



PRESIDENT'S NEWS DIGEST

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MESSAGE FROM THE PRESIDENT

Welcome to the 50th issue of the 3rd year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “important issues in the Higher Education Sector”.



The higher education sector regionally and internationally is becoming more competitive. Students are becoming much more demanding and regulatory bodies are pushing hard with the sustainability of quality and standards. Institutional and program accreditation and reviews are essential to ensure that quality educational experiences are delivered to our students. Quality is considered as the backbone for the survival of any university in a very competitive and congested market. Quality should be embedded in the values of good universities, as it is the main driver that leads to excellence, reputational boosting, and long-term sustainability. Other important issues related to the higher education sector are those associated with the skills needed by students to survive in the 21st century in a market, which is requiring different set of skills and specialisms. In addition, it is important to endorse more modern methods of teaching and learning including the use of technology, creativity and innovation. Teaching informed by research is becoming the norm and students expect to be exposed to a curriculum that is informed by research. Entrepreneurship is another important subject that needs to be addressed by universities. Many students are entrepreneurial by nature and their expectations are that their universities can help them develop the skills needed to start their own businesses.

STEM (Science, Technology, Engineering, Maths) subjects will be in great demand over the next couple of years. This is clearly stated in the HEC's National Strategies. Artificial Intelligence, Robotics, and other subjects related to STEM would influence the market place. There will be more demand for graduates of these subjects as innovation and entrepreneurship is usually associated with STEM topics.

THE COLLEGE OF ADMINISTRATIVE SCIENCES HELD ITS FIRST RESEARCH SEMINAR

In line with the plan of research seminar series, the College of Administrative Sciences held its first seminar for the academic year 2018/2019 on Thursday, 11 October 2018 titled “GRAPHICAL DISCLOSURE IN THE ANNUAL REPORTS OF JORDANIAN PUBLIC SHAREHOLDING COMPANIES: TEST STUDY”, which was presented by Dr. Iaad Isa Mustafa Alsertawi.



The purpose of this seminar was to share the main findings of the study that aimed to investigate the graphic disclosure in the annual reports of Jordanian public shareholding companies listed on the Amman Stock Exchange. It also aimed to identify the factors that explain the disparity in the use of disclosure among these companies. The content analysis method was used for the annual reports of the sample of the study, which included 218 companies. The study found that less than one-third of Jordanian public shareholding companies use photographic disclosure in their annual reports. Most of this use is concentrated in banks and service companies. On the other hand, the results of the analysis of the content of the images showed a slight appearance of women in these pictures, which can be explained by the conservative nature of the Jordanian society. Discrimination in favor of men is also evident in how women appear in images and reflect their normal roles in a male society. In light of these findings, the study recommended that the concerned authorities in Jordan seriously consider setting guidelines and a frame of reference for the use of disclosure in the annual reports for fear of using them as a means to mislead the user's thoughts about the company and its management and products, especially since the disclosure is not subject to scrutiny by the auditor.

Furthermore, the audience enjoyed the topic which handled a real problem in writing annual reports, and how it affects the reader's perception. In addition, academic members shared their ideas and proposed constructive ideas for future research.

A WORKSHOP DELIVERED TO STAFF BY DR ASSEM

Dr. Assem Al Hajj, VP for Academic Affairs and Development delivered a workshop on 11 October about



INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Maheera Faisal

Position: Head of Administrative Services Unit - Library

1. Tell us about yourself: (Your childhood, academic background)

I was born and raised in Bahrain with a childhood full of excitement and a very supportive family.

I am an ASU Alumna, I received my Bachelor Degree in Business Administration in 2017. I also obtained a National Diploma in Information Technology from BTI in 2008.

2. Tell us about your job at ASU

I joined ASU in September 2008 as an administrator in the College of Law, then I joined the library in May 2010 as an administrator also. I was promoted to Head of Administrative Services Unit on October 2017.

3. Tell us about your aspirations for the University

ASU has a good reputation and upcoming bright future, and after achieving the Institutional Accreditation, it will continue to expand as one of the top universities in Bahrain and the Gulf region.

the academic cheating means and the methods of overcoming them. In addition, the importance of Turnitin reports was stressed and highlighted. In the wake of the Dr. Assem's presentation, Dr. Moiad Khedr from the College of Arts and Science gave an interesting presentation about How to use Moodle to setup Turnitin assignments for students.



ASU HOSTS THE IEEE DAY IN THE KINGDOM OF BAHRAIN

ASU hosted the IEEE day in Bahrain under the patronage of Prof. Ghassan Aouad, President of Applied Science University on Sunday 7 October 2018 .



IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.



IEEE and its members inspire a global community to innovate for a better tomorrow through its more than 423,000 members in over 160 countries, and its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for

engineering, computing, and technology information around the globe.

Over the decades that followed, the social roles of the technologies under IEEE's aegis continued to spread across the world and reach into more and more areas of people's lives. The professional groups and technical boards of the predecessor institutions evolved into IEEE Societies. By the early 21st century, IEEE served its members and their interests with 39 Societies; 130 journals, transactions, and magazines; more than 300 conferences annually; and 900 active standards.



Since that time, computers evolved from massive mainframes to desktop appliances to portable devices, linked to global networks connected by copper wire, microwaves, satellites, or fiber optics.

4. What do you enjoy most about your job?

I enjoy every bit of my job and mostly enjoy interacting with students and staff as I am a sociable and supportive person.

5. Tell us about your hobbies

Reading self-development, motivational and positivity books and attending activities related to these fields.

6. Tell us about your favourite food

Thai cuisine and Sushi.

7. Tell us about the book you are reading now

My Vision: Challenges in the Race for Excellence, by Mohammed bin Rashid Al Maktoum

8. Final words

TEAM: Together Everyone Achieves More

With the inspiring and encouraging spirit at ASU.



IEEE's fields of interest expanded well beyond electrical and electronics engineering and computing into areas such as micro- and nanotechnologies, ultrasonics, bioengineering, robotics, electronic materials, and many others. Electronics became ubiquitous, integrated in everything from jet cockpits to industrial robots to

medical imaging.

As technologies and the industries that developed them increasingly transcended national boundaries, IEEE has kept pace. It is now a global institution that uses the innovations of the practitioners it represents to enhance IEEE's excellence in delivering products and services to members, industries, and the public at large. Publications and educational programs are delivered online, as are member services such as renewal and elections. By 2010, IEEE comprised over 395,000 members in 160 countries. Through its global network of geographical units, publications, web services, and conferences, IEEE remains the world's largest technical professional association.



IEEE, an association dedicated to advancing innovation and technological excellence for the benefit of humanity, is the world's largest technical professional society. It is designed to serve professionals involved in all aspects of the electrical, electronic, and computing fields and related areas of science and technology that underlie modern civilization.

IEEE's roots go back to 1884 when electricity began to become a major influence in society. There was one major established electrical industry, the telegraph, which since the 1840s had come to connect the world with a data communications system faster than the speed of transportation. The telephone and electric power and light industries had just gotten underway.



The event started by playing national anthem and reciting Holy Quran. Prof. Ghassan Aouad - President of the University of Applied Science, welcomed the audience from different Bahraini universities. In his speech he emphasized on the University role in the service of the local community and strengthening relations with local and international organizations, including the IEEE, because of its distinguished international reputation in academic and scientific fields.

Dr. Adel Abdullah, Chairman of the IEEE in the Kingdom of Bahrain, delivered a speech reviewing the history of IEEE in Bahrain, which was opened in 2001 with a small number of members and who today are more than 270 active members



Souvenirs were exchanged between the IEEE in Bahrain and the Applied Science University – Bahrain.

Dr. Ghossoon Al Saadon, Chair of Student Activities, IEEE Bahrain, presented the student activities during the current year in various Bahraini universities. She highlighted the advantages that students receive when they join the IEEE. She also reviewed IEEE regions, sections branches over the worldwide and members statistics.



The Department of Computer Science at the College of Arts and Science in Applied Science University also shed light on the latest trends in computer science and technology. Reem Yahya Al-Zaman gave a speech on BigData and the concepts related to the security of large-scale data. Samah Wael Fujo gave a speech on DataScience: its contribution to the fields of business, education, economics, health and skills that any person needs to be an expert in datascience.

Dr. Resalah AlDarraj from the University of Bahrain explored the process of establishment of a branch of the Society at the University of Bahrain and the steps that have been followed to do so.



The students of Applied Science University, AMA International University, and Polytechnic-Bahrain participated in a different cultural and scientific competitions that added a sense of joy to the celebration.



At the end of the ceremony, Prof. Ghassan Aouad, President of Applied Science University, Dr. Adel Abdullah, Chairman of the IEEE – Bahrain and Prof. Ayman Al-Damour, Dean of the College of Arts and Science distributed certificates to the organizers and participants in this event.

The audience from different universities and organizations expressed their admiration and appreciation for the role of the University in serving the local community and strengthening relations with local and international organizations and thanked the university for this hosting and good organization of this event.



THE DEPARTMENT OF POLITICAL SCIENCE HELD A MEETING WITH THE STUDENTS

On Tuesday, 9 October 2018, the Department of Political Science held a meeting with its students. The meeting was attended by the College Dean, the Head of the Department and all staff members of the department. More than 100 students attended the meeting. The aim of the meeting was to listen to students' views and suggestions and to address any potential problems. The students praised the performance of the department and made many suggestions that will be included in the departmental plan.



THE COMMUNITY ENGAGEMENT ACTIVITIES

Al-Khaldia Youth Society Visit to ASU

On 6 October 2018, the Community Engagement Office at Applied Science University received a delegation from Al-Khaldia Youth Society included Mr. Ibrahim Rashed the Vice President and a number of the society members.



During the visit, the delegation was briefed on the University's infrastructure; and a meeting was held between Mr. Thaer Mustafa AlRamini member of the Community Engagement Office and Student Care and the visitors to discuss the procedures and implementation of the events which are hoped to be established in cooperation between the parties.

QUOTE OF THE WEEK

"Quality is much better than quantity. One home run is much better than two doubles."
Steve Jobs

 *Happy Reading!* 