

MBA

MASTER
OF BUSINESS
ADMINISTRATION
2019/2020



Middlesex
University
Dubai

IT ALL
STARTS
WITH
MDX
DUBAI

A Quality
UK Education
in **Dubai**

WELCOME

“

Welcome to Middlesex University Dubai, the first overseas campus of the internationally renowned Middlesex University in London.

By choosing to enrol with us, you will have all the advantages of a Quality UK education, while studying in one of the most dynamic, modern and rapidly growing cities in the world.

We are a global University committed to meeting the needs and ambitions of a culturally and internationally diverse range of students, by providing challenging academic programmes underpinned by innovative research and professional practice. We prepare our students to be professional, skilled individuals fitted for the modern world.

”



Dr Cedwyn Fernandes
Pro Vice-Chancellor and Director
Middlesex University Dubai

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STUDYING YOUR MBA

Here at Middlesex University Dubai we connect our students directly to the real world. Our courses provide you with the extensive knowledge and skills required to ensure you have the competitive edge to be successful in the global job market.



Through our impressive network of relationships with large corporate organisations, there are so many opportunities available to build valuable contacts and boost your career prospects.

Careers & Employability Service (CES)

Throughout your time at University, our dedicated Careers & Employability Service is available to provide hands-on support via a range of career focused workshops, assistance with work placements and internships, Career Days, drop-in sessions and more.

Discover CES at: www.mdx.ac.ae/ces

Centre of Innovation & Excellence (CIE)

As part of the University's drive to take innovation and research to the next level, the CIE links industry and academia to advance education, research, corporate training and outreach in key areas. First and foremost, it provides a unified platform where education can be exchanged between the academic and corporate world.

Find out more at: www.mdx.ac.ae/cie

Centre for Applied Research (CAR)

The Centre for Applied Research acts as a knowledge partner in helping organisations apply data to problem-solving through the design and conduct of research, implementation of policy, and communication to key stakeholders, in the Psychology, Health, Education, and Legal Sectors.

Visit www.mdx.ac.ae/car

Institute for Entrepreneurship and Business Excellence (IEBE)

The IEBE is where new ventures take flight. Through entrepreneurial knowledge, practical education, high-impact learning, research and experience, we help students and business partners to develop their ideas into new businesses. We accelerate innovation and create networking opportunities by acting as the link between inventor and expert knowledge.

Discover more at: www.mdx.ac.ae/iebe

Institute of Sustainable Development (ISD)

The objectives of ISD are to strengthen stakeholder collaboration by aligning academic knowledge and professional practice by promoting partnerships with businesses, civil society and government to reach a sustainable future. Through outreach, research and training, ISD is a thought leader in sustainability advocating the Sustainable Development Goals of the United Nations.

Visit: www.mdx.ac.ae/isd

Class Timings

The majority of our programmes can be studied full time (over one year) or part time (over two years). Students who study full time should expect to attend 4-5 classes per week, whereas part time students will study 2-3 classes per week. All classes take place from 6:30pm to 9:30pm, Sunday to Thursday.

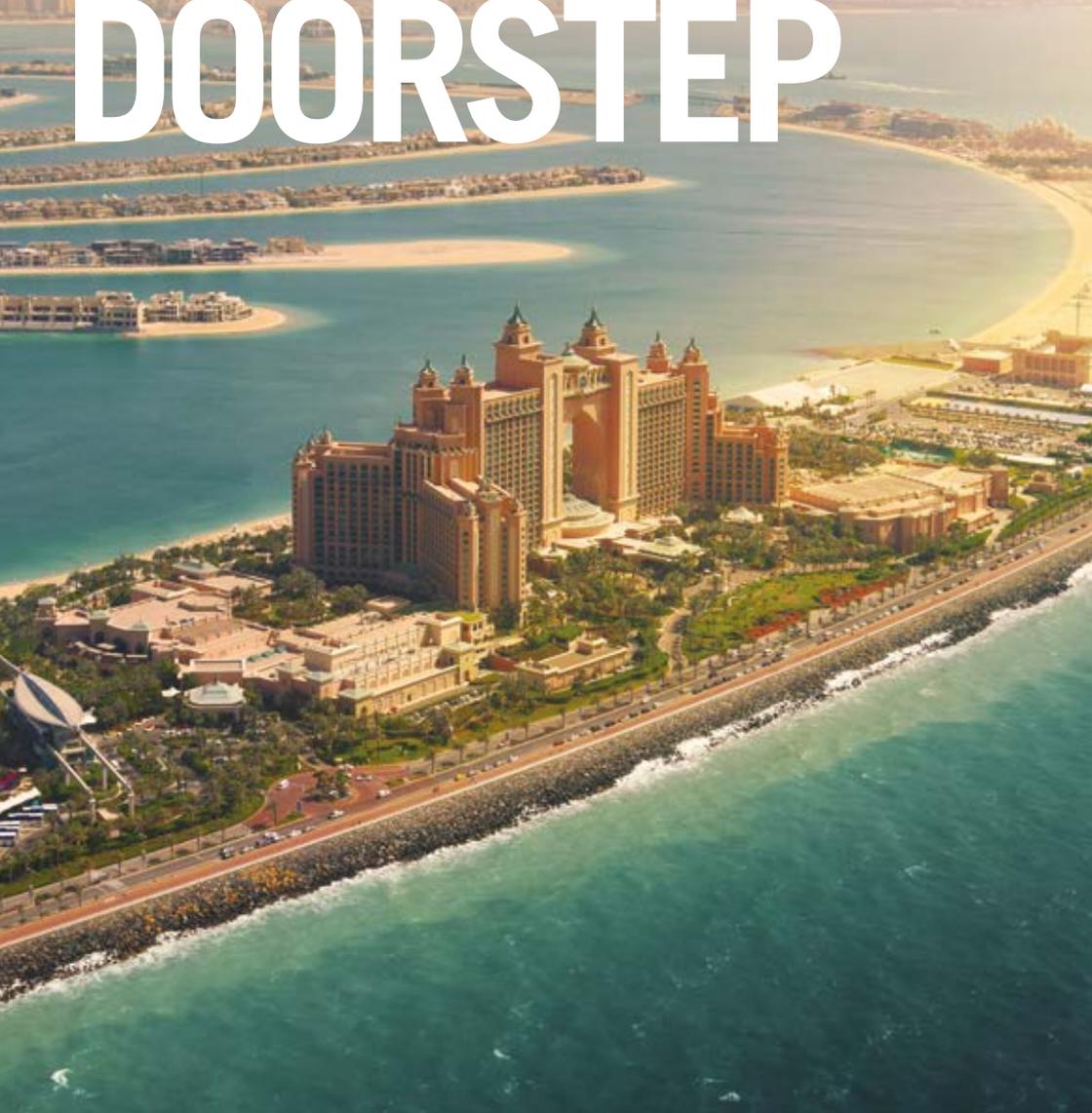
A QUALITY UK DEGREE IN THE HEART OF DUBAI

A vibrant and modern city, Dubai's culturally inclusive society is recognised around the world for both the opportunity and safety it provides. What really sets Dubai apart is its ability to attract the world's top companies, providing plenty of opportunities for graduates to fast track their career in a multitude of professional roles.

Dubai is also known for:

- ▶ Thriving tourism destination - with over 15 million people visiting in 2017.
- ▶ One of the fastest growing economies in the world, with the Emirate's GDP reaching AED 389 billion in 2017.
- ▶ Truly multicultural, with expats making up approximately 80% of Dubai's population.
- ▶ Nicknamed the 'City of Superlatives' it is home to:
 - The Burj Khalifa – the tallest building in the world.
 - Dubai Mall – the world's largest shopping mall.
 - The world's longest driverless metro network.
 - The largest indoor ski-slope in the world.
 - The world's longest urban zipline.
- ▶ Dubai boasts two airports, connecting it to almost every other airport in the world.

DUBAI ON YOUR DOORSTEP



Dubai Knowledge Park is close to Dubai's spectacular Marina, Palm Jumeirah and the international business hubs of Dubai Internet City and Dubai Media City.

Dubai Marina



FIND US

@ DUBAI KNOWLEDGE PARK!

10 minute walk to Dubai Metro
(Dubai Internet City)

2 minute walk to Dubai Tram
(Dubai Knowledge Village)

CONNECTING THE WORLD



A Truly Global University

The ability to work in a diverse and multicultural environment is an invaluable asset for any graduate, and here at Middlesex University Dubai you will benefit from the insights and viewpoints of an internationally diverse range of students and faculty.

Our Campus



3,200+
Students



100+
Nationalities

Global Community



4 CAMPUSES
London, Dubai,
Malta & Mauritius



40,000+
Students worldwide



150,000+
Former students in the
global Alumni network

OUR REPUTATION AND IMPACT

Licensed by KHDA

Middlesex University Dubai is licensed by the Dubai Government's Knowledge and Human Development Authority, whereby the University Quality Assurance International Board reviews all our programmes to ensure the quality of programmes we teach are equivalent to those taught in London.

Reviewed by the UK's QAA

Middlesex University is reviewed by the UK's Quality Assurance Agency as part of its mandate to ensure higher education providers maintain academic standards and quality. Our campus is an integral part of this review process.

Quality UK Education

The academic programmes taught at the University have the exact same validation and monitoring system as those offered in London, with the same examinations taken simultaneously in both cities. Our students have the opportunity to study towards a Quality UK Degree in the heart of one of the most exciting, vibrant and rapidly developing cities in the world!



RESEARCH AND INNOVATION



The University has developed a strong research culture and many of our academic faculty have been recognised internationally as leaders in their fields and have been appointed to editorial boards, executive boards of international organisations, and received prestigious research awards.

Research Committee

The Middlesex University Dubai Research Committee is responsible for the development of both faculty and student research initiatives. From weekly research seminars to their semi-annual 'Research Matters' newsletter, faculty and student research achievements are both shared and encouraged. One of our key focuses is ensuring students are exposed to and able to engage in cutting edge research throughout their studies. You will be able to benefit from faculty that utilise their own research, industry experience and case studies to support their lectures and seminars. You will also benefit from opportunities to attend and participate at high profile research conferences, events and panels organised both on and off campus.

Student Research

Student research is one of the cornerstones of the University, and we are immensely proud of our student's research accomplishments. The Student Research Sub-Committee (SRC) was established with the goal of encouraging, supporting and promoting student research. Many of our students have excelled at research including winning numerous national and international research awards, co-authoring academic journal articles and presenting at academic conferences. The research experience at postgraduate level also helps prepare students for even further academic study, as well as building analytical and communication skills.

Grants

We offer a range of grants to assist students who require support with funding their studies. Find out more at: www.mdx.ac.uk/scholarships

Installment Plans

Both domestic and international students studying on our postgraduate programmes can pay their fees in installments at no additional cost. Visit www.mdx.ac.uk/studentfinance



FUNDING YOUR STUDIES

WORK AND STUDY

Our MBA classes are held at our Dubai Knowledge Park campus Sunday to Thursday from 6:30pm to 9:30pm. The MBA can be studied full time (over one year) or part time (over two years) – meaning you do not have to compromise between work and pursuing further studies.

Full Time Study

Full time study comprises an average of 4 evenings per week. For brief periods there may be 5 evenings, and for others there may only be 3 evenings per week.

Part Time Study

Part time study comprises an average of 2 evenings per week. For brief periods there may be 3 evenings, and for others there may only be 1 evening per week.

Teaching & Learning

MBA sessions rely on a mixture of formal lecture sessions, case study sessions, guided and independent research, workshops, discussions, debates, student presentations, group work, guest speakers, self-managed group work, guest speakers, self-managed learning, simulations, role plays, reflective practice/learning logs, consultancy activities, as well as a major practice-based project.



ENTRY REQUIREMENTS

At Middlesex University Dubai we accept students with a diverse range of qualifications from varying backgrounds. Please note that entry requirements vary based on the specific programme and you can find further details at: www.mdx.ac.ae/courses

Academic requirements:

The criteria for admission to the programme are as follows:

- Applicants will be expected to have two or more years of relevant business experience post graduation and hold at least a second class honours degree from a UK university or a degree of equivalent standard.
- Holders of graduate-level professional qualifications may also be admitted and are encouraged to apply.
- Applicants who do not possess either an honours degree or professional qualifications are also considered, if they can demonstrate academic ability to undertake postgraduate level study.

English language requirements:

Applicants whose undergraduate degree was not taught and examined in English must have one of the following English language qualifications:

English Language Test	Entry Requirement
IELTS Academic	6.5 (minimum 6.0 in each band)
TOEFL Internet-based	87 (21 in listening & writing, 22 in speaking and 23 in reading)
PearsonPTE Academic	58
PearsonPTE General	Level 4





Contact Us

If you have any further queries, you can contact our Admissions Department from 8am to 6pm, Sunday to Thursday.
 e. admissions@mdx.ac.ae
 t. +971 (0)4 367 8100

HOW TO APPLY IN 9 STEPS

9.

If required, you can now apply for our Student Accommodation and Transportation Service! Visit www.mdx.ac.ae to find out more.

1.

Research the course you wish to study and check the entry requirements at: www.mdx.ac.ae/courses

8.

Congratulations! You are now officially a student of Middlesex University Dubai, and we are delighted to welcome you to the University. Now all you need to do is get enrolled and attend induction and you can enjoy your university experience!

2.

(Optional) Visit us at an Open Day to meet faculty, staff and take a campus tour. Register at: www.mdx.ac.ae/opendays

3.

Find out how to apply and begin your application at: www.mdx.ac.ae/howtoapply

7.

Secure your place by paying the AED 7,000 deposit (this is refundable should you not meet the requirements of your Offer Letter).

4.

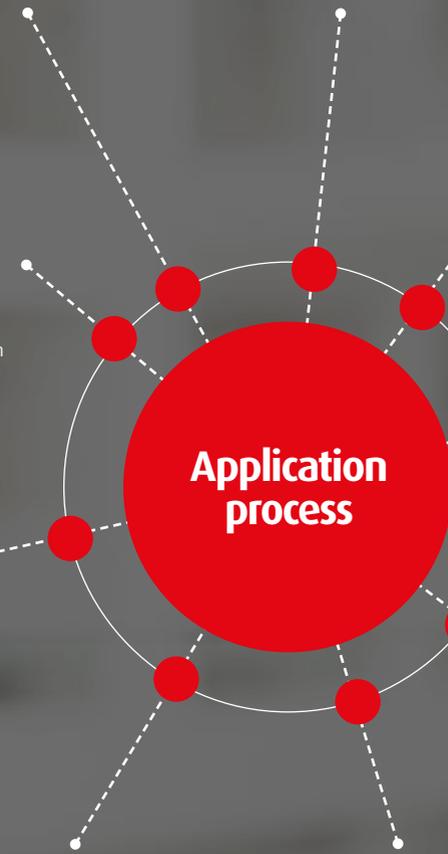
Your application will be assessed by our Admissions Department. You can view the status at: www.mdx.ac.ae/apply

6.

Once you have received your Offer Letter, you can confirm by signing and returning the letter to your Admissions Counsellor.

5.

If you meet the entry requirements you will be sent an Offer Letter. If you are awaiting final exam results and/or English language test results, you will receive a Conditional Offer Letter. When all requirements are met, you will then be issued with an Unconditional Offer Letter.



The Middlesex MBA

Intake: **September & January**



Programme Coordinator

Dr Alun Epps

e. a.epps@mdx.ac.ae
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Take a sneak peek of this programme at: www.youtube.com/middlesexdubai



Find out more about this programme at: www.mdx.ac.ae/mba



Duration: 1 year full time
2 years part time

HEALTHCARE MANAGEMENT **NEW!***

This pathway prepares you with the theoretical and practical insights for the modern challenges of the business of healthcare.

PROJECT MANAGEMENT **NEW!***

The Project Management pathway empowers you to specialise in the techniques specific to the planning, managing and monitoring of projects.

GENERAL

Those who choose to study the MBA General pathway can choose between any of the two optional modules listed on the next page. You can view the comprehensive breakdowns of all modules at: www.mdx.ac.ae/mba

ISLAMIC ECONOMY

The Islamic Economy pathway provides an insight into a market sector representing an estimated \$2 trillion in consumer spending by nearly 1.6 billion young Muslims worldwide.

BUSINESS ANALYTICS

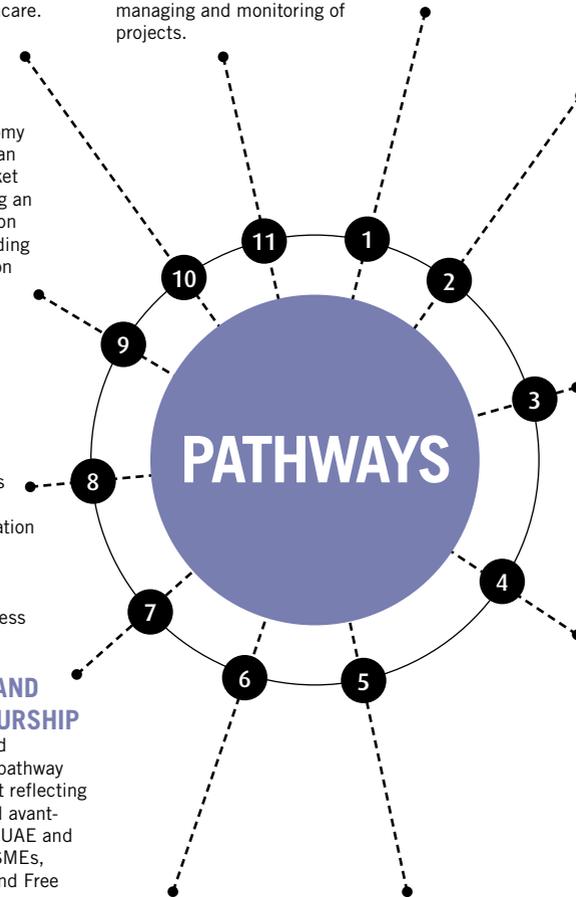
This pathway provides you with an insight into the skills, technologies and practices for continuous exploration and investigation into past business performance, and how to drive business planning.

INNOVATION AND ENTREPRENEURSHIP

The Innovation and Entrepreneurship pathway provides an insight reflecting the pioneering and avant-garde spirit of the UAE and the region where SMEs, Family Business and Free Zones are common.

SUSTAINABILITY AND CORPORATE RESPONSIBILITY

This pathway provides you with an in-depth knowledge and understanding of sustainability and corporate responsibility – essential in any forward-thinking and responsible business.



FINANCE

The Finance specialisation provides a deeper understanding of financial issues in the workplace.

MARKETING

The Marketing pathway focuses on providing you with an in-depth understanding of marketing issues.

BUSINESS EXCELLENCE

The Business Excellence pathway provides an in-depth understanding of organisational learning and quality management and how it links to attaining business excellence.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This pathway is focused towards providing you with a deeper understanding of how operations and logistics contribute towards improving efficiency, responsiveness and profitability of an organisation.

*Pending validation. Note that new pathways are available on a part-time basis only.

Chartered Institute of Management Accountants (CIMA) provides 12 exemptions for MBA graduates towards the Advanced Diploma in Management Accounting Certification.*

An Internationally recognised UK Degree completed in the heart of Dubai.

Gain international experience from a well-established international field-trip.

Study in one of the world's most dynamic and multicultural cities.

Four Applied Learning Experiences and Four Executive Skills Development sessions away from the classroom.

Tailor the programme to your career aspirations by choosing one of 11 pathways.

Guest lectures from leading experts from both national and international organisations.

Benefit from a multi-cultural cohort of students working in a range of industries and organisations.

WHY STUDY THE MIDDLESEX MBA?

*CIMA is the world's largest professional body of management accountants. On successful completion of one assessment paper, Middlesex MBA holders are eligible for 12 exemptions for the CIMA professional qualification, and are also awarded the "CIMA Advanced Diploma in Management Accounting" which entitles you to use the letters "CIMA Ad Dip MA".

Overview

By studying our MBA you will develop the knowledge and skills to manage successfully and ethically across a range of organisations, as well as to critically evaluate and take decisions in your functional area of expertise.

Course Highlights

The MBA encourages you to gain a thorough and integrated understanding of the various disciplines that contribute to the study of management, and how the application of fundamental management disciplines ensure effective practice. You will develop the ability to apply existing and newly acquired knowledge and experience to complex business issues within a range of contexts that prepare you for leadership and transformational roles in business. Alongside this, you will develop advanced knowledge of organisations, their management and the environment in which they operate, and be able to demonstrate a broad perspective on organisational management and its wider impact on society and the environment. The MBA will allow you to develop in-depth knowledge in your chosen area of emphasis, or a generalist range of subjects, to operate and manage within a global and multicultural environment; and to develop interpersonal and group-working skills.

Programme Content

The MBA programme has six taught modules each worth 20 credits and a 60 credit project. Four of the taught 20 credit modules are core and compulsory across all pathways. Two further 20 credit modules offer you the opportunity to focus your studies on your chosen discipline or area of interest.



Fees: AED 107,600

Modules

Core Modules

- Leadership (20 Credits)
- Business Strategy (20 Credits)
- Finance and Economics (20 Credits)
- Marketing Management (20 Credits)
- The MBA Project (60 Credits)

Pathway Modules

MBA Finance

- International Finance (20 Credits)
- Applied Corporate Finance (20 Credits)

MBA Marketing

- Marketing Communications (20 Credits)
- Digital Marketing (20 Credits)

MBA Business Excellence

- Business Excellence and Quality Management (20 Credits)
- Governance and Sustainability (20 Credits)

MBA Operations and Supply Chain Management

- Supply Chain Management (20 Credits)
- Operations Strategy (20 Credits)

MBA Sustainability and Corporate Responsibility

- Governance and Sustainability (20 Credits)
- Sustainable Operations Management (20 Credits)

MBA Innovation and Entrepreneurship

- Managing Innovation (20 Credits)
- Entrepreneurship and SME Management (20 Credits)

MBA Business Analytics

- Data Analytics (20 Credits)
- Advanced Business Statistics (20 Credits)

MBA Islamic Economy

- Islamic Banking and Finance (20 Credits)
- Islamic Management and Marketing (20 Credits)

MBA Healthcare Management

- Informatics and Innovation in Healthcare (20 Credits)
- Performance Excellence in the Business of Healthcare (20 Credits)

MBA Project Management

- Applied Project Management (20 Credits)
- Project Management Fundamentals (20 Credits)

MBA General Pathway

Those who choose to study the MBA General pathway can choose between any of the two optional modules listed above. You can view the comprehensive breakdowns of all modules at www.mdx.ac.ae/mba.

Note: Both core and optional modules are constantly updated and under review. As with most academic programmes, please remember that it is possible that for operational reasons, a module may not be offered in any particular year. Middlesex University reserves the right to vary or withdraw any course or module.

EXPERIENCE AND DEVELOPMENT

APPLIED LEARNING EXPERIENCES

In addition to the taught modules, the four Applied Learning Experiences (ALE) are designed to enhance your professional competence by engaging in practice and applying what you have learned so far. You will be provided with a broad range of tools to maximise your learning and development.

Recent cohorts have experienced:

Team Development and Leadership

This two day session involves external consultants and covers leadership and organisational development.

Applied Marketing Project

The Applied Marketing Project involves the creation of a product or service concept that will meet the expectations of the target market.

Entrepreneurship – Start Your Own Business

This workshop covers creating innovative and sustainable business set-ups, a 'shark tank' style pitch and the options available to allow your venture to take flight.

International Field Trip

This one week trip gives you the opportunity to work on strategic issues on a practical level. Recent cohorts have travelled to destinations including Paris, Milan and Shanghai.

EXECUTIVE SKILLS DEVELOPMENT

The four Executive Development Skills (ESD) workshops provide you with a broad range of executive managerial skills, with each one run on the format of a corporate training programme. Recent sessions have included:

Project Management

The Project Management session has included management strategy, skills required by project managers, risk assessment, planning projects and how to evaluate the success and failure of projects.

Cross Cultural Management

This session covers cultural perspective on leadership, negotiation, decision making, communications, and the management of cross cultural teams.

Data Analytics

This workshop provides you with a deep understanding of data analytics within multiple business domains, how to understand various methods of analytics and how these can solve issues in business.

Coaching for Performance

The Coaching for Performance session teaches you how to bring a coaching mindset to the workplace to create an empowering environment. It also explores the concept of coaching and highlights the difference between mentoring and coaching.



INNOVATIVE TEACHING AND LEARNING

THE CONSULTANCY PROJECT

In studying the Middlesex MBA you will have the opportunity to participate in a live industrial consultancy project. You are able to consult within an organisation on current issues and concerns, providing feasible solutions on a pro bono basis. Such issues may include; strategy, HR, marketing, logistics, supply chain management, finance and IT.

THE ENTREPRENEURSHIP PROJECT

You will have the option to complete an entrepreneurship project which involves preparing a business plan. This is a challenging endeavor and is the nexus that brings together the whole MBA. It must be produced to a professional standard and will include an outline of: the business, the market, business potential, forecast profit figures, investment needed, as well as prospects for investors and leaders. You will conduct an analysis of the business environment including past performance, the organisational or business context for the business or product proposal as well as full operational details.

BUSINESS SIMULATION

Over the course of your studies you will participate in the marketing simulation game 'Simbrand' which develops your understanding and command of the whole marketing decision process. This online simulation covers marketing topics such as; segmentation, positioning, distribution, advertising budget allocation, after sales service, pricing, forecasting, marketing research, competitor analysis, R&D and profitability. It will enable you to comprehend the different parts of the decision making process, your relationship with your peers, and your impact on the company's overall results. In addition, you will gain valuable experience in teamwork and problem-solving.

INTERNATIONAL FIELD TRIP

All of our MBA finalists take part in one of several, week-long international field trips, the price of which is included in the course fees. In recent years, students have travelled to Paris, Milan and Shanghai. During these trips, students have experienced the luxury and fashion industries. Students were able to analyse the markets and performance of beauty and luxury fashion stores, and work on strategies a player should follow if they were to move from a premium brand to a luxury brand.



STUDENT VISA

Laws in the United Arab Emirates require all non-national students to obtain a Student Visa for the duration of their studies, and we provide Student Visas for applicants studying on any one of our academic programmes. Student Visas are issued for a duration of 12 months and therefore students may be required to renew their visa during the course of their study.



Student Visa Fee

AED 5,925 (USD \$1,624)*

Inclusive of:

- Visa processing fees
- Emirates ID
- Medical Insurance



Visa Deposit

AED 2,500 (USD \$685) – refundable after visa cancellation (minus cancellation charges).

All charges are inclusive of VAT.

*Fees are subject to change depending on the exchange rate at the time of payment.

Apply Online

Find out more and apply for your Student Visa online at:

www.mdx.ac.ae/studentvisa



Please note that all international students in the UAE must hold a Student Visa to enrol on a full time programme.

Please be aware that Visa charges are set by Dubai Knowledge Park and may be subject to change.

EXPERIENCE MDX DUBAI



Open Days 2019

The University runs many Open Days and Evenings throughout the year. Find out more and register at: www.mdx.ac.ae/opendays

- Saturday 27 April – 12pm - 4pm
- Friday 24 May – 1pm - 4pm
- Saturday 15 June – 12pm - 4pm
- Tuesday 25 June – 4pm - 8pm
- Saturday 27 July – 4pm - 8pm
- Friday 16 August – 12 - 4pm
- Tuesday 27 August – 4pm - 8pm
- Saturday 7 September – 12pm - 5pm
- Tuesday 17 September – 4pm - 8pm



International Visits

Meet staff and faculty at international career fairs and exhibitions. Find out more about our international visits at: www.mdx.ac.ae/internationalvisits



Drop-In

Our campus is open from Sunday to Thursday 8am to 6pm. Simply drop-in to visit our Admissions Department, take a campus tour, and discover how you can pioneer your future.



The best way to experience the University is to come along to our Open Days, attend Education Fairs & Exhibitions, or simply drop-in and discover what it's like to be a student at Middlesex University Dubai.



WE ARE DUBAI



Main Reception

GET IN TOUCH



General Enquiries

t. +971 (0)4 367 8100
e. info@mdx.ac.ae



Admissions

t. +971 (0)4 367 8100
e. admissions@mdx.ac.ae
8am to 6pm (Sunday to Thursday)
WhatsApp
t. +971 (0)54 444 1260



Student Visa

t. +971 (0)4 367 1682
e. visa@mdx.ac.ae
8am to 5pm (Sunday to Thursday)



Finance Office

t. +971 (0)4 433 4149
e. studentfinance@mdx.ac.ae
8am to 5pm (Sunday, Tuesday, Thursday)
8am to 7pm (Monday, Wednesday)

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MiddlesexDubai



YouTube

MiddlesexDubai



Instagram

middlesexdubai



LinkedIn

middlesexdubai



Snapchat

MDXDubai



VK

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KHDA



Permitted by the Knowledge and Human Development Authority. The academic qualifications granted by this institution and certified by KHDA shall be recognised in the Emirate of Dubai by all public and private entities for all purposes.

Disclaimer

The University has attempted to ensure that the information contained in this booklet is accurate and up to date at the time of publishing, but cannot be liable for any errors, changes since compilation or omission, and for any loss, direct or consequential, arising in connection with the information in this publication. The University reserves the right to change the information included herein at any point and without notice in response to changing circumstances.

IT ALL STARTS WITH MDX DUBAI

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