

PRESIDENT'S NEWS DIGEST

13 JANUARY 2019 – VOLUME 4 - ISSUE 11



ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY



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MESSAGE FROM THE PRESIDENT

Welcome to the 11th issue of the 4th year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “academic reputation of universities”.



The academic reputation of any university depends on many factors. The quality of staff and students, ranking in the international university league tables, achieving local and international accreditation, the quality of cutting-edge research, the membership of professional bodies like Advance-UK (previously HEA), the levels of engagements with alumni and employer, the rate of graduate employability, the number and quality of industry partnerships, the culture of innovation in the institution, the quality of academic programs and their appropriateness to meet market needs, the clarity of vision and directions, the strong leadership of all areas of a university are important contributors amongst many others.

In the QS Arab Region University rankings, academic reputation is weighted at 30%. It is therefore of crucial importance to address this very important area as this will imply that we are providing our stakeholders with exceptional experiences.

The impact a university creates at local, regional and international levels is a major contributor to the recognition of academic reputation. The impact could take different forms including academic, social, economical, and environmental amongst many others. This impact should be disseminated widely using social media, web, and other means.

Creating a strong collaborative culture will enhance our academic reputation through the production of more joint international publications and more collaboration on research and enterprise projects. In addition, such culture will encourage students to be more cooperative working within strong values that help them achieve more successes.

PRESENTATION OF CS GRADUATION PROJECTS

In the presence of Prof. Ghassan Aouad – President of ASU, the students of CS432 in Computer Science Department presented their graduation projects for 1st Semester 2018/2019 on Sunday, 6 January 2019.



Prof. Ayman AlDmoor – Acting Dean of College of Arts and Science, Prof. Yazeed AlSbou - Acting Dean of Scientific Research and Graduate studies, Dr. Mohammad AbdelDayem – Acting Head of Design and Arts , and Dr. Jamal AlSultan – CS Program coordinator attended the presentations too.

The students presented their graduation projects to the panel which consisted of:

Dr. Moaiad Khder - Project supervisor.

Dr. Mohammad AlHamami - External Assessor.

Dr. Samer Shorman – Internal Assessor

Mr. Ammar Yusuf - Internal Assessor

At the beginning, Dr. Moaiad Khder, Head of the Computer Science Department welcomed Prof. Ghassan Aouad, guests, panel and students, then read the terms of the presentation, the rights and duties of the students and the panel.

The President praised the students' ideas and their work, he gave them motivational words and encouraged them to present the the best of their abilities.

Six students presented their projects as follows:

Project Title	Student Name
Scientific Research Online Management System- ASU	Samah Wael Fujo
Medical Stations Mobile Application	Reem Yahya AlZaman
Online Gaming System for Children with Autism	Hajar AlManea
Tracking System for Devices Maintenance	Yaqoob AlBloushi
Home Interior Design and Decor	Abdulla AlDoseri
Online Blood Bank	Mohammad AlBanki

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Ali Mohamed Abdulrasool

Position: Assistant Director of Directorate of Marketing and Public Relations

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

I was born and raised in Bahrain. I am the oldest amongst my brothers. I am married and a father of two lovely boys. I obtained my BSc. in Business Informatics from AMA University.

2. Tell us about your job at ASU

I help and assist in developing and implementing plans and goals of the directorate which focuses the most on student recruitment and media existence.

3. Tell us about your aspirations for the University

We are already ranked as the best private university in Bahrain and we hope to expand and become the best globally.

4. What do you enjoy most about your job?

The thing I enjoy most about my job is how we can influence the students' decisions, whom we meet from high schools to determine their future path and choose their majors.

Prof. Ayman AlDmoor expressed his happiness with the students' level and their projects.

The students appreciated the presence of the President and the deans and felt more confident about their work.

ABDULRAHMAN KANOO INTERNATIONAL SCHOOL (ARKIS)

A visit to Abdulrahman Kanoo International School (ARKIS) took place on 8 January 2019, promoting the University's international programmes and other essential details to 19 students from the 12th grade.



Students showed their interest in the University; 2 IB students particularly inquired about the Architectural Design Engineering from LSBU, another 2 inquired about the Accounting & Finance and 1 student inquired about the Graphic Design Programme. Their queries also covered other details about the tuition fees, future jobs in the market and students life.

LSBU MARKETING DELEGATION

ASU's Marketing and Public Relations Directorate received Mr Francis Glover - the International Officer from London South Bank University (LSBU) on Tuesday 8 Jan 2019. During the visit, an informative meeting was conducted at the Directorate, exchanging essential marketing objectives that are directly related to student recruitment. These objective included methodologies and techniques that are highly effective in such competitive markets. Further details were also discussed about the promotional materials such as school presentations, printings and social media that are currently been used for marketing purposes.



On the same day, Mr Glover participated in an educational exhibition representing LSBU in line with 6 other international universities and 4 students recruiting agencies. Mr Abdulhameed Baqi, Acting Marketing Manager & Student Recruitment Office and Mr Ali Mohamed, Assistant Director joined the fair as observers in order to gain more knowledge in their field.



THE OPEN DAY 2019

An Open Day was held on 9 January 2019 which started from 10 morning to 4 afternoon on campus.

5. Tell us about your hobbies

Football is my favorite hobby and currently I am playing for Muharraq Futsal team. In addition, I'm a presenter in Bahrain sports channel both on TV and radio as a football analyst.

6. Tell us about your favourite food

Italian cuisine specially pizza

7. Tell us about the book you are reading now

I am reading a book called "The Secret" it talks about (the law of attraction) how you can attract what you think about in your mind to real life.

8. Final words

I wish ASU all the best, to become one of the leading universities globally and to be part of that development.

The event highlighted all the existing programmes along with the British programmes; it allowed students and their parents, who attended, to have a comprehensive knowledge about the University programmes, enrollment requirements and future career path along with the internship opportunities.



On the day, the students had the opportunity to enquire about the offered educational system, received assistance and guidance to choose their majors effectively. They were informed about the unique experience that is gained during their study journey. Visitors were taken on a tour of the campus to all facilities, colleges and services.

DR AHLAM AL-ETHAWI PRESENTED HER BOOK TO THE PRESIDENT

The President received Dr Ahlam Al-Ethawi in his office, where she presented him her book about Human Resources as a gift.



INTERVIEW WITH ALUMNUS



Name:	Qassim Abdulbasit Khunji
Workplace:	National Bank of Bahrain
Academic Degree	Bachelor
Academic Major	Political Science
Do you intend to pursue further Higher Education? What Major?	Yes, a major related to International Economics
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	My experience started at the beginning of the second year of my study in the old campus when I contributed in student services and launching social media channel, and the best thing about studying at ASU was being able to achieve what I set out to achieve without any obstacles.
What did you enjoy the most about your experience at ASU?	One of the most I enjoyed at ASU was being a member of students Council.
Tell us a success story inspired by ASU.	I am obviously proud when recognized as ASU Alumnus because ASU is one of the best private universities in the Kingdom of Bahrain.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	More student focused services and job opportunities.
Final words	My advice to any student considering to study is to look beyond just what your friends or family have traditionally done or chosen. Consider the lifestyle, level of support offered and find a university culture that suits you. Be prepared to work hard, take every opportunity you get and most of all – believe in yourself.

Interviewed By: Maheera Faisal, Alumni Affairs Committee Chair; ASU Alumni Club

QUOTE OF THE WEEK

“It takes many good deeds to build a good reputation, and only one bad one to lose it.”
Benjamin Franklin

Happy Reading!