

GLOBAL IMMERSION PROGRAM

THROUGH EXPERIENTIAL LEARNING



RUSEL SCHOOL
OF BUSINESS &
TECHNOLOGY

www.rsbtu.com





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RUSEL SCHOOL
OF BUSINESS &
TECHNOLOGY

ABOUT US



OUR ACADEMIC PORTFOLIO & EXISTENCE

Welcome to the RUSEL School of Business & Technology, where innovation meets excellence in education. At RUSEL, we are dedicated to fostering the next generation of leaders, thinkers, and innovators in the dynamic fields of business and technology.



ACADEMIC EXCELLENCE

At RUSEL, we pride ourselves on our rigorous academic programs that combine theoretical foundations with practical applications. Our diverse range of undergraduate, graduate, and professional courses are designed to meet the needs of the modern workforce.



**CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY**

Company Number **16251729**

The Registrar of Companies for England and Wales, hereby certifies that
RUSEL SCHOOL OF BUSINESS AND TECHNOLOGY LIMITED

is this day incorporated under the Companies Act 2006 as a private company, that the
company is limited by shares, and the situation of its registered office is in England
and Wales.

Given at Companies House, Cardiff, on **14th February 2025**.

The above information was communicated by electronic means and authenticated by the
Registrar of Companies under section 1115 of the Companies Act 2006

LEGAL STATUS

JOIN US

- Whether you are a prospective student, a parent, an industry partner, or an alumni, we invite you to explore what RUSEL School of Business & Technology has to offer. Together, we can drive innovation, inspire leadership, and create a better future through education.
- Discover your potential with RUSEL School of Business & Technology —where excellence and innovation converge.





AWARD OF PROGRAM COMPLETION

The Rusel School of Business & Technology proudly awards the certification's to acknowledge the successful completion of our rigorous academic program. This certification recognizes the recipient's mastery of advanced knowledge and practical skills, achieved through a comprehensive curriculum and hands-on projects.

GLOBAL PARTNERSHIPS



Rusel School of Business & Technology Represents through its Principal Partner GAUMC to:



GLOBAL PARTNERSHIPS



Provide students with international exposure and practical learning

Integrate global perspectives into business and technology education

Duration: [e.g, 1 - 2 weeks, 1 month]

Location(s): UAE, Turkey, Moldova, UK and partner institutions around the globe

PROGRAM OVERVIEW



WHAT IS EXPERIENTIAL LEARNING?

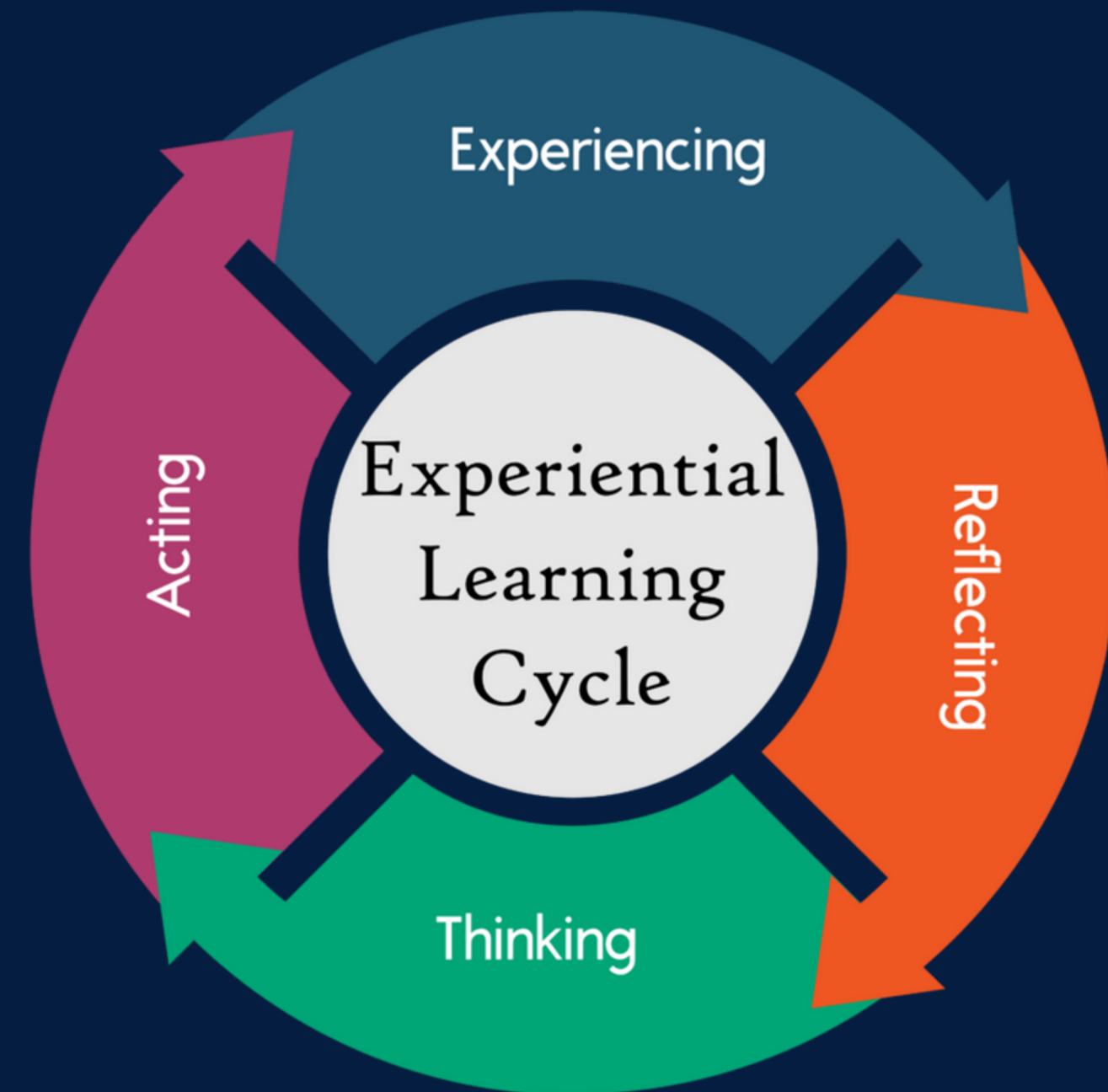
Learning through reflection on action

Methods Used

- Case Studies
- Industry Visits
- Simulations
- Industry engagement & Live Projects

Why It Matters

- Bridges the gap between theory and practice
- Enhances employability skills



PROGRAM OBJECTIVES

- Develop a global mindset
- Gain practical exposure to industries
- Build international professional networks
- Understand cross-cultural business practices

KEY HIGHLIGHTS

- Workshops with Industry -based professionals
- Company Visits: Corporate, tech, manufacturing
- Leadership Bootcamps
- Entrepreneurship Challenges / Hackathons
- Networking Events

ACADEMIC INTEGRATION

- Sessions by Rusel School & Partner Faculty
- Modules aligned with academic specializations and industry-aligned
- Credit Transfer through Micro credentials or Certification (if applicable)

INDUSTRY & CULTURAL IMMERSION

- **Industry Visits:** Corporate companies, Manufacturing Units, Technology Firms and Parks, Chamber of Commerce and Government Institutions.
- **Cultural Tours:** Museums, historic landmarks, Entertainment Parks, Safari, Dowe Cruise Tours

PROGRAM STRUCTURE

GLOBAL IMMERSIVE BUSINESS & TECHNOLOGY

7 DAYS STUDY TOUR ITENERARY

Day 1 Arrival – Airport to Accommodation

THE FUTURE OF BUSINESS & TECHNOLOGY INTEGRATION

Day 2

OPENING KEYNOTE

The Impact of AI & Machine Learning on Global Business

SESSION 1

Leveraging Analytics for Competitive Advantage

SESSION 2

Digital Transformation Strategies for Future-Ready Organizations



LEADERSHIP, TRANSFORMATION & CAREER GROWTH

Day 3

SESSION 3

Digital Marketing in Diverse Markets

Panel Discussion

Innovating in Emerging Economies

Day 4

SESSION 4

AI-Powered Business Models & Innovation

SESSION 5

Cyber security & Risk Management in the Digital Age



Day 5

SESSION 6

Leveraging Analytics for Competitive Advantage

INTERACTIVE WORKSHOP

Hands-on Experience with AI & Analytics Tools

Day 6

Meet Mentors, Coaches & Employers

Day 7

Departure to Airport



PROGRAM STRUCTURE

GLOBAL IMMERSIVE BUSINESS & TECHNOLOGY

14 DAYS STUDY TOUR ITINERARY

Day 8

SESSION 8 (Program Continued with)

Idea Generation & Concept Modeling

Day 9

SESSION 9

Business Plan

Day 10

SESSION 10

Canvas Development (Case Study & Presentations)



Day 11

SESSION 11

Financial Modeling for Startup Business

Day 12

SESSION 12

Business Setup – Understanding of Small Medium Enterprises

Day 13

Meet Mentors, Coaches & Employers

Day 14

Departure to Airport



NEXT STEPS

- Application Process
- Eligibility Criteria
- Costs and Benefits
- Timeline & Deadlines

STUDY TOUR FEES & DETAILS


TYPE A: 7 DAYS STUDY TOUR

NUMBER OF THE STUDENTS	REGISTRATION FEES
Below 20 Students	GBP 1250/Student
More than 20 Students	GBP 1000/Student

TYPE B: 14 DAYS STUDY TOUR

NUMBER OF THE STUDENTS	REGISTRATION FEES
Below 20 Students	GBP 2500/Student
More than 20 Students	GBP 2250/Student

NOTE

- The program cost mentioned applies only to the Immersion Program based in the United Arab Emirates. 
- Costs may vary for other countries such as Turkey, UK, Moldova, and others based on destination, duration, and included services.
- For detailed pricing by location, please get in touch with our admissions team.

TERMS & CONDITIONS

- Every 20-40 students free 1 accompany teacher.
- All the fees must be paid 1 week before arriving at the destination.
- Upon completion of the study tour, students will receive a copy of the Micro-Credential Statement if required

FEES INCLUDE

- Hostel / Hotel accommodation(Twin or Quad-sharing)
- Airport Shuttle Service (2 ways)
- Meals including Breakfast and Lunch
- Teaching Materials
- Leisure, Trips, Tickets & Transportation Fees
- Industry Visit
- Workshops
- Certificates



TERMS & CONDITIONS

Fees Exclude

- Personal expenses, mobile phone expenses and overweight luggage fees.
- Transportation fees in the home country, flight tickets, and visa application fees.
- The entrance fees of other tourist spots are not stated in the schedule.
- Meals during the outing.

Remarks

- Fees are subject to change according to the changes in the number of students, or if there is any other additional request before or during the study tour.
- Students must be responsible for the compensation and/or legal action if there is any damage to goods and/or damage to other person's belongings.

RESPONSIBILITY

RESPONSIBILITY OF RSBT

In this Student Mobility Programme, RSBT International University will be responsible for the following matters:

- Prepare the schedule and make internal arrangements.
- Sending the invoice for the payment to the partner university based on the number of participants.
- Student Management and Accommodation Matters.
- Issue certificates to the students upon completion of the study tour.

RESPONSIBILITY OF PARTNER UNIVERSITY

In this Study tour Programme, the Partner University will be responsible for the following matters:

- Promote the study tour to the students.
- Provide the list of nominees and the other documents.
- Arrange student visas, flight tickets, passports and travel insurance before arriving at our destinations.
- Manage the students throughout the study tour.



ELIGIBILITY & APPLICATION

- Must be a student at the respective University / College / High School.
- Must have good health conditions, academic performance, and good conduct.
- Able to understand and speak basic English.
- Have good teamwork and be able to complete the study tour.
- Follow the rules and regulations of RSBT International University



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THANK YOU

CONNECT WITH US

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