

Applied Science University
Annual Report
2016/17







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 2016/17.

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.

I would like to conclude by acknowledging 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 Alkhaja
Chairman of the Board of Trustees



Introduction: University President

I am pleased to present Applied Science University's Annual Report for the academic year 2016/17.

ASU was granted its licence by the Ministry of Education according to the Decree issued by the Minister's Council No WD 140/2004 of 5 July 2004, admitting its first students in September 2004 and celebrating its first graduation in academic year 2006/07.

Our vision is to be a leading private university supporting practical learning and research in Bahrain and the Gulf. Our mission is to deliver high quality programmes that equip students with the knowledge and skills needed locally and regionally; to promote a culture of learning and research; and to engage meaningfully with the community.

2016/17 has again been a year of achievement. Three more programmes in the College of Administrative Sciences received Full Confidence following BQA review, so that all the College's programmes now have the highest quality judgement.

Our research output increased by over 25% on last year's level and we published the second issue of our own research journal as well as holding guest lectures and the Annual Distinguished Seminar.

The weekly President's News Digest is now well into its second year of production, and continues to enhance communication with our Board of Trustees, our students and our staff.

I would like to pay tribute to the wise guidance of our Chairman and also to express gratitude for the support that ASU receives from all the members of our Board of Trustees, the Minister for Education, members of the Higher Education Council, the former and current Secretary Generals to the HEC, the employers who support us, our staff and particularly our dear students and their families.

This Report outlining the highlights of our year is structured around our Strategic Plan, with a section for each of our Seven Pillars. I hope you enjoy reading it.

Professor Ghassan Aouad
President





Teaching & Learning

The first Pillar of our Strategic Plan is teaching & learning: the first core activity

Higher Education Academy (UK) entered into partnership with ASU to offer development sessions for our faculty who will submit applications to be recognised with Fellowships and Senior Fellowships, to join the ranks of the 22 ASU faculty who achieved this status last year. Our work with HEA shows ASU's strong commitment to providing a high-quality student learning experience



Universities TradeQuest Competition 2016/17 was a highlight for a team of six Accounting & Finance students, who participated in the competition, organised by Bahrain Bourse to build investment awareness among students and give them real-life practice. Our students were honoured in May at a ceremony under the patronage of Sheikh Khalifa bin Ibrahim Al-Khalifa, the Chief Executive Officer of Bahrain Bourse

ASU Workshop on Student Employability in January, attended by over 60 students, external partners and staff with presentations on employability strategy, internships, curriculum design, incubator promotion, soft skills development, graduate attributes and market needs



ASU's Good Teaching Conference was held in May 2017 and every member of academic staff gave a lecture about a subject of their choice, giving colleagues an opportunity to learn from each other in order to improve teaching techniques and thereby benefit the student experience



Manama Entrepreneurship Week was attended by the Chairman of the BOT, the President and a large number of students. The event was organised by the Capital Governorate, under the patronage of HE Sheikh Hisham Bin AbdulRahman Al-Khalifa, the Governor with ASU as a gold sponsor. The keynote speaker at the event was Ms Nina Vaca, US Ambassador for Entrepreneurship



Guest speakers were invited to ASU to enrich our students' learning experience and included

- Ms Nina Vaca, US Ambassador for Entrepreneurship (left)
- Mr Mohammad Buqais, House of Representatives
- Prof Tarek Heggy, King's College London, UK
- Mr Mohamed Bujiri, Director of Sketch Media
- Professor Tariq Alhabeeb, President of the Federation of Arab Psychiatrists
- Mrs Eman Bursheed, entrepreneur
- Mr Pierre Lombard, French archaeologist

Programme field visits included

- United Nations office in Bahrain
- Furniture Exhibitions
- Bahrain Islamic Bank
- Shura Council



Research

The second Pillar of our Strategic Plan is research: the second core activity

ASU first Research Day was held for academic staff to announce the formation of ASU's first three research groups, focused on research themes we identified to support Bahrain's vision and priorities. The three groups established this year are

- Future IT
- Sustainable Development
- Women Leadership

Groups will be established for the other themes, which are: Coexistence and Tolerance; Economic Growth; Teaching and Learning.



Annual Distinguished Seminar (ADS) 2016/17 was delivered by Professor Mohammad Hammouri, one of the Arab world's leading researchers and expert in commercial, political and constitutional law. Professor Mohammad graduated from Cambridge University (UK) and the Federal Judicial Institute, Washington (USA) and is Professor of Law and Founding Dean of the Faculty of Law at the University of Jordan. His seminar was "The Origins of Constitutional Thought in Contemporary Democratic Regimes"

The Scientific Committee of the International Conference on Sustainable Futures (ICSF) Bahrain was formed and received 120 abstracts for the Conference to be held in November 2017, sponsored by Chartered Institute of Building, HEA (UK) and NASS Group. The Organising Committee was also formed to undertake the major logistical and organisational task

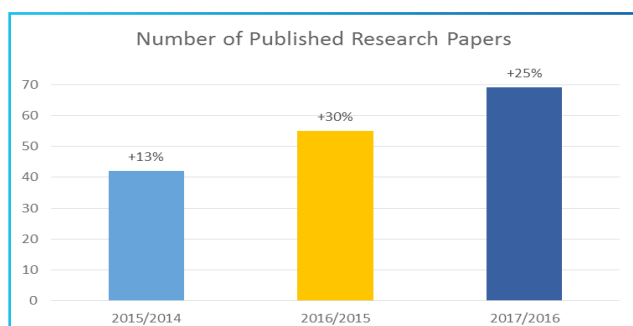


ASU Research Seminars numbered eight this year and covered topics as wide ranging as women's leadership in education and research; managing innovation in organisations; auditor independence and audit quality; and the media in sustainable tourism development



Professor Jacqueline Stevenson, Sheffield Hallam University (UK) gave a presentation about "Publishing in academic journals: tips to help you succeed" as part of our initiative to increase the research culture at ASU

Professor Charles Egbu, Dean of the School of the Built Environment & Architecture at London South Bank University delivered a seminar on managing innovation in organizations



Research publications by ASU faculty continued to increase this year and we saw a 25% growth in output compared to last year

Community Engagement

The third Pillar of our Strategic Plan is Community Engagement: the third core activity

Bahrain National Day and HM King Hamad Bin Isa's Accession to the Throne were celebrated in December under the patronage of Prof Waheeb Alkhaja, Chairman of the Board of Trustees, in a fantastic event for students and staff. In addition, ASU won first place for the third year running in the Capital Governorate's competition for the best decorated building (educational sector) – the prize was presented by HE Sheikh Hisham Bin AbdulRahman Al Khalifah, Governor of the Capital Governorate



3rd National Conference for Bahraini Women held under the Patronage of Her Royal Highness Princess Sabeeka bint Ebrahim Al Khalifa, wife of HM the King and President of the Supreme Council for Women in November 2016 was attended by members of the Deanship of Student Affairs on behalf of ASU

ASU Orphans Fun Day was organised by the Deanship of Student Affairs and ASU Student Clubs and was attended by 40 children from Al Sanabel Orphans Home, who enjoyed a programme of activities and games with ASU students, followed by dinner, gifts and a surprise visit by HE the Minister for Labour and Social Development

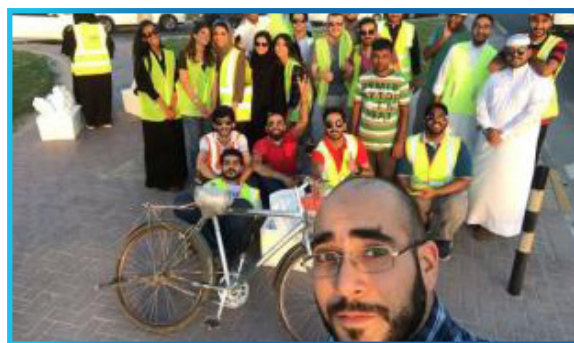


International Day for Persons with Disabilities was celebrated with a special event at ASU attended by HE Former Lebanese Minister of Education and Vice President of the American University of Beirut, other distinguished guests, representatives of the societies for the disabled and ASU students and staff. The event included a student film about challenging disabilities, a lecture about changing perceptions of disabilities and other contributions based on experience of living with a disability

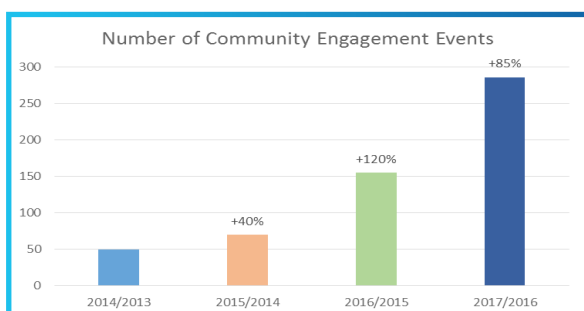


"This is Bahrain", Rome, Italy was attended by five staff and students from ASU, including the President and Director of Administration & Finance. The event was an opportunity for ASU to support His Majesty the King's vision of Bahrain as the land of peace, co-existence and tolerance. ASU was the only university representing the Kingdom in Italy and more than 30 ASU students attended the press conference beforehand, after which the Chairman of the BOT and the President attended an Audience with His Majesty and presented him with a crystal model of the ASU building

Iftar on the Road Campaign was an initiative that ASU students' Voluntary Club took part in during the Holy Month of Ramadan and our students packed and distributed Iftar Bags to motorists at traffic lights across Bahrain, so they could break their fast while travelling



Breast Cancer Awareness Month saw many ASU students and staff at Enma Mall in October to raise awareness through events and lectures



In 2016/17, ASU took part in 286 community-related activities which is an increase of 85% on last year's total

Student Support

The fourth Pillar of our Strategic Plan is student support: the first enabling area

5th Cultural Educational Exhibition under the Patronage of HE Sheikha Hala Bint Mohamed Al Khalifa, Director of the Directorate of Culture and Arts, was organized by students as part of their assessment and included stands displaying 15 of the world's cultures through performances and customs to enhance communication and cultural exchange



Bahrain Universities Model United Nations under the Patronage of HH Sheikh Nasser Bin Hamad Al Khalifa, was attended by ASU students in November under the supervision of the Deanship of Student Affairs. The BUMUN initiative aims to engage youth in current global issues and prepare them to become good global citizens

AIESEC Forum was held at ASU under the Patronage of HE Sheikh Dr Abdulla Bin Ahmed Bin Abdulla Al Khalifa, (Ministry of Foreign Affairs), attended by the President of AIESEC Bahrain and Mr Amin El-Sharqawi, United Nations Development Programme (UNDP) Representative in Bahrain. AIESEC is a global non-profit organization to develop youth leadership. The ASU President is an AIESEC Board Member



Manama Entrepreneurship & Youth Empowerment Week was held under the Patronage of HE Sheikh Hisham Bin AbdulRahman AlKhalifa, Governor of the Capital Governorate. ASU was gold sponsor and attendees included the Chairman of the BOT, the President, academic staff and students who helped organise the event

Alumni Club held events this year, including their Yearly Reunion in November at Bahrain National Museum, a Briefing by the President and several meetings of its Board of Directors



Sporting activities included the ASU Football Tournament 2017; "Against the Clock" Event organised by the Rotary Club; the Universities Table Tennis Tournament (where ASU won 1st & 2nd places); and ASU's Karting Competition

ASU Student Fund Committee allocated BHD 65000 for scholarships and fee remissions, in line with our commitment to make education accessible to all academically qualified applicants



ASU's Annual Job Fair was held in April 2017 under the patronage of HE the Minister of Labour & Social Development and included stands from 25 public and private sector employers and a workshop on writing a professional CV

Female Student Room opened in November in response to female student requests



Internationalisation & Partnerships

The fifth Pillar of our Strategic Plan is internationalisation & partnerships: the second enabling area

London South Bank University, UK, signed a Memorandum of Cooperation with ASU in November 2016, in the presence of HE the British Ambassador to Bahrain, Mr Simon Martin, LSBU's Vice Chancellor, Professor David Phoenix, PVC Research, Professor Paul Ivey and the Assistant Secretary General of the HEC, Dr Mona Al Balooshi



Cardiff Metropolitan University, UK, signed a Memorandum of Cooperation with ASU in December 2016. Guests at the ceremony included the British Ambassador to Bahrain, Mr Simon Martin, CMU's Vice Chancellor, Professor Cara Aitchison, the Secretary General of the HEC, Dr Abdulghani Al Showaikh and the Assistant Secretary General of the HEC, Dr Mona Al Balooshi

ASU's College of Engineering was officially launched under the patronage of HE the British Ambassador to Bahrain, Mr Simon Martin, attended by the Chairman of the Board of Trustees, HE the Italian Ambassador, HE the Russian Ambassador, LSBU's Dean of the School of the Built Environment & Architecture, the President of Bahrain Society of Engineers, the President of Bahrain SMEs, the Managing Director of Bahrain Economic Development Board and other dignitaries



ASU took part in the British Embassy exhibition, organized to celebrate 200 years of trade relations between the UK and Bahrain. The Chairman of the Board of Trustees met HRH Prince Charles, during his visit to the ASU stand

Higher Education Academy (UK) and ASU signed a consultancy agreement for staff development towards achieving HEA fellowship. The signing ceremony was attended by the HEA Chief Executive, Prof Stephanie Marshal, HEA Head of Global Partnerships, Ms Kathryn Harrison-Graves, the Chairman of the Board of Trustees, ASU's President and many ASU staff



The Chartered Institute of Building (UK) came to ASU to hold the inaugural meeting of the Bahrain chapter, led by Ms Eileen Hill, Manager of CIOB Middle East & North Africa. The meeting was hosted by the Chairman of the Board of Trustees, ASU's President and VP for Academic Affairs & Development. At the meeting, ASU's President was unanimously elected as Chair of the CIOB's Bahrain committee

ASU partnerships with local, regional and international organisations grew once again and by the end of 2016/17 we had strong relations with:

- London South Bank University (UK)
- Cardiff Metropolitan University (UK)
- Higher Education Academy (UK)
- Bahrain Small & Medium Enterprises Society
- Flat 6 Labs
- Tamkeen, Bahrain
- International Association of Universities (IAU)
- Social Media Club
- AACSB International (AACSB)
- Association of Chartered Certified Accountants (ACCA)
- Association of Arab Universities (AARU)
- Bahrain Businesswomen's Society
- Chartered Institute of Building (UK)
- Bahrain British Business Forum (BBBF)



MoU with Flat6Labs



MoU with Bahrain Businesswomen's Society

Quality Assurance

The sixth Pillar of our Strategic Plan is quality assurance: the third enabling area

Full Confidence judgements for Bachelor in Political Science, Bachelor in Management Information Systems and Master in Accounting & Finance were achieved when Bahrain's Education & Training Quality Authority conducted the follow-up review of the College of Administrative Sciences: now all of the College's programmes have the highest quality judgement



ASU's Institutional Listing on Bahrain's National Qualifications Framework indicates the quality of our academic programmes and our compliance with the NQF requirements. During the year we continued work on the mapping of our programmes for programme listing on the NQF

Programmes developed and approved by HEC included the ASU/CMU programmes in Management & Business Studies and Accounting & Finance and the ASU/LSBU programmes in Architectural & Design Engineering and Civil & Construction Engineering. All of these were approved to start in 2017/18



Visit of HE Dr Abdulghani Al Showaikh the Secretary General of HEC to discuss forthcoming Accreditation. During his visit, he toured the ASU campus, visit classrooms and other facilities and met with students

INQAHE Conference Between Collaboration and Competition: The Promises and Challenges for Quality Assurance in Higher Education was attended by an ASU delegation. Three papers were presented by ASU faculty - the highest level from any private university



Association of Certified Chartered Accountants UK (ACCA) accredited our Bachelor in Accounting & Finance so that successful graduates will receive exemption from various ACCA professional examinations

Higher Education Academy (HEA, UK) staff ran several workshops for ASU staff as part of our development programme for those wishing to apply for fellowship of the HEA. This is a strategic investment in staff development to enhance the quality of teaching



Peer review of teaching was introduced and we held various workshops to support academic staff, including some delivered by international quality experts. This is part of our strategic investment to enhance the quality of our students' learning experience

Sustainable Growth

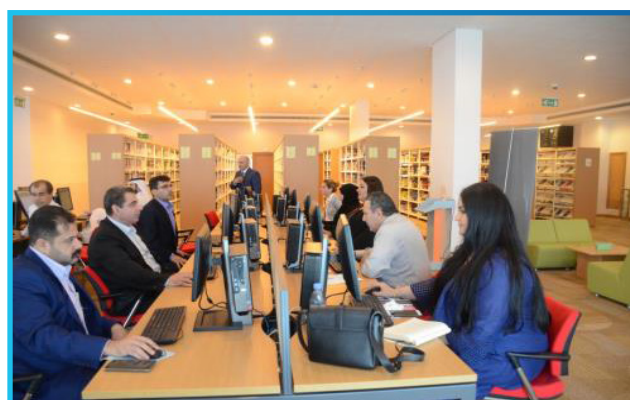
The seventh Pillar of our Strategic Plan is sustainable growth: the fourth enabling area

ASU's Strategic Plan 2015-2020 and institutional KPIs were reviewed in a series of workshops and discussions attended by senior management staff and external stakeholders. The purpose of the review was to update the Strategic Plan in light of changes in the economic and legislative environment of the Higher Education sector in Bahrain and the region



ASU's new committee structure was approved by the Board of Trustees, following a development process involving benchmarking with other well-known local, regional and international universities and a compliance check to ensure it meets the requirements of Bahrain's HEC and BQA

Staff development events for academic staff numbered fifty in total across the year, including topics such as NQF methodology, Turnitin anti-plagiarism software and facilities available in ASU's Library

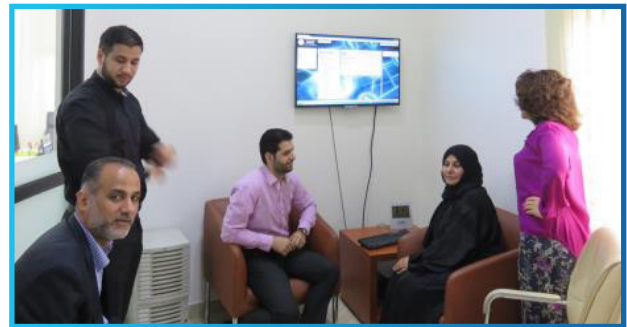


Visits to schools and exhibitions were conducted to raise awareness of ASU and increase student registration in line with our targets for future growth, including the Bahrain Exhibition for Training & Education Pre-Employment Expo 2017



ASU's Emergency Evacuation Drill was carried out in coordination with the General Directorate of Civil Defence, together with detailed training for staff and Emergency Response Team members on responsibilities, types of fire extinguishers and action to be taken in emergencies

New IT systems were developed to support our strategic, administrative and financial work, including online purchasing, HR activities and a dashboard to measure our KPIs



Staff development workshops for administrative staff were held this year covering twelve different areas of administrative competencies, including interpersonal skills, creative thinking, stress management and self-motivation



ASU



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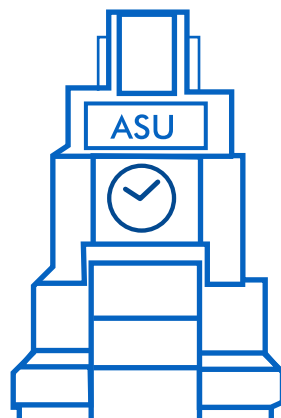
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السنة



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Facts and Figures



3,309
students



9 Bachelor programmes
5 Master programmes



33 student and staff
nationalities



197 academic and
administrative staff

4 Colleges:
Administrative Sciences
Arts & Science
Engineering
Law



3,395 graduates since
establishment

Administration & HR
Finance
ICT
Library
Professional Development
Community Engagement

83%

of faculty have
a doctorate

906

articles to date in
Weekly News Digest

25

companies at the
Job Fair

150+

companies support
our internship

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 Alkhaja, Vice Chairman and Managing Director

Mr Mohammed Alkhaja, Board Member

Mr Ghazi Nass, Board Member

Mr Waleed Alkhaja, Board Member

Mr Adel Nass, Board Member

Board of Trustees

The ASU Board of Trustees is the University's governing body. Its role is to ensure that sound principles of governance are applied and to maintain an oversight of ASU's activities, ensuring that 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

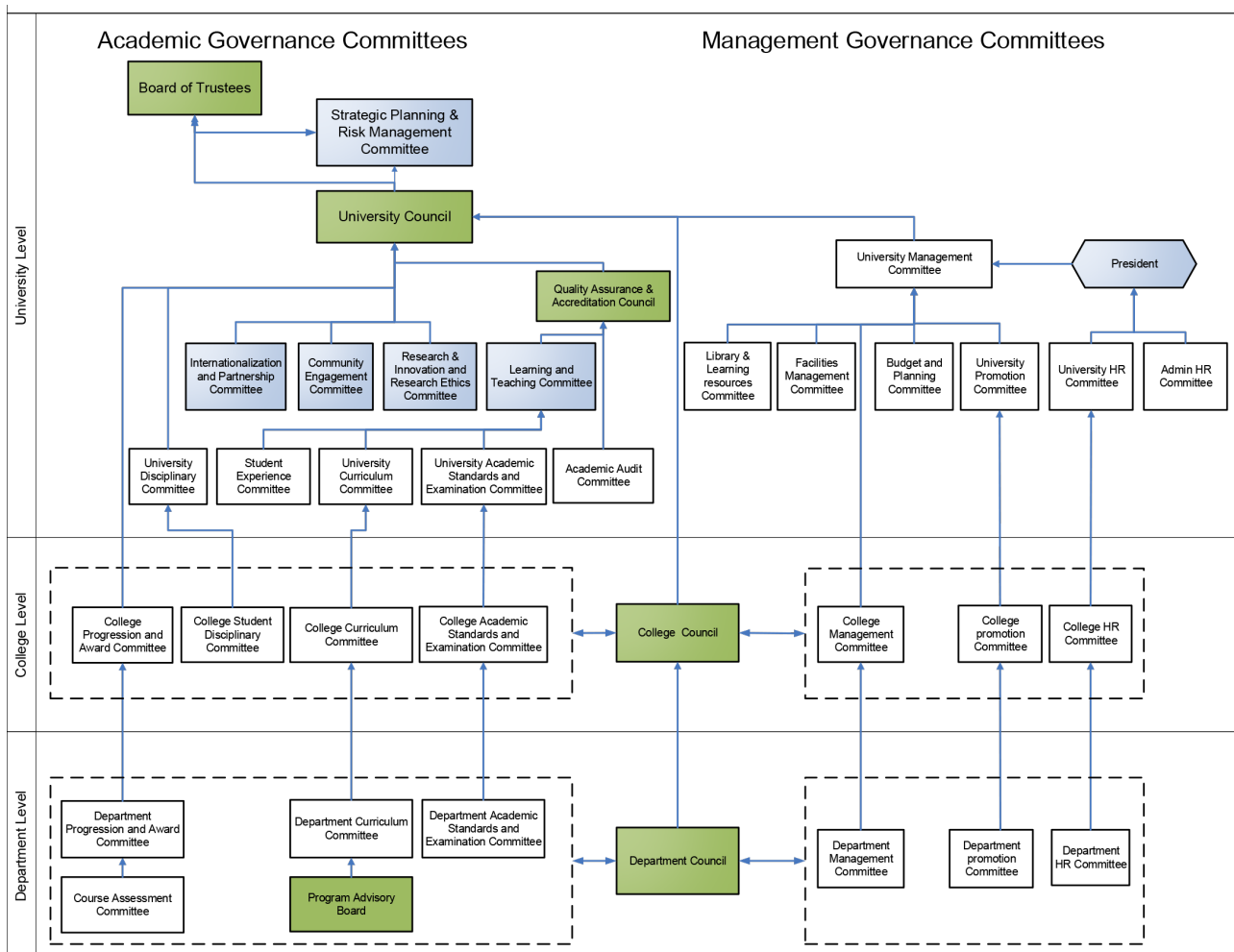
Mr Mohamad Yaqoob Al Aamer

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.



Vision, Mission and Values

Vision

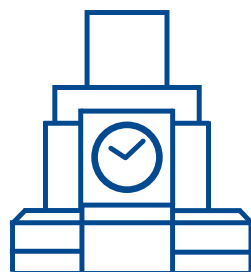
What is our final destination?

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

Why do we exist?

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.

Strategic Objectives

Where should we focus our efforts?

1. Teaching & Learning

Create a culture of learning and support students to develop their knowledge, learning and skills by engaging in professionally relevant programmes of study.

2. Research

Develop a research culture and deliver high quality research outputs.

3. Community Engagement

Ensure that its scholarly work and research is communicated widely and has an impact on the local community. Recognize that it has a duty to its students to ensure that they understand their obligations as citizens in engaging and supporting the community which they are part of.

What will enable us to do so?

4. Student Support

Support Students as part of a 'learning community'. Ensure that all students realize their full potential – both in engaging fully with the opportunities provided for study and research and in preparing them for the world of work.

5. Internationalization & Partnership

Develop and maintain collaborative partnerships with other HE institutions, government, the industry and professional bodies to ensure that ASU activities support national priorities and remain relevant to the needs of industry.

6. Quality Assurance

Comply with the HEC regulations, fully observe guidance from the national quality assurance and accreditation frameworks in Bahrain. Demonstrate that quality assurance and quality enhancement is embedded in all of its activities.

7. Sustainable Growth

Operate effectively and efficiently, optimising the use of ASU physical and human resources. Grow ASU provision in terms of increasing student numbers on existing programmes, expanding its provision in other areas.

Values

Integrity

Collaboration and
Team Spirit

Loyalty

Social Responsiveness and
Community Engagement

Quality

List of Programmes

College of Administrative Sciences

- Bachelor in Business Administration
- Bachelor in Management Information Systems
- Bachelor in Accounting
- Bachelor in Accounting and Finance
- 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 Interior Design
- Bachelor in Graphic Design

College of Law

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

Acknowledgements

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Photos Marketing & Public Relations



ASU

المؤلة
طلبة الفوج العاشر

ASU
الجامعة الأمريكية في دبي



ASU

جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

تحت رعاية

معالي السيد أحمد بن إبراهيم

رئيس مجلس النواب

تقيم جامعة العلوم التطبيقية حفل تخرجه





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