

In recent years, GCC has emerged as a regional alliance of strategic importance, economic potential and constant growth. The UAE for instance has consistent been growing around 4% even in the midst of emerging oil price declines. The award of the Expo-2020 has brought enormous expectation in economics and multiplier impacts.

Disappointingly, however, the universities and teaching colleges in the GCC region suffer from the shortage of region relevant teaching and learning cases and simulations, collaborative learning and engagement among faculty and learners, authentic applied research, industry-academic cooperation and individual case research and writing initiatives and insights. GCC schools, colleges and universities teach predominantly on the western cases and experiences.

**Vision**

      The GCC Case & Simulation Research Centre envisions aims to be the ‘New Game Changer in applied teaching and learning in business education in the GCC region.’

**Mission**

    Towards accomplishing the vision, the GCC Case and Simulation Research Centre ‘will strive for early recognition as the most respected Research and Repository for business Simulation & Case research, teaching and training in the GCC with a spotlight on the UAE’.

**Activities**



1. Case writing and teaching workshop to promote, publish, diffuse simulation an cases relevant for GCC, short case and game summaries, teaching notes that foster learning live.
2. Train the trainer workshops, seminars, symposium for case and simulation researchers.
3. Invite case funding, sponsorship for professionals around the world to conduct and publish case and simulate research at the centre;
4. Position Dubai as the world city of applied and engaged learning in business knowledge.
5. All other activities that help accomplish our vision and mission.

**Current Case Portfolio**

  The GCC Case center has continuously published and hosted a healthy portfolio of teaching cases including the following: *(Abstracts and full list on request)*

* Dubai Chamber of Commerce -Duopoly
* Dubai Electricity and Water Authority- Sustainability
* Dubai Police- Robocop
* Dubai Delivers Coffee and News -instantly
* Event Marketing in an Higher education
* Gold ATMS in UAE
* Knowledge and Human Development Authority (KHDA) – Physical servicescape
* Road and Transport Authority – Smart Cars
* Weekly Promotions war in Dubai Supermarkets
* Sharjah Electricity and Water Authority- Service Model
* Young Entrepreneurs in Dubai – Food trucks Salt
* The UAE Ministry of Possibilities- Innovation

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