



# PRESIDENT'S NEWS DIGEST

28 AUGUST 2016 – Issue 43



## MESSAGE FROM THE ACTING PRESIDENT

Welcome to the 43<sup>rd</sup> edition of the President's News Digest.



It is my great pleasure to write the 'President's Message' for this week as the president is off enjoying his short summer break. I hope you are all enjoying your break too.

As we prepare for the new academic year we may find ourselves, at times, overwhelmed by all that should get done in any given day. Each day can be made into a new beginning that holds opportunities for us. The New Year is a new start for all of us and this year at ASU we are expecting many new things to take place in 2016-17. About 400 new students have registered on our programmes so far and more are expected to follow; new colleagues will be joining us; we have a new QAAC director with a team and new spirit. We are taking a new approach to staff induction, starting with a training programme to help staff in preparing course portfolios. We are also looking forward to establishing the new engineering college and the launch of two undergraduate programmes in partnership with London South Bank University (LSBU) as well as two programmes in business studies with Cardiff Met University (CMU). There is also the development and validation of a new undergraduate programme in Law with LSBU to look forward to. Our new website should be up and running in the near future and I am sure the whole University is excited to see and use that.

Remember that we must believe in continuous improvement and uphold our values. Our Students are our priority and we must do what we do with excellence. We support and enable student academic achievement acting with integrity and openness. We should be aware of the resources entrusted to us and use them as effectively and efficiently as possible. I know that as academic community we will do everything we can in helping ASU achieve success for all students.

In fact, I have asked all our successful HEA Fellows to share with us what this achievement means to them and how it will inform their professional practice in the coming year.



### Message from the Acting President



- About 400 new students have registered on our programmes
- New colleagues will be joining us
- Staff Induction
- Establishing the new engineering college and the launch of two undergraduate programmes
- Development and validation of a new undergraduate programme in Law
- Our Students are our priority and we must do what we do with excellence
- ASU will be committed to academic quality in everything that we do
- **Invited Lecture at the QSIC 2016 Malaysia**
- **Al-Eker Charitable Society Celebrates 477 Outstanding Students**
- **The Paradoxical Commandments**
- **Quote of the Week**

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Our B.O.T. Chairman, the President and I hope that you had a great summer break and I trust that you will be fully charged, refreshed and excited for starting the next academic year 2016/17.

### INVITED LECTURE AT THE QSIC2016 MALAYSIA

The President delivered on 24 August an invited lecture on "Competitiveness and Innovation in the Arab World and Opportunities for the Construction Sector" at the Quantity Surveying International Convention 2016 in Kuala Lumpur, Malaysia.

In his lecture the President talked about Innovation which is a must if nations are to succeed and prosper. He covered innovation and competitiveness in the Arab World relying on data published by the World Economic Forum and also addressing issues related to innovation capacity and innovation platforms. These issues will have significant implications on the future of the construction sector. Innovative practices and approaches need to be introduced by construction firms in order to cope with the many financial, environmental and social demands. The lecture concluded with a series of recommendations of how construction firms in the Arab region can introduce innovation into their current rather traditional practices in order to become more competitive.



### AL-EKER CHARITABLE SOCIETY CELEBRATES 477 OUTSTANDING STUDENTS

On Saturday, 27 August 2016 and hosted in Abdulla Nass Hall at the Applied Science University, Al-Eker Society celebrated the success of 477 outstanding students.

The ceremony was attended by ASU president, Prof Ghassan Aouad.

Al Hajj Ahmed Al-Diwani, President of the Society expressed his delight for the huge success of the event. The main aim of the event is to encourage success and promote outstanding performance at all stages and levels of education in the community.

The President of Al-Eker Society thanked the parents for helping and supporting their children and thanked Applied Science University especially the Chairman of the Board of Trustees, Prof Waheeb Alkhaja, and the President, Prof Ghassan Aouad and the Dean of Students Affairs, Dr Faiza Zitouni and all who contributed to the event.





## THE PARADOXICAL COMMANDMENTS BY KENT M. KEITH الوصايا المتناقضة

This selection, entitled, "The Paradoxical Commandments", was written by Kent M. Keith in 1968. He wrote his national bestselling book, *Anyway: The Paradoxical Commandments*, which was published in 2002. The book has been translated and published in 17 different languages.

"الوصايا المتناقضة" أو *The Paradoxical Commandments* هي عشر وصايا كتبها الكاتب الأمريكي كينت كيث (Kent M. Keith) سنة 1968 ، التي حولها عام 2002 إلى كتاب سماه "على أية حال" أو *Anyway*. تم ترجمة هذه الوصايا إلى 17 لغة كانت هذه الوصايا كالآتي:

1. People are illogical, unreasonable, and self-centered. **Love them anyway.**  
الناس غير منطقيين و لا تهمهم إلا مصلحتهم ، أجبهم على أية حال
2. If you do good, people will accuse you of selfish ulterior motives. **Do good anyway.**  
إذا فعلت الخير سيتهمك الناس بأن لك دوافع أنانية خفية ، افعل الخير على أية حال
3. If you are successful, you will win false friends and true enemies. **Succeed anyway.**  
إذا حققت النجاح سوف تكسب أصدقاء مزيفين و أعداء حقيقيين، انجح على أية حال
4. The good you do today will be forgotten tomorrow. **Do good anyway.**  
الخير الذي تفعله اليوم سوف ينسى غداً ، افعل الخير على أية حال
5. Honesty and frankness make you vulnerable. **Be honest and frank anyway.**  
إن الصدق و الصراحة يجعلانك عرضة للانتقاد ، كن صادقاً وصريحاً على أية حال
6. The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds. **Think big anyway.**  
إن أعظم الرجال و النساء الذي يحملون أعظم الأفكار يمكن أن يوقفهم أصغر الرجال و النساء الذي يملكون أصغر العقول ، احمل أفكاراً عظيمة على أية حال
7. People favor underdogs but follow only top dogs. **Fight for a few underdogs anyway.**  
الناس يحبون المستضعفين لكنهم يتبعون المستكبرين ،جاهد من أجل المستضعفين على أية حال
8. What you spend years building may be destroyed overnight. **Build anyway.**  
ما تنفق سنوات في بنائه قد ينهار بين عشية وضحاها ، ابن على أية حال
9. People really need help but may attack you if you do help them. **Help people anyway.**  
الناس في أمس الحاجة الى المساعدة لكنهم قد يهاجمونك إذا ساعدتهم ،ساعدهم على أية حال
10. Give the world the best you have and you'll get kicked in the teeth. **Give the world the best you have anyway.**  
إذا أعطيت العالم أفضل ما لديك سيرد عليك البعض بالإساءة ، أعط العالم أفضل ما لديك على أية حال

## QUOTE OF THE WEEK

*"An entire sea of water can't sink a ship unless it gets inside the ship. Similarly, the negativity of the world can't put you down unless you allow it to get inside you." **Goi Nasu***

