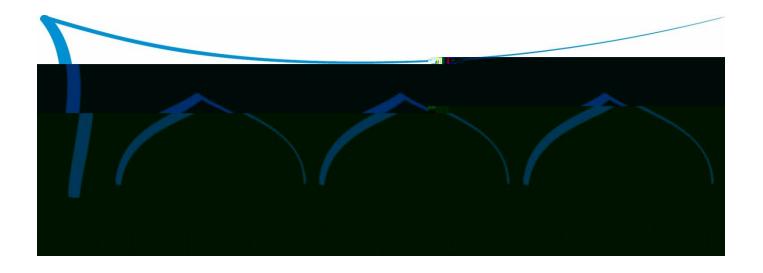
Dubai Business Internships Year 2

August 2015

James Maughan DBI Director, Falcon and Associates

Programme Structure





Business Internship Training Modules Cultural Understanding Building on the success of DBI year 1, to bridge more skills and work-readiness gaps in year 2



DBI takes participants on a holistic and immersive learning journey, turning them from graduates to the professionals that employers are really looking for

This is made possible by a learning journey that combines competencybased business fundamentals, regional exposure, a real life internship with leading organisations, problem-solving skills that culminate with a real consulting project where participants are coached by top strategy consultants

An enriching employer-driven professional development that has the potential to serve as an education-to-professional-readiness model for higher and corporate education to follow.

Enticing bridge to the working world for both graduates and talent-hungry employers



| Academic Module 1 Orientation & Program Introduction. Business Fundamentals Work Readiness Organisational Behaviour & teams Dubai Vision & Econ Business Economics Ops & project management Marketing, branding & Market Analysis Accounting & reading financial statements Business Research | Internship Soft Skills training Coaching / Mentoring Cultural activities | Academic Module 2 Entrepreneurship (in Local Context) Industry Immersion Financial & business planning & valuation. Entrepreneurship / Starting own Business Setting up business in Dubai Doing business in the MENA | Break (2 weeks) | Academic Module 3 Creating Value & Consulting Project Intro to Innovation & Creative Thinking Sustainable business Business Ethics Decision Making Negotiation analysis Essential Consulting Skills | Consulting Project Coaching on project and consulting skills Cultural activities | Academic Module 4 Fit for the market Project Presentation Capstone Simulation Reflections & Learnings Graduation |
|--|--|--|-----------------|--|--|--|
| Intro to Strategy 7 weeks | 12 weeks | 4 weeks | | 3 weeks | 10 weeks | 2 weeks |
| 23 Aug 15 Oct 2015 | 18 Oct 2015 7 Jan 2016 | 10 Jan 4 Feb 2016 | \rangle | 21 Feb 10 Mar 2016 | 13 Mar 19 May 2016 | 22 May 6 June 2016 |
| ^ | ^ | ^ | | ^ | ^ | ^ |

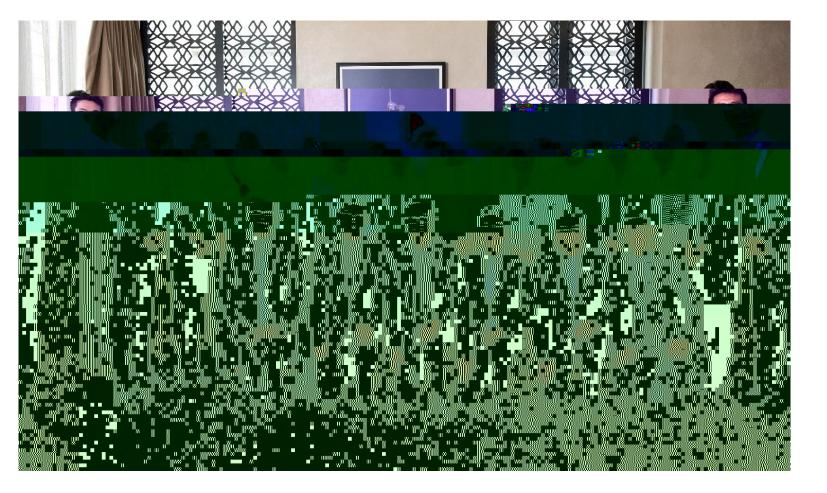
Coaching, mentoring, presentation skills, Master Classes with CEOs, corporate presentations, skills development workshops. Badges awarded for real competencies in work readiness.

Personal Professional Development Programme

ESMT Professor Urs Mueller:

First class photo





Year 1 Placement Partners. About double the number to be added















The Emirates Group



Detailed Schedule Module 1



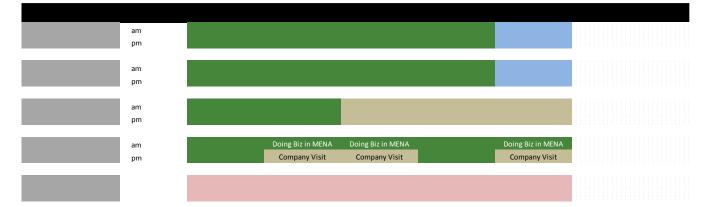
| am | Arrival and | Intro to the Program | Discover Dubai | ID & Medical | Introduction to Falcon | R&R |
|----|-------------|----------------------|----------------|--------------------|------------------------|-----|
| pm | Orientation | ID & Medical | Discorer Dabar | Sheikh Moh. Center | Thursdays | nan |

| am pm | Official Launch Managing Teams for S. | Managing Teams for Success | Work Readiness Skills | Work Readiness Skills | Work Readiness Skills | Overnight Desert Team Building |
|----------|--|--|--|--|--|--------------------------------|
| am pm | The Vision and Economy of Dubai | Active Listening & Note Taking Skills | Organizational Behavior | Organizational Behavior | Organizational Behavior | R&R |
| am pm | Introduction to Marketing/Branding | Introduction to Marketing/Branding | Conducting a Market Analysis | Fundamentals of Business Research | Writing Skills - Business English | R&R |
| am pm | Business Economics | Business Economics | Business Economics | Business Economics | Eid (TBC) culturally aware event to celebrate the festival (TBC) | R&R |
| am pm | Operations Management | Operations Management | Project Management | Project Management | The Strategy of Dubai - Company Visits | R&R |
| am pm | Fundamentals of Accounting | Fundamentals of Accounting | Reading Financial Statements (FICP) | Reading Financial Statements (FICP) | Intro. to Financial Analysis & Modeling | R&R |
| am pm | Intro to Strategy | Intro to Strategy | Intro to Strategy | Intro to Strategy | Takeaways & Internship Prep Takeaways & Internship Prep | |
| F | | Ir | ncluding Falcon Thursday | γs | | R&R |

Page 7

Detailed Schedule Modules II-IV





| am | Sustainable Business | Dealing Ethically | | | |
|----|----------------------|----------------------|----------------------|----------------------|--|
| pm | Business Ethics | CSR | | | |
| | | | | | |
| | | | | | |
| | Decision Making and | Decision Making and | Decision Making and | Decision Making and | |
| | Negotiation Analysis | Negotiation Analysis | Negotiation Analysis | Negotiation Analysis | |
| | | | | | |
| | | | | | |
| | Decision Making and | Decision Making and | Decision Making and | Decision Making and | |
| | Negotiation Analysis | Negotiation Analysis | Negotiation Analysis | Negotiation Analysis | |
| | | | | | |
| am | | | | | |
| pm | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

