



Service Level Agreement between Ahmedabad University & Ureka Education Group

Objective of the Agreement

The purpose of this Service Level Agreement is to deliver a programme titled International Student Exchange - ISX for Ahmedabad University, India between 16th and 29th June 2019 in Dubai, UAE. All participants will receive a Certificate from Curtin University, Australia (Dubai campus).

Brief about both parties

Ahmedabad University	Ureka Education Group
<p>Ahmedabad University is a private, non-profit university that offers students a liberal education focused on research and interdisciplinary learning.</p> <p>Ahmedabad University was established in 2009 by the Ahmedabad Education Society (AES) to offer a world-class academic experience in one of India's most vibrant and liveable cities. With a centrally located campus and internationally renowned faculty, it offers one of the most stimulating academic environments in the country.</p>	<p>Ureka is an education services organisation established in 2014 in London and has offices in Oxford, UK and Dubai, UAE.</p> <p>It was founded by group of Sloan Fellows from London Business School and specialises in Internationalisation, Entrepreneurship Development and Skills Training.</p>

Deliverables by Ureka Education Group

The two weeks programme includes the following that will be arranged/run by Ureka:

- A. 20 hours of classroom sessions run by Curtin University, Australia at their Dubai campus
- B. Outside-the-classroom activities as described below run by Ureka Education

The representative two weeks itinerary is also provided below for reference.

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The classroom sessions at Curtin University will include some or all of the topics below:

1. International & Cross-Cultural Communication Skills & Business Etiquettes
2. Design Thinking
3. International Marketing
4. Financial Planning
5. Entrepreneurship
6. Personal Branding

The outside-the-classroom activities will include some or all of the following activities:

- 1. Dubai Business Challenge**
A competitive group exercise that encompasses the entire programme in Dubai and reinforces all the learnings for the students in Dubai. The winning team receives gold medals and winner's certificates.
- 2. Dubai Market Activity**
A market research based activity where teams are given a fixed amount of cash and asked to visit a number of retail grocery stores in Dubai to prepare a comparative report of products sold in Dubai versus those sold in India in terms of pricing, packaging & promotions. Each team presents their findings at the end.
- 3. Industry Visit 1 - Intel Ignition Lab**
This is only one of its kind in the region and deals in showcasing cutting edge technologies from Intel. Students learn about Internet of Things, Blockchain technology and applications.
- 4. Global Customer Psyche Task**
A team exercise set in the award winning, super luxury 'Mall of the Emirates' which is one of the major tourist attractions in Dubai drawing 42 million visitors per annum from around the world. Students draw insights into shopping behaviour of people from different countries and how multi-national brands cater to them. Thus gaining a unique, hands-on global perspective to business.
- 5. Industry Visit 2 - Apple**
Learn about the new areas that Apple is working in and how it continuously impacts the market as a brand. Session and hands-on activity specially run for Ureka by Apple Business team on premises of the world's largest Apple store.
- 6. Industry Visit 3 - Nestle Visit**
Visit Nestle factory to gain first hand exposure to manufacturing setup and practices at one of the factories of the world's largest food and beverage manufacturer.
- 7. Networking Session**
Informal interaction with business leaders from large MNC's and successful start-ups from the region.



8. Strategy & Teamwork Escape Room Session

An exciting game-based skills development session run by Ureka and specialist global company having presence in more than 70 cities worldwide.

Or

A short **Certificate course from Pearson Professional** (world's largest education company) on one of the contemporary topics of business interest like AI, Fintech, Blockchain, etc or a soft skill competency

9. International Communication Skills workshop

UK trained instructor covers the nuances of international communication skills using class-based activities and exercises.

10. Executive Guest Speakers

Business leaders and distinguished speakers from Forbes 30 under 30 list speak to students on topics that are relevant and useful. Some of our past speakers have been from Metlife, Visa, Schneider Electric, Amazon, Western Digital, Midland Doctors, Herz etc

Representative Itinerary

International Student Exchange - Dubai (ISX-DXB) Schedule							
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Morning Session	Arrive in Dubai	Morning Briefing	Morning Briefing	Morning Briefing	Morning Briefing	Morning Briefing	Weekend - Free time on your own
	Welcome Session & Dubai Business Challenge Roll-Out	Dubai Market Activity Briefing	Dubai Market Activity Briefing / Follow-up	Dubai Market Activity Briefing / Follow-up	Dubai Market Activity Briefing / Follow-up	Dubai Market Activity Presentation	
Afternoon Session @ Curtin *mix of classroom sessions / workshops etc	International Communications	Design Thinking & Innovation	International Marketing	Financial Planning	Entrepreneurship	Presentations Continued	
					Assessment	Executive Guest Speaker 1 - MetLife - Chief Actuary - Gulf Region	
Evening Session	Dubai City Tour	Go-out & complete the Dubai Market Activity	Go-out & complete the Dubai Market Activity	Go-out & complete the Dubai Market Activity	Go-out & complete the Dubai Market Activity	Week's feedback / next week agenda	
		Day's feedback / tomorrow's agenda	Day's feedback / tomorrow's agenda	Day's feedback / tomorrow's agenda	Day's feedback / tomorrow's agenda		



International Student Exchange - Dubai (ISX-DXB) Schedule					
	Day 8	Day 9	Day 10	Day 11	Day 12
	Morning Briefing	Morning Briefing	Morning Briefing	Morning Briefing	Morning Briefing
Morning Session	Strategy & Teamwork Skills Escape Room session	Global Customer Psyche Task @ Mall of the Emirates	Executive Guest Speaker 2 - Amazon - Head of Operations	International Communications Skills workshop	Dubai Business Challenge Final Presentation Preparation
Afternoon Session	Industry Visit 1 - Intel Ignition Lab	Industry Visit 2 - Apple	Industry Visit 3 - Nestle Factory	Executive Guest Speaker 3 - Midland Doctors - Co-Founder Visit International Humanitarian City, Dubai (houses 15 UN agencies)	Dubai Business Challenge Final Presentations
Evening Session	Desert Safari	Free time in Mall of Emirates Day's feedback / tomorrow's agenda	Dubai Business Challenge Preparation in Groups	Networking Session Day's feedback / tomorrow's agenda	Award Ceremony

Commercials

Ahmedabad University will pay Ureka Education Group in the designated bank account of one of its group companies in Dubai or India an amount equivalent to Rs 70,000 per participant inclusive of all taxes. There is no programme cost for accompanying faculty from Ahmedabad University. Payments to be remitted as per following schedule

- 10% Confirmation fee: Rs 7000 per participant ie $7000 \times 52 = \text{Rs } 364,000$ to be paid by **12/4/2019**
- 50% of Programme Fee: Rs 35,000 per participant ie $35,000 \times 52 = \text{Rs } 18,20,000$ to be paid by **12/5/2019**
- 40% of Programme Fee: Rs 28,000 per participant ie $28,000 \times 52 = \text{Rs } 14,56,000$ to be paid by **5/6/2019**

Refund:

Ahmedabad University will receive **100% refund** for any cancellations **until 26/4/2019**. For Cancellations between **27/4/2019 – 12/5/2019 – 75% refund** and **no refund** if cancelled after **13/5/2019**



Accommodation & Food

Student Hostel facility with three meals is available within Academic City in the premises of IMT Dubai. The IMT hostel is close to all basic amenities and within a walking distance from Curtin University. The rates are as follows:

For students (hostel): AED 130 + 5% VAT per student per night on twin share basis with three meals

For Faculty (executive): AED 285 + 5% VAT per faculty on single basis with three meals

Approximate total accommodation & food cost is:

52students x Rs(136.5x19) x 13nights = Rs 17,53,206

2faculty x Rs(299.25x19) x 13nights = Rs 147,830

The above accommodation & food cost is to be paid by 12/5/2019

Local transport & airport transfers

The two-way airport transfer would cost USD 27 per student. The total cost will be

52students x Rs(27x70) = Rs 98,280

All programme related local travel will be borne by Ureka.

The airport transfers cost is to be paid by 12/5/2019

Please note that these are actual costs with no markups or commissions. Ureka is only facilitating it for the convenience of the university.

Summary of Payment Schedule

By 12th April 2019 – Rs 364, 000 (AED 19,362 or USD 5,276)

By 12th May 2019 – Rs 38,19,316 (AED 203,155 or USD 55,356)

By 5th June 2019 – Rs 14,56,000 (AED 77,447 or USD 21,103)

(Currency Conversion: 1 AED = Rs 18.80 ; 1 USD = 3.67 AED)

Bank details

All payments to be made to Ureka Group Company (Sloan Technologies FZCO) account in Dubai, UAE as below. The account accepts payments in AED and USD both.

Account Name: Sloan Technologies FZCO
IBAN Account No: AE400 5200 0011 1064 1200 19
Bank Name: Noor Bank
Branch: Sheikh Zayed Road, Dubai
Swift Code: NISLAEAD
Currencies Accepted: AED (UAE Dirhams) or USD (US Dollars)

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Dispute Resolutions

Any disputes arising under or in connection with this SLA which cannot be resolved by amicable discussions between the Parties shall be referred to the Vice Chancellor of Ahmedabad University and CEO of Ureka Group for resolution at the first instance. If these

designated representatives are unable to resolve the dispute within thirty (30) days, then the matter shall be further referred to some alternative dispute resolution mechanism as may be agreed in writing between the Parties.

Future reviews and amendments to this Service Level Agreement

This SLA may be amended and supplemented in writing at any time by mutual written consent of the Parties.

Term of SLA

This SLA shall commence on the Effective Date of signing of the SLA and shall remain in force till 15th July 2019 or till such time all commercial points are settled, whichever is earlier.

Signatories to Agreement and date

SIGNED by for and on behalf of
Ahmedabad University

Name: *Devanath Tinupati*
Designation: *DEAN, AMSDM*
Ahmedabad University
Gujarat, India
Date: *16.04.19*



SIGNED by for and on behalf of
Ureka Group

Sarfraz Hasan
CEO
Ureka Education Group
Oxford, UK
Date: 15 April 2019

