

# Dubai Business Associates

Promoting the city of Dubai  
through a pipeline of global leaders



EFMD – Excellence in Practice Awards entry, 2019

Dubai Business Associates is delivered by

Falcon and Associates

in collaboration with 3 learning partners and

33 placement partners.



## Executive Summary

Established in 2014, as the brainchild and under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Dubai Business Associates (DBA) is a graduate management training programme creating cultural ambassadors for Dubai and the United Arab Emirates through the development of a global talent pipeline.

DBA – formerly Dubai Business Internships (DBI) – employs an experiential and project-based learning approach and is a new paradigm in the bridge from higher education to the world of work. It fast tracks the beginning of graduates' careers by equipping them with the skill sets and confidence necessary to become world-class business leaders and global thinkers. The 9-month programme endeavours to:

- Deliver a **transformative experience** for outstanding global graduates to become future business leaders by boosting their cultural intelligence in one of the world's most international cities
- Create both a **local and international talent pipeline** to support continued growth across Dubai's economic sectors
- Have **significant global impact** by developing cross-cultural links around the world and addressing the education-to-work readiness challenge
- Train highly capable graduates to be strategy consultants, ready to **solve key challenges and strategic issues** in any organisation, leveraging their insights as Millennials and from cultures important to Dubai's success, such as China
- **Create a win-win by adding value to partner organisations** who co-fund the DBA programme through paid consulting projects

In order to meet these objectives and fulfil the programme's ambitions, Falcon delivers the programme with three delivery partners: PwC, Capadev, and Bon Education. Each partner's approach to learning and development act in unison, collectively shaping the programme and its learning outcomes.

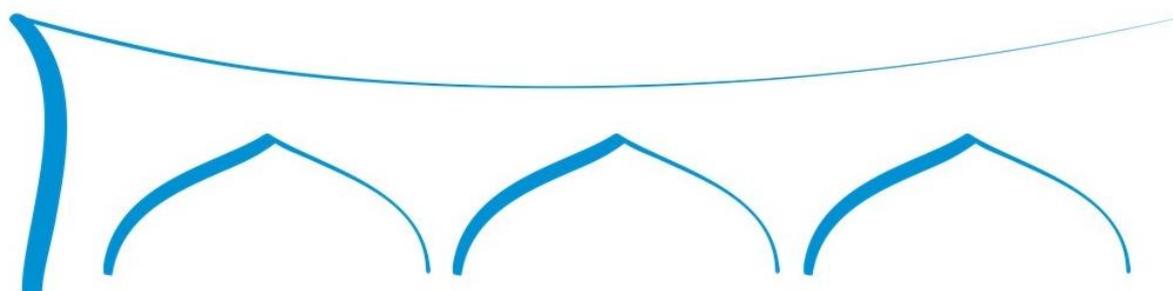
Additionally, 33 placement partners from amongst Dubai's most internationally-recognised organisations such as Emirates Airline and DP World, provide immersive, workplace-based learning and live consulting project challenges, all of which are complemented by the in-class and extracurricular components of the programme.

As a result, graduates experience a 9-month practice-oriented learning programme blending hard skills, soft skills, business acumen, work experience, and a true sense of accomplishment, enabling them to pursue career opportunities in Dubai (25%), in their home countries (55%), or abroad (20%) upon programme completion, while acting as cultural ambassadors for the city and country that made their executive training possible.

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“DBA’s Arabic bridge logo reflects the bridge from education to the working world and a fast-track future, and a bridge between cultures. The three arches represent the trio of cultural immersion, academic modules and practical placement.”

- **James Maughan**, Director of Dubai Business Associates



# DBA in Numbers

4

Programme delivery partners

1500+

Applications for 30 DBA places

33

Placement partners across 7 industry sectors

1 in 4

Offered full-time jobs with placement partners

85%

Employed immediately after graduation in preferred field