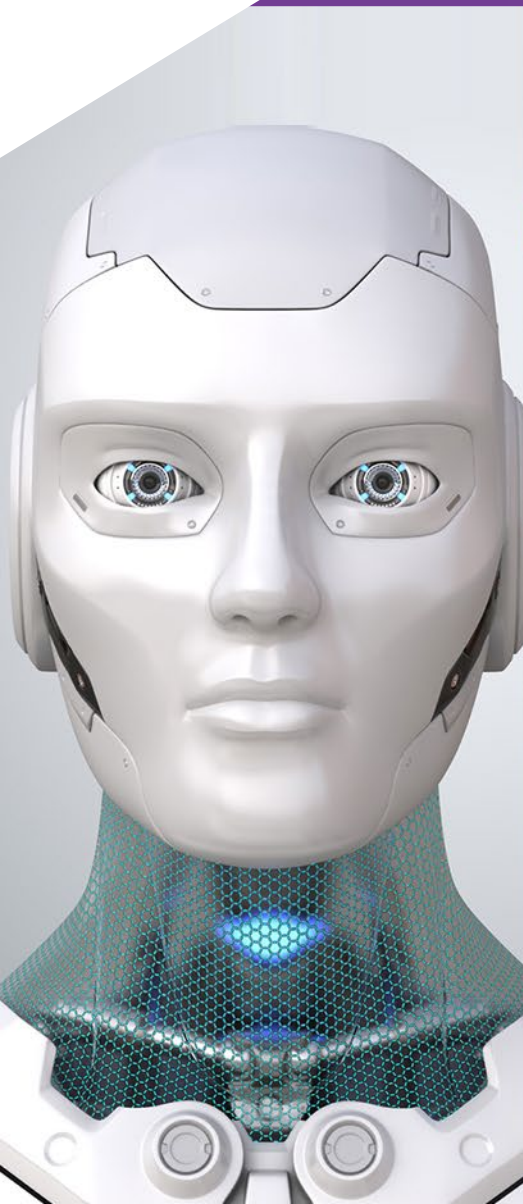




# NEST ACADEMY OF MANAGEMENT EDUCATION COMPUTING ( I.T.)

Where Passion  
meets Profession







**“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.”**

**-Steve Jobs**





## NEST ACADEMY OF MANAGEMENT EDUCATION

N|A|M|E is Licensed & Approved by KHDA and accredited by the awarding body from UK to offer British Qualifications for new age careers like Computing ( I.T.), Events, Sports, Hospitality & Tourism, Business, and Films TV & Media. We specialize in teaching methodology that blends classroom teaching with practical training and internships for making our students employment-ready.

We offer Specialized UK Qualifications that are Globally recognized courses with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs.

### ACCREDITATIONS OF N|A|M|E DUBAI



KHDA Licensed  
and Approved  
Institution (TVET)



## VISION

To mould young individuals with passion, into future leaders and winning professionals ready to make a mark in the Industry. Our vision is to create a Generation of Industry Leaders through the magic of Blended Education - Academics blended with Practical Training.

## VALUES

These values are our core competencies and aid us in fostering a collaborative working and learning environment.



HIGH ETHICAL  
AND MORAL  
STANDARDS



MUTUAL TRUST  
AND TEAM-  
WORK



PASSION FOR  
EXCELLENCE



RESEARCH AND  
INNOVATION AS  
A WAY OF LIFE



RECOGNITION OF  
EFFORTS AND  
ACHIEVEMENTS



SERVICE & RESPECT  
TOWARDS THE  
COMMUNITY &  
INDUSTRY



# ACADEMIC PHILOSOPHY

Our courses have been conceptualized in accordance with the following eight core principles:



## INNOVATIVE

We provide relevant and up-to-date curricula, one that is abreast with the developments of Computing and IT Industry.



## INTERESTING

We maintain our students' curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.



## INDEPENDENT

We aspire to nurture and empower our students into to be creative, out of the box thinkers, confident and successful professionals in the Computing and IT industry.



## INDUSTRY

We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the Computing and IT industry.



## INTELLECTUAL

We pursue excellence by playing a proactive role in constantly stimulating our students' intellect.



## INSPIRED

We regularly provide challenging opportunities to motivate our students, and broaden their horizons.



## IDEAL

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



## INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our courses are robust, and progress driven.



# TOP 5 REASONS TO STUDY IN DUBAI

## 1

### DUBAI - THE SMART CITY - LEADER IN ADOPTION OF NEW AGE TECHNOLOGIES

As artificial intelligence, automation or the so-called Internet of things continue to play a vital role in the way economies operate, Dubai has been stepping up its game in the area of digital transformation. Delivering world class technology solutions, UAE has built Hi-tech cities that rank in the top cities globally.

## 2

### UK QUALIFICATIONS AT MODEST TUITION FEE

Globally recognized, credit bearing UK qualifications at modest tuition fee with blended teaching methodology that includes practical training and internship opportunities.

## 3

### OPPORTUNITY TO SETTLE IN DUBAI

World's 2nd safest country, with 90% of population as foreigners, you will become a resident of UAE as a student. You can look for employment opportunities during your period of study, and after that as well. Wealthy, Tax free, Safe and Expat Friendly Dubai - Your choice for a better life, better lifestyle!

## 4

### MULTI-CULTURAL EXPOSURE

Study in a campus which hosts more than 30,000 international students from 160+ nationalities to make friends & learn from.

## 5

### INTERNSHIP BACKED WORK-STUDY PROGRAMS

Residence student visa in Dubai and student work permit allows you to explore Dubai as a truly international destination to work and learn. Dubai being a technologically enhanced city provides immense internship opportunities.



# DUBAI CITY GLOBAL RANKING

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- 2nd safest country in the world.
- The UAE was ranked at the 22nd position as the best country to live and study abroad.
- World's highest employment rate, as 99.5% residents were employed in 2019.
- UAE ranks 1st regionally, 12th globally in IMD World Digital Competitiveness Ranking 2019.
- Ranked 10th in the most popular city destinations in 2019.
- Dubai ranks amongst the top 10 international cities, in attracting foreign investment.
- Dubai is ranked 3rd as the location for A.I (Artificial Intelligence) and Robotics.



# COMPUTING AND I.T. INDUSTRY INDUSTRY

## OVERVIEW

With the evolution of newer technologies like Artificial Intelligence, Machine Learning, Robotics, IoT, etc., the scope of computer science and I.T. has grown in leaps and bounds. It is incomprehensible to visualize a world without technology and to cease from marvelling at its influence over human race. The global digital transformation market size is expected to rise from US\$ 1-200 Billion in 2017 to US\$ 2000 Billion in 2020. Driven by the adoption of digital technology, the total addressable market for global technology and business services will likely expand to about USD 4000- Billion by 2025.



**Computing and IT specialists are in heavy demand in the new age technology sectors like:**

## ARTIFICIAL INTELLIGENCE



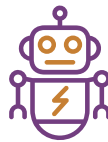
Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence. Few examples of best AI developments that are used in our day to day life:

- Google's AI-Powered Predictions play an important role in our day to day life and helps us to plan the best way to commute (Google Maps).
- In the future, AI will shorten your commute even further via self-driving cars.
- Facebook - When you upload photos to Facebook, the service automatically highlights faces and suggests friends.
- Your Amazon searches ("ironing board", "pizza stone", "Android charger", etc.) quickly return a list of the most relevant products related to your search.

A grand future awaits those who are brave enough to surf the recurring tides of change. Automated Cars will run the roads, accurate diagnosis of diseases and its cure will be developed with much more speed and ease. Virtual tutors will assist human instructors and sky will be the limit.



## ROBOTICS



Robotics is an interdisciplinary research area at the interface of computer science and engineering.

Panasonic has developed a robotic bed that turns into a wheelchair, making it much easier to move patients safely. Sony offers robot dogs and other animals, and robot seal Paro is designed as a therapeutic tool that is soft, cute, and responds to touch and sound. Robotics in Japan can also be found in the service industry in places like cafes and hotels. Japan is also introducing robots to work at the 2020 (now 2021) Olympics in Tokyo.

The global robotics market is an immense one, growing by billions of dollars every year. • Robots will soon be in all aspects of life like : Household, Medicines, Production, Services.

## BIG DATA ANALYTICS



Driven by specialized analytics systems and software, as well as high-powered computing systems, big data analytics offers various business benefits like new revenue opportunities, more effective marketing, better customer service, improved operational efficiency competitive advantages over rivals.

Marketing is a major shift from anonymity to identity and from information to entertainment. To hit the right audience and avoid wastage of marketing finance Big Data Analytics is the next best thing.

## BIOINFORMATICS



Bioinformatics plays an important role in biomedical research. Research work in the area of genetic diseases and medical genomics is rapidly increasing and the future of personalized medicine depends on bioinformatics approaches.

## CYBER SECURITY



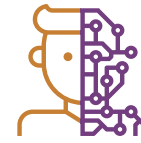
According to the predictions by experts in 2019, the scope of the Cyber Security market will become a \$170 billion industry in 2020 and expand more by every passing year. Every 3 seconds a new malware is being created and that intends to find a victim and lead to damage of some scale. This means that the need for personnel in the Cyber security industry will keep increasing.

## CLOUD COMPUTING



Cloud computing is the delivery of on-demand computing services, from applications to storage and processing power typically over the internet and on a pay-as-you-go basis. If you're unsure about what Cloud Computing is, you are probably among the 95% of people that are already using cloud services, like online banking and social networks, but don't realize it. An example of a Cloud Computing provider is Google's Gmail. Gmail users can access files and applications hosted by Google via the internet from any device.

## MACHINE LEARNING



Machine learning is a method of data analysis that automates analytical model building. Because of new computing technologies, machine learning today is not like machine learning of the past. A few widely publicized examples of machine learning applications you may be familiar with:

- The heavily hyped, self-driving Google car? The essence of machine learning.
- Online recommendation offers such as those from Amazon and Netflix? Machine learning applications for everyday life.
- Knowing what customers are saying about you on Twitter? Machine learning combined with linguistic rule creation.
- Fraud detection? One of the most obvious and important aspect in our world today.

Most industries working with large amounts of data like retail, financial services, oil and gas, the government, health care and transportation have recognized the value of machine learning technology.





## ETHICAL HACKING



Ethical Hacking has been a lucrative career option for many, and not without good reason! It's a challenging job that never gets boring, pays well and also brings a greater sense of achievement. There are many cases in which the phones, passwords of social media accounts, government files by terrorists and big business secrets are hacked by the black hat hackers and the individuals, businesses, government and the world constantly needs skilled white hat (ethically hackers) with excellent hacking skills.

## IOT (INTERNET OF THINGS)



The Internet of Things, or IoT, refers to the billions of physical devices around the world that are now connected to the internet, all collecting and sharing data. Thanks to the arrival of super-cheap computer chips and the ubiquity of wireless networks, it's possible to turn anything, from something as small as a pill to something as big as an aeroplane, into a part of the IoT.



## DUBAI - THE TECHNOLOGY HUB OF MENA

During the past 20 years, the numerous digital transformation initiatives in Dubai have driven public acceptance and adoption of ICT in all aspects of life.

Today, Dubai has one of the highest levels of ICT adoption in the region, both by the public and government. It has also become the Technology Hub of Middle East & North Africa (MENA).

Dubai is also a global leader in innovation and a pioneer in smart services with a stated goal to create a data-driven economy estimated to generate an additional US\$2.83 billion in GDP by 2021, on the path to becoming the world's first city to be powered by block chain-technology by 2020.

World's 1st Blockchain City - Dubai has adopted blockchain technology in government processes like visa applications, bill payments, license renewals, and others.

Robocops in Dubai - Dubai has tested the introduction of a robotic policeman. The robot can issue fines, feed video back to base and identify people through facial recognition.

Robotic Policeman, Autonomous Police Cars, Autonomous air taxis, Mars Science City to simulate living on the surface of Planet Mars and many more such innovations makes Dubai the leading city in Technology and Computing.

The UAE has reportedly appointed the first Minister of artificial intelligence or Minister for AI.



## SILICON VALLEY OF MIDDLE EAST - DUBAI TECH START-UP SUCCESS STORIES

There are more than 29 incubators and accelerators for supporting Tech Start-Ups in Dubai.

Dubai Internet City alone has more than 1600 companies thriving in the technology sector in Dubai and capturing business from world over. These companies are looking for the right talent educated for the Tech Industry.

Support from government and semi-government institutions –in addition to the growth of incubators and accelerators like Turn8, ImpactHub and AstroLabs Dubai – has led to a string of home grown success stories. These include Bridg, a mobile-to-mobile payment platform that leverages Bluetooth, to Careem, a Dubai-based ride-hail start-up now acquired by UBER, and the Middle East's first unicorn, and Souq.com, which was later acquired by Amazon. Other success stories from the E-Commerce sector include Noon, a US\$ 1 billion start-up giant co-invested by private Emirati capital and Saudi government funds.

Dubai every year hosts the worlds best and biggest expositions in technology like: Gitex Technology Week, Arab Future Cities Summit, Naseba Cyber Defence Summit, Future Block Chain Summit etc.





# WHY COMPUTING AND I.T.? .....

## 10 REASONS WHY IT MAKES PERFECT SENSE TO STUDY COMPUTING AND I.T.



### HIGHLY PAID AND HIGHLY RESPECTED

Computing & IT jobs are well paying and you are respected for your intelligence in the society and at work.



### NOT RESOURCE INTENSIVE

You only need a computer to start something new.



### MOBILE

You can work from anywhere, especially from home. You can often work flexible hours.



### SOCIABLE

No longer an unsociable career choice! Computer Science projects are often large and require significant collaborative efforts to complete.



### MAKE A DIFFERENCE IN THE WORLD

Computer science can make the world a better place for us to live in. Think about how the Internet changed the way we access information. Think about how video calls changed how we communicate with far away family or friends.



### REWARDING AND EXCITING

Constant source of novelty, with many problems still to be solved and many new solutions, you have tools to make everything, and quickly.



### CREATIVE AND FUN

Programming is like solving a puzzle. You get to come up with different solutions to the puzzles, and you do that as your work!



### EMPOWERING

You can realize your own ideas. You can build almost anything that you can imagine. You can automate a lot of things that used to be done manually. You will build stuff that stays around forever.



### JOBS FROM ACROSS THE GLOBE

There are many more computing jobs than qualified people. You can also work in disciplines that need computer science, and many computer science graduates run their own start-ups. Sitting in Dubai, you can work for companies from anywhere in the world because of remote work technologies.



### CENTRAL TO MANY DISCIPLINES

Computers in some forms are used pretty much everywhere: analysing experimental data in psychology, solving complex equations in physics, animating movies, developing games, and much more.

# CAREER PROSPECTS

## RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.

## VARIED DESIGNATIONS



Cyber Security Analyst, Ethical Hacker, Software Engineer, Web Developer, Hardware Engineer, Artificial Intelligence Analyst, Applications Developer, Games Developer, Data Scientist, Cloud Architect, IT Consultant, System Administrator, Network Architect, Office Automations Specialist.







## SOME OF OUR STUDENT ENTREPRENEURS





# TRAINING METHODOLOGY

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At N|A|M|E Dubai we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of Blended learning including :

- Classroom sessions
- Master classes
- Case studies
- Practical training
- Group work and
- Discussions

The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the programme.



## CLASSROOM SESSIONS .....



### REGULAR LECTURES

To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Computing and IT industry.



### ASSIGNMENTS AND PROJECTS

Assignments and projects are part of our curricula. These provide our student's ample opportunities to meet interact and build relations with popular and experienced individuals in the Computing and IT industry, under the able guidance of our dedicated faculty.



### WORKSHOPS

To keep our students updated with the current affairs in the corporate and business world, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.





## MASTER CLASSES AND CASE STUDIES

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### MASTER CLASSES

N|A|M|E's Master Classes intend to keep students aware of the current world of corporate and business. Guest speakers from various areas of management share their knowledge and help students form ideas and insights about the industry.



### CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.





# INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY

## BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participate in a collaborative learning environment, thus making them tech-savvy.



## EDUCATIONAL NEWSLETTERS

N|A|M|E's Educational Newsletters features the academic highlights and students' achievements, and also reports latest industry trends, growth and major events.



## PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.

## YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.



## COMMUNICATION AND COLLABORATION

We use latest Google tools to provide education to our students. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

Google

# OPPORTUNITIES INTERNSHIPS AND PLACEMENTS

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N|A|M|E works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed a multilevel placement process that sources opportunities at local, national and international levels.

We provide ample opportunities to students to grab lucrative Internships which could convert in a long term employment opportunity. The real work experience not only broadens the worldview of students but also gives them a chance to get acquainted with the industry professionals and build a network that will be beneficial for them in the long run. Employers today prefer candidates who have knowledge and skills beyond academics and Internship experience facilitates students to have a competitive edge. The valuable on-the-job experience enables students to apply classroom theory to actual work situations.



# STUDENT DEVELOPMENT ACTIVITIES

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For holistic development of the students, N|A|M|E offers a host of Student Development Activities.



## ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages used widely across the globe. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



## SOFT SKILLS TRAINING AND GROOMING

Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



## CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, etc.







## STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



## PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



## ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Master Classes and share their experiences.



# INFRASTRUCTURE AND FACILITIES

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## CLASSROOMS

Our globally acclaimed institution offers state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors.



## WI-FI CAMPUS

Our campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



## LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



## ACCOMMODATION

We have tied-up with housing providers offering good amenities, located in close proximity to our campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



# ADVANTAGES OF KHDA APPROVED CREDIT-BEARING BRITISH QUALIFICATIONS .....



## SYMBOLIZES HIGH QUALITY EDUCATION

Credit-bearing UK programmes are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



## PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate courses may help one acquire a job. However, a UK credit-bearing and recognized programme opens doors to higher positions and career advancements.



## ENSURES 360-DEGREE LEARNING

A well structured UK accredited Programme ensures the candidate's abilities in both theoretical as well as practical management, providing comprehensive education.



## POWER OF INDUSTRY ENGAGEMENT

KHDA recognized programmes provide immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



## MATCHES INDUSTRY REQUIREMENTS

A programme recognised by the UK awarding and regulatory bodies warrants an education that is of industry standards.





OF NEST ACADEMY Group



# GET IN TOUCH WITH US

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# TEN REASONS TO JOIN N|A|M|E

