



MEMORANDUM OF UNDERSTANDING

Between

**Shree Guru Gobind Singh Tricentenary
University (SGT University), Gurugram**

and

UAS International Holidays Pvt. Ltd.

May 22, 2024

MEMORANDUM OF UNDERSTANDING

Between

“Shree Guru Gobind Singh Tricentenary University (SGT University), Gurugram”

And

UAS International Holidays Pvt. Ltd.

1. Purpose of this Memorandum of Understanding

This Memorandum of Understanding ("MoU") is made between the Shree Guru Gobind Singh Tricentenary University (herein after referred to as “SGTU”) and UAS International Holidays Pvt. Ltd. (hereinafter referred to as “UAS International Holidays”), in regard to promote Internship, Live Projects, Final Placement, International Industrial Visits and Global Immersion Programs abroad.

2. Parties to the Memorandum of Understanding

About SGTU:

Shri Guru Gobind Singh Tricentenary University is a private University in Gurugram, Haryana. The University came into existence through the Haryana Private Universities (Amendment) Act No. 8 of 2013, making educational opportunities available to all segments of society under the parasol of Dashmesh Educational Charitable Trust, founded in 1999. The University provides education in various disciplines relevant to today’s healthcare needs & highly competitive global market. The University offers students a unique blend of theoretical & practical training & cutting-edge technology, making them technically well-rounded professionals.

The University wishes to establish a learning environment that shall motivate the students to explore their levels of potential & and its related scope in their respective fields. The Mission is to develop, with a great sense of esthetics, a learning-stimulating environment. The futuristic curriculum is specially designed to cater to the needs of the present era & and also prepare the students on application fronts in working as a team with ethical, moral & and professional liabilities. SGTU believes in the overall holistic development of our students and the Faculty in

every discipline so that they can perform their responsibilities in the community in the best manner.

About UASI:

UAS International, established in 2013, works on maximizing returns through its exclusive high-profile network ranging from top government banks and private banks. Initially started as a human resource development organization, it has since expanded and flourished into various segments, such as:

2013 UAS International a Unit of United Accrual Services Pvt. Ltd.

2014 - UAS International Hostel Chains

2016 - UAS International holidays Pvt. Ltd.

2019 - Aloft Career

UAS International pride ourselves in providing choice, value for money and the highest quality personnel service. UAS International is led by a professionally qualified team of advisors. It bring a fresh face and a fresh perspective to a range of financial matters and our proven track record has been built on quality advice and integrity. UAS International is determined to build strong, long lasting, personal relationship with our clients.

3. Principles and Scope of Cooperation

3.1 UAS International Holidays will be supervising and organizing the Global Immersion Programs and all communications with the host international university. **SGTU** will have no liability in this.

3.2 UAS International will be completely responsible for all concerns or issues that the students may have during the program with respect to the agreement between the parties and UAS International will resolve the same. **SGTU** will have no liability or responsibility in that respect.

3.3 Payment Performa

A. That payments by students in relation to programs shall be collected by UAS International Holidays itself

B. That UAS International may, after giving due written notice to SGTU, amend the terms and conditions of the MoU pursuant to any change in the Government Policies. However, the MOU may be terminated by SGTU in case the amended terms are not acceptable to SGTU.

4. Proposed Modes of Collaboration:

UAS International Holidays and SGTU propose to collaborate through

1. Exchanging of expertise by means of guest lectures, workshops for the benefit of students
2. Taking students to International Industrial visit to Dubai, London and other 19 more countries from all courses like BBA, B.Com., M.Com., MBA, PGDM, B.Tech, M.Tech., Law etc.
3. Taking students for Domestic as well as International College trips from all courses like BBA, B.Com., M.Com., MBA, PGDM, B.Tech., B.Tech., Law etc.
4. Hiring students for Internship and 12 students per Month in Live Project for practical training.
5. Will be coming for campus recruitment where intake depends up on the clearance of all the rounds by the candidate in the selection process.
6. Both the organization can use the logo in branding or in above mentioned tie ups on website, placement brochure.
7. Faculty development program.
8. Joint research conferences, awareness programs etc.
9. Certification programs (included in the quoted price).
Inputs on curriculum design.

5. Contact Persons

To facilitate cooperation under this MoU, both parties agree to designate contact persons for the purpose of communicating information and coordination any necessary activities. The following people will be the designated persons:

SGTU

Name of the person - Dr. Joginder Yadav

Designation - Registrar

Email id - registrar@sgtuniversity.org

Number- +91- 8527090261

UAS International Holidays Pvt. Ltd.

Mr. Ishan Taneja

MD / CEO

md@uasinternational.in

Number +91 9999996324

6. Duration

This MoU is valid for one Year, and each party shall be at full liberty to terminate the collaboration with a notice period of one month. However, obligations and commitments already contracted for and involving their parties shall be honoured and continued by both parties until

such commitments are completed. If the training or programmes are undergoing, then a notice will be given either from SGT University or UAS International for termination and post completion of training tenure/period, the termination will be effective

7. Dispute Resolution:

In the event a dispute arises in connection with the validity, interpretation, implementation or alleged breach of this MOU, the parties shall attempt in the first instance to resolve such dispute through negotiation and in the event of a non-resolution the matter, the MOU shall stand terminated. However, both the Parties will meet any residual obligations in connection with the present MOU, notwithstanding its termination.

The laws of Republic of India shall govern this MoU. Any and all disputes, controversies and conflicts between or among the parties arising out of or relating with this agreement shall be subject to the jurisdiction of Gurugram.

8. Partial Invalidity:

If any clause, paragraph, term or provision, of this MOU or the application thereof to any person or circumstance shall be invalid or unenforceable to any extent for any reason including by reason of any law or regulation or government policy, such clause, paragraph, term or provision shall be deemed several and the remainder of the MOU shall remain valid and enforceable.

9. Independent Contractors:

The status of the parties under this MOU shall be that of independent contractors. No party shall be authorized to waive any right or assume or create any contract or obligation of any kind in the name of, or on behalf of, the other or to make any statement that it has the authority to do so. Nothing in this MOU shall be construed as establishing a partnership, joint venture, agency, employment or other similar relationship between the parties hereto.

10. Assignability:

This MOU shall not be assignable or otherwise transferable by a party without the prior written consent of the other party.

11. No Financial Commitment Clause:

This MOU is not a commitment of funds or any other financial implications towards either body.

12. Indemnity Clause:

Each Party shall be responsible for its negligent acts or omissions and the negligent acts or omissions of its servants and agents. Each Party ("Defaulting Party") hereby undertakes and agrees to indemnify and keep and hold the other Party ("Non-Defaulting Party") indemnified

and harmless from and against all claims, proceedings, damages, losses, actions, costs and expenses arising as a consequence of or out of this MOU or arising from any breach of terms and conditions of this Agreement including any third-party claims for infringement of intellectual property rights.

13. Limitation of Liability

For the purposes of this MOU encompassing specific programs between UAS International and SGTU it is understood and agreed that neither party shall be liable for any negligent or wrongful acts, either of commission or omission, chargeable to the other, unless such liability is imposed by law. This MoU shall not be construed as seeking to either enlarge or diminish any obligation or duty owed by one party to the other or to a third party.

14. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary or sensitive information shared or material received orally or in writing and which is designated as "Confidential" or similar restrictive legend (hereinafter "Confidential Information") provided in connection with this MOU will be held and maintained in confidence, including this MOU and its annexes, and shall not be disclosed to any third party without the prior written consent of the disclosing party. The obligation upon the parties to protect the Confidential Information of the other under this MOU shall survive any expiration or termination of the relationship between the parties for any reason.

UAS International acknowledges, agrees and undertakes that it will be deemed to be the Data Fiduciary as per the provisions of Digital Personal Data Protection Act, 2023 (DPDP Act) for all the personal information/data furnished to or accessed by the UAS International under this MOU. UAS International further agrees and undertakes to ensure compliance with all the provisions applicable to data fiduciaries for processing the aforesaid personal information in accordance with DPDP Act. UAS International further agrees and undertakes that any such data will be kept secret and confidential and retained or processed in accordance with the applicable data protection legislation including but not limited to DPDP Act and must not be passed on to any other agency or individual other than any person authorized by SGTU.

- 15. Amendment** This Memorandum of Understanding may be amended by written amendment signed by the authorized persons of both the parties.

IN WITNESS WHEREOF, each of the undersigned parties represents and warrants that it has the full authority to sign and enter into this MoU on behalf of the respective institution and have

signed this MoU/Agreement at SGTU GURUGRAM on the date 22-May-2024 above mentioned in the presence of the following witnesses.

Signed on behalf of

“SGTU”

Registrar
SGT University
Budhera, Gurugram

Authorized Signatory

Name of the person - Dr. Joginder Yadav

Designation - Registrar

University Name- SGT University

University address- Gurgaon-Badli Road Chandu,
Budhera, Gurugram, Haryana 122505

Signed on behalf of

UAS International Holidays Pvt. Ltd.

Authorized Signatory

Mr. Ishan Taneja

MD / CEO

md@uasinternational.in

Witness-1

Name, Dr. Tanushri

Designation Prof & Dean (Off)

University name SGT University

Mobile Number 9910355579

Landline Number

Fax:

Email ID: tanushri.fcan@sgtuniversity.org

Witness -2

Name, Aparna Mishra

Designation Regional Manager

University name

Mobile Number 8826878222

Landline Number

Fax:

Email ID: am3@uasinternational.in



Trade Mark No. : 3750905
GST Reg. No. : 06AACCU4249C1ZL
CIN : U63000HR2019PTC080013

UAS International Holidays Pvt. Ltd.
Unit No.-126, 1st Floor, Vipul Agora Mall,
Sector - 28, Near M.G Road Metro Station,
Gurugram, Haryana - 122001
☎ +91-124-4285911

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UAS International acknowledges, agrees and undertakes that it will be deemed to be the Data Fiduciary as per the provisions of Digital Personal Data Protection Act, 2023 (DPDP Act) for all the personal information/data furnished to or accessed by the UAS International under this MOU. UAS International further agrees and undertakes to ensure compliance with all the provisions applicable to data fiduciaries for processing the aforesaid personal information in accordance with DPDP Act. UAS International further agrees and undertakes that any such data will be kept secret and confidential and retained or processed in accordance with the applicable data protection legislation including but not limited to DPDP Act and must not be passed on to any other agency or individual other than any person authorised by SGTU.

15. Amendment

This Memorandum of Understanding may be amended by written amendment signed by the authorized persons of both the parties.

IN WITNESS WHEREOF, each of the undersigned parties represents and warrants that it has the full authority to sign and enter into this MoU on behalf of the respective institution and have signed this MoU/Agreement at "Place" on the date **21-05-2024** above mentioned in the presence of the following witnesses.



Registrar
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Signed on behalf of

"SGTU"

 **Registrar**
SGT University
Budhera, Gurugram

Authorized Signatory

Name – Dr. Joginder Yadav

Designation - Registrar

Your college/university name - SGTU

Your college/university address

Witness 1:

Prof.(Dr.) Tanushri Purohit

Professor & Dean (Officiating)

Faculty of Commerce &

Management

SGT UNIVERSITY

+91 99103 55578

dean.fc@sgtuniversity.org



Signed on behalf of

UAS International Holidays Pvt. Ltd.

Authorized Signatory

Mr. Ishan Taneja

MD/CEO

UAS International Holidays Pvt. Ltd.

Witness 2:

Aparna Mishra

Regional Manager

UAS International

8826878222

rm3@uasinternational.in



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STUDENT EXCHANGE PROGRAM

Dubai & Abu Dhabi

4 NIGHTS / 5 DAYS

21st October 2024 to 25th October 2024





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Dear Sir/ Mam,

Greetings from UAS International Group of Companies!

We are pleased to introduce the **Student Exchange Program to Dubai & Abu Dhabi in 2024**, a specifically designed proposal for your students that offers a truly exceptional opportunity. The travel dates for this program are scheduled from **21st October 2024 to 25th October 2024**.

We have established strategic partnerships with leading organizations and universities in 21 countries. As a crucial aspect of the program, students will have the opportunity to obtain **Five International Certifications in Dubai & Abu Dhabi** by engaging in hands-on projects centred on various corporate industries

UASI has meticulously designed this program for the students to provide in-depth exposure to diverse educational systems and practices. This experience holds significant professional value, greatly enhancing students' employability in the competitive corporate world.

Heights & Inclusions of Student Exchange Program to Dubai & Abu Dhabi– October 2024:

1. **Accommodation:** Indulge in a four -night stay in Dubai at a centrally located, well-appointed hotel with the latest amenities
2. **Student Exchange Program in Association with De Montfort University /Similar (10 hours Sessions)**

>> **De Montfort University (DMU) Dubai** is a prestigious institution renowned for its commitment to excellence in education. Located in the heart of Dubai, DMU Dubai offers a diverse range of undergraduate and postgraduate programs designed to prepare students for success in their chosen fields. With state-of-the-art facilities, world-class faculty, and a vibrant campus atmosphere, DMU Dubai provides a dynamic learning environment that fosters innovation, critical thinking, and personal growth. The university's strong emphasis on employability ensures that graduates are well-equipped to thrive in the global marketplace. As a part of the esteemed De Montfort University UK, DMU Dubai upholds the same high standards of academic integrity and quality education. With its strategic location in one of the world's most dynamic cities, DMU Dubai provides students with unparalleled opportunities for academic and personal development.

>> **Mentioned topics will be covered under the Student Exchange Program**

Module 1: Entrepreneurial Mind-set and Creativity: (05 hours lecture)

- > Understanding the mind-set and characteristics of successful entrepreneurs. Cultivating creativity and problem-solving skills necessary for entrepreneurship. Exploring techniques to foster innovation and think outside the box.
- > Opportunity Recognition and Evaluation: Identifying and assessing entrepreneurial opportunities in various industries and markets. Conducting market research and feasibility studies to evaluate the potential of business ideas. Understanding the process of opportunity recognition and validation.
- > Business Model Innovation: Exploring different types of business models and their applicability to new ventures. Utilizing tools such as the Business Model Canvas to design and refine business models. Understanding strategies for creating value, capturing value, and achieving sustainable competitive advantage.
- > Entrepreneurial Finance and Funding: Learning about sources of funding for startups, including bootstrapping, angel investors, venture capital, and crowd funding. Financial planning, budgeting, and forecasting for new ventures. Understanding the importance of managing cash flow, financial risk, and profitability.
- > Marketing and Sales Strategies for Start-ups: Developing a marketing strategy and brand identity for a new venture. Utilizing digital marketing channels and social media platforms to reach target audiences. Understanding sales techniques, customer acquisition strategies, and building customer relationships.

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Module 2: E-commerce and Digital Marketing: (05 hours lecture)

- > Introduction to E-commerce: Understanding the fundamentals of electronic commerce (e-commerce) and its evolution. Learning about different types of e-commerce models, such as B2B, B2C, C2C, and C2B, and their respective business implications.
- > E-commerce Platforms and Technologies: Exploring popular e-commerce platforms, such as Shopify, WooCommerce, Magento, and Big Commerce. Learning about their features, customization options, and integration with payment gateways and shipping providers.
- > Digital Marketing Strategies: Learning about digital marketing strategies and techniques used to promote products and services online. Exploring concepts such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, and content marketing.
- > Customer Experience and Conversion Optimization: Understanding the importance of providing a seamless and user-friendly experience to online customers. Learning about conversion rate optimization (CRO) techniques, A/B testing, user experience (UX) design principles, and personalization strategies to improve customer satisfaction and increase sales.
- > E-commerce Analytics and Performance Measurement: Exploring analytics tools and metrics used to measure the performance of e-commerce websites and digital marketing campaigns. Learning about key performance indicators (KPIs)

3. Corporate visits:

LACNOR - Established in 1978 on the values of health and wellbeing, Lacnor is a leading juice and milk brand under UAE-based National Food Products Company (NFPC). The products are widely available across supermarkets and through home delivery via NFPC's Oasis Direct (oasisdirect.ae) and other ecommerce platforms.

DAMAC is an Emirati property development company, based in Dubai, in the United Arab Emirates. In January 2015, DAMAC Properties was publicly listed on the Dubai Financial Market. The company operates internationally, providing residential, commercial and leisure properties and has offices in the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iran, Oman, and the United Kingdom

Fly Dubai is legal Dubai Aviation Corporation which is an Emirati government-owned airline in Dubai, United Arab Emirates with its head office and flight operations in Terminal 2 of Dubai International Airport, and has intentions to operate from the new Al-Maktoum International Airport in the Dubai World Centre in Jebel Ali

4. **Visa:** We will take care of the visa requirements of Dubai for your hassle-free travel
5. **Travel Insurance:** Your journey is protected with comprehensive travel insurance coverage
6. **Transport:** All transfers will be on a private coach for your comfort and convenience
7. **Flights:** Enjoy round-trip flights from (India – Dubai – India)
8. **Dedicated Tour Manager:** An exclusive resource in Dubai will be available throughout the trip to ensure smooth coordination and functioning
9. **Dinner at Dhow Cruise :** Enjoy the tranquil atmosphere amidst the sea and a captivating Tanoura show The experience will be followed by dinner served on the cruise
10. **Ferrari World:** Thrilling adrenaline rush to Ferrari World to experience the fastest roller coaster (Ticket + Lunch coupon provided)
11. **Visit to Dessert Safari:** Desert Safari in Dubai is the uttermost experience that will give you an adrenaline rush soon as you hit the sands with a car having full potential in terms of torque and power
12. **Abu Dhabi City Tour :** Students will embark on an Abu Dhabi City tour, followed by a visit to Ram Mandir

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MEMBERSHIP NO. : ACT/22/0643



MEMBERSHIP NO. : ACTIVE-1555



IATA CODE : 14002063



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Unit No.-126, 1st Floor, Vipul Agora Mall,
Sector - 28, Near M.G Road Metro Station,
Gurugram, Haryana - 122001
☎ +91-124-4285911

- 13. Press Release:** Student Exchange Program Press Release in Indian Newspapers
14. UAE Taxes: All presently applicable taxes, including Tourism Fees and VAT, are covered
15. Indian Taxes: All presently applicable taxes, including Tourism Fees and VAT, are covered
16. Pre- Event Launch Material
 - Posters
 - Social Media Videos
 - One Pagers and Digital Marketing Content**17. Post – Event Material**
 - Posters covering the event
 - Social Media Content
 - Testimonial Videos
 - Documentary Video
 - Catalog for admissions point of view

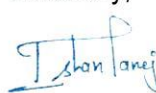
Exclusions:

- 1- If an ECR Stamp is present on the passport, additional fees may be applicable for the visa in accordance with government regulations
- 2- Stamp Duty if required, students are responsible for covering the associated charges

This time, we are presenting something truly exclusive. The total cost of this program is valued at **Rs.1,09,000/-**. However, in this all-inclusive fee, students will benefit from a comprehensive package that encompasses live certification, relaxing accommodations, sumptuous meals, captivating sightseeing, guided tours, visa processing, travel insurance, medical coverage, and round-trip airfare. Furthermore, for every 22 students, one teacher will be assigned, and they will occupy their room on a twin-sharing basis.

We look forward to your prompt response and the opportunity to provide your students with this enriching experience.

Sincerely,




Ishan Taneja
Managing Director/CEO
UAS International Holidays Pvt. Ltd.

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MEMBERSHIP NO. : ACT/22/0643

MEMBERSHIP NO. : ACTIVE-1555

IATA CODE : 14002063



Trade Mark No. : 3750905
GST Reg. No. : 06AACC4249C1ZL
CIN : U63000HR2019PTC080013

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Date of Travel	21st October to 25th October 2024
No of Pax	Minimum 22 Pax Required + 1 FOC

DUBAI & ABU DHABI DAY WISE ITINERARY

Day 1 – 21st October 2024

- It's time to explore "CITY OF DREAMS – DUBAI", Late night Arrival and transfers at Dubai Airport/Sharjah Airport
- On the way Brunch at an **Indian Restaurant**
- Post lunch, **Check-in at the Hotel**
- After check in, students will have time to explore the property and rejuvenate themselves
- In the evening, students will be taken to explore the **Dhow Cruise**, enjoying the tranquil atmosphere amidst the sea and a captivating **Tanoura show**. The experience will be followed by dinner served on the cruise



Dhow Cruise: A dhow cruise happens on a traditional dhow that has been transformed into a restaurant. The Arabic dhow vessels were used for transportation in the bygone days. Although the wooden dhow vessels, which usually have an upper deck as well as a lower deck, look like sophisticated fine dining restaurants, they still have an old-world charm and reflect the Bedouin culture of the past. While sailing along the coast of the Dubai Creek or Dubai Marina, you get to enjoy a delicious dinner with both Arabic and international cuisine

- Post dinner, students will be dropped back to the hotel



Day 2 – 22nd October 2024

- Start your day with a delightful breakfast at the hotel
- After the breakfast, students will be attending their **First Management Session – De Montfort University /Similar**

Module 1: Entrepreneurial Mind-set and Creativity: (05 hours lecture)

- >> Understanding the mind-set and characteristics of successful entrepreneurs. Cultivating creativity and problem-solving skills necessary for entrepreneurship. Exploring techniques to foster innovation and think outside the box.
- >> Opportunity Recognition and Evaluation: Identifying and assessing entrepreneurial opportunities in various industries and markets. Conducting market research and feasibility studies to evaluate the potential of business ideas. Understanding the process of opportunity recognition and validation.
- >> Business Model Innovation: Exploring different types of business models and their applicability to new ventures. Utilizing tools such as the Business Model Canvas to design and refine business models. Understanding strategies for creating value, capturing value, and achieving sustainable competitive advantage.
- >> Entrepreneurial Finance and Funding: Learning about sources of funding for startups, including bootstrapping, angel investors, venture capital, and crowd funding. Financial planning, budgeting, and forecasting for new ventures. Understanding the importance of managing cash flow, financial risk, and profitability.
- >> Marketing and Sales Strategies for Start-ups: Developing a marketing strategy and brand identity for a new venture. Utilizing digital marketing channels and social media platforms to reach target audiences. Understanding sales techniques, customer acquisition strategies, and building customer relationships.



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- Post the management session students will be taken for **Lunch** in an **Indian Restaurant**
- After the insightful session, students will be taken for their **First Official visit to a prominent Real Estate Development Company - DAMAC Dubai**, providing students with valuable insights into the industry

DAMAC is an Emirati property development company, based in Dubai, in the United Arab Emirates. In January 2015, DAMAC Properties was publicly listed on the Dubai Financial Market. The company operates internationally, providing residential, commercial and leisure properties and has offices in the UAE, Saudi Arabia, Qatar, Jordan, Lebanon, Iran, Oman, and the United Kingdom

- After the visit, now it's time to explore the iconic **Burj Khalifa** at Dubai Mall, **the world's tallest building**. A visit to the **124th Floor** promises an incredible viewing experience

Burj Khalifa: The Burj Khalifa was known as Burj Dubai before its inauguration in 2010, which is a skyscraper in Dubai, United Arab Emirates. It is known for being the world's tallest building, with a total height of 829.8 m (2,722 ft, or just over half a mile) and a roof height (excluding antenna, but including a 223 m spire) of 828 m (2,717 ft). The Burj Khalifa has been the tallest structure and building in the world since its topping out in 2009, supplanting Taipei 101, the previous holder of that status.

- After the mesmerizing visit to the **Burj Khalifa**, students will have to shop for their loved ones from Dubai mall
- Each student will receive a **Dinner Allowance of 30 AED to savor their preferred culinary delights**
- Students will then be comfortably transported back to the hotel for a restful overnight stay

Day 3 –23rd October 2024

- Start your day with a hearty breakfast at the hotel
- After the breakfast, students will be attending their **Second Management Session – De Montfort University /Similar**

Module 2: E-commerce and Digital Marketing: (05 hours lecture)

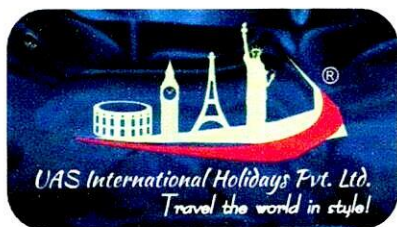
- >> Introduction to E-commerce: Understanding the fundamentals of electronic commerce (e-commerce) and its evolution. Learning about different types of e-commerce models, such as B2B, B2C, C2C, and C2B, and their respective business implications.
- >> E-commerce Platforms and Technologies: Exploring popular e-commerce platforms, such as Shopify, Woo Commerce, Magento, and Big Commerce. Learning about their features, customization options, and integration with payment gateways and shipping providers.
- >> Digital Marketing Strategies: Learning about digital marketing strategies and techniques used to promote products and services online. Exploring concepts such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, and content marketing.
- >> Customer Experience and Conversion Optimization: Understanding the importance of providing a seamless and user-friendly experience to online customers. Learning about conversion rate optimization (CRO) techniques, A/B testing, user experience (UX) design principles, and personalization strategies to improve customer satisfaction and increase sales.
- >> E-commerce Analytics and Performance Measurement: Exploring analytics tools and metrics used to measure the performance of e-commerce websites and digital marketing campaigns. Learning about key performance indicators (KPIs)
- Following the management session, now the students will be felicitated with **Certifications**
- After the certification ceremony, **Lunch** will be arranged at an **Indian Restaurant**



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- After an appetising lunch now it is time for some adventure as students will be taken for **Desert Safari followed by BBQ dinner**

Desert Safari: Desert Safari in Dubai is the uttermost experience that will give you an adrenaline rush soon as you hit the sands with a car having full potential in terms of torque and power. This enthralling adventure is pumped up with an extensive range of activities like shisha smoking, Belly dance show, Tanura show, and Fire show. Evening desert safari tour is a combo of thrilling safari adventures and an experience of traditional Arabic culture

- Post dinner, students will be dropped back to the hotel

Day 4 –24th October 2024

- Start your day with a bon appetite breakfast at the hotel
- After the breakfast now it's time for the **Second Official visit to UAE's leading fruit juice and dairy brand – LACNOR**

LACNOR - Established in 1978 on the values of health and wellbeing, Lacnor is a leading juice and milk brand under UAE-based National Food Products Company (NFPC). The products are widely available across supermarkets and through home delivery via NFPC's Oasis Direct (oasisdirect.ae) and other ecommerce platforms.

- Post the visit students will be taken to experience a thrilling adrenaline rush to **Ferrari World** to experience the fastest roller coaster (**Ticket + lunch coupon provided**)

Ferrari World Abu Dhabi, located on Yas Island in the United Arab Emirates, stands as the world's first Ferrari-branded theme park. This iconic attraction offers an adrenaline-fueled experience for visitors of all ages, featuring thrilling rides, interactive exhibits, and immersive attractions inspired by the legendary Italian automotive brand. Highlights include Formula Rossa, the fastest roller coaster on the planet, reaching speeds of up to 240 km/h, as well as numerous family-friendly rides and experiences. Ferrari World also boasts a variety of dining options, shopping outlets, and entertainment venues, making it a must-visit destination for automotive enthusiasts and thrill-seekers alike

- Following the Ferrari World experience, students will embark on an **Abu Dhabi City Tour**, followed by a visit to **Ram Mandir**
- After the visit to Ram Mandir, students will be picked for a Dinner
- Post dinner, students will be dropped back to the hotel

Day 5 -25th October 2024

- Start your day with a delightful breakfast at the hotel
- Students will proceed for the Check- out formalities
- After the checkout students will be taken for their **Third Official visit to the Aviation Industry, exploring the operations of - Fly Dubai**

Fly Dubai is legal Dubai Aviation Corporation which is an Emirati government-owned airline in Dubai, United Arab Emirates with its head office and flight operations in Terminal 2 of Dubai International Airport, and has intentions to operate from the new Al-Maktoum International Airport in the Dubai World Centre in Jebel Ali.

- After acquiring knowledge from the corporate session, students will be taken to the **Outlet Mall** for some last-minute shopping (**Lunch Allowance – 30 AED will be provided**)
- Transfer of the students to Dubai Airport to board their flights back to their **Respective Hubs**



Hope your journey with UASI will be full of memories

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Inclusions:

- 04 Nights stay at Dubai hotel with breakfast on twin sharing
- **Student Exchange Program in Association with De Montfort University /Similar (10 hours Sessions)**
 - >> **De Montfort University (DMU) Dubai** is a prestigious institution renowned for its commitment to excellence in education. Located in the heart of Dubai, DMU Dubai offers a diverse range of undergraduate and postgraduate programs designed to prepare students for success in their chosen fields. With state-of-the-art facilities, world-class faculty, and a vibrant campus atmosphere, DMU Dubai provides a dynamic learning environment that fosters innovation, critical thinking, and personal growth. The university's strong emphasis on employability ensures that graduates are well-equipped to thrive in the global marketplace. As a part of the esteemed De Montfort University UK, DMU Dubai upholds the same high standards of academic integrity and quality education. With its strategic location in one of the world's most dynamic cities, DMU Dubai provides students with unparalleled opportunities for academic and personal development
 - >> **Mentioned topics will be covered under the Student Exchange Program**
 - **Module 1: Entrepreneurial Mind-set and Creativity: (05 hours lecture)**
 - >> Understanding the mind-set and characteristics of successful entrepreneurs. Cultivating creativity and problem-solving skills necessary for entrepreneurship. Exploring techniques to foster innovation and think outside the box.
 - >> Opportunity Recognition and Evaluation: Identifying and assessing entrepreneurial opportunities in various industries and markets. Conducting market research and feasibility studies to evaluate the potential of business ideas. Understanding the process of opportunity recognition and validation.
 - >> Business Model Innovation: Exploring different types of business models and their applicability to new ventures. Utilizing tools such as the Business Model Canvas to design and refine business models. Understanding strategies for creating value, capturing value, and achieving sustainable competitive advantage.
 - >> Entrepreneurial Finance and Funding: Learning about sources of funding for startups, including bootstrapping, angel investors, venture capital, and crowd funding. Financial planning, budgeting, and forecasting for new ventures. Understanding the importance of managing cash flow, financial risk, and profitability.
 - >> Marketing and Sales Strategies for Start-ups: Developing a marketing strategy and brand identity for a new venture. Utilizing digital marketing channels and social media platforms to reach target audiences. Understanding sales techniques, customer acquisition strategies, and building customer relationships.
 - **Module 2: E-commerce and Digital Marketing: (05 hours lecture)**
 - >> Introduction to E-commerce: Understanding the fundamentals of electronic commerce (e-commerce) and its evolution. Learning about different types of e-commerce models, such as B2B, B2C, C2C, and C2B, and their respective business implications.
 - >> E-commerce Platforms and Technologies: Exploring popular e-commerce platforms, such as Shopify, WooCommerce, Magento, and Big Commerce. Learning about their features, customization options, and integration with payment gateways and shipping providers.
 - >> Digital Marketing Strategies: Learning about digital marketing strategies and techniques used to promote products and services online. Exploring concepts such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, and content marketing.
 - >> Customer Experience and Conversion Optimization: Understanding the importance of providing a seamless and user-friendly experience to online customers. Learning about conversion rate optimization (CRO) techniques, A/B testing, user experience (UX) design principles, and personalization strategies to improve customer satisfaction and increase sales.
 - >> E-commerce Analytics and Performance Measurement: Exploring analytics tools and metrics used to measure the performance of e-commerce websites and digital marketing campaigns. Learning about key performance indicators (KPIs)
- **Corporate Visits**
 - LACNOR** - Established in 1978 on the values of health and wellbeing, Lacnor is a leading juice and milk brand under UAE-based National Food Products Company (NFPC). The products are widely available across supermarkets and through home delivery via NFPC's Oasis Direct (oasisdirect.ae) and other ecommerce platforms.

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Fly Dubai is legal Dubai Aviation Corporation which is an Emirati government-owned airline in Dubai, United Arab Emirates with its head office and flight operations in Terminal 2 of Dubai International Airport, and has intentions to operate from the new Al-Maktoum International Airport in the Dubai World Centre in Jebel Ali

- Five International Certification in Dubai & Abu Dhabi
- Dinner at Dhow Cruise
- Desert Safari with BBQ Dinner
- Visit to Dubai Mall
- Ferrari World – Tickets Included
- City Tour Included
- All Meals
- Dubai Burj Khalifa tickets level 124th
- UAE Taxes: All presently applicable taxes, including Tourism Dirham Fees and VAT, are covered.
- Indian Taxes: All presently applicable taxes, including Tourism Fees and VAT, are covered 1
- 02 Water bottle (500 ml)
- Tour Manager end to end from arrival to departure of group
- Visa Included
- Travel Insurance
- India-Dubai-India flights included
- Pre Branding and Post Branding Included
- Exclusive Catalogs Included from point of Admissions
- Teaser video before Travel
- Posters in campus before Travel and After Travel
- Testimonial Bites of Students with Branding
- Documentary video up to 05 minutes with Branding Covering Full Event
- Press Release of Exchange Program in Indian Newspaper Post travel
- Travel Kit for all the Traveller

Note

1. Keeping into account the busy schedules of the aforementioned corporates, UAS International is authorized to offer similar corporate visit
2. keeping the availability of tickets UAS International have rights to swap the days

Exclusions:

- 1- If an ECR Stamp is present on the passport, additional fees may be applicable for the visa in accordance with government regulations
- 2- Stamp Duty if required, students are responsible for covering the associated charges

PACKAGE COST

INR 1,09,000/- Per Person

On paying 22 students, 1 teacher will be fully sponsored by the company

**Once amount is paid it is non refundable*

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