



Cass Business School
CITY UNIVERSITY LONDON



The Cass Executive MBA in Dubai

All that you can be,
realise it here.

www.cass.city.ac.uk/mba

The Sir John Cass Business School is ranked in the top 1% of business schools worldwide. Our location on the doorstep of both the City of London and Tech City ensures our programmes reflect the realities of the business world and provide excellent contacts and networking opportunities.

Our academics are regularly called upon to inform the media and government policy makers, while our research has had an undeniable impact on business and society. According to the Research Excellence Framework (REF) 2014 appraisal, 84% of our research was classed as world-leading and internationally excellent, placing us 6th, out of 101 UK institutions.

We are triple accredited by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Associations of MBAs), EQUIS (European Quality Improvement Scheme) and licensed by the KHDA (Knowledge and Human Development Authority).



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Give yourself an advantage

The Cass Executive MBA is a two-year journey of transformation, an interface between academic insight and the real-world priorities of business, in both Dubai and London. Studying over long weekends for an internationally recognised qualification, while continuing to work, is a challenge. Yet it is also an opportunity to apply your new skills to the challenges of modern business.

You will be immersed in an environment defined by a diverse, experienced cohort, an international faculty and a worldwide *alumni* network. The emergence of networks and the importance of professional development is evident from day one. As you progress, your choice of International Electives and International Consultancy Week enhances your knowledge of global business practices.

“The Executive MBA is a period of personal transition, leveraging the power of connections, accelerating your career and perhaps redirecting it.”

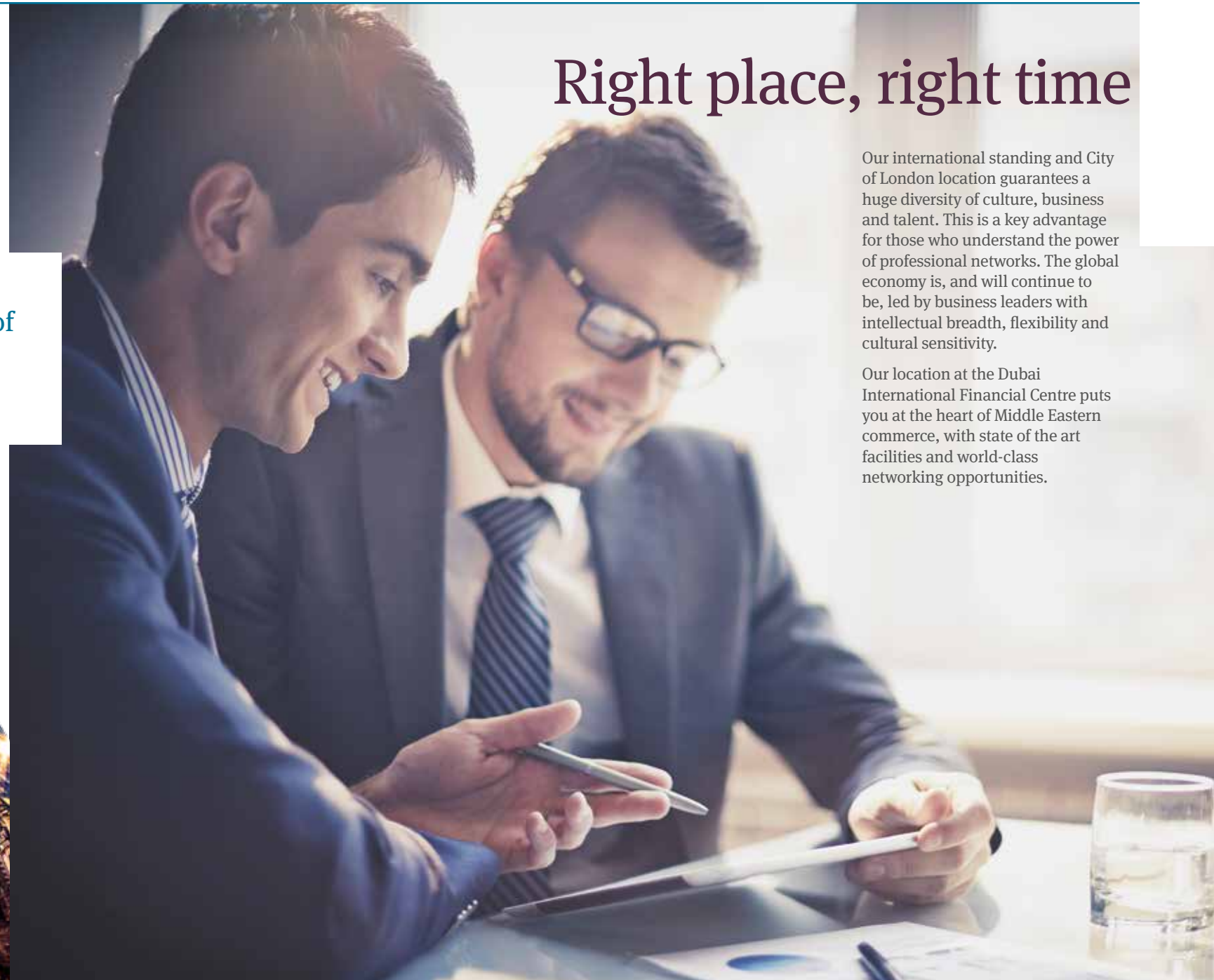
Dr Sionade Robinson, Associate Dean, Cass MBA



Right place, right time

Our international standing and City of London location guarantees a huge diversity of culture, business and talent. This is a key advantage for those who understand the power of professional networks. The global economy is, and will continue to be, led by business leaders with intellectual breadth, flexibility and cultural sensitivity.

Our location at the Dubai International Financial Centre puts you at the heart of Middle Eastern commerce, with state of the art facilities and world-class networking opportunities.



London: a place of business

As a key global commercial centre, the City is one of the most diverse and well-connected places you could be and offers a wealth of inspiration and networking opportunities.

The epicentre of finance, technology, business and media; London also offers a wealth of culture, art, and theatre, a blend of finance and creativity that results in innovation. Our new campus at 200 Aldersgate is located in the financial district and next to Tech City, London's growing and thriving technology hub and start-up scene. You are encouraged to make the most of the institutions and individuals you will meet through your Executive MBA. Together the course and the City make this a transformative journey.



Dubai: open to opportunity

Dubai has swiftly emerged as one of the key business hubs of the region. Specialising in Aviation, Tourism, Real Estate and Financial Services, it is made up of a cosmopolitan mix of people, all drawn to its successful, modern economy.

The Dubai International Financial Centre (DIFC) is the financial and business hub connecting the region's emerging markets with the developed markets of Europe, Asia and the Americas.

Since its launch in 2004, DIFC, a purposely-built financial free zone, has been committed to encouraging economic growth and development in the region through its strong financial and business infrastructure. DIFC offers its member companies benefits such as 100 per cent foreign ownership, zero per cent tax rate, with no restriction on capital convertibility or profit repatriation.

The Centre has its own independent financial and ancillary services regulatory body, the Dubai Financial Services Authority (DFSA). It also has the DIFC Courts, which is an independent common law judicial system with exclusive jurisdiction over all civil and commercial disputes. It was created following extensive consultation and review of international best practices, DIFC Courts are an independent, common law judicial system.

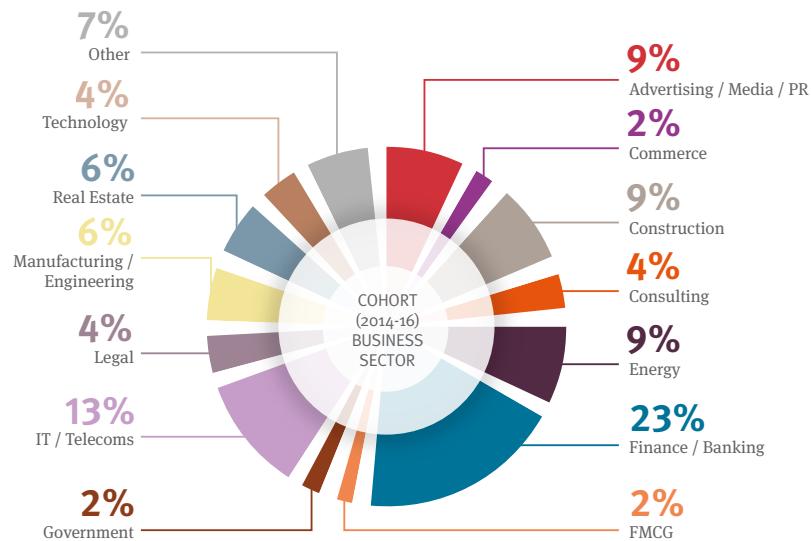
DIFC is built upon a modern legal, regulatory and physical infrastructure, which makes it the destination of choice for Financial Services firms establishing a presence in the region.



A shared journey

London and Dubai's pivotal roles in the global economy attract some of the finest professionals in the world, from every major sector. The Executive MBA provides a challenging, collaborative environment with the brightest and best professionals in business.

The diversity of professional backgrounds and business cultures among our students provides first-hand global experience for you to call upon during the course, and beyond. More than 22 nationalities with an average of 10 years' experience in every conceivable sector are yours to learn from. The global economy demands cosmopolitan management, one that is equally at home leading any workforce in the world.



Your cohort, tomorrow's network

Amidst this diversity is one constant: a determined focus on career progression. Developing networks within this select group of ambitious professionals is an exceptional opportunity.

An investment for organisations

Sponsoring your employees to complete an Executive MBA will bring obvious and immediate benefits to an organisation. However, as with any investment, the case must be made and a return expected. Sponsored employees provide many benefits.

Students learn from the very first day. New found skills are immediately applicable to daily managerial issues. Improvements in performance should be noticeable almost immediately.

The course can be tailored to address the specific needs of your organisation, through a choice of elective modules, while the final Business Mastery Project can be based on an existing business challenge from your organisation.

Your organisation will benefit from new ideas and insights gained from International Electives and projects, from your own sector and beyond.

Eminent academic staff, leaders in their respective fields, impart valuable knowledge from first-hand experience in the corporate arena. This is a course dedicated to real business, all academic study leads directly to a business use and practical advantage.

It's an opportunity to radically improve and effectively retain your organisation's leadership talent.

Why Cass?

Ibrahim Al Mallouhi,
Executive MBA *alumnus*, (2011-13)

Working at the cutting edge of Information Security for over a decade, Ibrahim wanted to broaden his abilities in entrepreneurship and innovation, and bring this knowledge to his sector.

Electives, the real world issues and a world class facility all enabled Ibrahim to succeed professionally, rising to the post of Vice President of Security Operations at one of the leading telecommunications companies in the UAE. Equally, the close working relationships forged during the course have cemented into lifelong friendships that enrich his life on a daily basis.

“I strongly believe that Cass helped me build the confidence and skills required to realise my career objectives and thus positively impacting my personal life.”



Eno Hanson,
Executive MBA student, (2013-15)

Eno had a great deal of expertise in telecomms. He wished to turn his telecomms experience into business knowledge that he could apply to any sector. An Executive MBA was the best way to achieve this and the Cass Executive MBA had the added advantage of being in Dubai. The city had become a prominent source of investment for his home country of Nigeria. This is where Eno wanted to make some connections.

“I chose Cass Business School for its ranking, tuition and most importantly, location.”

Having made the calculated decision to study in Dubai, Eno, as many before him, has found more than business knowledge. His options, abilities and ambitions, both professionally and emotionally, have been increased exponentially.

“I realise that although I came here to learn business skills, Cass has put me firmly on a path to self discovery.”



Saeideh Shadmanian,
Executive MBA student, (2011-14)

In order to continue her upward trajectory within HSBC, Saeideh needed to strengthen her CV. Studying for an Executive MBA in Dubai was ideal as she could remain in the workplace and study locally. Impressed by Cass's global ranking, Saeideh was also attracted by the International Electives, with the London connection proving a particularly valuable opportunity.

While the structure of the course, four days once a month, enabled her to continue giving her job and family the attention they needed, she admitted: “There was a lot to learn. The programme is rigorous. I had to sacrifice my social life and focus almost entirely on work and studying, but the outcome was priceless. The programme helped me develop personally and professionally.” Plus, the course delivered a clear financial gain: “I was promoted right after my EMBA, receiving a substantial increase in salary.”

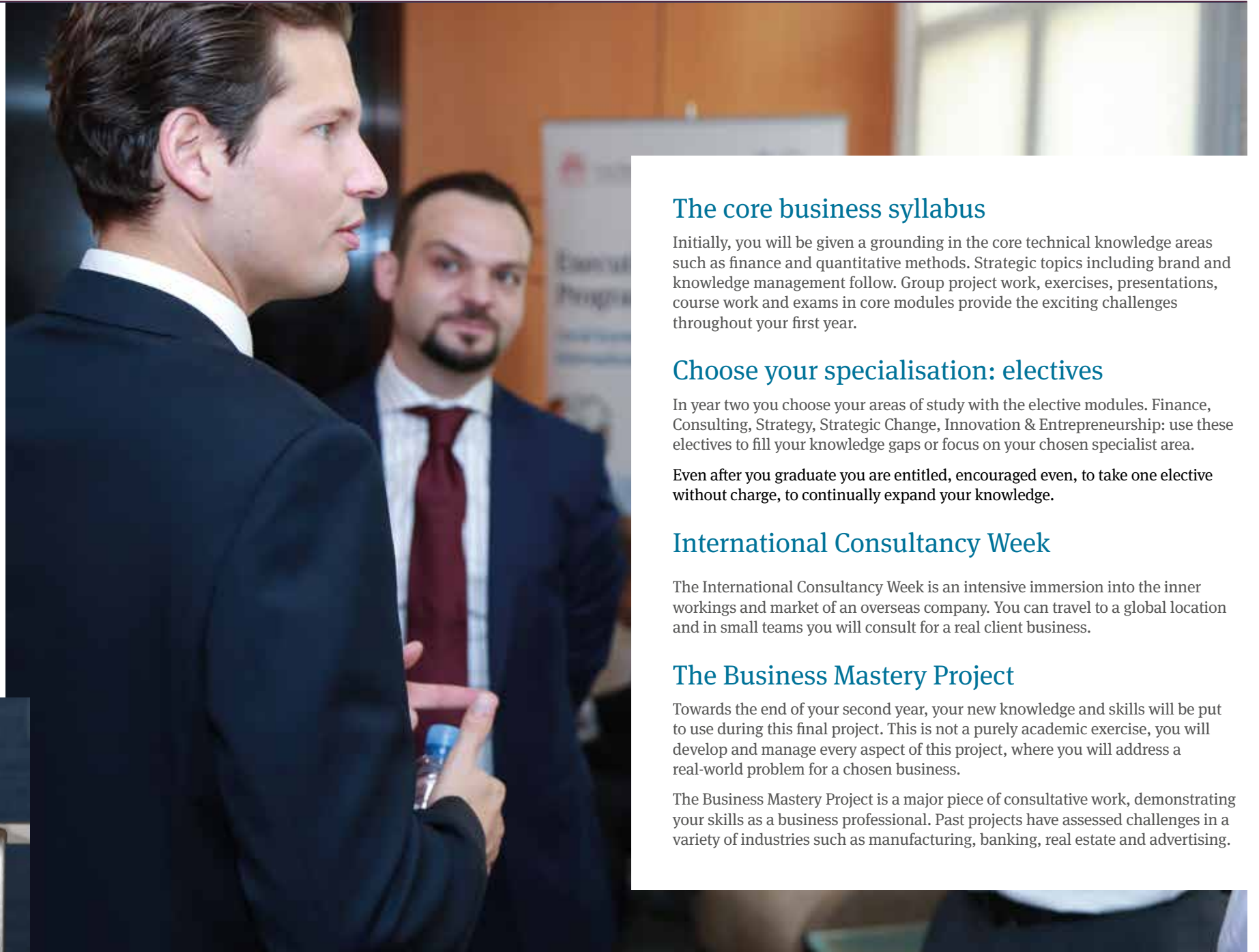
Your progress through the Executive MBA

Designed with the working professional in mind, the two year Executive MBA follows a modular format, beginning in September and consisting of four days of classes (Thursday to Sunday) that are taught monthly.

Suited to those who prefer a schedule that allows a balance between work, study and family life, the Executive MBA provides the classes, opportunities and ability to tailor your course to fulfil your professional ambitions.

“This truly world-class Executive MBA harnesses the expertise of a leading London business school and connects it to the needs of the Gulf and Middle East.”

Professor Roy Batchelor, Course Director, Cass Executive MBA in Dubai



The core business syllabus

Initially, you will be given a grounding in the core technical knowledge areas such as finance and quantitative methods. Strategic topics including brand and knowledge management follow. Group project work, exercises, presentations, course work and exams in core modules provide the exciting challenges throughout your first year.

Choose your specialisation: electives

In year two you choose your areas of study with the elective modules. Finance, Consulting, Strategy, Strategic Change, Innovation & Entrepreneurship: use these electives to fill your knowledge gaps or focus on your chosen specialist area.

Even after you graduate you are entitled, encouraged even, to take one elective without charge, to continually expand your knowledge.

International Consultancy Week

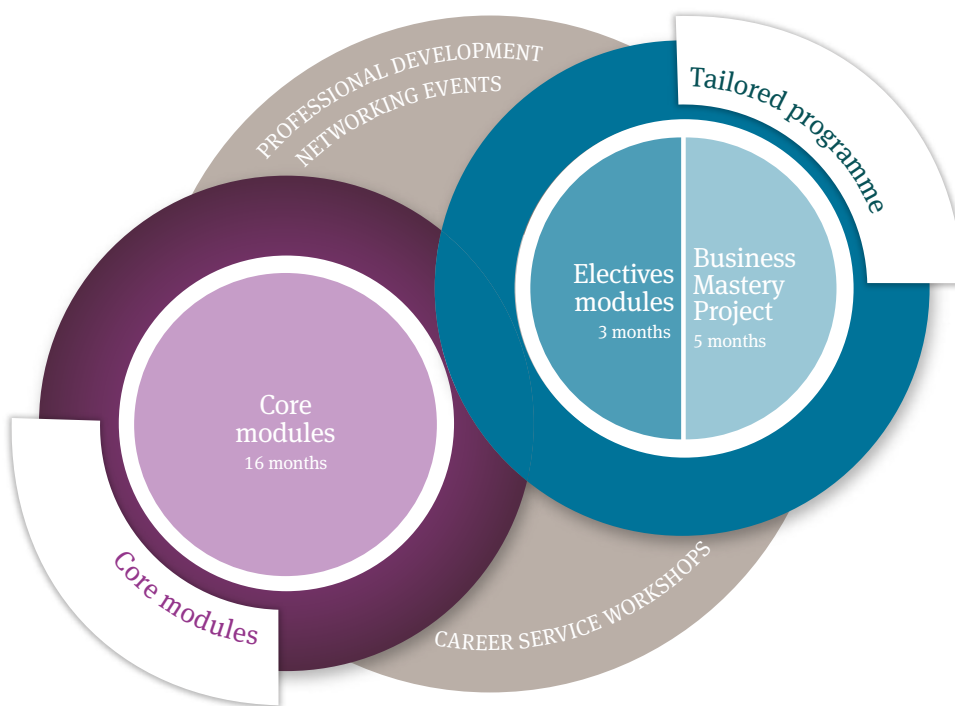
The International Consultancy Week is an intensive immersion into the inner workings and market of an overseas company. You can travel to a global location and in small teams you will consult for a real client business.

The Business Mastery Project

Towards the end of your second year, your new knowledge and skills will be put to use during this final project. This is not a purely academic exercise, you will develop and manage every aspect of this project, where you will address a real-world problem for a chosen business.

The Business Mastery Project is a major piece of consultative work, demonstrating your skills as a business professional. Past projects have assessed challenges in a variety of industries such as manufacturing, banking, real estate and advertising.

The Executive MBA...



“This Business Mastery Project (Corporate Governance in Islamic Financial Services) proved the benefits of the Executive MBA in Dubai without any doubt. The students’ work formed the foundations of a very well-received academic paper that will support future researchers in this exciting and valuable field.”

Professor Rob Melville, Professor of Internal Auditing, Cass Business School

Core modules

Four blocks of three key subjects provide a grounding in both academic and business knowledge as well as honing important interpersonal skills.

Block 1, Business Methods and Principles

- Accounting and Financial Reporting
- Organisational Behaviour
- Marketing
- Exams.

Block 2, Business Systems and Organisations

- Analytics for Business
- Business in the Global Economy
- Business Strategy
- Exams.

Block 3, Business Information Management and Finance

- Digital Tech and Business Innovation
- Financial Markets and Investments
- Corporate Finance
- Exams.

Block 4, Corporate Management

- Operations Management
- Human Resource Management
- Corporate Governance
- Exams.

The order of core modules is subject to change.

Electives*

General Management

- Leadership and Management of Strategic Change
- Advanced Strategy Analysis
- Relationship Management and Marketing
- Building an Enduring Family Business
- Global Real Estate Markets.

Islamic Finance

- Islamic Economics
- Islamic Law of Business Transactions
- Islamic Banking and Finance.

Mainstream Finance

- Advanced Corporate Finance
- Mergers and Acquisitions (M&A)
- Investment Strategy.

Entrepreneurship

- Innovation and Entrepreneurship
- New Venture Creation
- Private Equity.

Energy, Transportation and Trade

- Oil and Energy Economics and Trading
- Oil and Energy Transportation and Logistics
- Energy Derivatives and Risk Management.

...consider your options

London

Below is a list of popular electives including:

- Consulting to Management
- Frontiers of Strategy
- Leadership
- Branding and Advertising
- Digital Marketing
- Storytelling in Business
- Forecasting
- Derivatives.

Further electives can be found at www.cass.ac.uk/courses/mba

International Electives

- The London Symposium
- The China Symposium
- South Africa – Change in a complex world
- US Strategic and Location Marketing (Las Vegas)
- US Silicon Valley (Digital Transformations)
- US Silicon Valley (Entrepreneurship)
- Cuba (Sustainability)
- UAE Int’l Study Tour (for London students)
- International Consultancy Week. Previous destinations have included: Santiago, Chile and Hanoi, Vietnam.

Islamic Finance Stream

In addition to our wide selection of general management MBA electives, we offer a carefully structured specialism in Islamic Finance – the first of its kind in the world.

This stream is aimed at fund managers, investment advisors, and professionals who take a close interest in Islamic Finance both at retail and wholesale levels. Equipping you with the main tenets of Sharia-compliant financial dealings, the modules allow you to view Islamic Finance and in the context of the modern, global financial system in which it plays an increasingly important part. The Islamic Finance stream is also ideal preparation for the SII Islamic Finance Qualification (IFQ).

Business Mastery Projects

In the past these projects have focused on varied subjects, including:

- Corporate Governance in Islamic Financial Services
- The gaps in the MENA entrepreneurial ecosystem
- Reasons for Transaction Success: Understanding the role of Human Resources issues in Mergers and Acquisition success
- Can Dubai be an Islamic Economic Hub?
- Sustainability Reporting in Aerospace & Defence Sector.

*Electives are indicative and subject to change in line with demand. You can take up to six electives, of which five are credited. Please note that all International Electives will incur additional course costs for travel, visas and accommodation.

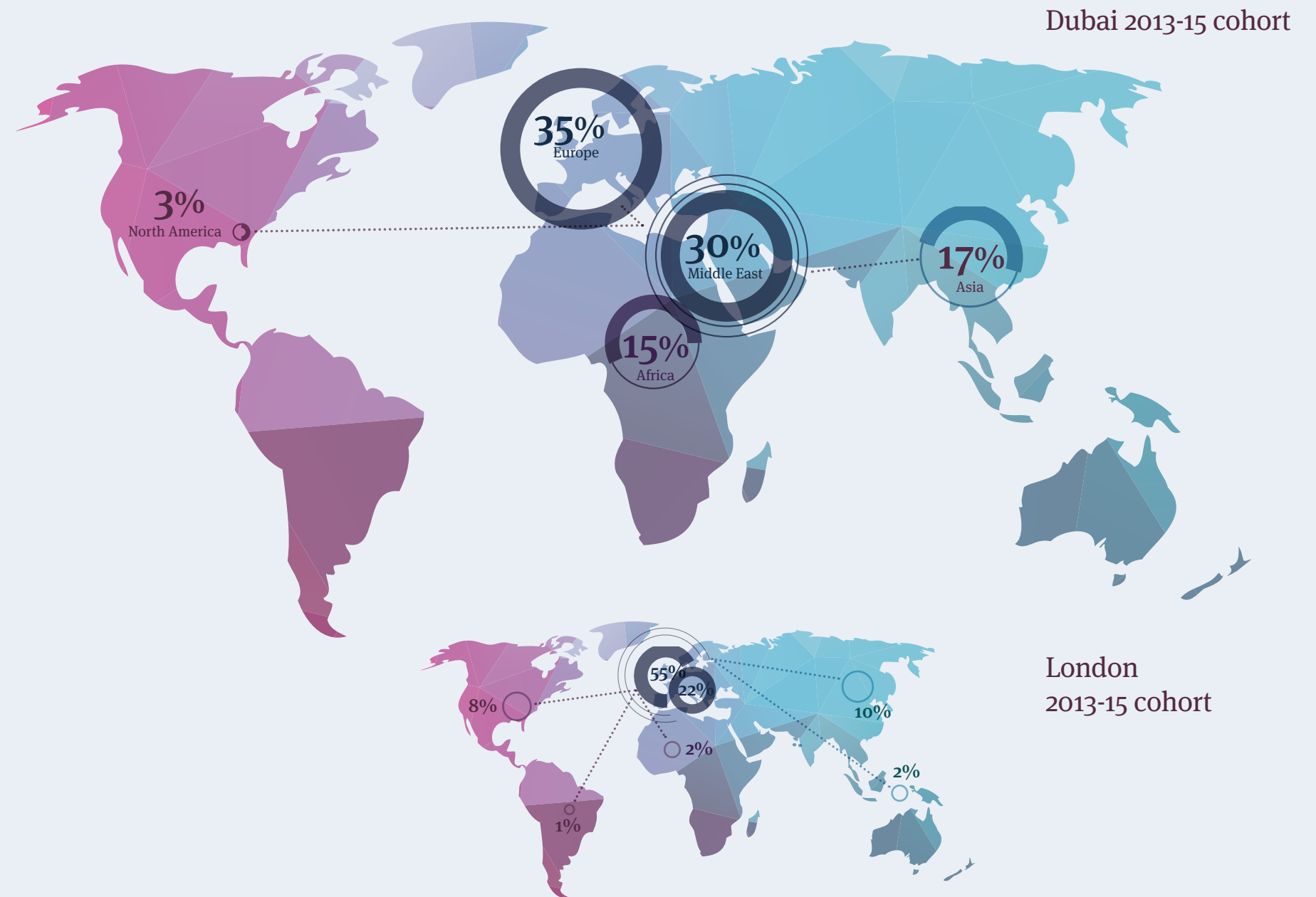
A global perspective

The Cass MBA immerses you in the global economy through a choice of International Electives in a variety of dynamic markets. China, the US, South Africa and the UK will each provide key insights into very different business cultures: from China's dominant family-business ethic to Silicon Valley's technological-innovation-over-profit business model. Senior managers working in multinationals will actively engage with students to impart working knowledge of the particular issues and trends of the region and sector. It is this international experience that will give you an edge in the competitive job market.

The International Consultancy Week places students at the heart of a fast-paced, growing overseas market, providing them with live projects and an opportunity to use what they have learned, to create viable business solutions. In one week you will be exposed to everything from new business cultures in unfamiliar environments to creative partnerships and Heads of State. Past projects have included developing a market entry strategy for an IT company in Argentina and establishing a payroll infrastructure and staff management tools for a not-for-profit social enterprise in Vietnam.

Your worldwide network

Your peers will provide another opportunity to connect at a global level. They represent the future of international business, making contacts and creating a network that will cross borders and sectors. It's a resource that will be yours to tap into for the rest of your career. A proven ability to work within a multicultural environment will also be a key point for future employers.



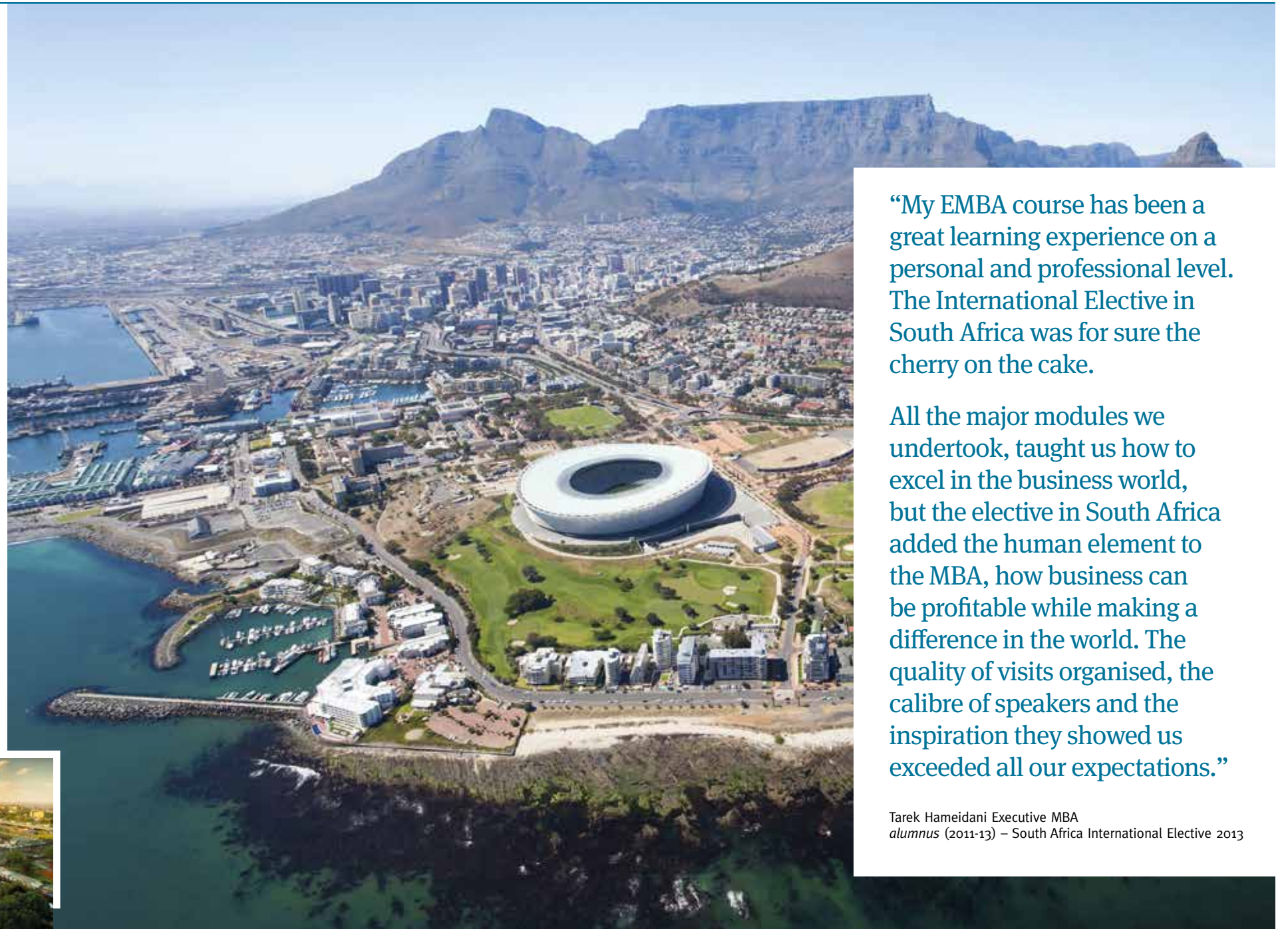
The international opportunity

The International Consultancy Week to Argentina in 2012 put students in a country with a very different business culture and a wide variety of different sectors; there was a new digital agency, a children's swimwear wholesaler and an accountancy firm to name just a few. Arthur Babumba chose to work with the accountancy firm, spending as much time with the 'clients' as possible, carrying out a diagnostic review of efficiency and profitability of their operations, with the aim of creating better processes, reducing costs and increasing revenue whilst retaining staff. Arthur puts the success of the project down to one thing: "full access to information and senior management." All parties regarded this as a vital, live project, not an academic exercise. The results speak for themselves, Arthur's group emerged as the most successful in the final presentation to clients.

Ultimately, it led to even greater rewards for Arthur. "I set up my own consultancy firm. I'm using the skills I learnt in Argentina, to influence senior management and to deliver quality, high-value work in short deadlines."

His advice to future international consultants? "Be serious, but most importantly immerse yourself in the culture. Have fun – just not too much – remember that you're there in a business capacity!"

Arthur Babumba Executive MBA, *alumnus* (2011-13)
Argentina International Consultancy Week



“My EMBA course has been a great learning experience on a personal and professional level. The International Elective in South Africa was for sure the cherry on the cake.

All the major modules we undertook, taught us how to excel in the business world, but the elective in South Africa added the human element to the MBA, how business can be profitable while making a difference in the world. The quality of visits organised, the calibre of speakers and the inspiration they showed us exceeded all our expectations.”

Tarek Hameidani Executive MBA
alumnus (2011-13) – South Africa International Elective 2013

Academic excellence: lecturing from experience

The Cass faculty includes leading academics, policy makers, entrepreneurs and world-renowned practitioners working with the latest insights, imparting the best practices.

Our lecturers' shared motivations are to promote excellence in business, progress the theoretical boundaries of the discipline and ensure the next generation of business leaders and entrepreneurs are fully prepared for their role.



Professor Gianvito Lanzolla
Professor of Strategy

Professor Lanzolla holds a PhD in Strategic Management and an MSc in Mechanical Engineering. His research lies in the field of sustainability of competitive advantage in rapidly changing environments and he teaches Strategic Leadership, Leading Digital Transformations and Diversification Strategy courses in both London and Dubai.

Leading the Cass China MBA Programme (2000-14) and Silicon Valley MBA Study Tour (2014-present), Professor Lanzolla regularly wins teaching awards and consults for major corporations. Some of his clients have included Microsoft, British Telecom, IBM, Vodafone Group, SKY UK, Times of India, Unicredit, ING Group, Bank of New York-Mellon and Allianz.



Professor Meziane Lasfer
Professor of Finance

Professor Lasfer lectures in Corporate Finance, Financial Analysis, Research Project Management and Financial Economics to MBA, MSc and PhD students plus executives in the UK and abroad. He has written extensively on Corporate Finance, Capital Markets and Corporate Governance issues and his research, which is sponsored by a collection of financial organisations, is published in top academic journals and widely reported in the financial press.

His outstanding performance led him to win the Dean's Prize for Teaching Excellence in 1998, 2003, 2006 and 2008 and to be nominated for the Economist Intelligent Unit Best Professor Award.



Professor Scott Moeller
Director of the Mergers & Acquisitions Research Centre

Professor in the Practice of Finance, Scott Moeller leads the M&A electives for both the MBA and MSc programmes.

Previously, Professor Moeller worked for Deutsche Bank, as Global Head of its corporate venture capital unit, Managing Director of the Investment Bank's Global eBusiness Division and Managing Director for worldwide strategy and new business acquisitions. He has also worked for Morgan Stanley in Germany, Japan and the US and is currently a Non-Executive Director on numerous international boards.



Professor Julie Verity
Visiting Professor for Managing Strategic Change

Visiting Professor Julie Verity lectures the Management of Strategic Change at Cass. She is a consultant, lecturer, writer and researcher in the field of strategy. Dividing her working life between academia and the commercial world, she brings the valuable experience and knowledge from business to the classroom.

As the Shell International Fellow at Cranfield School of Management in 1990, her two-year fellowship became a long-term consulting relationship with the giant global oil group. Within Shell, she worked with the Scenario team, Corporate Communications and the Learning department as well as with many of the Group's national companies.



Professor Vangelis Souitaris
Professor of Entrepreneurship

Professor of Entrepreneurship, Professor Souitaris' speciality is technological entrepreneurship, specifically the creation, financing, innovation, and strategy of new technology ventures. He has been named as one of the top 40 business school professors under 40 by the prestigious business education magazine *Poets and Quants*.

Advisor to giants such as IBM and Telenor as well as start-ups emerging from engineering universities, Professor Souitaris' expertise exists among the worlds of cutting-edge innovation and critical business thinking.

Professional development

Employers are looking for those who can motivate and inspire others, who can work within, alongside and manage teams of people.

At Cass your professional development doesn't happen by chance, it is built into the curriculum with the Career and Professional Development Team involved from day one. You will be taught vital skills, in networking, leadership, team building and more. The team will enable you to analyse and improve everything from your CV and interview technique to your interpersonal effectiveness and approach to leadership. The wide range of workshops, online resources and one-to-one advice on offer ensures that the programme is tailored to your specific needs.

...embedded into the curriculum

Increasing Executive Presence: investigate the impact you have on others and how to flex this effectively in different contexts. You will review and practise techniques for dealing with status and power and managing different personalities.

Effective Leadership and Team Working: develop your understanding of effective leadership in practice and how to enhance your own authentic style in order to command, motivate and inspire

others. In addition gain further insight regarding team success and how to address common team dysfunctions.

Managing your Career in GCC: you will explore the importance of understanding how the GCC employment market works in order to manage your career effectively. Investigate key local, regional and global trends affecting the GCC hiring market; gain and share insights into the hidden realities of employment in the region.

Negotiation and Consultative Selling: this workshop will assist you in preparing effectively for tough negotiations, to set and manage client expectations, handle objections well and drive agreement. You will also develop a 'consultative framework' approach for uncovering and understanding client needs.

Conflict Management and Difficult Conversations: managing conflict and difficult conversations are skills that all managers need to master in order to deliver large projects and take people with you. Your challenge is to harness these challenges to solve problems, deliver new ideas and find better ways of collaborating.

Advanced Presentation Skills: to develop credibility, influence clients or gain support for your initiatives it is essential that you can present with confidence. Learn key techniques to

increase your impact using pitch, pace, body language and structure and put these in to practice to receive feedback.

Networking for Career Success: the ability to develop quality relationships and leverage contacts to create business advantage is a critical skill. Learn how to target new contacts, project a clear personal brand and network strategically to develop visibility with your current employer, or position yourself for your next career step.

CVs and Cover Letters: whether you are recruiting for your own company, seeking a promotion or to position yourself as a strong candidate with a prospective employer, you need to learn what hiring managers are demanding in a strong and achievement focused CV.

Interviewing with Impact: your potential value will only be realised in an interview context if you can communicate an engaging career story and create relevant links between your achievements / skills / attitude and the role applied for. Learn tips on effective structure and content in order to market yourself effectively.

*workshops are subject to change.

...in the classroom and beyond

Logging on to Cass Careers Online gives you 24/7 access to job vacancies, CV templates, career advice videos and our company directory. You can also use it to access online psychometric tests. You are free to contact the Careers Team via email throughout the year.

Staying online, Vault.com, Going Global and CareerLeader guide you through your career options while Gulf Talent provides opportunities in the Middle East. For current trends, our LinkedIn and Facebook networks are a vital international resource to draw upon, and are actively utilised by students, alumni, employers, headhunters and international recruiters.

“At Cass, the Executive MBA professional development is highly personalised; offering tailored one-to-one support as well as a programme that challenges and supports our students to achieve their potential. It focuses on developing the professional skills that are critical to success in today’s business world.”

Sarah Juillet
Director of Cass Postgraduate Careers and Professional Development



Memorable events

Both the DIFC and the Cass reputation attract the world-class business speakers. Respected figures in the business world come to the DIFC or our exclusive and convivial Capital Club Talk Series to impart wisdom and meet up with the next generation of business leaders. As anywhere, but especially in this part of the world, these events are all about networking. Everyone is looking for an opportunity to increase their connections and create mutually beneficial situations.

Not only will students be placed in front of leaders, they will also be in the presence of the *alumni*, a pool of ambitious, professional in advantageous positions throughout the region and beyond.

Events include Graduation ceremonies, *Alumni* receptions, Capital Club Talk series, thought leadership series, *alumni* networking events, UAE International Study Tour reception, joint *alumni* receptions alongside other business schools, the Cass *alumni* online community and social media.

“Our students are particularly diverse, both from a cultural and a professional perspective. We have maintained the cohort size, which is part of our wider strategy to preserve the quality of the learning experience and improve networking opportunities.”

Ehsan Razavizadeh,
Regional Director MENA and Head of Dubai Centre,
City University London and Cass *alumnus*

- 1 H.H. Sheikh Ahmed bin Saeed Al Maktoum receives an honorary doctorate at Cass Business School's Dubai graduation ceremony May 2013.
- 2 H.H. Sheikh Mansour bin Mohammed bin Rashid Al Maktoum officially opens the new Cass offices in Dubai. Overseeing the ceremony is Richard Gillingwater, former Dean of Cass Business School and Ehsan Razavizadeh, Regional Director, MENA.
- 3 Professor Steven Haberman, Dean of Cass Business School visiting Dubai.
- 4 H.E. Mr Dominic Jermy CVO OBE, former HM Ambassador to the UAE, currently Chief Executive of UKTI.
- 5 The former Lord Mayor of the City of London, Fiona Woolf, visiting Dubai.
- 6 Baroness Joanna Shields OBE, former CEO of the UK's Tech City and UK Ambassador for Digital Industries at the Women in Business event in Dubai in April 2013.
- 7 Professor Charles Baden-Fuller who gave his insights on the issue 'What business models do we need for success and how do we get there?' at the Capital Club.



Your graduation gift: the *alumni*

Our *alumni* are your asset. 37,000 professionals, in 162 countries around the world, embedded in every sector. Connect with the *alumni* network through events, publications, special interest groups and social media platforms. Our active online community provides a valuable forum for maintaining established relationships in addition to forging new ones.

Among others, our senior *alumni* include:

Peter Cullum CBE,
Founder and Non-Executive Deputy Chairman, Towergate Partnership

Dr Robert Kelly,
Chairperson of the Board of Directors, Canada Mortgage and Housing Corporation

Sir Stelios Haji-Ioannou,
Founder, easyJet

Dr Muhtar Kent,
Chairman and Chief Executive Officer, The Coca-Cola Company

Tae-Shin Kwon,
Vice-President, Korean Presidential Council on National Competitiveness

Niall MacArthur,
Founder and Co-Owner, EAT

Shelley Doorey-Williams,
Chief of Staff, Investment Products & Services, UBS Wealth Management



The global *alumni* provide:

37,000

further advantages

You've earned a few advantages

Graduation is not the end of your journey at Cass: our *alumni* have free access to one MBA elective each academic year, discounts on news media subscriptions, an annual membership to the library, free remote access to research tools and databases, and a dedicated *alumni* workspace.

Alumni receive invitations to events which give them the opportunity to socialise, network and hear from a range of expert and often high-profile speakers. Previous events have also included a hosted weekend in Monaco that comprised of masterclasses and networking. Unique opportunities continually present themselves to the Cass *alumni*.

For more information on *alumni* services visit community.city.ac.uk

“The Executive MBA at Cass was an eye-opening and transformative experience. I hoped it would widen my perspective and expand my entrepreneurial skills and international network. I was not disappointed.”

Khawlah Almadoudi EMBA *alumna* (2011-13)



Nilay Tarr

Cass Executive MBA *alumna*
(2011-13)

Nilay rose to become Director of Portfolio and Business Development in a global pharmaceutical firm following her EMBA. She had realised her strong background in science was becoming less important, while the financial and strategic elements of business were becoming vital, to her professional progress. An MBA seemed the obvious solution as it would provide her with the tools to excel, especially in her area of interest, finance. Nilay found herself swiftly promoted to a more commercial level in the first year of study, followed by a further step up the career ladder after graduation.

Nilay found the course extremely rewarding in terms of knowledge gained, confidence, time management skills acquired and promotion gained.

She says: “I think the Executive MBA sculpts what is already inside you. I am now more confident and more ambitious.”

Take control of your career

A few of the roles our *alumni* have successfully achieved since completing the Cass Executive MBA.

Global Marketing & HR Director ME
Societe Generale

Regional Head of Property & Casualty Dep
Axa Gulf Insurance (Dubai)

Head of Corporate Finance & Advisory
Daman Investments

Senior Strategy Manager
Lloyds Banking Group

Director – Fund Manager & Head of MENA
Lazard Asset Management

Global Business Integration Lead
Chevron

Vice President – Investment Management
Morgan Stanley

Manager – Advisory, MENA Capital and Infrastructure Programs
EY

Regional Sales Director (MENA)
Dell



Ehab El Sawy

Cass Executive MBA *alumnus*
(2012-14)

Ehab wanted to gain a deeper understanding of business beyond his considerable core area of expertise; the financial sector. Shortly to become Regional Director of Sales (MENA) for a major bank, Ehab had to carefully consider which Executive MBA would deliver the best return on investment. “To me the heart of the global financial services industry is the ‘City’ in London. No other graduate management studies institution knows the City better than Cass.”

The highlight for Ehab was the London Symposium: “Truly a unique experience. I was exposed to people and places I simply would not have ever had no matter how long I had lived in London. This was exclusive, behind the scenes access and insight.”

Having graduated, Ehab appreciates how well the course is designed for working professionals, moulding and steering them towards success.



Archana Narwani

Cass Executive MBA *alumna*
(2011-13)

Archana was keen to capitalize on her role as a business strategist within the regional capital and infrastructure market, recognizing the need to broaden her understanding of global trends and experiences to build her career. The study of global thought leadership and Cass’s world-wide reputation were strong reasons for Archana to choose this institution.

‘Plugged into’ the valuable, global network of leading professionals studying alongside her as well as the *alumni* community, has helped Archana to professionally transcend regional and industry borders.

“The Cass Executive MBA has allowed me to transform myself holistically... to take charge of my career. I am proud to say that by the time I graduated from Cass, I have successfully transitioned into a leading global consultancy supporting clients across MENA.”

Who we're looking for

The Cass Executive MBA student is a professional with academic skills, looking to learn, explore, develop, hone and realise their potential. Ultimately they seek to open up new opportunities. The process demands dedication, an open mind and a desire to experience global business cultures.

Essentials for admission include:

Candidates need to have either a good undergraduate degree or achieved substantial and relevant work experience and/or professional qualifications as an alternative to a first degree.

A minimum of four/five years relevant postgraduate work experience.

For non-native English speakers, a minimum IELTS score of 7.0. (This may be waived if you have worked or studied in an English-speaking country for at least a year) or Cambridge English: Advanced Level C1 with a score of 67 and above.

You will also need to supply a personal statement, two professional references, career questionnaire and the application fee (£100).



Fees and funding

The Executive MBA in Dubai costs £38,500 payable in four instalments. Fees cover course tuition for two years and all core text books for the first year. The International Consultancy Week and International Electives will incur additional course costs. Fees are subject to change.

Several **scholarships** are available to those who can show exceptional academic and personal achievement. Please see our website for more information about scholarships: www.cass.city.ac.uk/mba

Applications and interviews

You are advised to apply as early as possible to ensure consideration. We will get back to you promptly to arrange a formal interview.



Contact us

Evening Information Session: Meet the team, students and *alumni*, see the facilities and discover more about the programme.

International fairs: Our MBA team constantly tour the world, imparting information and answers to all your questions. Our website provides tour dates and locations.

One-to-one consultations: Book an appointment with a Recruitment Advisor, to discuss your suitability for the MBA programme.

Sign up for a [sample module](#) to help assess whether the Cass Executive MBA is right for you.

Contact the Cass MBA programme team with any questions or, for an appraisal of your suitability, send your CV to:
dubaiemba@city.ac.uk

MBA Recruitment Advisors are available to answer your questions on:

+9714 401 9344

www.cass.city.ac.uk/mba

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CITY UNIVERSITY LONDON

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Cass Business School

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

Sir John Cass's Foundation

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.

 youtube.com/user/cassprogrammes
Playlist: Cass Dubai Centre

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All the information contained within this brochure was correct at the time of going to print.