

# CENTRE OF INNOVATION AND EXCELLENCE

RESEARCH • TRAINING • CONSULTING



The image shows the exterior of a building with a white facade and several arched windows. The name 'Middlesex University Dubai' is prominently displayed in large, red, 3D-style letters across the middle of the building. To the left of the text is a red shield-shaped logo containing a white emblem. The building is partially obscured by lush green bushes in the foreground.

# Middlesex University Dubai

## Index

Our services.....	03
RTA Qiyadi IV Leadership Programme .....	04
Advanced Social Media Master Class .....	08
Data Analytics Associate Training Course.....	12
Personality Dimensions Profiling Tool Professional Training .....	14
Career Management and Emotional Intelligence Professional Training.....	16
Family Law Workshop .....	18
The Anatomy and The Journey Foundational and Advanced Coaching Courses .....	20
4th Annual Travel and Tourism Conference .....	22
Elite Leadership Development Programme .....	23
EU & UAE Conference.....	24
The EMAC Regional Moot .....	26
International Maritime Law.....	28
Middlesex University in Dubai.....	30



**Dr Cedwyn Fernandes**

Director, Middlesex University Dubai

In September 2015, we launched the Centre of Innovation and Excellence (CIE) to serve as a link between industry and academia to advance education, research, corporate training and outreach in key areas. This is a key step in the university to drive innovation and research to the next level. It provides a unified platform where university education in various domains can be exchanged between the academic and corporate world. The centre deals with specialised discipline areas which are mentored by faculty from several departments and industry experts. Middlesex University Dubai enriches its programmes and contribution to the community by encouraging interaction between academics, industry, Government sector and NGOs. The Center of Innovation and Excellence (CIE) provides this interface.



**Dr Evangelos Moustakas**

Head, Centre of Innovation and Excellence

The Centre of Innovation and Excellence aims to promote and develop a collaborative platform for industry and academia to facilitate innovation and excellence. The Centre of Innovation and Excellence of Middlesex University in Dubai works closely with organisations in the Middle East and the United Arab Emirates providing links between industry and academia to advance education, research, corporate training and outreach in key areas. Our mission is to help clients improve their knowledge and skills and to enable them achieve their goals in the business world. Our team consists of distinguished researchers and highly skilled professionals with outstanding experience in training and consulting.

## Our services

CIE areas of expertise

- Innovation, Incubation and Entrepreneurship (IIE)
- Business Management (incorporating the areas of leadership, corporate strategy, human resources, marketing and supply chain)
- Data Analytics and IT
- Banking and Finance
- Law

Activities at Centre of Innovation and Excellence

The CIE will serve as a platform for industry interaction and executive education. Some of the activities are:

- Executive Education programmes; Training/Workshops
- Distinguished Lecture Series
- Collaborative Research Centres with Industry
- Identifying successful management practices
- Benchmarking
- Customized Certificate Programs
- Industry Round Tables
- Consulting projects open for students and faculty

We offer customised packages to organisations based on their needs and objectives. Our consulting services include:

- Developing and implementing business strategies for organisations.
- Developing new brands and re-branding or improving identity design.
- Visual communication solutions (photography, graphic design, video production).
- Publishing (copywriting, editing and layout design).
- Managing social media communities for brands and enterprises.
- Launching online advertising campaigns using social media channels.
- Creating engaging and interactive content on social media.
- Promoting events, products and services through social media networks.
- Evaluating and reporting the performance of social media activities through advanced social listening tools.

### Contact info:

Block 17, Knowledge Park, Dubai, UAE

Tel. + 971 (0) 44 33 5637, + 971 (0) 55 158 7029

www.mdx.ac.ae/cie

# RTA Qiyadi IV Leadership Programme

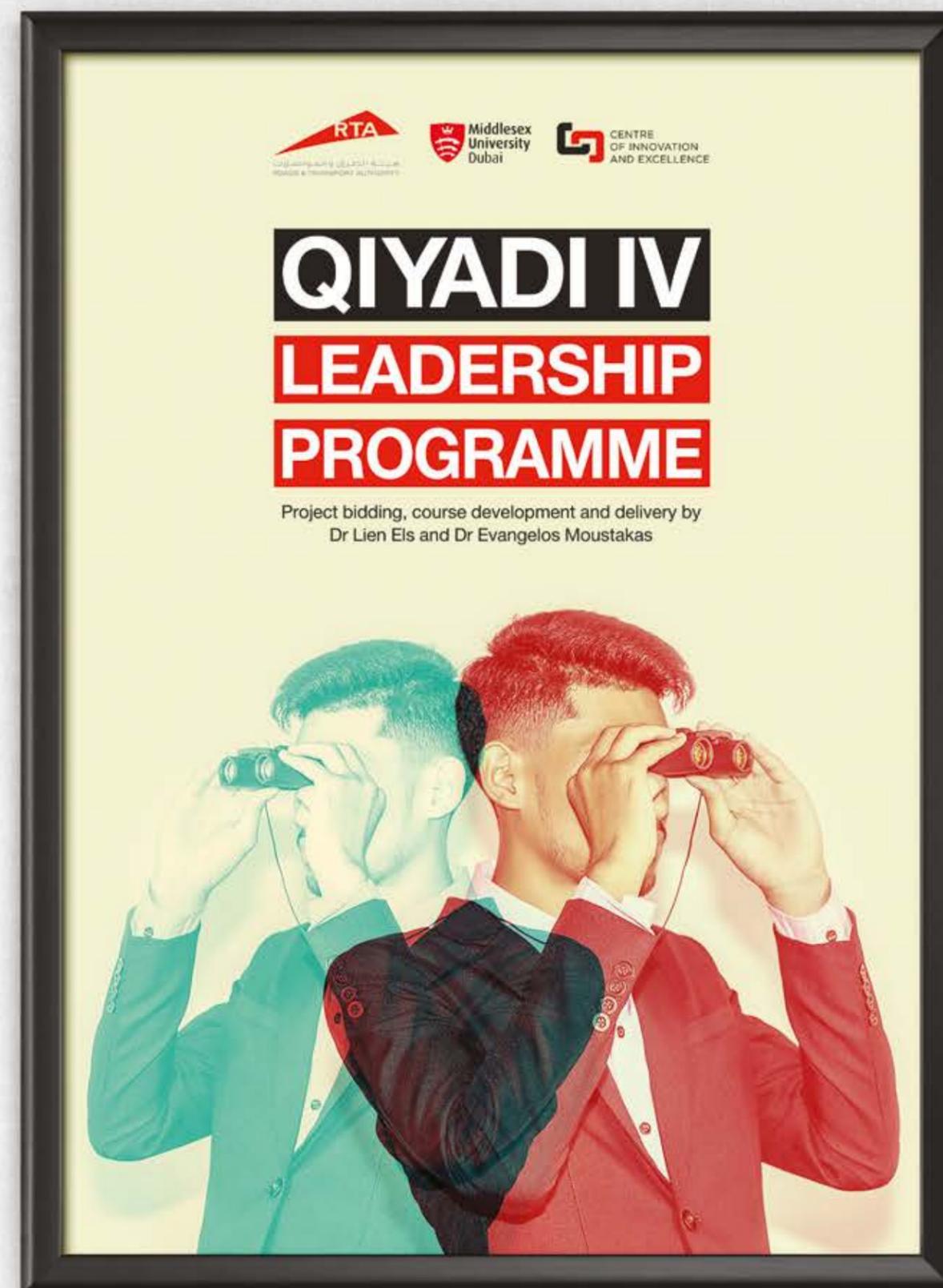
**Coordinated by:** Dr Evangelos Moustakas, Dr Lien Els

**Date:** September 2018 - April 2019

**Venue:** MDX Dubai

The Center for Innovation and Excellence (CIE) has been awarded the training for the Qiyadi 4 Technical Leadership Programme for the Road and Transport Authority (RTA). The Qiyadi programme, is designed to enrich the knowledge and diversify the skills of Emirati engineers. "About 20 Emirati staff engineers have been enrolled in the fourth cycle of Qiyadi, aimed at nurturing their knowledge and skills in order to ensure they remain compatible with their assigned tasks and career development plans," said Mansour Al Falasi, Director of Human Resources and Development at RTA's Corporate Administrative Support Services Sector.

The successful bid was initiated and submitted by Dr Evangelos Moustakas, Head CIE and designed by Dr Lien Els who delivers the major part of the training in collaboration with Dr Evangelos. This programme trains the leader to be competent and confident in the six core competencies identified by RTA; Positive Energy, Community Service, Excellence in Execution, Creativity and Innovation, Drive for Results and Leading and People Management.





# Advanced Social Media Master Class

**Delivered by:** Dr. Evangelos Moustakas

**Date:** 28 April 2016 / 25 April 2017 / 26 April 2018

**Venue:** MDX Dubai

The Professional Social Media Training courses were organised and delivered by Dr. Evangelos Moustakas, Associate Professor at the Marketing Department of Middlesex University in Dubai. The purpose of these trainings was to help participants understand the evolving landscape of social media and acquire a toolkit for delivering their own digital marketing strategy. The Courses looked at how social media such as Facebook, Twitter, LinkedIn, Slideshare, Pinterest and Snapchat could be used to communicate effectively with potential and existing customers as well as spread the word about events and activity programmes. The Social Media Courses helped participants start developing their own social media optimisation campaign.





# Data Analytics Associate Training Course

**Delivered by:** Dr. Krishnadas Nanath

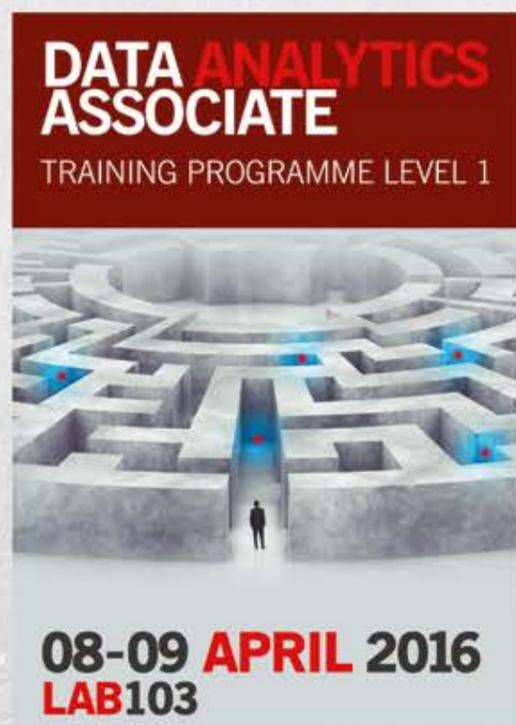
**Dates:** 08 - 09 April 2016  
12 & 13 January 2018

**Participants from:**

ADCB, Nielsen, Landmark Group, Souq.com, Cleartrip, Department of Transport (Abu Dhabi), Abu Dhabi University (ADU), Rivoli Group, Bream, IMT.

**Venue:** MDX Dubai

Middlesex University Dubai organised Data Analytics training program for professionals on the 8th and 9th April 2016. This corporate training program was conducted in association with Indian Institute of Management Ahmedabad (IIM A). The program was organised by the Center of Innovation and Excellence (CIE) at MDX Dubai and was designed by Dr. Krishnadas Nanath (Department of Computer Engineering and Informatics). The course was jointly taught by Prof. Krishnadas and Prof. Arnab Laha (IIM Ahmedabad). Participants were exposed to the world of Data Science (Machine Learning, Data Visualization, and Social Media Analytics etc) using tools like R Studio and SPSS.



# Personality Dimensions Profiling Tool Professional Training

**Delivered by:** Glenys Henry

**Date:** 03 November 2016

**Venue:** MDX Dubai

The Personality Dimensions workshop took place on the 3rd of November 2016 and was delivered by Glenys Henry, Lecturer in early Childhood Education at the School of Health and Education of Middlesex University in Dubai. Personality Dimensions is a human relations tool based on leading-edge research into human motivation and behaviour. Using temperament theory it helps to explain differences between people. This benefits individuals, teams and organisations by providing a language to talk about personality and reframing differences as strengths. The workshop was interactive and participants worked together to explore and understand themselves and others. Participants received a Certificate from Middlesex University Dubai.



**Personality Dimensions™ Profiling Tool**  
PROFESSIONAL TRAINING

**03 Nov 2016**

Centre of Innovation and Excellence, Middlesex University in Dubai  
Page Liked · October 15, 2016 ·

<http://www.mdx.ac.ae/cie/personality-dimensions-training>

Last few places available at the Personality Dimensions Training at Middlesex University in Dubai. Personality Dimensions is a human relations tool based on leading-edge research into human motivation and behaviour. Using temperament theory it helps to explain differences between people. This benefits individuals, teams and organisations by providing a language to talk about personality and reframing differences as strengths. The workshop is interactive and participants work together to explore and understand themselves and others. Participants will receive a Certificate from Middlesex University Dubai.

Like Comment Share

406

Write a comment...



# Career Management & Emotional Intelligence Workshop

**Delivered by:** Alveena Javed

**Date:** 10 December 2016

**Venue:** MDX Dubai

On the 10th of December 2016, the Centre of Innovation and Excellence organised a Career Management and Emotional Intelligence (EI) workshop. The Training was delivered by Alveena Javed and was a blend of EQ and Career Management skills. Participants acquired career development skills through utilizing self-assessment tools, exploring interests, evaluating their unique career and life goals and applying four core emotional intelligence skills for career enhancement.



**Career Management & Emotional Intelligence Professional Training**  
**10 DECEMBER 2016**

Centre of Innovation and Excellence, Middlesex University in Dubai  
 Page Liked - November 15, 2016

<http://www.mdx.ac.ae/cie/career-management>  
 Register at the Career Management and Emotional Intelligence workshop at Middlesex University in Dubai and improve your career development skills through utilizing self-assessment tools, exploring interests, evaluating their unique career and life goals and applying core emotional intelligence skills for career enhancement

Like Comment Share  
 555  
 3 shares  
 Write a comment...

# Family Law Workshop

**Coordinated by:** Dr. Tenia Kyriazi, Dr. Daphne Demetriou

**Date:** 02 February 2017

**Venue:** Legal Affairs Department, Government of Dubai Training Centre

The Law and Politics Department of Middlesex University Dubai is organising a family law workshop for legal professionals and law students. The workshop focuses on the complex areas of divorce, inheritance and jurisdiction and will involve presentations and a panel discussion with three leading practitioners in the field, as well as case study exercises. The objective of this workshop is to equip participants with the necessary skills when dealing with family law issues.



# 02 FEB 2017

# FAMILY LAW WORKSHOP

DIVORCE  
INHERITANCE  
JURISDICTION

10:00 - 14:00

**Legal Affairs Department  
Government of Dubai  
Training Centre**

**About**

The workshop aims at providing legal professionals with an up-to-date knowledge of family law, with a particular focus on the complex areas of divorce, inheritance and jurisdiction. Through presentations, panel discussion, as well as case study exercises, participants will be given the opportunity to identify legal problems and apply the knowledge acquired. The workshop's objective is to equip professionals with the tools and skills necessary when dealing with family law issues.

UAE family law: focus on divorce  
Delivered by  
**Mrs. Diana Hamadé, IALS**

DIFC Wills and Probate Registry  
Delivered by  
**Mrs. Mihaela Cornelia Moldoveanu, DIFC  
Wills and Probate Registry**

Practical applications  
implications for practitioners  
Delivered by  
**Mrs. Nida Chaudhry, TWS**

Workshop - case study exercises - Q&A  
Coordinated by  
**Dr. Daphne Demetriou, MDX Dubai**

**Fees**  
Per person: 1200 AED  
Limited places available

The workshop is accredited with 4 CLPD points.

Registration for DLAD legal consultants: Please register via the Portal using the following link:  
<http://training.legal.dubai.gov.ae/family-law-training-workshop-focus-on-divorce-inheritance-jurisdiction/?lang=en>

Registration for non-lawyers and students: Please email [clpdadmin@creativeword.ae](mailto:clpdadmin@creativeword.ae) for further instructions on registration and payment.



# The Anatomy & The Journey Foundational and Advanced Coaching Courses

**Delivered by:** McKenzie Cerri

**Dates:** 03 - 04 March and 28 - 29 April 2017  
27 - 28 October 2017 and 9 - 10 February 2018

**Venue:** MDX Dubai

The two-day foundational coaching courses called The Anatomy have been developed specifically for educators and have been created to focus on the distinct needs of teachers and students. The models and techniques taught throughout the courses are founded on Graydin's unique Start With Heart coaching model designed for education. Participants learn outstanding coaching skills, tools and techniques as well as how to implement these sustainably in order to positively impact the teaching, learning and community across the school regardless of context. Participants complete this course with greater confidence as a coach for themselves and for others as well as the ability to be 'coach-like' in all areas of life.



**The Anatomy  
& The Journey**

**27/28  
OCTOBER  
2017**      **9/10  
FEBRUARY  
2018**

Middlesex University Dubai    CENTRE OF INNOVATION AND EXCELLENCE    GRAYDIN

## THE ANATOMY & THE JOURNEY FOUNDATIONAL AND ADVANCED COACHING COURSES

[www.mdx.ac.ae/cie/foundational-coaching](http://www.mdx.ac.ae/cie/foundational-coaching)

**2**  
weekends  
**32**  
hours

**03/04**  
March

**28/29**  
April

**2017**

### About

The two-day foundational coaching course called **The Anatomy** has been developed specifically for educators and has been created to focus on the distinct needs of teachers and students. The models and techniques taught throughout the course are founded on Graydin's unique Start With Heart coaching model designed for education. Participants will learn outstanding coaching skills, tools and techniques as well as how to implement these sustainably in order to positively impact the teaching, learning and community across the school regardless of context.

Following this course, the second two-day advanced coaching course called **The Journey** has been developed specifically for educators who want to refine their coaching practice and begin to clearly articulate a plan of action to embed coaching into areas of their life and practice. This course will focus on enhancing previously learned skills and mastering new ones. Participants will leave this course with greater confidence as a coach for themselves and for others as well as the ability to be 'coach-like' in all areas of life.

### McKenzie Cerri

McKenzie is the director and co-founder of Graydin's UK office with Quinn Simpson (co-founder) and their team of associates coaches and trainers. She has been coaching and studying coaching for more than 10 years, with extensive experience delivering coach-training and coaching to teachers, students, parents and executives. She is a co-active Coach, a certificated practitioner and coach of NLP, and a Mytho-Self Facilitator.

### Fees

Professionals: 7,600 AED  
Students: 5,000 AED

### Registration info

To register a place at the Foundational Coaching Course at Middlesex University Dubai please visit our website:

[www.mdx.ac.ae/cie/foundational-coaching](http://www.mdx.ac.ae/cie/foundational-coaching)

Dr Kay Sanderson

tel: 0433 1772 | email: [K.Sanderson@mdx.ac.ae](mailto:K.Sanderson@mdx.ac.ae)



# 4th Annual Travel and Tourism Conference

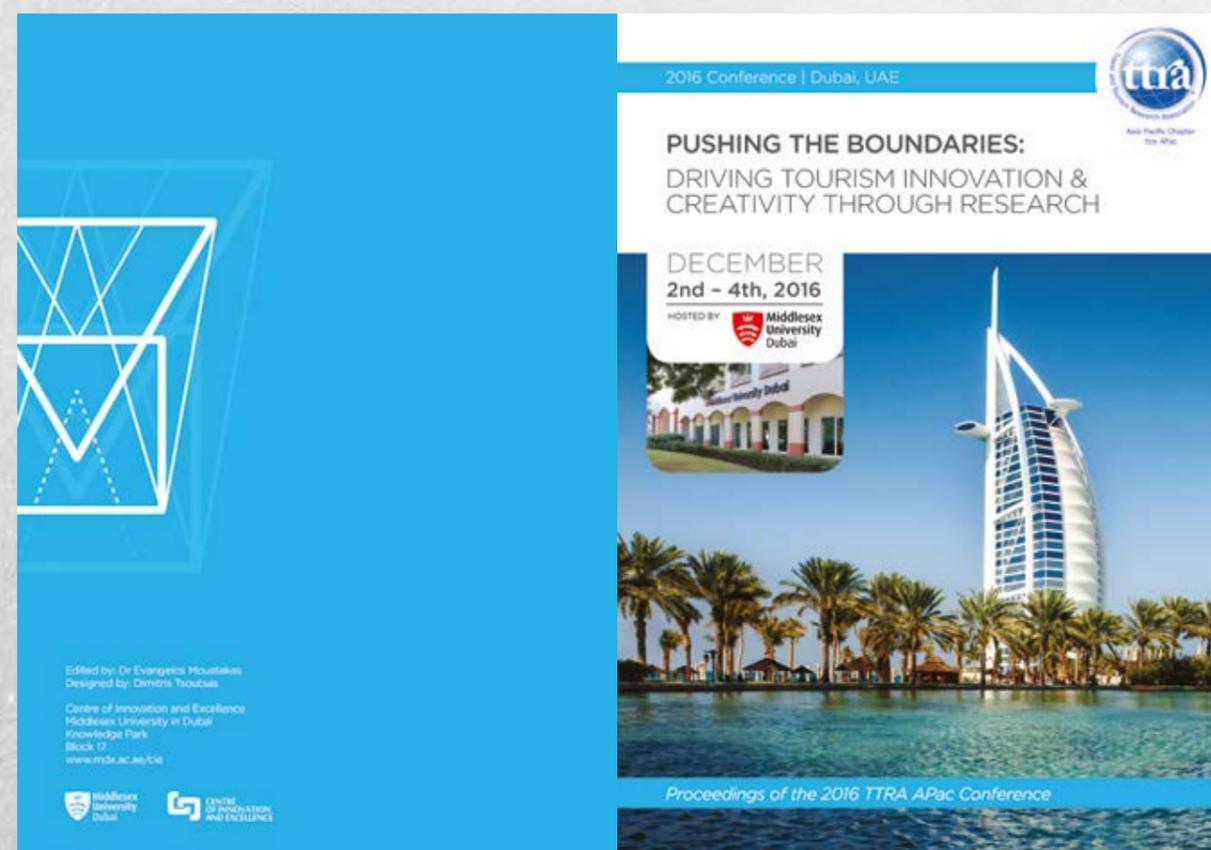
**Conference host:** Dr Cody Morris Paris

**Date:** 03 - 04 December 2016

**Venue:** MDX Dubai

Middlesex University Dubai successfully hosted the 4th Annual Travel and Tourism Research Association (TTRA) Asia Pacific Conference (APAC) on the 3rd and 4th December 2016. The conference theme is Pushing the Boundaries: Driving Tourism Innovation and Creativity Through Research.

The Conference features nearly fifty leading researchers from industry, government, and academia from more than 15 countries including Australia, New Zealand, China, Japan, Seychelles, UK, USA, Italy, France, Jamaica, Finland, and the United Arab Emirates. The conference featured world renowned keynote speakers and panelists presenting on research and practice at the nexus of creativity, innovation, and tourism.



# Elite Leadership Development Programme

**Client:** Dubai Islamic Bank

**Programme Leader:** Dr Lien Els **Date:** 2016 - 2017

Dubai Islamic Bank initiated the Elite Leadership Development Program with the overall objective of addressing the gap between leaders' competency with regards to the two clusters, Lead the Way and Engage and Develop People. A gap analysis had to be done via simulation and activity-based learning to establish the core issues to be addressed. A uniquely tailor-made leadership program was developed to address the identified gaps and to broaden and grow the corpus of knowledge, understanding and the ability to apply learning in current and new situations in their work environment.



# EU & UAE Conference: Rule of Law and Arbitration

**Coordinated by:** Dr. Tenia Kyriazi, Dr. Daphne Demetriou

**Date:** 26 March 2017

**Venue:** MDX Dubai

Leading academics and distinguished legal practitioners from the EU and the region delivered presentations and engaged in panel discussions on the current trends, opportunities and challenges in the field. The Conference was CLPD accredited and supported by the Jean Monnet Programme of the European Union via the Jean Monnet Chair awarded to Prof Laurent Pech (Head of Department, Law and Politics Middlesex University London). The panelists were leading academics from Europe and distinguished legal practitioners with extensive experience in arbitration in the UAE and the wider region. Our target audience comprised of business leaders, professionals from the legal sector and legal academics. Middlesex University law students also had the chance to attend the event. The event was accredited by the Legal Affairs Department of the Government of Dubai for the purpose of continuing Legal Professional Development (CLPD).



# EMAC Regional Moot

**Coordinated by:** Dr. Tenia Kyriazi, Dr. Daphne Demetriou

**Date:** 23 - 25 November 2017

**Venue:** MDX Dubai

Middlesex University Dubai in collaboration with Emirates Maritime Arbitration Centre (EMAC) organised the first EMAC Regional Moot. Participation in Moot competitions provides students with the opportunity to hone their written and oral advocacy skills, strengthen their legal knowledge, improve their analytical skills and acquire practical experience in applying legal rules to complex disputes. Through their participation in the EMAC Regional Moot, students gain valuable insight on international arbitration, a particularly fast growing form of dispute resolution, through the lens of a regional perspective, which is arguably underrepresented in international fora. Moreover, at each stage of the competition students receive valuable constructive feedback from leading legal professionals based in the region. Participants develop and enhance their soft transferrable skills, which will allow them to compete effectively in other international moot competitions and possibly pursue a career in arbitration, which is growing in popularity both within the region and globally.



# International Maritime Law Training Course

**Coordinated by:** Dr. Tenia Kyriazi, Dr. Daphne Demetriou

**Date:** 29 January - 9 April 2018

**Venue:** MDX Dubai

Middlesex University Dubai invited legal professionals with an interest in shipping and maritime law to attend an 8-weeks course on international maritime law developed by Middlesex University and taught by distinguished legal experts in the field of shipping law in the region. The course offers 8 CLPD points.

The course aims to deepen students' understanding of carriage of goods by sea and international trade in the context of relevant English Law principles and applicable international rules. Participants had the opportunity to evaluate the significance of the legal issues in their commercial, environmental and political context, and critically assess current research and practices by reference to appropriate primary and secondary sources.



**International  
Maritime Law  
8-week Course  
29 January - 9 April**

Middlesex University Dubai  
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**Aims of the course**

This course is designed to provide participants with a thorough understanding and knowledge of international commercial maritime law. Maritime law mainly consists of two parts, namely carriage of goods by sea, and the law governing maritime casualties and their aftermath (collision, oil pollution, salvage and general average, etc.).

Carriage of goods by sea is concerned with the transit of the goods from the port of shipment to the port of destination in an international transaction. The module will focus our discussion on the topic of carriage of goods by sea, because this is very closely related to international trade.

The course aims to deepen students' understanding of carriage of goods by sea and international trade in the context of relevant English Law principles and applicable international rules. Participants will have the opportunity to evaluate the significance of the legal issues in their commercial, environmental and political context, and critically assess current research and practices by reference to appropriate primary and secondary sources.

# Middlesex University in Dubai

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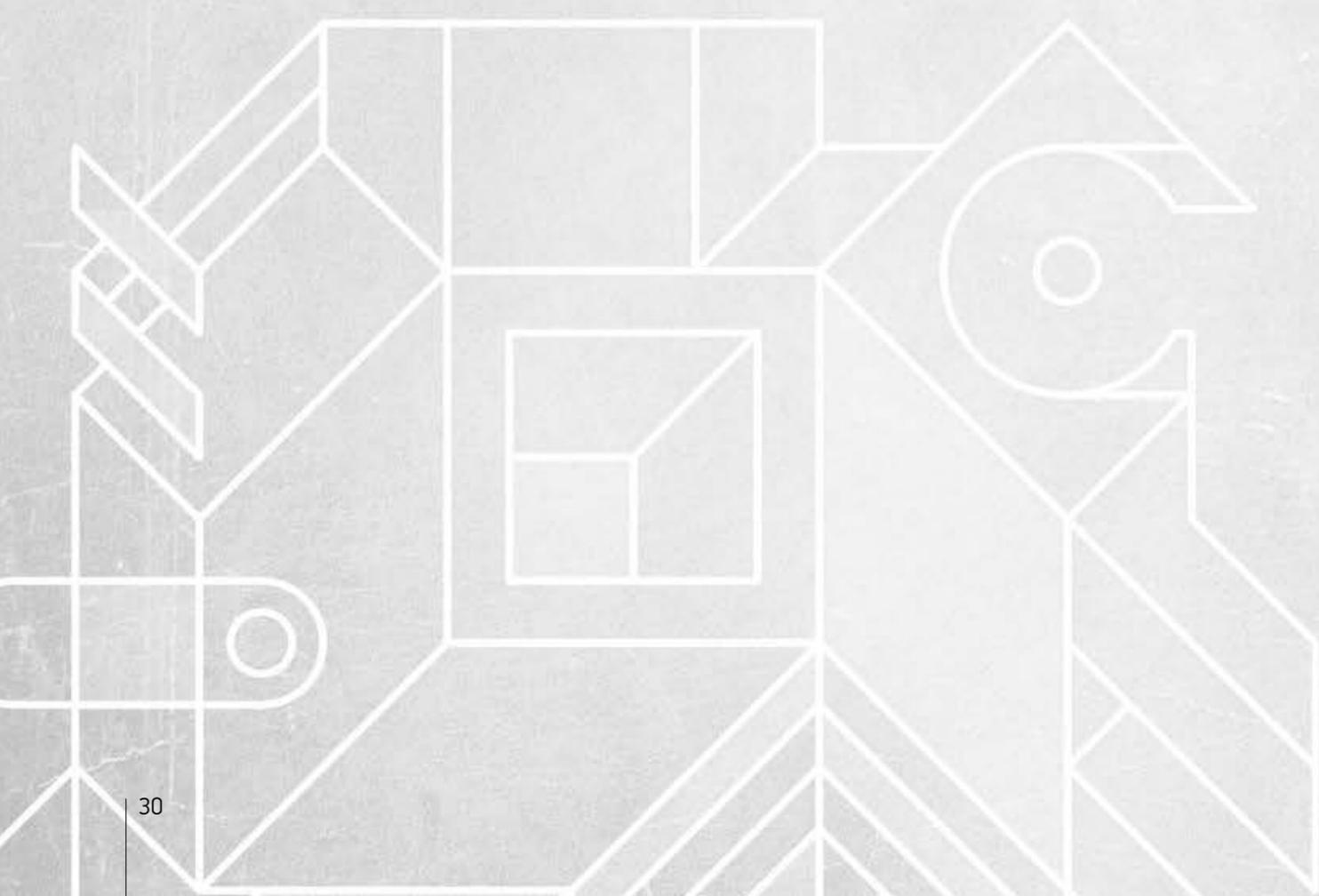
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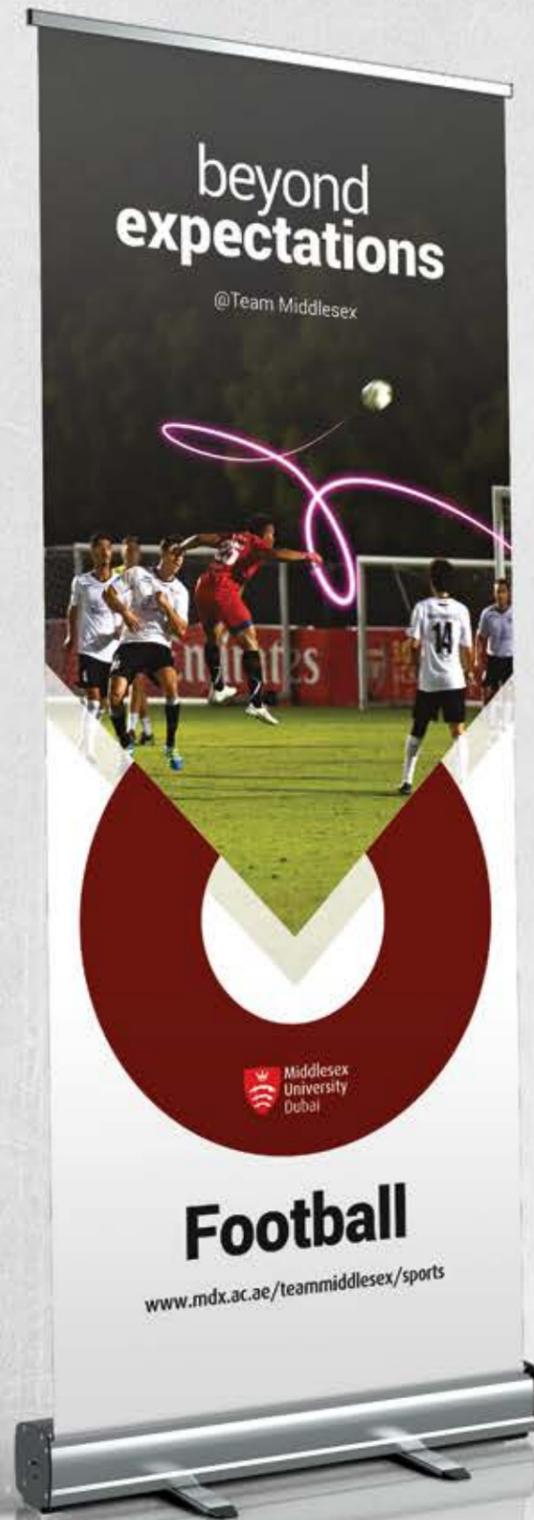
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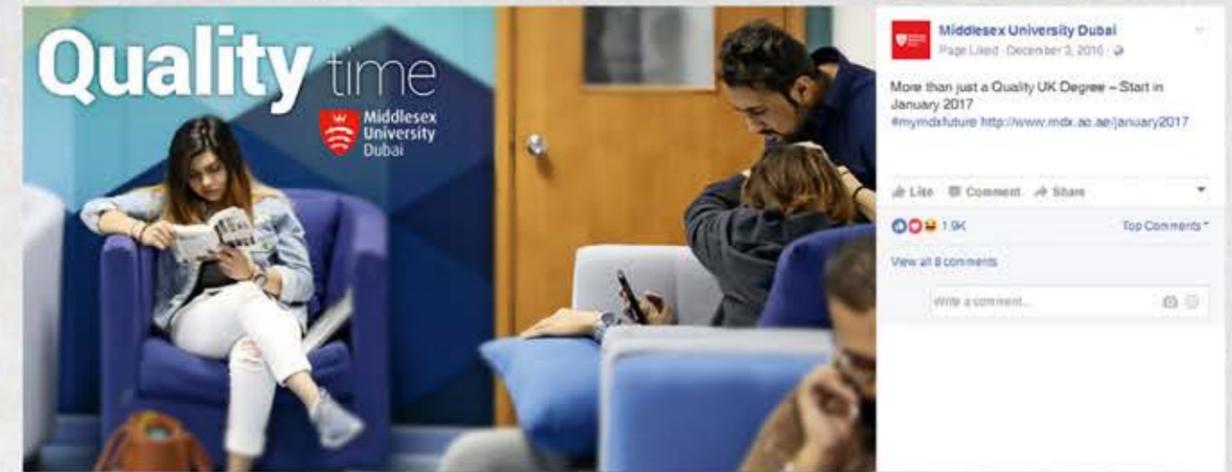
[www.mdx.ac.ae](http://www.mdx.ac.ae)

CIE provided consulting services to Middlesex University in Dubai in digital marketing and social media management. This involved photography, graphic designing, video production, content development, measurement and reporting.

**Duration:** September 2016 - November 2017







Selected partners:





**Centre of Innovation and Excellence**  
**Middlesex University Dubai**  
Block 17, Knowledge Park,  
Dubai, UAE  
+ 971 (0) 44 33 5637  
+ 971 (0) 54 777 4200  
**[www.mdx.ac.ae/cie](http://www.mdx.ac.ae/cie)**  
**[cie@mdx.ac.ae](mailto:cie@mdx.ac.ae)**