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## GKA Ureka Global Immersion Programme

Experiential Learning Content for International Field Trips using Ureka's proprietary pedagogical framework, **LEAD – Learn | Experience | Apply | Demonstrate**

### Certifications

All participants will receive:

1. Global Immersion Certificate from Ureka UK
2. Certificate of Achievement from GKA Australia

In addition, the winning team will receive **Winner's Certificates and Gold Medals**.

### Location Options - Country / Region / Cities

**Europe** – Rome (Italy), Barcelona (Spain), Lyon (France), Stockholm (Sweden), Frankfurt (Germany), Dublin (Ireland)

**UK** – London, Oxford, Cambridge, Edinburgh

**Asia & Middle East** – Singapore, Dubai (UAE), Kuala Lumpur (Malaysia), Bangkok (Thailand), Seoul (S Korea), Hong Kong, Tokyo (Japan), Shanghai (China)

**Australia** – Melbourne

The Experiential Learning content described below can be offered in **any** of the above cities. The institution can decide which city they would like to visit based on their budget.

### Duration

You can choose to register for one, two or three weeks of programme in any of the cities above. The programme will require 4 hours per day for 5 days in a week to cover the content. Rest of the time can be used for sightseeing, etc.

### Experiential Learning Content

The content will include all of the following:

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**Global Knowledge Alliance**, 14 / 390 St Kilda Road, Melbourne, Victoria 3004, Australia



## A. Work on an International Strategy Consulting Project

Participants will work in teams to conduct an in-depth analysis of a company's business goals and objectives. The goal of this analysis is to understand if their current practices are in alignment with what they want to achieve. Based on their analysis, they will provide strategic recommendations the company can implement to drive better results.

The consultants will also provide inputs on market research and the competitive landscape so that the company can make well-informed decisions in their business.

The project will require participants to go out, meet people and businesses, study the market, conduct field observations, establish local contacts, analyse and submit their recommendations. All of this will be done under the expert mentorship of a **London Business School** or **University of Oxford** alumni with many years of international corporate experience.

## Why an International Strategy Consulting Project

The project is designed to help enhance the employability of the participants.

From 2008 to 2019, the consulting field experienced unprecedented growth and was valued at \$160 billion globally. the 2021 rate of job growth for consultants is 14%.

The three foremost pure-play firms are McKinsey & Company, Boston Consulting Group, and Bain & Company. Other firms with either well-established or quickly growing strategy consulting practices include Ernst & Young, Deloitte, Accenture, Oliver Wyman, and CapGemini.

## Skills learned during the International Strategy Consulting Project

- Quantitative and analytical skills.
- Ability to work under pressure and cope with challenging situations.
- Good teamwork skills.
- Flexibility.
- Understanding of business environments and commercial awareness.
- Problem-solving skills.
- Good interpersonal and communication skills.

## B. Visit two local businesses / industries / innovation centres, etc.

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In a new country it is important to have a first-hand experience of how businesses operate, what is trending, what can be learned that participants can apply back in their countries, these two visits will be designed to provide just that.

### **C. Engage with the Startup Ecosystem of the city.**

It is extremely important for participants to know what is happening in the startup ecosystem of a country because it is driven by the youth of the country and provides deep insights into the latest innovations, technologies, business models and developments in that country thus providing one of the best sources of information relevant for students.

### **D. Attend a workshop on International Networking**

Everyone talks about the importance of networking but very few resources are available for practically learning and building one's networking skills. This workshop by a London Business School alum not only provides opportunity to learn networking but participant are also required to put it in practice in the country they are visiting.

### **E. Final Project & Assessment**

It is not only important to learn, experience, apply in a new country but also to demonstrate what one has learned. The final assessment is designed to assist participants demonstrate all that they have learned and experienced during the programme. The assessment is in the form of an interesting submission of a vlog showcasing the work done, pictures, videos, material collected of local businesses, contacts, visits, etc.

### **Content Only Fee**

Starting from **US\$550** per student for the **one-week programme in Kuala Lumpur**. Prices will change based on duration and city selected. **Minimum group size is 25 students.**

This fee is only for the certification and content provided by GKA Ureka, the programme will be run by an international expert who is an alumni of London Business School or University of Oxford.

You have to pay GKA Ureka only this fee.

Not included in the fee:



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- Any travel related expenses
- Local transport for field visits, market visits, etc
- Meeting rooms, etc

GKA Ureka being an international experiential learning specialist only provides the content, certifications and the international expert.

The travel and related arrangements can be made through any travel agent that provides you the cheapest rates, you can also receive a quote from GKA's partner Ureka's travel partner and compare it with other quotations.

**This way you can get world class content at the cheapest rates.**

Note: The above programme is fully focussed on learning-by-doing and does not include teaching in classrooms.

**For further information, write to Miss Julia Brown at [julia@ureka.co.uk](mailto:julia@ureka.co.uk) or [info@globalknowledgealliance.com](mailto:info@globalknowledgealliance.com) mentioning your choice of city, duration of the programme and if you are a Member of AUAP.**

### **About Global Knowledge Alliance (GKA) Australia**

Global Knowledge Alliance (GKA) is an Australian based global initiative which brings together a Knowledge Community through partnership across the globe. Global Knowledge Alliance is an initiative to connect Academia with Corporate. Global Knowledge Alliance guides students to select the best possible course/degree/college as per their skills and interests. GKA is a signatory to a Memorandum of Understanding (MOU) with Association of Universities of Asia Pacific (AUAP) and an active Member of AUAP. GKA is a dynamic, forward-thinking community of individuals, entrepreneurs and organizations with a common cause to actively advance and advocate knowledge development and dissemination through skilling, sharing and exchange for innovative, value-based solutions for a changing world. The University will create lifelong opportunities for students to learn, develop and grow throughout their careers. Through partnerships with institutions and professional organizations students will start with a strong base of knowledge, then get relevant guidance and specialized help to have them excel in the work world. The "go to" University, will be technologically agile Higher Education Institution, with minimal overhead costs by partnering with other specialised education institutions and Industry to provide both face to face and Online Education on a Global basis for a continuous and lifelong personalised education to students

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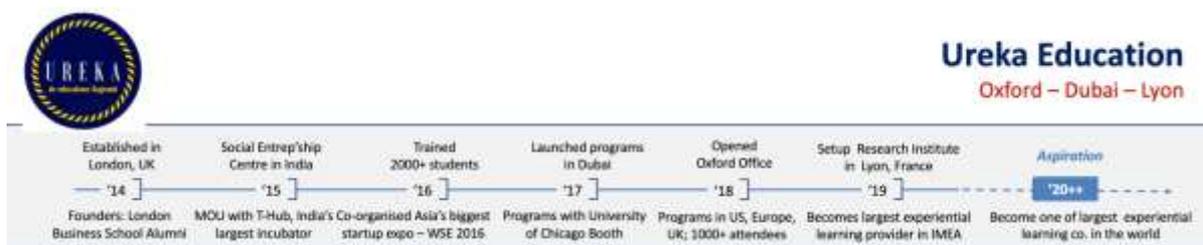
## About Ureka Education UK

Ureka Education is a multinational education group established in London in 2014 by a group of Sloan Fellows from London Business School. With the motto – ‘*Enhancing Employability*’, Ureka specialises in **experiential learning** whereby it helps students apply their classroom learnings in the real world. Ureka is one of the largest experiential learning providers in IMEA region in terms of content and coverage and offers programmes in the areas of AI, Data Science, Cybersecurity, all streams of Engineering & Management, Architecture, Law, etc. The Ureka Group comprises of six companies having offices in Oxford, Dubai and Lyon, a Social Entrepreneurship Centre in India and Research Institute in France. A key distinguishing feature of Ureka is its strong global network of professionals and academics enabled through its senior leadership team and advisors who come from some of the best institutions in the world that include:



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## Ureka Over the Years in partnership with GKA Australia





## Key People

 <p><b>Dr Philippe Bouvier</b> Chairman</p>	 <p><b>Dr Fabio Puntillo</b> Interim CEO</p>
 <p><b>Aamna Sultan</b> Chief Learning Officer</p>	 <p><b>Sarfraz Hasan</b> Director Business Development</p>
 <p><b>Nicholas Jordan</b> Industry Mentor UK</p>	 <p><b>Dr Duska Rosenberg</b> Academic Mentor UK</p>
 <p><b>Dr Bala Surya Kumble</b> Executive Chair, GKA</p>	 <p><b>Prof (Dr.) Anoop Swarup</b> Chair, GKA</p>

All GKA Ureka programs are aimed at increasing the Global Quotient of students

**Global Quotient (GQ)** – for making the world a better place

The idea of GQ is more encompassing than just a global mindset, it means taking the knowledge that comes along with the mindset and creating global change.

This is very important in education today. Our students need global exposure and experience to give them a global perspective so they can be more competitive in the labour force and become more complete citizens in an interconnected world.

GQ helps create a circle of globally minded people who strive to go beyond what they have already accomplished by increasing their global competence.

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