

HEC MONTRÉAL | Campus  
Abroad

W E L C O M E

United Arab Emirates 2025



# Today's agenda

- Welcome and introduction
- Campus United Arab Emirates
- How to apply?
- Choosing your elective courses
- Q & A



# What is a Campus Abroad?

- A unique experiential learning course where you explore a theme through on-site meetings with influential managers and executives;
- A credited course where you will have the opportunity to compare what you learn in class and its implementation in various organizations;
- 30 regions visited and more than 2200 participants since 2006

# Why should I do a Campus Abroad Program?

98,5% of participants would recommend the program to other students

- One of their highlights at HEC
- An opportunity to grow their network
- A chance to deepen ties with their fellow students



Now let's travel !

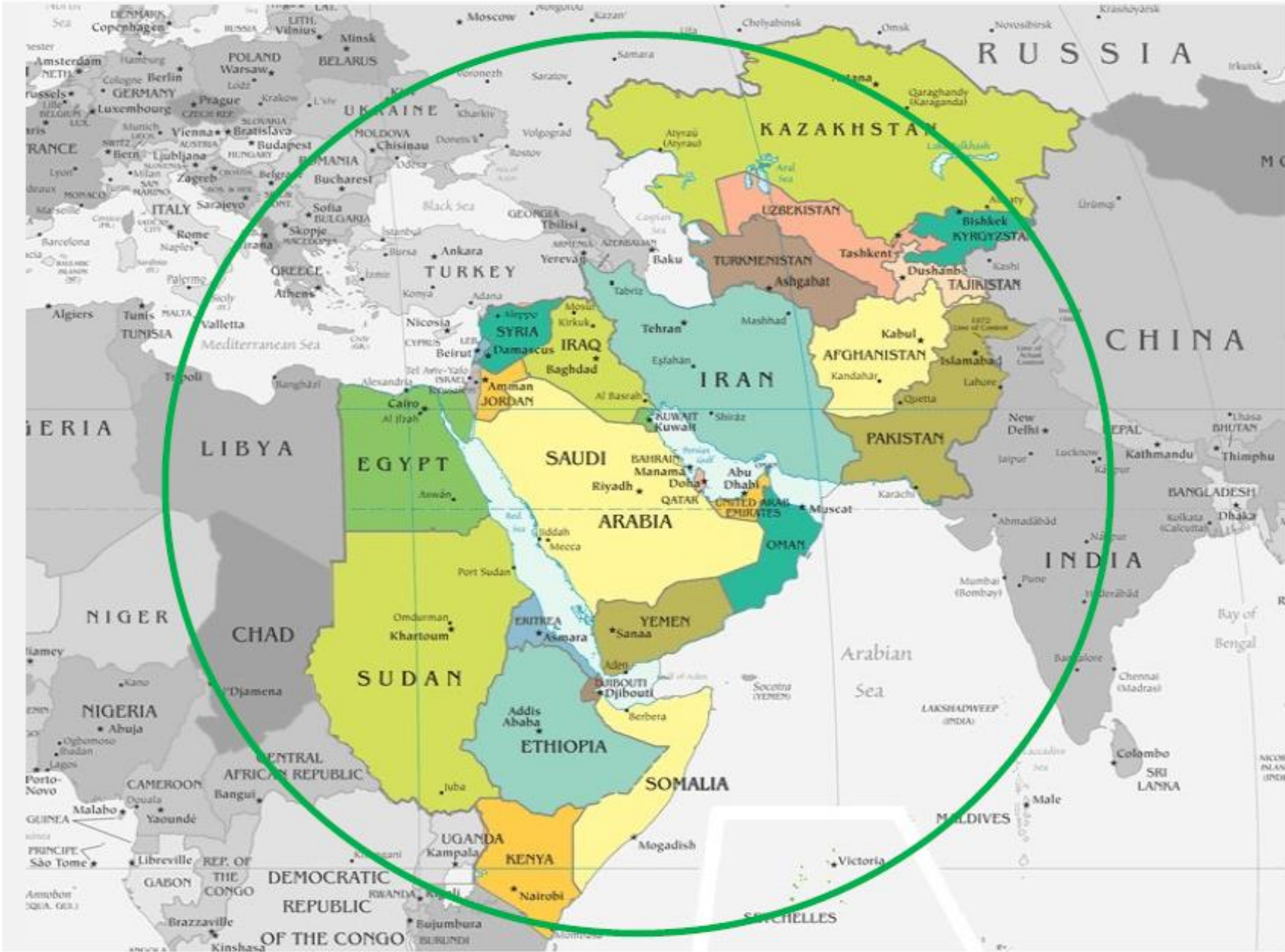


# UNITED ARAB EMIRATES

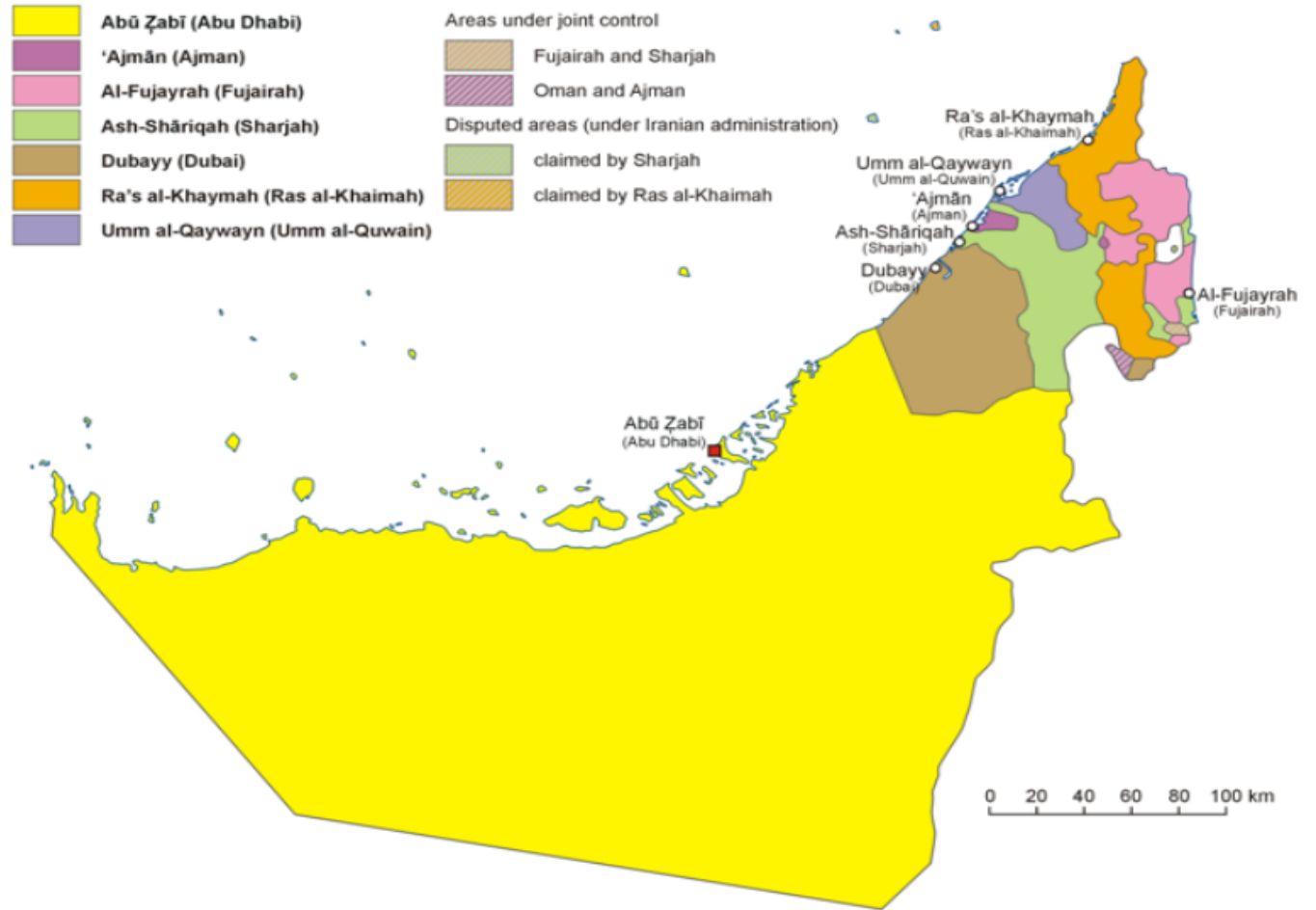
REGION OF THE 21<sup>ST</sup>  
CENTURY



Where  
are we  
going?



# THE SEVEN EMIRATES





أبوظبي



Abu Dhabi 





# Johanne Brunet

## ACADEMIA

### Education

- CPA, CGA – UBC
- MBA – HEC Montreal
- PhD – Warwick Business School  
UK

### Previous Campuses

- **Australia (Sport, Wine and Creativity)**
- **California (Entertainment and Wine)**
- **India-Emirates (Entertainment, IT, Finances, Infrastructures...)**

### Research

- Innovation, creativity
- International marketing
- Marketing strategy
- Governance

### Teaching

- MBA
- Executives (Beirut, Montreal, Algeria, China...)
- EMBA

## PROFESSIONAL

### Medias

- Radio-Canada/CBC
- TV5 international
- Consultation

### Board of directors

- SAQ (Chair of the board)
- SQDC (Chair of the board)
- Groupe TCJ inc. (Chair of the board)
- Laurentian Bank
- Théâtre du Rideau vert



# Themes

Infrastructures	Financial Institutions	Entertainment/ media	Tourism / infrastructures	And more!
 <p>NAKHEEL</p>  <p>موانئ دبي العالمية DP WORLD</p>  <p>Masdar CITY</p>  <p>Bustanica baking fresh</p>  <p>أدنوك ADNOC</p>	 <p>ADIA جهاز أبوظبي للاستثمار Abu Dhabi Investment Authority</p>  <p>MUBADALA</p>  <p>DIFC International Financial Centre</p>	 <p>mbc GROUP</p>  <p>Ferrari WORLD أبوظبي</p>  <p>EMAAR Malls</p>  <p>LOUVRE ABU DHABI اللوفر أبوظبي</p>  <p>LOUVRE ABU DHABI اللوفر أبوظبي</p>   <p>DRAGONE</p>	 <p>FARAH EXPERIENCES فرح</p>  <p>Emirates الإمارات</p>  <p>CAE</p>  <p>أبوظبي Tourism للسياحة</p>  <p>CIPRIANI</p>	 <p>Cleveland Clinic</p>  <p>Bloomberg</p>  <p>twofour54 Abu Dhabi</p>  <p>TORNA TECH</p>







# Course Evaluation

- **Participation - 20%**
  - Be present and on time for meetings.
  - Participate in all preparation meetings.
  - Prepare a one-pager of one of the firms visited.
  - Manage the visit to that firm.
  - Be an active listener/asking questions.
  - Be a team player.
  - Be proactive.
- **Group projects (group of 4) - 30%**
  - Report, analysis of one of the themes.
  - **Before we leave**
- **Personal reflection on the Dubai and Abu Dhabi business environment, your experience and what you have learned - 50%**



# Timeline

**Predeparture sessions:** January-May (Dates TBD)

**Presentation of Group Reports:** **May 10<sup>th</sup> 2025**

**Travel date:** May 25th to June 7<sup>th</sup>, 2025



# Calendar: May 25<sup>th</sup> – June 7<sup>th</sup> 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					23	24 <i>Latest departure from Montreal</i>
25 <b>Dubai</b>  Arrival in Dubai First night included	26 <b>Dubai</b>  Visits	27 <b>Dubai</b>  Visits	28 <b>Dubai</b>  Visits	29 <b>Dubai</b>  Visits	30 <b>Dubai</b>  Visits	31 <b>Dubai</b>  Day off
1 <b>Dubai</b>  Day off  <i>Transfer to Abu Dhabi</i>	2 <b>Abu Dhabi</b>  Visits	3 <b>Abu Dhabi</b>  Visits	4 <b>Abu Dhabi</b>  Visits	5 <b>Abu Dhabi</b>  Visits	6 <b>Abu Dhabi</b>  Final Debriefing  Desert Safari Farewell Dinner	7 <b>Abu Dhabi</b>  Check-out  <i>Bus trip to Dubai Airport</i>
<b>Abu Dhabi</b>						





# This Campus Abroad is an opportunity to:

- Discover a different country and culture, while respecting local habits and customs.
- Get out of your comfort zone.
- Grow your network.





# This Campus Abroad is for students who:

- Have an interest in deepening their understanding of the course themes and the Emirati business environment.
- Are curious, responsible and mature.
- Should shopping, pub crawls and beach time be your top three priorities in applying for this program, please reconsider your choice; this program is not for you.





Let's hear from those who did it last year...





# Health and safety

- The UAE is safe to travel to
  - Economic and political stability
  - Religiously and culturally tolerant population
  - Modern and efficient infrastructure





# Dealing with uncertainties

The pandemic, the precarious geopolitical situation and the increase in natural disasters are making international travel more complex.

To address this situation and make sure that safety issues are well addressed, we partner with Legacy Ventures and SOS International.



# Legacy Ventures



- An award-winning educational travel consultancy specializing in the design and organization of international immersion programs for business schools and their executives.
- A professional guide travelling with the group and an on-site travel manager.
- 5 programs already organized for HEC Montréal.



# SOS International



To better prepare and support its people who travel, HEC Montréal now partners with SOS International, a pioneer and leader in the management of international health and safety risks.

- More than 500 partnerships with Grandes Écoles and Universities around the world, including more than 30 in Canada;
- 12,000 International SOS employees are present around the world and include 1,500 doctors, thousands of nurses and more than 200 security specialists who work day and night to protect employees;
- Present in 90 countries, at 1,000 locations, 90 offices, 64 clinics and 27 support centers open 24 hours a day. Support for students and staff in 99 languages.



Use you HEC email to connect to the SOS International Portal to get access to health, safety, and travel advices

INTERNATIONAL SOS

Welcome, Pierre-Emmanuel (Log Out)

Home My Organisation My Travel Tools

united ar  
United Arab Emirates (UAE)

My Organisation

HEC MONTRÉAL

My Organisation My Profile

**Bienvenue dans votre programme International SOS**

Lorsque vous voyagez à l'étranger pour des activités académiques ou professionnelles liées à HEC Montréal, l'École dispose de ressources disponibles en tout temps, sur appel, en ligne et sur le terrain pour répondre à toutes les questions et situations médicales, de sécurité et logistiques qui pourraient survenir. Grâce à SOS International, HEC Montréal a mis en place un programme entièrement intégré, afin que vous receviez le soutien dont vous avez besoin, quand et où vous en avez besoin.

**Informations importantes pour votre voyage**

- **Déclarer ici votre activité à l'international**
- International SOS n'est pas une assurance maladie voyage. Il est donc obligatoire d'avoir une assurance maladie voyage adéquate (frais médicaux d'urgence, évacuation sanitaire, etc.) pour voyager à l'international.

**ID DE MEMBRE**

ID de Membre  
27AGDA961775  
Assistance Centers  
Philadelphia Assistance Center: +1 215 942 8226  
Paris Assistance Center: +33-155-633-155  
[Carte De membre](#)

**Outils du voyageur**

Apprentissage en ligne

INTERNATIONAL SOS

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Search Destinations

Destination Guide  
**United Arab Emirates (UAE)**

Destination Overview

- + Low Medical Risk for United Arab Emirates (UAE)
- Low Travel Risk for United Arab Emirates (UAE)

1 Active Alerts Vaccinations Security Advice

Expand Map

Overview Before you Travel Medical Overview Security Overview

**Standing Travel Advice**

- Travel to the UAE can continue with standard security precautions.
- Take basic precautions against the risk of petty and street crime.
- Respect the local culture and dress conservatively in public places. Beach clubs and resorts tend to have more informal dress codes....

[Read More](#)

**Active Alerts (1)**

Notice  
01 November 2024 at 08:56  
Review escalation plans, monitor regional developments as Iran threatens retaliation following Israeli airstrikes  
[Read More](#)

**Cities**

Abu Dhabi Low Travel Risk  
Dubai Low Travel Risk  
Sharjah Low Travel Risk

**Export a Destination Guide**

For when you are preparing or are on the go, you can export a copy of the information from this destination guide by clicking the button below.

[Export Guide](#)







## Declare your trip to UAE



English ▼    PC Pierre-Emmanuel Cardinal ▼

**ALERT:** [Finish Completing Your Profile](#)

**New declaration of international activity**

Home   My Travel Tasks   My Approval Tasks   All Tasks   All Approvals

Questionnaire

Declaration of International Activity Details

### Questions

\* Dans quelle langue voulez-vous remplir le questionnaire?  
In what language do you want to complete the questionnaire?

Français  
 English

\* What is your status at HEC Montréal?

\* What is your status in Canada?

\* What is the reason of your trip? ▲  
Related to your activities at HEC Montréal

\* Will the nature of the international activity being planned expose you to significant risks? ▲  
For example, stay in a very isolated region, research project on a sensitive subject, handling of dangerous products, etc.

No  
 Yes

\* You can consult the [Sherpa Tool](#) to review some of the requirements to enter the country of destination (passport validity, visa, vaccines, etc.) and return to Canada. ▲  
The Sherpa Tool brings together, for reference, relevant information on the main travel requirements. Although the information is updated regularly, it may not be exhaust please contact the nearest International SOS Assistance Centre, available 24/7.

I understand

\* Do you have travel health insurance (medical, hospitalization and repatriation) that covers you for the entire duration of your stay abroad?



# Logistics

## **HEC Montréal takes care of:**

- All academic and business activities
- Accommodation (13 nights incl. breakfast and WIFI)
- Local transport for group visits
- Local guide throughout the program
- Cultural activities
- Some meals

## **You take care of:**

- Your round-trip Montreal-Dubai plane ticket and travel insurance
- Your meals
- Your free time activities



# Hotels

- Double occupancy room (2 twin beds)
- Breakfast and WIFI are included



[Taj Dubai 5\\*](#)  
[7 nights](#)



[Radisson Blu Abu Dhabi Corniche 5\\*](#)  
[6 nights](#)



# Tentative Budget

## To be paid to HEC Montréal

Institutional fees	\$ 260
Travel fees (activities, hotel, a few meals)	\$ 3750 – 3950
<b>Plane ticket, and insurances</b> <small>Arranged by the students</small>	<b>Around \$ 1300</b>
<b>Grand Total</b>	<b>\$ 5310 – 5510</b>

\* The student must also pay the tuition fees (3 credits) and the fees related to the course



# How to apply?

1. Go to the [Campus Abroad website](#)
2. Complete the application form including:
  - A one-page CV
  - A motivation letter (500 words maximum)

The screenshot displays the HEC Montréal website's 'CAMPUS ABROAD' page. A red arrow points to the 'How to apply' tab in the navigation menu. The page content includes a list of required application materials:

The application must include:

1. The completed application form
2. An up-to-date resume
3. A letter of intent (maximum 500 words) demonstrating the following:
  - your interest for the theme and destination;
  - your interest in international business;
  - your interpersonal and leadership qualities;
  - Evidence of social and emotional maturity to adjust to a foreign environment.
4. You may also fill up the Scholarship application section, if required.

See the [Scholarship page](#) for more information.

**BBA, CERTIFICATE, DESS AND MSC STUDENTS**  
For the Summer 2024 Campus Abroad destinations: please fill the following [APPLICATION FORM](#).

**MBA STUDENTS**  
The application period is closed.

Emergency measures | Contact us | News room | Job openings | Alumni

Follow HEC Montréal on social media

Official documents [in French] | Conditions of use | Cookie Preferences

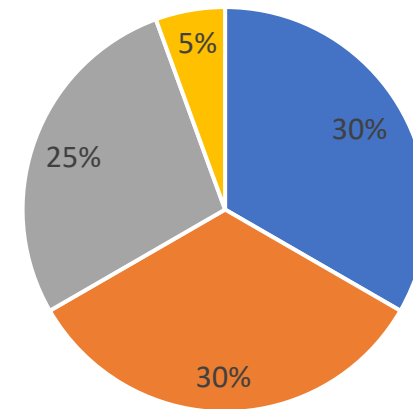
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# Campus Abroad Scholarship

- Eight **1350\$** scholarships are available for Campus UAE.
- To apply for the scholarship, please complete the « scholarship section » for the Campus Abroad application form.

Selection criteria





# Important dates

- Application deadline: **November 15, 2024, 8:00 am**
- Reply to application: **December 9, 2024**
- Deadline to accept the offer: **December 16, 2024, 8:00 am**
- Deadline for first deposit (1000\$): **January 5, 2025**

# Program structure (J02)

## Summer 2025:

12-05-2025	19-05-2025	26-05-2025	02-06-2025	09-06-2025	16-06-2025	23-06-2025	30-06-2025	07-07-2025	14-07-2025	21-07-2025	28-07-2025	04-08-2025	11-08-2025	18-08-2025	25-08-2025
Integration Activity		Spring break (pay attention to the Campus dates)	Electives BJ4 or CAMPUS				Electives BJ5				End of program activities				
HEC Challenge			Campus Bike Tour Campus United Arab Emirates OR 50294A: Capital Markets (at CSC) 50704A: Digital Transformation: Managing Disruption from Information Technologies 50761A: Managing Data and Artificial Intelligence				50206A : Financial Decisions of the Firm 50416A : Prep. for PMI certification exams <sup>1</sup> 50441A : Leading Successful Teams 50782A : Managing Projects 51041A: Design Thinking and Entrepreneurship <sup>1</sup> 50782A is a pre-requisite to 50416A. To enroll in 50416A, you must also choose 50782A concurrently.				56115A: Consulting Field Project 56112A: Consulting Services 50440A: Changing				

IMPORTANT: Please note that this offer could be subject to changes. We ask that you **always** refer to the schedules and classes offerings posted on HEC en ligne, since it reflects the latest updates.

↑  
**BJ4**  
 Pick 2 electives or 1 Campus  
 (3 credits)

↑  
**BJ5**  
 Pick 2 electives  
 (3 credits)

**Total = 6 credits**  
 (CDL #1 et CDL#2 can contribute to these credits.)



# Structure du prog. MBA (S23A-S23B)



Hiver 2025:

Été 2025:

IMPORTANT: Veuillez noter que cette offre peut faire l'objet de modifications. Nous vous demandons de toujours vous référer aux horaires et aux offres de cours affichés sur HEC en ligne, car ils reflètent les dernières mises à jour.

14 avr. 2025	21 avr. 2025	28 avr. 2025	5 mai 2025	12 mai 2025	19 mai 2025	26 mai 2025	2 juin 2025	9 juin 2025	16 juin 2025	23 juin 2025	30 juin 2025	7 juil. 2025	14 juil. 2025	21 juil. 2025	28 juil. 2025	4 août 2025	11 août 2025	18 août 2025	25 août 2025	1 sept. 2025
Cours au choix BS5 (S23A-S23B)						Relâche (attention aux dates du Campus)	Cours au choix BS6 OU CAMPUS (S23A-S23B)					Activités obligatoires fin MBA								
50206: Décisions financières de la firme 50416: Préparation aux examens de certification du PMI 50441: Gérer des équipes efficaces 50704: Transformation numérique 50782: Gestion de projets 51001: Création de valeur dans les PME 51041: Pensée design et entrepreneuriat							Campus Vélo Campus Émirats arabes unis  50294: Marchés des capitaux 50418: Décroissance soutenable 50502: Lean Six Sigma 50671: Analytique d'affaires 50761: Gestion des données et de l'intelligence artificielle					56115: Projet de consultation 56112 : Services conseils 50440: Changer								

↑  
**BS5 (hiver 2025):**  
 2 cours au choix  
 (3 crédits)

↑  
**BS6 (été 2025):**  
 2 cours au choix  
 ou 1 Campus  
 (3 crédits)

**Total =**  
 6 crédits de cours au  
 choix  
 (CDL #1 et CDL#2  
 peuvent contribuer à  
 ces crédits)

# Spring break & Campus travel dates



Spring vacation: **Monday, May 26 to Sunday, June 1, 2025** (for J02 and S23A-S23B)



The students selected for Campus Abroad may have to travel during this vacation period and/or participate in mandatory pre-departure sessions.

Pay attention to the dates of your chosen Campus.



# When do I choose my summer electives?

For Campuses only: **RIGHT NOW**

**For all other summer 2025 electives:** around **early March**. We will tell you the exact date through the weekly newsletter. Check your HEC email.



# Questions?



HEC MONTRÉAL

Campus  
Abroad

THANK YOU



HEC-YUL



Campus International