

Business leaders focus on work place learning in Middlesex Dubai conference

13/02/2015

Businesses from the Middle East came together to discuss university and business collaboration, and life-long learning for employees.

Businesses from the Middle East came together in Dubai this week for a series of events hosted by Middlesex University to discuss university and business collaboration, and life-long learning for employees.

The events, which took place on February 10 and 11 at the Palace Hotel Downtown, Dubai, saw business leaders from a variety of different sectors find out more about the importance of upskilling employees and ensuring staff feel equipped to deal with industry developments.

Middlesex University is leading the way in creating courses which address industry needs and companies continue to use to help further develop their staff's skills, including a tailored courses for Wal-Mart's Asda and Halifax, with the latter running for over seven years and seeing over 1,000 staff accredited.

The University has a number of tailor-made courses based in London, Dubai and online, which have been developed in collaboration with companies, targeting specific business projects and specialised market needs. Students on some of these courses are based across the globe including Australia, Singapore, the UAE, India and Brazil, giving an international perspective and global input to the university's reach.

The event also celebrated Middlesex Dubai campus' tenth anniversary, which has seen over 4,000 graduates who have gone on to work for some of the world's biggest employers. Middlesex Dubai currently runs over 20 undergraduate and nine postgraduate programmes, which have received industry recognition; the Middlesex MBA has been ranked as the number one MBA in Dubai.

Conference attendees also found out about the world's first in-house **Masters in Sales Transformation**, provided by Middlesex University and **Consalia**, as well as the University's work in developing a **Masters in Building Information Modelling (BIM) Management**, developed together with the Cabinet Office, which is exercised in Dubai, London and internationally.

BIM is becoming a key component for the constructor sector, both in the UK and UAE, as any centrally procured project will require BIM compliance. Responding to business needs, Middlesex University developed a course which not only equips practitioners with the skills and knowledge needed, but gives an ever-desired qualification, enhancing businesses production and employability.

The two day event, supported by **Dhabi Contracting**, **Consalia** and **Etihad Airways**, was arranged by the University's Corporate Engagement team. Speaking after the event, David Williams, Director of Corporate Engagement, said: "Here at Middlesex University, we have a reputation for the highest quality teaching and research that makes a real difference, together with a practical, innovative approach to working with businesses to develop staff potential and provide solutions to business issues.

"We have met some truly inspirational industry leaders, and we are keen to work together to develop solutions to allow companies to keep staff abreast of industry and technological advances, and how we can best fit the requirements of the business."

For further information on how Middlesex University can develop your business, contact the team:

Telephone: +44 (0)20 8411 5050

Email: corporate@mdx.ac.uk



News se

News

News Ar

2015 archive

2014 archive

2013 archive

2012 archive

2011 archive

2010 archive

2009 archive