

PRESIDENT'S NEWS DIGEST

22 NOVEMBER 2015 – ISSUE 3



WELCOME

Welcome to the 3rd ASU President News Digest. In this weekly digest which will keep you abreast about activities in the University, we will cover stories related to innovation platforms for Arab Universities, visit to Cardiff Met and LSBU, new research seminar series, visit to the Palestinian Embassy, Student Council, 48 hours of Innovation and Prof Saad's activities. In the reminder of the week, we will be reminding you about ASU organizational chart. Please keep Ms Tania Kashou and Ms Ayat Nass informed about activities or events that you would like to include in the news digest.

VISITS TO CARDIFF MET AND LONDON SOUTHBANK UNIVERSITY (LSBU)

The Chairman of the Board of Trustees, Professor Waheeb Alkhaja, Member of the Board of Directors, Mr Mohammed Alkhaja, and the President attended on 12 November the 150 years celebration of Cardiff Met at Cardiff City Hall. Over 400 guests attended the celebration and it gave us the opportunity to strengthen the collaboration with our partner, Cardiff Met.



On 13 November, we spent the whole day at LSBU where we were hosted by the Pro Vice Chancellor, Professor Paul Ivey in the presence of Mr Philip Lockett, Director of International Partnerships. We had very successful meetings with Colleagues from the Faculty of Architecture and Built Environment, Engineering and Law. Our partnership with LSBU is going from strength to strength like our partnership with Cardiff Met.





INNOVATION PLATFORMS FOR ARAB UNIVERSITIES

The President attended in Abu Dhabi on 10-11 November the MENA Higher Education Leadership Forum and served on the panel titled “Innovations Trends and Future Challenges: How to build a better future? Within the theme of “Towards Transformative Higher Education in the MENA Region: The Role of Innovation in the 21st Century Digital and Knowledge based Society”. The Forum was organised by CLICKS and chaired by Dr Narimane Hadj-Hamou.



The panel was chaired by Prof Badr Abou-Ela, the Executive Director of the UAE Commission for Academic Accreditation, and the VP of the Arab Network for Quality Assurance in Higher Education. The panel included Professor Hassan Diab, Former Minister of Higher Education in Lebanon and Vice President of the American University of Beirut, Professor Tod Laursen, President of Kahlifa University in UAE and Professor Ghassan Aouad, President of Applied Science University in Bahrain. The President of the University gave a lecture on Innovation Platforms for Arab Universities. The debate and presentation covered many aspects related to innovation in Arab and MENA region Universities.

PALESTINIAN EMBASSY CELEBRATION

On 15 November 2015, the Palestinian Embassy celebrated the 27th anniversary of the declaration of independence of Palestine and the 11th anniversary of the martyrdom of the late Palestinian leader Yasser Arafat.



The President and representatives from ASU, joined the Palestinian Ambassador in celebrating the event.

THE GLOBAL ENTREPRENEURSHIP WEEK

Prof Saad Z. Darwish, ASU President’s Advisor, gave a lecture about "HEC Regulations for Accreditation and the Role of Universities in Entrepreneurship" as part of the International week for Entrepreneurship on 16 November 2015 at the Gulf Hotel.





NEW RESEARCH SEMINAR SERIES AT THE COLLEGE OF ADMINISTRATIVE SCIENCES

The College of Administrative Sciences has launched a new research seminar series on 12 November 2015, that is aimed to be an interdisciplinary vehicle for the discussion of academic research. The goal of the seminar series is to provide a local forum for interaction that supports the development of research-in-progress into high-quality papers and presentations that contribute to the theory, practice, and teaching of administrative sciences and related fields.

It further aims to develop a vibrant research culture that entails identifying and tackling important topics and problems to draw on all the experience in the college and share it. It is especially useful for new researchers to hear what experienced researchers have to say.

The first presentation was delivered by Dr Ramzi Nekhili, Vice Dean of the College of Administrative Sciences and chair of the seminar series, at Abdallah Nass Hall over a research topic titled “Dynamic Parametric and Nonparametric Hedging: Evidence from the Arab Gulf Equity Markets”. Dr Nekhili examined the optimal hedging strategies in the Arab Gulf equity markets using a parametric and a nonparametric dynamic approaches on certain sectors, namely, Service, Financial and Industrial.

STUDENT COUNCIL MEMBERS MEETINGS

The new elected student council members had their first meeting with ASU’s Senior Management, followed by a meeting with the college of Administrative Sciences, the College of Art & Science, and College of Law in order to introduce themselves, and to discuss the students’ related issues and challenges.



FAREWELL RECEPTION FOR TONY CALDERBANK AT THE BRITISH COUNCIL

On behalf of ASU, Prof. Saad Darwish attended a farewell reception for Tony Calderbank at the British Council on 14 November 2015.





48 HOURS AT ASU

This weekend over 30 students at the Applied Science University, Bahrain, took part in an exciting international innovation and design event called 48 Hours to Create Ideas organised by the National School for Industrial Systems and Innovation (ENSGSI) at the University of Lorraine. College students around the world were challenged by major companies in France to generate creative ideas for specific business solutions within a 48 hour deadline. The goal was for students to gain practical skills in the early stages of a project, including research and idea generation, prioritising ideas under a time constraint, and collaborating with partners in other countries during the development process. In just 48 hours, 1500 students globally generated over 8000 design concepts for 8 project briefs!



This year's ASU team comprised students from the graphic design, interior design, and computer science programmes led by Dr Wassim Habib Ahmed, who guided ASU students to collaborate with student design teams from universities in Normandy, Toulouse, and Nanterre. Students here spoke with French university students to discuss their ideas in Skype video conferencing sessions via French, English, and Arabic languages. They posted their ideas online and received feedback from big name corporate sponsors Groupe Rocher and Groupe Poult, who asked them to further develop certain ideas with a specific focus. The ASU student team was also supported by dedicated professors in their fields:

Prof. Samia Aly Mohamed El-Shenawi & Ms Hessa Salem Ajaj Ahmed Ajaj (Graphic Design), Drs Saif Jamal Al-Sultan and Musaab Zeyad Abdul Razzaq Aswad (Comp. Science).

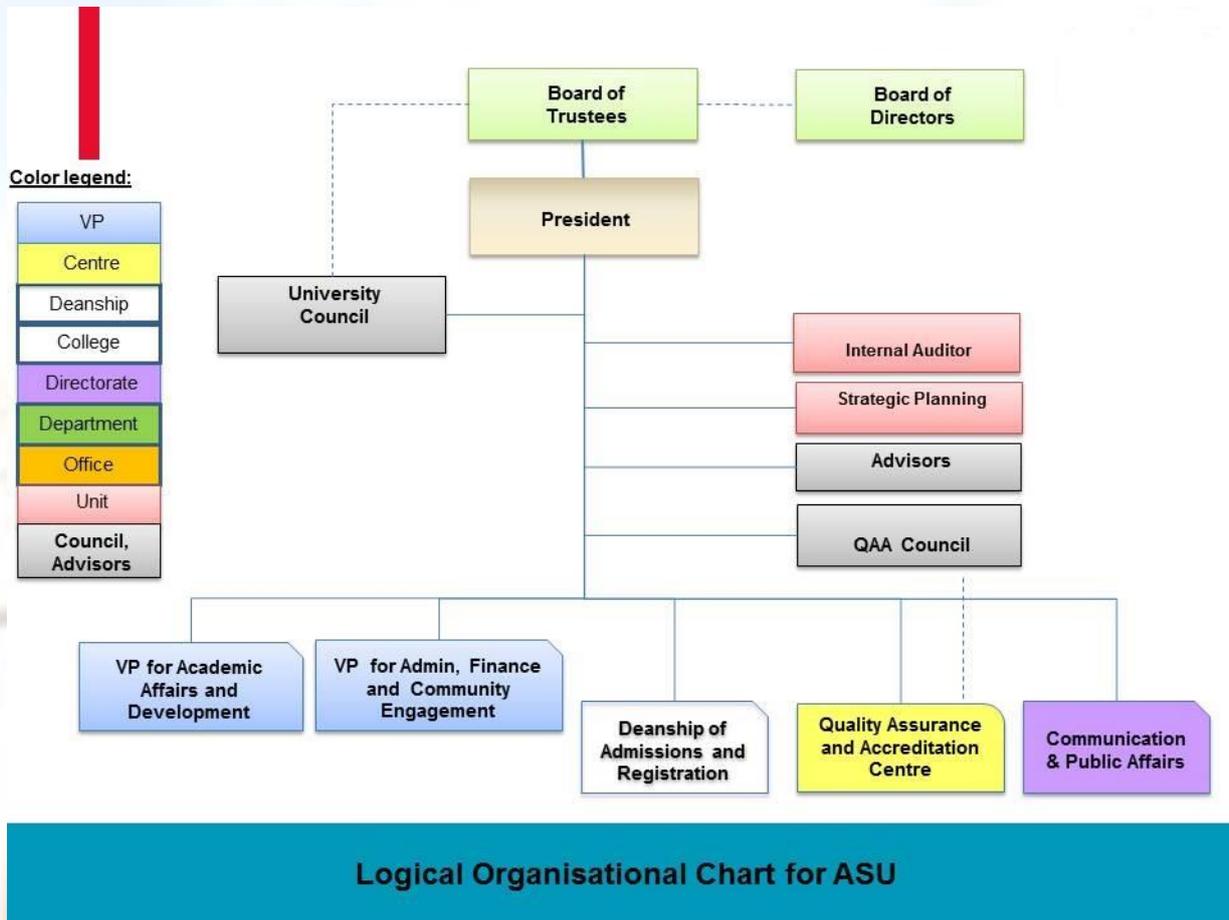
ASU put forward three teams of 10 students, including a visiting student from Saudi Arabia. They focused on two categories: prototype 3D for future food and cosmetic packaging, working with high creativity and a sense of urgency during their weekend. The students' novel cosmetic packaging ideas included: a sleek 3-in-1 bottle design for skin cleaner, toner, and sunblock; a daisy shaped bottle where the petals could be pressed for differing products; a 3-in-1 pen for eyeliner, mascara, and lipstick; a mini piano where each key offered a different type of make-up, and a funky multi-spherical mouth spray bottle which could be turned different ways. Their food ideas were no less inventive: holograms of restaurant menu items on i-pads; heart shaped candy from a food stapler; a Leaning Tower of Pasta (instead of Pisa); a Sweet and Sour Pizza with cheesecake circumference offering main course and dessert in one; a vitamin supplement chewing gum; a pencil shaped drill to freshly squeeze an orange with a straw for drinking straight from the fruit, and edible toys for kids. These and other clever ideas have been uploaded to the 48h-innovation maker site and students now eagerly await the results of the competition.

During the event, ASU students and faculty sent their condolences to the team in France after the shocking terrorist attacks in Paris on Friday but were immediately assured that the event would continue regardless. Towards the end of the 48h event, ASU students were asked about their experiences. They commented that they loved working together in teams and with foreign students, noting the massive benefits of collaboration. They also reported how much hard work it was, although one student commented that eating cake was the best part!



REMINDER OF THE WEEK

ASU's Organisational Chart



NEW EMPLOYEE ANNOUNCEMENT

Please join us to welcome Mr Ramez S. Khalil who has joined ASU as HR Manager. Ramez received his MBA in Marketing Management & Business Administration) from Rockville University, U.S.A. in 2004.

He has previously worked in leading international firms in U.S.A., Saudi Arabia, U.A.E, and Jordan with 18 years of comprehensive experience in Human Resources, Training, and Business Development.

We are pleased to have him as a member of our team.





QUOTE OF THE WEEK

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

Vince Lombardi

UPCOMING EVENT FOR NEXT WEEK

The Deanship of Student Affairs & Evening Studies, Career Development & Alumni Affairs Office, will hold a workshop: “Preparing for your future Career” for expected graduates of the first semester for the academic year 2015-2016.

Presented by: Mr. Mohamed Abdulla Alzayani - Head of Career Development Training and Development Section Ministry of Works

Date: Tuesday and Wednesday 24 & 25 November 2015

Venue: Dome Hall

Time: 3:00 – 6:00 pm

Enjoy Reading

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