



26 March - 8 April 2023

# UniHawk - Middlesex University

## SPRING PROGRAM

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Middlesex  
University  
Dubai



**UniHawk**  
Guiding you always

# About the program

UniHawk, in partnership with Middlesex University Dubai, presents the first-ever two-week residential Spring Program in the UAE. This innovative on-campus program in Dubai, from March 26 to April 8, 2023 is one to be lived and experienced. During this two-week period, learners get to choose from a wide range of topics and take home a wealth of knowledge. The 2-week course is conducted by expert mentors and delivered by UAE's top study abroad company - UniHawk. They will be assigned a project and will receive a certificate on completion. This extremely sought after program offers limited seats to learners from across the world.

## Program Details

Date: 26 March to 8 April 2023

Time: 9:00am - 5:00pm followed by excursions and field trips in the evening

Eligibility: Ages 13-19

First Deadline: March 12, 2023

Second Deadline: March 19, 2023

Fee:

USD 1500 /- without accommodation (per course/ per week)

USD 2000/- with accommodation (per course/ per week)

Early applicants get preference in their admission to the different program modules/courses.







# Aims of the Spring Program

- Learn from academic experts and hone your skills
- Pick courses which suit your core competencies & unlock strategic techniques
- Interact with diverse learners and expert mentors
- Earn a completion certificate by Middlesex University Dubai

## Authentic Student Experiences

- Study on-campus in the city of Dubai which is renowned for its state-of-the-art living experiences
- Experience a lively student life interacting with diverse learners and mentors
- Learn from varied subjects and expert techniques designed to unlock your potential
- Enjoy a formal dinner and memorable graduation ceremony on the final night as you make strong bonds and imbibe positivity for your future

**Study on–campus at  
Middlesex University  
Dubai, UAE**

# World Class Accommodation at TheMYRIAD Dubai

Benefit from interacting with expert mentors and like-minded peers. Grow a global mindset as you gain insights into various subjects and techniques for the contemporary world. With our focus on inclusivity you can be sure of every learner getting real learning opportunities in a safe and comfortable learning environment.

Our two week summer course offers learners ages 13-19, a chance to enhance their skills and forge strong bonds with their peers while experiencing living in a global city - Dubai.

**Enjoy meals with your friends, recreational activities  
in the evening and much more**



# Experience a Spring Program YOU will never forget!

The programs will combine theoretical knowledge with practical work. This approach is often highly effective in engaging students and helping them apply their learning to real-world situations. By combining theory and practice, students can gain a deeper understanding of the subject matter and develop important skills that will serve them well in their future careers. It's important to ensure that the practical work is designed to challenge and engage students at the highest levels so that they can maximize their learning and development.

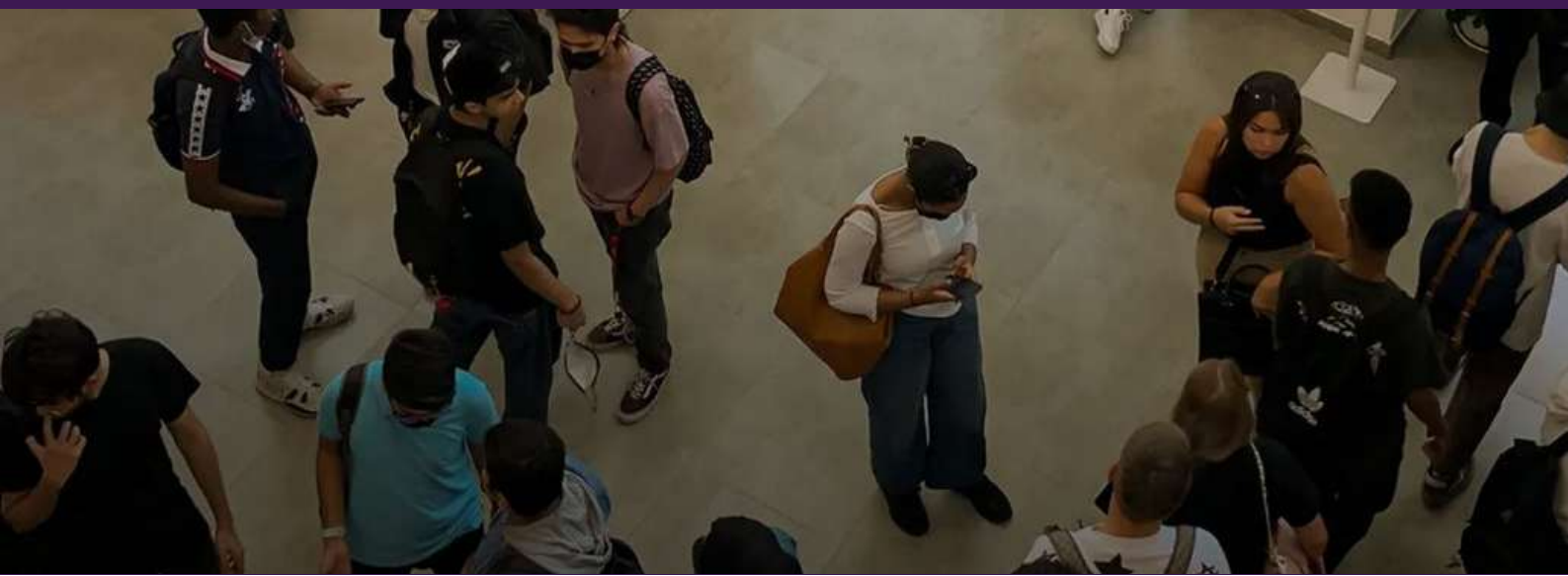
***Our extensive subject list is curated to satiate every curious mind***

## Week 1 - Courses

*Marketing Impact and Trends*  
*UK Law – Learn about moot court*  
*Sustainability in Fashion*

## Week 2 - Courses

*Media in 2023*  
*Robotics and AI*  
*Becoming an Entrepreneur*







## Marketing Impact and Trends – MATTHEW STUART BROWN

Our award-winning marketing courses have a reputation for teaching excellence. Based within our flourishing Business School you will benefit from the support of leading academics who will teach you to think critically about marketing practice in a 21st century context. There has never been a more exciting time to be a marketing practitioner; as digital and social media merge with traditional communication methods, changing the way businesses operate. This course will be a stepping stone to exciting workshops, introducing a range of disciplines, including: branding, customer relationship marketing, international marketing, advertising, and public relations.



**MATTHEW STUART BROWN**

MA FHEA MCIM FCMI Senior Lecturer

# 2

## UK Law – Learn about moot court – SAMANTHA JAYNE ROBERTS

Mooting is a simulated legal proceeding where students are presented with a legal problem that they are required to argue before a judge. Moot problems and competitions are generally focused on a specific area of legal argument, for example, family law, dispute resolution, criminal law, commercial law, and so on.

In a moot court, the process and procedures follows real life court where students will learn about appropriate courtroom decorum and how to prepare for a trial. Mooting presents an opportunity to develop legal practice skills and take part in networking opportunities with legal professionals.



### **SAMANTHA JAYNE ROBERTS**

LLB MA SFHEA - Senior Lecturer,  
Campus Programme Coordinator –  
Undergraduate Law and Politics

# 3

## Sustainability in Fashion – VAISHALI RAJ SHARMA

Our fashion program will equip you with technical skill, support your creativity, and encourage you to develop your identity as a designer. You will cover a vast array of topics such as fashion illustration, portfolio presentation, technical drawings, garment construction and pattern cutting, corsetry, and tailoring. During this program you will not only learn the knowledge and practical skills essential for a successful career in fashion design, but also develop self-confidence, a willingness to challenge yourself, the ability to work with others, and the skills to discover and define your own design identity. You will focus on individuality and be encouraged to question everything, and learn within a multifaceted environment in which to research, challenge, design and create. You will develop your specialist knowledge and understanding of critical issues in contemporary fashion, related to the production, consumption and mediation of fashion as a global aspect of both culture and industry. We will cover key economic, social and theoretical concepts and explore how they influence the material, visual and consumer culture of fashion, challenging dominant historical narratives and unpicking fashion's mythologies from a global perspective.



### VAISHALI RAJ SHARMA

MA (GARMENT MANUFACTURING TECHNOLOGY) FHEA -

Campus Programme Coordinator -  
BA Honors Fashion Design,  
Senior Lecturer in Fashion Design



# 4

## Media in 2023 – STEPHEN KING

Recognised as the 'Best Media Centre' in the region by Forbes Middle East (2019), Middlesex University Dubai's School of Media directly responds to the ever-changing ways in which we communicate. This vibrant program is taught by expert faculty with an array of industry experience, bring a diverse range of skillsets and knowledge to the classroom. This program has been designed in consultation with industry to provide students with a curriculum which meets the practical, technical and theoretical demands of a career in the fast-paced creative industries.



**STEPHEN KING**

MA FHEA - Senior Lecturer

# 5

## Robotics and AI – DR. SAMEER KISHORE

This program is structured in ways that map explicitly on to modern technology, and includes systems design, application development, network design and management, AI, etc and introduces students to a range of AI theories and techniques, including the most commonly used. This will extend to the ability to implement these techniques, and the students will extend their own development skills.. In the near future robotic and other autonomous systems will be present in virtually every industry, with their global impact estimated to reach \$6.5 trillion per year by 2025 (McKinsey). As new markets turn to robotics for the next step in their evolution, the need for qualified robotic engineers has never been greater. Advances in robotics technology continue to push the boundaries of what we previously thought possible. This program will give an introduction to students about the technical knowledge and project experience for a career as a robotics expert.



### DR. SAMEER KISHORE

FHEA - Senior Lecturer  
Computer Engineering and Informatics,  
Campus Programme Coordinator MSc Robotics

# 6

## Becoming an Entrepreneur - MATTHEW STUART BROWN

This program will provide you with the knowledge you need to harness the principles of innovation to launch a successful business. You will analyze the strengths and weaknesses of various management theories, learn how to attract, retain and motivate your talent, deepen your understanding of organizational behavior, discover the importance of innovation in a dynamic business environment, and much more. You will also have the opportunity to apply your knowledge to practical assignments and case studies. This program provides students with an introduction to innovation and entrepreneurship. It examines different forms of innovative and entrepreneurial practice including commercial and social enterprise. This includes an introduction into management issues faced by entrepreneurs and small business owners. The module will also introduce students to such concepts as opportunity recognition and the ability to act upon opportunities and problem solving.



**MATTHEW STUART BROWN**

MA FHEA MCIM FCMI Senior Lecturer





     
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# A **LEARNING LAB** INITIATIVE by UniHawk

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