



SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai – 400 030

Report on Industrial Visit

Title/ Theme of Event: International Industrial Visit

Duration & Date: 29 November, 2018 to 3 December, 2018

Time: 4 nights and 5 days

Venue: Dubai

Introduction: In order to broaden the outlook of students with exposure to different workforces from different industries an industrial visit was organized in Dubai with an objective to open new horizons for them to learn and grow. Sasmira's Business School and Sasmira's Institute of Management and Research planned an industrial visit on 29th November 2018 to NAKHEEL's office and AUD (American University of Dubai) located in the industrial sector for the students of PGDM and MMS under the guidance of Prof. Rupali More - Head Academics. This industrial visit was planned from 29th November 2018 to 3 December, 2018.

Objectives:

- To acquaint students with various functions, activities and procedures related to the working of the company
- To provide a practical perspective on the world of work
- To give practical insights to the students and help them link their classroom inputs with the real world of work in different areas of management like Finance, Marketing, and Human Resource
- To provide an insight regarding internal working of the company

Programme Schedule:

Programme schedule for International Industrial Visit to Dubai

Venue: Nakheel and American University in Dubai

Day: Thursday

Date: 29 November 2018

Time: 9:00am to 10:45am (Visit to Nakheel)

11.00am to 2.00pm (Visit to the American University in Dubai)

Time	Details of the Programme
Day 01 - 29th Nov (Thursday)	
06:45 hrs	Arrive at Sharjah Airport (Minimum 1hr to clear all formalities)
	Fresh up at Airport
08:00 hrs	Transfer to Nakheel's Office

09:00 hrs	Arrive at Nakheel's Office
11:00 hrs	Transfer to American University
11:30 hrs	Arrive at American University
12:00 - 13:00 hrs	International Business class
13:00 - 14:00 hrs	Show Around of University
14:00 hrs	Transfer to Hotel
15:00 hrs	Arrive at hotel (Rooms will be ready for check in from 15:00 hrs)
	Lunch at Hotel
18:00 hrs	Transfer to Dubai Mall
18:30 hrs	Arrive at Dubai Mall and Free time at Dubai Mall
19:30 hrs	Transfer for Dhow
20:30 - 22:30 hrs	Dhow Cruise Creek With Dinner
23:00 hrs	Return to Hotel
	Overnight at Hotel
Day 2 – 30th Nov (Friday)	
	Breakfast at Hotel
	AM at leisure
13:00 hrs	Lunch at Hotel
15:00 - 15:30 hrs	Desert safari with BBQ dinner and belly dancing (6 - 7 Pax per 4WD / SIC) – Pick up from Hotel
	Overnight at Hotel
Day 3 – 01st Dec (Saturday)	
	Breakfast at Hotel
09:30 hrs	Dubai City tour - Orientation Tour
12:00 - 13:00 hrs	Lunch at Local Indian Restaurant
13:30 hrs	Return to Hotel
19:00 - 20:00 hrs	Dinner at Hotel
	Overnight at Hotel
Day 4 - 02nd Dec(Sunday)	
	Breakfast at Hotel
12:00 hrs	Check out from Hotel
15:00 hrs	Transfer for shopping
16:00 - 18:00 hrs	Free time for Shopping at Arabian Mall Centre
18:00 hrs	Departure to Sharjah international Airport
19:30 hrs	Drop off to Sharjah international Airport

Speakers:

- 1) Mr.Steven Buigut (Professor at AUD)
- 2) Ms.Burcu Kapar (Marketing head at Nakheel)

Brief Programme Details:

After the arrival in Dubai, the students visited Nakheel real estate developer, to discover how Palm Jumeirah and other world-leading, waterfront projects turned from vision to reality and set new standards in innovative engineering. The students were shown a presentation on how Nakheel's flagship projects reshaped the coastline of Dubai and rapidly became some of the most famous landmarks and sought-after destinations in the world, followed by an interactive question and answer session with Ms.Burcu Kapar and a close up view of scale models of Nakheel's projects. After gaining a deep insight into the exciting business environment of Dubai, the students made their headway to the American University Dubai.

After reaching the university, the students made a campus visit which enabled them to learn more about the university and the courses it offers. It gave them a first-hand look at campus classrooms, library and facilities, the opportunity to speak with current students and so on. The students were then taken to the seminar hall for a session on "Policy effect of Foreign Exchange rate regimes". Prof Steven Buigut addressed the students and enlightened them on the said topic. This session enhanced the knowledge of the students which helped them understand the factors that were important in shaping exchange rate regime choices, and also some of the important concepts like foreign exchange market, an exchange rate, etc.

Enriching cultural excursions increase trip's value. The students enjoyed Mid-east food and shopping, toured the city, enjoyed at the Cruise and even travelled over the dunes for a desert dinner.

Conclusion:

The Students were apprised about the future of real estate in Dubai and upcoming projects of Nakheel. They understood the investors' interest and investment opportunities presently existing in real estate in UAE. The interactive session at university was an added advantage to this trip. This visit to Dubai definitely made classroom learning come alive. It was indeed learning with lots of fun.

Quote:

"We in the UAE have no such word as 'impossible.'
— Mohammed bin Rashid Al Maktoum

Photographs

