide range of foundation, undergraduate and postgraduate programs.”

**Professor John Grainger, Pro-Vice Chancellor & Executive Vice President of Murdoch University International Study Centre Dubai**

“The Dubai Campus of BITS Pilani (BPDC) was the first university to construct its own campus on land leased from DIAC. It started operations in September 2007. The process of land lease, permissions for construction and the occupation of the campus were facilitated by DIAC in an excellent manner. DIAC also provided an appropriate environment for our campus through its excellent facilities.

The growth of BPDC in the last five years is a proof of the strong relationship it has with DIAC and the support it gets from DIAC for all services. The DIAC team has always been extremely helpful and proactive; providing smooth coordination with other government departments and is always available at short notice for any assistance. It has been an incredible voyage and a satisfying experience working with DIAC.

We have travelled together for five years and there is a long way to go and grow. With the growing number of universities and campuses, DIAC has been successful in contributing to the national charter of making UAE/Dubai an educational hub.”

**Dr. R. K. Mittal, Director & Sr. Professor of Birla Institute of Technology & Science, Pilani, Dubai Campus**

“Since its inception in October 2005, Heriot-Watt University has grown very rapidly and consistently. 2012 was particularly important to us, since it was the year we moved into our new purpose built campus. I would like to thank the DIAC team for their extensive and essential support of our operations. The vision of making Dubai an education hub has now become a reality, with the potential of further expansion and growth. I am delighted to acknowledge the effort exerted by the DIAC team.”

**Professor Ammar Kaka, Vice-Principal of Heriot-Watt University, Executive Dean and Head of the Dubai Campus**



# STUDENT TESTIMONIALS

Centralised and convenient location

There's good education and good universities under DIAC

I like the multicultural environment

I'm closer to my parents and family

Great Facilities

The campus is good, faculty is good and so is the food court

After graduating from a DIAC university, there are better chances of getting a good job

It's a great campus

I like the activities organised by Student Hub

Clean and good atmosphere

Excellent Universities

I love the campus events and activities

The standard of education is good

We get recognition and popularity by studying here

Good infrastructure here

# POSITIONING FOR THE FUTURE

Education Cluster, TECOM Investments is strategically located in Dubai, providing a culturally sensitive and safe environment for students and investors. It aims to enhance its presence as the Regional Education Destination by maintaining a focus on quality and high value as well as innovation.

Growing emphasis on quality programmes by the discerning consumer, the Knowledge and Human Development Authority's new decree and the Ministry of Higher Education and Scientific Research's accreditation procedures, position Dubai to market its education brands as quality-driven with clear effectiveness measures. To support this initiative, there will be enhanced branding/marketing to articulate quality and a focus on measuring ROI based on student success and placement.

The Education Cluster will also continue to foster innovation by constantly reviewing licensing segments and creating new models that are aligned with market needs and future trends. It will also support opportunities for partner and niche programmes, particularly executive, training, career oriented, and accelerated programmes that enable lifelong learning. Lastly, there is greater interest in South-South partnerships where programmes are incubated and innovative trends can be explored.

## Dubai International Academic City (DIAC) Location Map



## Dubai Knowledge Village (DKV) Location Map



## APPENDIX

<b>BD</b>	Business Development
<b>CM</b>	Campus Management
<b>CSR</b>	Corporate Social Responsibility
<b>DEWA</b>	Dubai Electricity and Water Authority
<b>DIAC</b>	Dubai International Academic City
<b>DIC</b>	Dubai Internet City
<b>DKV</b>	Dubai Knowledge Village
<b>DM</b>	Dubai Municipality
<b>EDC</b>	Education Cluster
<b>EEG</b>	Emirates Environmental Group
<b>fDi</b>	Foreign Direct Investment Magazine
<b>HRM</b>	Human Resource Management
<b>IBC</b>	International Branch Campus
<b>KHDA</b>	Knowledge and Human Development Authority (Dubai Based Education Licensing Authority)

<b>MOHESR</b>	Ministry of Higher Education and Scientific Research (UAE based Higher Education Accrediting Authority)
<b>MoU</b>	Memorandum of Understanding
<b>PDM</b>	Partner Development Management
<b>PRM</b>	Partner Relations Management
<b>ROI</b>	Return on Investment
<b>RTA</b>	Roads and Transportation Authority
<b>SH</b>	Student Hub
<b>SME</b>	Small and Medium Enterprise
<b>TECOM</b>	TECOM Investments FZ LLC
<b>UAE</b>	United Arab Emirates

### TECOM Business Parks

#### Education Cluster

**Dubai Knowledge Village:** Dubai Knowledge Village (DKV) is the world's only free zone area dedicated to Human Resource Management and learning excellence. DKV aims to develop the region's talent pool and establish the UAE as a knowledge-based economy.

**Dubai International Academic City (DIAC):** Dubai International Academic City (DIAC) is the world's only free zone dedicated to Higher Education. DIAC aims to develop the region's talent pool and establish the UAE as a knowledge-based economy.

#### ICT Cluster

**Dubai Internet City:** Dubai Internet City (DIC) provides a knowledge economy ecosystem designed to support the business development of information and communications technology (ICT) companies. It is the Middle East's biggest ICT infrastructure, built inside a free trade zone.

**Dubai Outsource Zone:** A free zone dedicated to the outsourcing industry, Dubai Outsource Zone (DOZ) offers the perfect base for both captive and third-party outsourcing operations to provide mid and high-end services in areas such as finance, accounting, IT, payroll processing, engineering, R&D and design.

#### Manufacturing & Logistics Cluster

**Dubai Industrial City:** Dubai Industrial City (DI), is the third largest non-real estate project in Dubai and is spread across 560 million square feet of land. The industrial destination was established to serve as a catalyst for the growth and expansion of the industrial sector in the United Arab Emirates especially in light to medium manufacturing sectors with specific emphasis on machinery and mechanical equipment, transport equipment and parts, base metal, chemicals, food and beverage and mineral products.

#### Media Cluster

**Dubai Media City:** Strategically located in Dubai at the crossroads of the Middle East, Africa and South Asia, Dubai Media City (DMC) has rapidly emerged as a global media hub. DMC provides a free zone environment with an advanced infrastructure and supportive environment for media-related businesses to operate globally out of Dubai.

**Dubai Studio City:** Dubai Studio City (DSC) is the only free zone that offers a complete technical and community infrastructure catering to the film and TV production industries.

**International Media Production Zone:** The International Media Production Zone (IMPZ) is an eco-friendly media production free zone designed to meet the unique needs of the global media production industry.

#### Science Cluster

**ENPARK:** Environment and Energy Park (ENPARK), a dedicated free zone destination for companies involved in clean energy, sustainable development, green building and environmental technologies. ENPARK is also a fully-integrated knowledge community that includes programmes, services, partnerships and amenities to support the success of environment companies and their employees.

**DuBiotech:** Dubai Biotechnology & Research Park (DuBiotech) is the major life sciences cluster in the Middle East. A free zone with several dozens of companies already established, including major pharmaceutical firms like Pfizer, Genzyme, Merck-Serono & Amgen, as well as companies specialized in biomedical devices, biotechnology, cosmetics, enzymes, and research organizations.



