

Luiss
Business
School

Doing Business in the Gulf - UAE edition

Dubai

Intensive Executive Programme
Area: Management & Family Business



Luiss Business School

*Luiss Business School is the Business and Management School of Luiss Guido Carli University (Italy). The School supports the growth of its community, whether individual, institutions or corporate, through a **unique, smart, flexible, and customisable educational model** that focuses on the learner.*

Our approach is characterised by an entrepreneurial emphasis combined with problem-solving, creativity and critical thinking, enhancing the importance of sustainability, social impact, and diversity.

*Programmes are designed to offer an impactful learning experience to foster a “**can-do**” attitude and nurture students as innovative leaders, able to lead change.*

*Luiss Business School is a bridge between the academic and business world through its long-term partnership with **Confindustria**, the main association representing manufacturing and service companies in Italy, where key partners from the corporate, no profit and public sectors are directly engaged in the cocreation of specific programs that aim to advance knowledge on management practices. Luiss Business School experience is strongly international to guarantee a global approach and the possibility of creating a network with no boundaries.*

*At the same time, the School is an expression of its Country: rich in creativity, innovation, history, and culture. Therefore, studying at Luiss Business School is an all-immersive experience that enhances and builds on the “**Made in Italy**” qualities and values.*

Italy is among the biggest global economies, home to some of the world's most renowned businesses and brands. Building upon Global relevance and National strengths, the School's programmes are developed through a tight knit collaboration between academic and industry experts.

Rome is a city that need no presentations. Famous for its eternal beauty it is always a city that inspires and never ceases evolving and adapting. Learning about and from the Italian culture is not only a unique opportunity but also a passionate, colorful, and fulfilling experience that will foster the creativity and resilience which is demanded of tomorrow's leaders.

It's not just who you know, nor even what you know, but how you acquire your knowledge that also counts. Be inspired and join the Luiss Business School.

Executive Education

*The Luiss Business School's Executive Education seeks to enable participants to **maximise their business impact**, supporting their **personal and professional growth**, through an **ultra-personalised learning path** and an **innovative teaching methodology**.*

*The programmes are designed to **speed up** careers, consolidate strengths and act on areas for improvement, but they are also aimed at those who wish to **reinvent** themselves (i.e. change role, industry or function by developing the necessary skills and network) or take back the reins of their professional advancement by acquiring the skills and tools to **reboot** their career.*

The key factors that make Luiss Business School's executive experience unique and cutting-edge are the use of an experiential teaching methodology, the attention to networking and the Edu-Care services that complete the training path.

Experiential Learning

*Luiss Business School's Executive Education's programme portfolio is characterised by a teaching methodology based on Experiential Learning that involves the participant far beyond traditional teaching through reflection on **work experiences, simulations, role-plays, business cases and exercises**. Experiential learning allows to improve **Problem Solving, Critical Thinking and Creativity** skills.*

Networking

Executive Education offers the opportunity to participate in numerous Networking events where attendees will be facilitated by Luiss BS Ambassadors who will act as a reference point to build a network across the Community.

In addition, to keep in touch with the Luiss Business School Community and to contact new profiles with whom to establish a Business Opportunity, the School has set up Luiss BS Connect, a social platform that allows users to interact with an audience of professionals involved in Luiss BS training and to share news, events and vacancies.

EduCare

The learning experience is built around individuals and each training path is associated with activities and services held during and after the classroom phase. EduCare sessions are designed to promote professional and personal development and to generate an immediate impact on participants' business and organisational context.

Management & Family Business Area

Executive programmes focused on Management & Family Business are designed to provide cutting-edge styles of organisational behaviour, value and expertise to managers and entrepreneurs in the management and development of the enterprises in which they operate. Internationally certified standards, an exclusive Luiss Faculty, occasions for networking and individual plans are distinctive elements of all programmes. The participants, entrepreneurs and managers, can take advantage of all the wealth and knowledge of a university business school, strongly integrated into the Italian and international business community, which develops paths around the real needs of the business scene and the entrepreneurial fabric in which it operates.

The paths in this thematic area address topics related to business management and provide practical, concrete and immediately applicable working tools for financial, strategic, administrative planning of all business functions, integrating them with innovation and leadership issues. They meet the needs of managers for flexibility and usability, providing an innovative teaching methodology based on academic research and learning through direct experience.

Intensive Executive Programme in Doing Business in the Gulf – UAE edition

The purpose of the programme is to allow participants to identify challenges and opportunities in the Gulf with a focus on business operations in the United Arab Emirates through a comprehensive analysis of economic, cultural, and regulatory factors.

They will navigate constraints while seizing crucial opportunities, fostering a balanced understanding of market dynamics. They will delve into the institutional framework, understanding legal and regulatory intricacies for informed strategies. Finally, they will assess alternative entry modes like joint ventures and direct investment to maximize success in the Gulf and UAE market.

Objectives

The programme aims at providing participants with the necessary tools to become acquainted with market of the Gulf area.

The purpose is to support those willing to expand their business in the UAE, in dealing with cultural differences and peculiarities of business models, providing the necessary tools to understand country dynamics, main characteristics and key industries. The programme is organised with industry experts, company visits and guest speakers, examining strengths and challenges of key industries.

Target Audience

The programme is aimed at professionals and consultants working in the Gulf countries (GCC) or who wish to have an in-depth understanding of their legal, socioeconomic, and business environment.

Certificate

A certificate of completion will be issued at the end of the programme. Participants are required to attend at least 80% of sessions.

Programme

Curriculum

The programme spans 5 days.

MODULE 1: DOING BUSINESS IN THE GULF AND IN THE UAE

- Analysis of the Gulf competitive positioning in the global economy
 - Structures and dynamics of foreign trade and internationalization of the Gulf in relation to foreign markets
 - Opportunities and challenges for foreign Entrepreneurs
 - Key opportunities and constraints for developing business in the UAE
 - Overview of internationalization methods
 - Systematic and non-systematic approaches to market assessment
 - Classification of models and assessments: evaluation phases and criteria to be applied
 - Networks, capabilities and local context to internationalize entrepreneurially
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MODULE 2: THE GULF BUSINESS SCENARIO

- The institutional framework and key economics trend in the Gulf and in the UAE
 - Main cultural and social trends and their key impacts on the markets networks to internationalize in the Gulf
 - Understanding geographical contexts in term of their major features – e.g. culture, consumer behavior, incumbents' strategy, etc.
 - Cultural differences in managerial and communication style
 - Cross-cultural management
 - How to avoid conflict and encourage change
 - Understanding the key environmental and contextual contingencies that (should) inform decision making in new business development
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Faculty

The Faculty consists of professors from Luiss Business School and Luiss Guido Carli. Other faculty members include professionals and top international managers with several years of experience in teaching and lecturing.

Programme Scientific Director

- **Enzo Peruffo** – Dean Graduate School, Luiss Guido Carli University.
- **Federica Brunetta** - Associate Professor of Management and Strategy at Luiss Guido Carli and Luiss Business School.

Programme Scientific Coordinator

- **Giuseppe Cavallaro** - Adjunct Professor of Commercial Law and Financial Markets Law at Luiss Guido Carli and Luiss Business School.

Schedule, Locations and Delivery

The **Intensive Executive Programme in Doing Business in the Gulf – UAE edition** is designed to be delivered on campus, from **April 28th, 2025** to **May 2nd, 2025**, from 09:00 am to 01:00 pm and from 02:00 pm to 05:00 pm.

It is also possible to attend the training course remotely.

Location

The on-campus course will be delivered at Luiss Business School Dubai Hub for Made in Italy, Sheikh Zayed Road, Convention Tower - 4th floor, Dubai World Trade Centre, Dubai, United Arab Emirates.

EduCare

The learning experience is built around individuals and each training path is associated with activities and services held during and after the classroom phase. EduCare sessions are designed to promote professional and personal development and to generate an immediate impact on participants' business and organisational context.

PERSONAL DEVELOPMENT

Individual Coaching

Through individual coaching sessions with a qualified professional from the best international associations, in a non-judgmental and confidential context, participants will be able to customise classroom learning by applying it to their own context, enhancing their professional history with future goals and acquiring a better awareness of their resources, areas of strength and development.

BUSINESS IMPACT

Business Challenge

Participants will have the opportunity to present a project that they are working on at their company, using the expertise and experience of Luiss Business School faculty and fellow participants for the purposes of engaging in fruitful dialogue with them.

Tuition, Waivers and Application

Tuition fee

The tuition fee for the entire programme amounts to **EUR 3.500/13.965 AED***.

The fee includes materials and access to all Luiss Business School facilities.

In order to register, three revenue stamps will be virtually requested, EUR 16/63,62 AED each (one for the application, the second for the certificate request, and the last one to display on the certificate) equaling EUR 48/190,86 AED.

*(In the event of exchange rate fluctuations, the tuition fee will be determined based on the value in euros).

Fee Waivers

Luiss Business School offers several fee waiver options. Waivers cannot be combined with any other waiver, scholarship, or sponsorship support.

- Participants who have already attended a Luiss Business School programme or are Luiss Guido Carli graduates are entitled to a 10% fee reduction.
- Early bird 10%. Participants who enroll at least 60 days before the start date are entitled to a 10% fee reduction.
- Early bird 5%. Participants who enroll at least 30 days before the start date are entitled to a 5% fee reduction.

How to apply

In order to apply candidates should submit their CV together with the [Application Form](#) available on the [programme website](#).

Contact Information

Executive Education

[Intensive Executive Programme in Doing Business in the Gulf – UAE edition](#)

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Luiss Business School

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DUBAI | Luiss Business School Dubai Hub for Made in Italy

Sheikh Zayed Road, Convention Tower, 4th floor

Dubai World Trade Center, Dubai | United Arab Emirates

ROME | Villa Blanc

Via Nomentana 216,

00162, Rome | Italy

AMSTERDAM | Luiss Business School Amsterdam Hub

Nieuwe Herengracht 103,

1011 RZ Amsterdam | The Netherlands

MILAN | Milano Luiss Hub

Via Massimo D'Azeglio 3,

20154, Milan | Italy

BELLUNO | Luiss Hub Veneto delle Dolomiti

Palazzo Bembo

Via Loreto 34,

32100, Belluno | Italy

Withdrawal

It is possible to withdraw from the present contract without paying any penalty within 15 calendar days before the starting day of the Programme by communicating the intention of withdrawing via e-mail and consequently via registered letter with acknowledgement of receipt, addressed to “Luiss Executive Management Education S.p.A. - Via Nomentana, 216 - 00162 Rome (Italy)”. It is also possible to withdraw from the present contract within 5 calendar days before the starting day of the Programme, paying a penalty of the 50% of the total amount and by following the same above-mentioned procedure. The withdrawing student has to send an explicit declaration of the intention to exercise the right of withdrawal from the present contract, within the time limits provided, to “Luiss Executive Management Education S.p.A. - Via Nomentana, 216 - 00162 Rome (Italy)”, via registered letter with acknowledgement of receipt. It is not possible to withdraw from the present contract once the time limits stated in the previous paragraphs have expired. Therefore, it is understood that the obligation to pay the total amount remains regardless of the real participation to the Programme.

Luiss Business School

ACCREDITATIONS



Luiss Business School is accredited by AACSB (Association to Advance Collegiate Schools of Business)



The Luiss Business School MBA Programmes are accredited by AMBA (Association of MBAs)



Luiss Business School is accredited by EQUIS (EFMD Quality Improvement System)



Luiss Business School is accredited by Regione Lazio for educational activities and guidance.

CERTIFICATIONS



Luiss Business School is Authorized Training Partner of the PMI (Project Management Institute)



The Management System of Luiss Business School conforms to the Quality Management System Standard UNI EN ISO 9001:2015 for design and provision of management training courses and management consulting (EA Sector: 37 - 35)

MEMBERSHIPS



Luiss Business School is member of EFMD Global (European Foundation for Management Development)



Luiss Business School is member of AACSB (Association to Advance Collegiate Schools of Business)



Luiss Business School is member of ASFOR (Associazione Italiana per la Formazione Manageriale)



Luiss Business School is a member of PRME (United Nations Principles for Responsible Management Education) and it is responsible for the Italian Chapter



Luiss Business School is a partner of GRLI (Globally Responsible Leadership Initiative)



Luiss Business School is partner of GBSN (Global Business School Network)



Luiss Business School is member of FOME (The Future of Management Education Alliance)

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