



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

ANNUAL REPORT *2015/16*





**His Royal Highness
Prince Khalifa bin Salman Al Khalifa**
The Prime Minister
of the Kingdom of Bahrain



**His Majesty
King Hamad bin Isa Al Khalifa**
The King
of the Kingdom of Bahrain



**His Royal Highness
Prince Salman bin Hamad Al Khalifa**
The Crown Prince, Deputy Supreme
Commander of Bahrain Defence
Force and First Deputy Prime
Minister

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Foreword: Chairman of the Board of Trustees



Welcome to Applied Science University's Annual Report for the academic year 2015/16.

ASU has an international outlook, through our partnerships with leading universities and academics in the UK and the Arab world. We also have a strong commitment to our local community and region - contributing through our educational provision, our research and our business partnerships. We intend to become a leading private University in the Gulf.

We deliver undergraduate and masters programmes to around 3,000 students. Several more programmes are planned to come on-stream in the near future, in order to widen our global reach and to provide quality education to bright, ambitious and talented students throughout the region.

We have invested significantly in our facilities by building a modern and well-designed University campus.

ASU has a detailed strategy for its future, developed with input from all our stakeholders and endorsed by the Board of Trustees. This strategy will ensure that, with drive and determination, Applied Science University and all our dear graduates will continue to play a vital role in the future of the GCC economy and contribute to our society.

Finally, I would like to acknowledge the support of the leadership of the Kingdom of Bahrain, the Ministry of Education, the Higher Education Council, the society which we seek to serve, ASU staff and most especially our students who are at the heart of everything we do.

Professor Waheeb Al Khaja

Chairman of the Board of Trustees

Introduction: University President



I am pleased to present Applied Science University's Annual Report for 2015/16, covering some of our key achievements and highlights during this year.

We can highlight many achievements this year, in particular developing our new Strategic Plan for the next planning cycle, outlining our strategic goals for our seven pillars: the three core activities of teaching & learning, research and community engagement, together with four enabling areas of student support, internationalisation & partnerships, quality assurance and sustainable growth. The Strategic Plan was developed through extensive consultation with our stakeholders – external and internal – and I am grateful for all of their input.

I am pleased to note that the Higher Education Council reviewed Bahrain's private universities in the preparation of its Annual Report 2015 and concluded that ASU is one of four rated "good", which is the top judgement. This is an endorsement of the quality of the efforts we are making to fulfil our vision and mission. In addition, the same report noted that of all the private universities we had the third-highest expenditure on research and the highest number of publications.

This year we launched several new publications, to keep our stakeholders informed. The flagship publication was entitled 10 Years on the Road to Excellence, telling ASU's story from the first vision of the late Mr Abdulla Nass, our guiding spirit and first Chairman of the Board of Directors and Professor Waheeb Al Khaja, Founding President and now Chairman of our Board of Trustees through its development to date. In addition, we introduced two publications issued in both Arabic and English: University Life magazine (each semester) and the President's News Digest (every week).

I would like to thank our Chairman, Professor Waheeb, for his leadership and also to express gratitude for the support given by our Board of Trustees, the Minister for Education, members of the Higher Education Council, the Secretary Generals to the HEC, the employers who support us, our staff and especially our students and their families.

This Annual Report is structured around the seven pillars of our Strategic Plan – I hope you enjoy reading about the high points of our year.

Professor Ghassan F Aouad
President

Teaching & Learning

The first Pillar of our Strategic Plan is teaching and learning, the first of our core activities. This year, some of our highlights included

- **ACCA Business Challenge** saw a team of eight ASU Accounting and Finance students winning third place among the eight university groups which entered, and making Challenge history by scoring 100/100 in the *Income Statement* part
- **Junior World Entrepreneurship Forum** inaugurated by the Minister of Industry, Commerce & Tourism, HE Zayed bin Rashid Al Zayani was organised by the Origin Group in cooperation with the UNIDO, the British Council and Applied Science University. ASU's President gave a keynote address and the second day was hosted at ASU's campus
- **Good Teaching Workshop** was held, in which every member of academic staff gave a lecture on a subject of their choice, as a peer-learning and teaching enhancement initiative which will add to the student learning experience
- **Guest lecturers** invited to enrich our programmes included
 - Dr William Baker, Director of Bernard L Schwartz Centre at Fordham University, USA
 - Mohammed Al Arab, senior news correspondent in MBC Group
 - Dr Raoof Hamed Othman, Ministry of Health / Arabian Gulf University
 - Shaikh Ibrahim Muraikhi, Head of the Sharia Court
 - Mr Khalid Malood, Head of Haj and Omra in the Islamic Affairs Department
 - Mr Mohammed Abdulla Bucheeri, Managing Director of Sketch Media design office
- **Programme mapping to the National Qualification Framework (NQF)** continued in line with the BQA timetable and several workshops were held
- **Programme field visits** included: Bahraini Parliament; Ministry of Foreign Affairs; e-Government Authority
- **Higher Education Academy (UK)** entered into partnership with ASU and delivered several faculty development sessions in preparation for submission of applications to be recognised with Fellowships and Senior Fellowships – by the end of 2015/16 a total of 22 ASU faculty held this status, which is the highest of any private university in Bahrain



NQF Programme Mapping Workshop



ACCA Business Challenge

Research

The second Pillar of our Strategic Plan is research, the second of our core activities. This year, some of our highlights included

- **Honorary Doctorate of Technology** presented by Loughborough University (UK) to ASU's President, Professor Ghassan Aouad, for 25 years' contribution to teaching and research in academia and industry on information modelling and visualization in construction
- **Sustainable Buildings & Infrastructures Forum** was attended by HE the British Ambassador to Bahrain and members of the Chartered Institute of Building (UK). At the event, Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, was awarded a CIOB fellowship, the first Bahraini academic to receive this accolade
- **ASU Workshop on Research Leadership and Creating Capacity for Research** held under the patronage of the Secretary General of the Higher Education Council (HEC) and delivered jointly with the Arab European Leadership Network in Higher Education (ARELEN), the Association of Arab Universities and Cardiff Metropolitan University (UK)
- **Research Seminars** this year covered topics including optimal hedging strategies in Gulf equity markets; auditor switching; mobile phone privacy; master's thesis supervision; 21st century skills in the Arab world; E-training and employee performance
- **Research publications increased by 30%** over last year to 55 (with 29 of these published in Scopus or ISI). HEC's Annual Report noted this was the highest for a private university in Bahrain and our research expenditure was the third highest
- **ASU Annual Distinguished Seminar 2015/16** delivered by Professor Jonathan Blackledge, Deputy Vice-Chancellor for Research at the University of KwaZulu-Natal, on *Energy Trading and Economic Security*
- **Launch event for three research-related publications:** The Journal of Applied Science University; Applied Science University Research and Innovation Newsletter (AS-U-RAIN); Research Leadership and Creating Capacity in Research workshop proceedings
- **HEC recognised ASU's research expenditure and research output** in its Annual Report 2015, noting that among the private universities in Bahrain, ASU has the third-highest research expenditure and the highest level of research publications



Sustainable Buildings & Infrastructures Forum



ASU President receives DTech

Community Engagement

The third Pillar of our Strategic Plan is Community Engagement, the third of our core activities. This year, some of our highlights included

- **National Day 2016 and the 16th Anniversary of the Accession of His Majesty King Hamad Bin Isa Al-Khalifa** were celebrated in style this year
 - A joyous carnival held under the Patronage of HE Sheikh Hisham Bin Abdul Rahman Al-Khalifa, the Governor of the Capital Governorate and attended by several distinguished guests, which included an exhibition of Bahrain history and customs and a performance by Ebrahim Al Najem, a well-known Bahraini singer
 - ASU building was decorated with red and white lights and for the second year in a row we won Capital Governorate's competition for best-decorated building in the educational sector
 - Student photography competition *My University through My Lens 2* received many highly-artistic entries, judged by a 50:50 mix of Instagram votes/likes and judging panel views
- **Community engagement activities** included
 - Day out for Palestinian children in Bahrain (with Saweed Society)
 - Visit to Yoko House for the elderly
 - Celebrating International Family Day with a day out for families in Bahrain (with Positive Wings)
 - Organising a Ghabgha for orphans (with the Royal Charity Organization)
 - Raising funds for children with cancer by participating in Rotary Club's *Against The Clock* event
- **Youth Against Extremism Conference 2016** included presentations by ASU students of their research projects on challenges, causes & effects and prevention recommendations targeting extremism
- **Collaboration with INJAZ Bahrain** on initiatives to prepare young people to succeed in a global economy, start businesses that create jobs and volunteering in the community – and INJAZ Bahrain's 8th Company of the Year Competition 2016, one ASU student was singled out for praise by HH Sheikha Hessa Al Khalifa for her volunteer work
- **Community engagement activities increased by 120%** over last year, to 155 events



National Day Carnival



Meeting with INJAZ Bahrain

Student Support

The fourth Pillar of our Strategic Plan is student support, the first enabling area. This year, some of our highlights included

- **ASU's 9th Graduation Ceremony** was a highly enjoyable event at which we celebrated our new graduates together with their families and friends
- **ASU's Job Fair** was held under the Patronage of HE Jameel Bin Mohammed Ali Hamaidan, the Minister for Labour & Social Development; 25 companies participated and three workshops were held: *Employment Skills* (ASU's Head of Counselling); *How to Excel in the job Market* (Zain Telecom); *The Secret to Succeed in Career Development* (Ministry of Labour & Social Development)
- **ASU's Alumni Club** established at an inaugural event and HE Sheikh Dr Abdulaziz Bin Atiyatallah Al Khalifa became our first honorary member
- **Alumni Reunion in Kuwait City** attended by HE the Minister of Justice and Islamic Affairs in Kuwait, Mr Yaacoub Al Sanae and 100 other graduates of ASU
- **11th Bahrain Universities Model United Nations**, under the Patronage of HH Shaikh Nasser Bin Hamad Al Khalifa, involved many ASU students amongst the 200 students selected from 20 universities in Bahrain, Kuwait, Qatar, the United Arab Emirates and other regions
- **Swalifna**, the ASU student magazine was published for the first time
- **ASU Basketball team** won the Bahraini Universities Championship, beating twelve teams from five universities
- **ASU's Student Fund Committee** was formed and held its first meeting to allocate funds/scholarships for needy students. ASU offered scholarship to some organizations in Bahrain.
- **Fourth Cultural Educational Exhibition** was held as part of course activity, with students researching the history and traditions of a number of countries in order to develop analytical skills and promote communication and a global outlook. The exhibition included folk costumes, traditions, currency, food and video presentations



Job Fair



Graduation Ceremony

Internationalisation & Partnerships

The fifth Pillar of our Strategic Plan is internationalisation & partnerships, the second of our enabling areas. This year, some of our highlights included

- **New partnerships with British universities** were established and developed, through activities including
 - **Cardiff Metropolitan University (UK)**
 - Chairman of the Board of Trustees, Board of Directors members and the ASU President attending the Cardiff Met 150 Years Celebration at Cardiff City Hall
 - ASU President and VP Admin & Finance attending Cardiff Met's Partner Conference, where our President gave a lecture on the Art and Science of Doing Research
 - **London South Bank University (UK)**
 - Visiting LSBU's School of Architecture and Built Environment, Engineering and Law to discuss joint programmes
 - High-level delegations from LSBU including the Pro Vice Chancellor for Research & External Engagement visiting to establish joint activities such as summer schools and research collaborations
- **Association of Arab Universities** is a key regional grouping and ASU's President was a member of the AAU's Executive Council
- **Memoranda of Understanding (MOUs)** that were newly signed this year included
 - Yarmouk University for various areas of collaboration
 - AACSB International (The Association to Advance Collegiate Schools of Business) membership, a first step towards AACSB accreditation for our business programmes
 - Arab Society of Faculties of Business, Economic, & Political Science
 - Social Media Club
 - Capital Governorate



Chairman and President at LSBU



President and Chairman
at CMU's 150 Years Celebration

Quality Assurance

The sixth Pillar of our Strategic Plan is quality assurance, the third of our enabling areas. This year, some of our highlights included

- **Full confidence judgements** for our Bachelor degrees in Accounting, Accounting & Finance, Business Administration, Law, Management Information Systems and Political Science after their reviews by Bahrain's Education & Training Quality Authority (BQA)
- **Approval by HEC of our new UK programmes** with LSBU (Engineering) and Cardiff Met (Management & Business Studies and Accounting & Finance) programs following validation by our partner universities
- **Higher Education Academy (UK)** visited on several occasions to conduct development sessions for our staff working towards HEA fellowship – by the end of the year, 22 had been awarded HEA's Fellowship or Senior Fellowship, a unique achievement in private universities in Bahrain
- **Association to Advance Collegiate Schools of Business (AACSB)** membership for our College of Administrative Sciences as the first step towards accreditation of our business programmes
- **HEC Annual Report ranked ASU as a top private university** in Bahrain, in a judgement based on a broad set of performance criteria including governance, academic staff qualifications, international partnerships, quality of buildings and learning resources
- **ASU Quality Days** held to focus on various areas of academic activity and provide opportunities for sharing good practice
- **Association of Chartered Certified Accountants (ACCA)** accredited our Bachelor in Accounting & Finance so that our successful graduates will receive exemptions from specific ACCA professional examinations



HEA workshop



First ASU Quality Day

Sustainable Growth

The seventh Pillar of our Strategic Plan is sustainable growth, the fourth of our enabling areas. This year, some of our highlights included

- **ASU's Strategic Plan 2015-2020** was reviewed this year, in light of changes in the external environment, ensuring that our strategic goals for our seven pillars (three core activities of teaching & learning, research and community engagement, together with four enabling areas of student support, internationalisation & partnerships, quality assurance and sustainable growth) remain current and serve our vision and mission
- **Academic programmes** were publicised in a number of ways to raise awareness and create links with the local community, including
 - Open Day for visitors to discuss our programmes with deans and faculty and have a tour of the campus including the halls and sports courts
 - attending various schools and exhibitions, including (EDUTEX Bahrain) 2016, Bahrain Exhibition for Training & Education Pre Employment Expo 2016
 - Awareness Event for key staff of six private schools in Bahrain, to brief them on our mission, our current programmes and the new programmes in partnership with British universities LSBU & CMU which will start in 2017/18
- **ASU Library** underwent a comprehensive external review and audit, conducted by the Chief Librarian of the Gulf University for Science and Technology, which provided useful feedback on business processes and best practice in the sector
- **New HR and payroll systems** were developed, linked directly to our other systems to reduce data entry and increase accuracy in data storage, together with a new employee portal enabling all staff to access their personal data, leave balance, pay slips, etc
- **First aid training** was delivered by Leaders Institute of Training & Development over two days, as part our commitment to the health and safety of students and staff – the two day course approved by the American Heart Association was designed to provide basic first aid procedure and basic resuscitation techniques

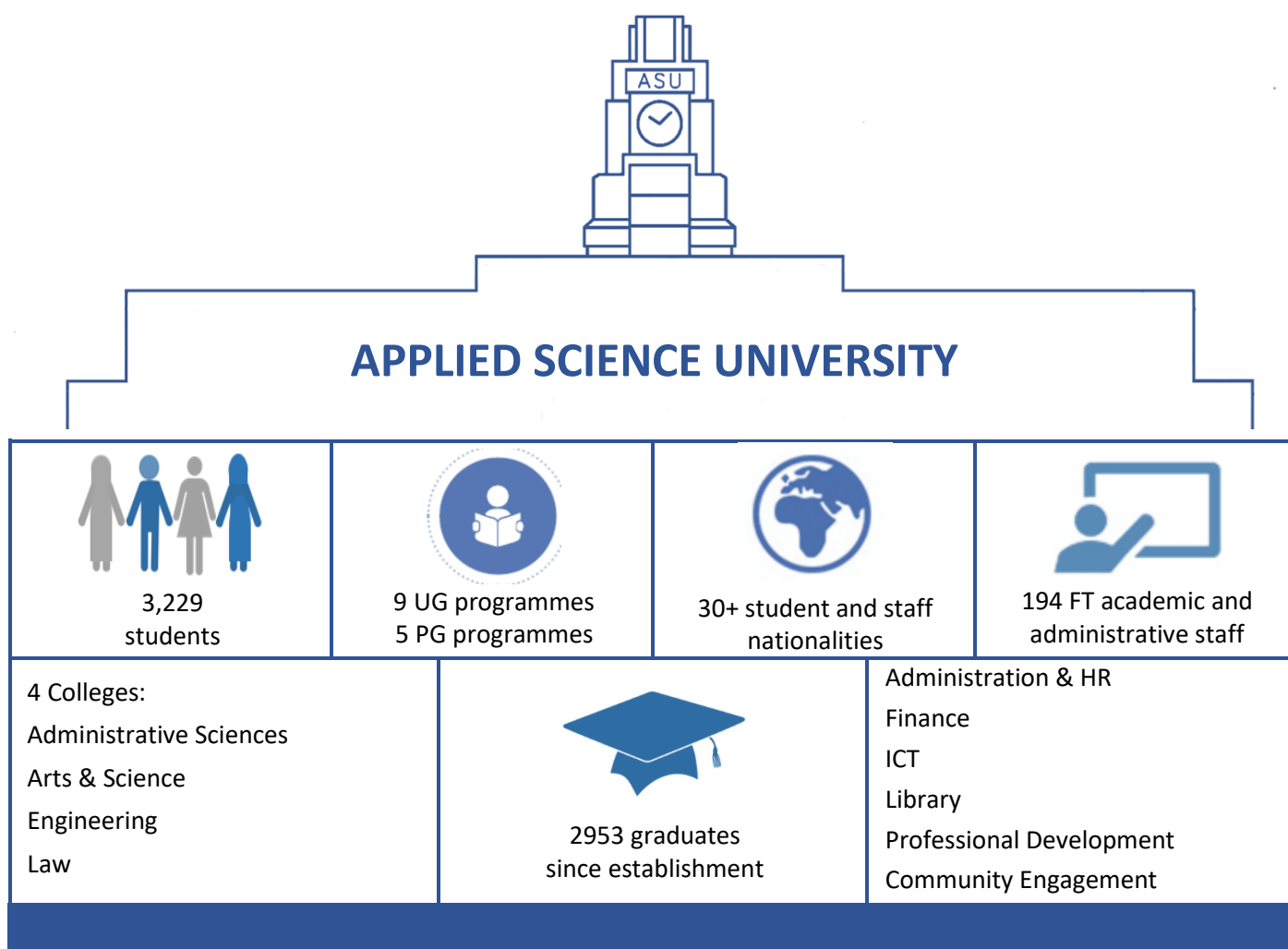


ASU Library Review



First Aid Training Day

Appendix 1: Facts & Figures



Appendix 2: Governance

Board of Directors

The Board of Directors consists of the owners of the University and is ASU's funding body and financial guarantor, with a role restricted to dealing with financial matters, as set out in the University Bylaws. The Board of Directors consists of six members, all of whom are high-profile educators and business people in Bahrain and the GCC:

Mr Samir Nass, Chairman

Professor Waheeb Al Khaja, Vice Chairman and Managing Director

Mr Mohammed Al Khaja, Board Member

Mr Ghazi Nass, Board Member

Mr Waleed Al Khaja, Board Member

Mr Adel Nass, Board Member

Board of Trustees

The ASU Board of Trustees is the University's governing body and its role is to ensure that sound principles of governance are applied through maintaining an oversight of ASU's activities and ensuring its management is effective. The responsibilities of the Board of Trustees are detailed in the University Bylaws and ensure that ASU determines its own strategic direction with an appropriate balance between financial self-reliance and academic excellence. The Board of Trustees consists of eight members duly approved by the Higher Education Council:

Professor Waheeb Ahmed Al Khaja, Chairman

Dr Fatima Mohamed Yousif Al-Balooshi, Vice Chairman

Dr Fayez Hashim A.Latief Al-Sadah

Mr Ghazi Abdullah Nass

Professor Ghassan Aouad

Mr Adel Abdulla Nass

Mr Waleed Al Khaja

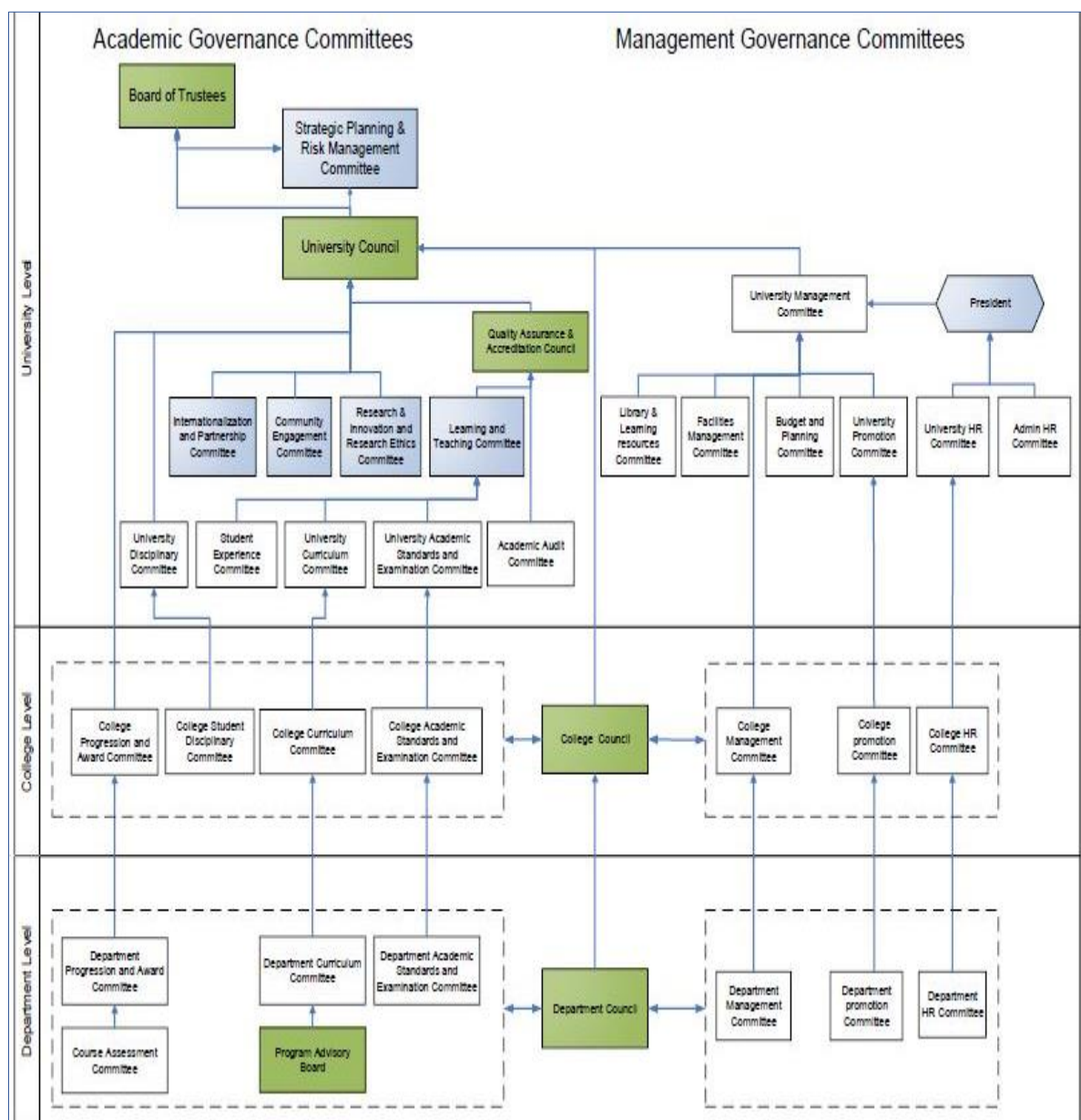
Mr Mohamad Yaqoob Al Aamer

Committee Structure

Applied Science University's committee structure includes bodies constituted at department, college and University level to ensure effective consideration of business and decision making at appropriate levels.

The University Council is the senior policy-making body within the University and comprises the President, the Vice Presidents, the Deans and representatives of faculty.

ASU's Committee Structure is shown below.



Appendix 3: Vision, Mission and Values

Vision

The vision of Applied Science University is to be one of the leading private universities supporting practical learning and scientific research in Bahrain and the Gulf.

Mission

ASU is committed to offering an education that is accessible to academically competent students of Bahrain, the Gulf and beyond, and to deliver academic programmes of quality that graduate students equipped with knowledge and skills relevant locally and regionally. ASU is further dedicated to the promotion of a culture of learning and scientific research for its students, staff and faculty regionally and globally to engage meaningfully with the community at large.

Core Values

1. **Integrity:** ASU's community values honesty, fairness and academic integrity as fundamental to its vision and mission, and will recognize, affirm and uphold this value in a responsible and committed manner.
2. **Collaboration and Team Spirit:** ASU's community recognizes collaboration and team spirit to be at the heart of the institutional culture and will promote these values in a dedicated manner.
3. **Loyalty:** ASU's students, faculty and staff cherish loyalty and commitment and recognize these values to be inherent in their culture of cooperation and dedication.
4. **Social Responsiveness and Community Engagement:** ASU's students, faculty and staff value their partners, networks and communities and intend to engage with them in a thoughtful, respectful, responsible and meaningful manner.
5. **Quality:** ASU's community values quality as an ideal and standard that should characterize its processes, outcomes, people and partners.

Appendix 4: List of Programmes

College of Administrative Sciences

- Bachelor in Accounting
- Bachelor in Accounting and Finance
- Bachelor in Business Administration
- Bachelor in Management Information Systems
- Bachelor in Political Science
- Master in Accounting and Finance
- Master in Business Administration
- Master in Human Resources Management

College of Arts and Science

- Bachelor in Computer Science
- Bachelor in Graphic Design
- Bachelor in Interior Design

College of Law

- Bachelor in Law
- Master in Law
- Master in Commercial Law

Acknowledgements

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