

# PRESIDENT'S NEWS DIGEST

17 MARCH 2019 – VOLUME 4 - ISSUE 20



**ASU**  
جامعة العلوم التطبيقية  
APPLIED SCIENCE UNIVERSITY



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## MESSAGE FROM THE PRESIDENT

Welcome to the 20th issue of the 4th year of the President's News Digest. In this issue of the News Digest, I will address the subject of “the fourth industrial revolution and the role of Higher Education”



The fourth industrial revolution is the current and developing environment in which disruptive technologies and trends such as the Internet of Things (IoT), robotics, virtual reality (VR) and artificial intelligence (AI) are changing the way we live and work.

Major transformations have been witnessed in progressing from the agricultural/agrarian to the current knowledge society. The industrial revolution, which spanned over a period from 1750 to 1850 was driven by the mechanization and automation of certain processes and products where changes in agriculture, manufacturing, mining, transportation, and technology had a profound effect on the social, economic and cultural conditions of the times. The information society then followed the industrial revolution culminating in the concept of the knowledge economy, which was first used by Peter Drucker in 1969. Fifty years later the concept of knowledge societies is still evolving and encompassing many dimensions including the digital transformation and a fourth industrial revolution has started under the name of the automation economy.

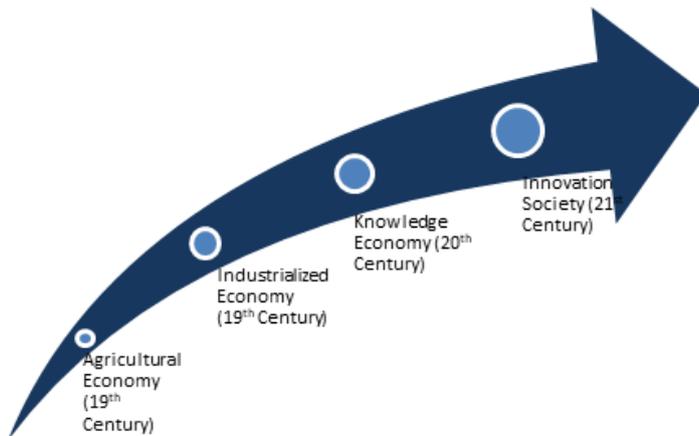
How universities should respond to the demands of the automation economy and the fourth industrial revolution?

- The importance of STEM subjects in driving innovation
  - ✓ Science, Technology, Engineering, Maths
  - ✓ Simulation, Intelligence, Automation, Integration (SIAI)
  - ✓ Creativity, Entrepreneurship, Innovation, Emotional Intelligence (CEIEI)
- The changing role of libraries in the digital age
- Collaboration between government, industry, and higher education institutions
- Re-skilling
- Digital Divide
- Research budgets

- MOOCs
- Role of schools
- Regulations
- The creation of community colleges

The transformations through history have taken different forms:

- Agricultural-Industrial-Knowledge Economy
  - ✓ Agriculture-Business-STEM-SIAI based curriculum,
  - ✓ Liberal Arts Education Implications: Depth vs Breadth
- Industrial Revolution 1: Mechanization, Textile, Steam and Water Power
- Industrial Revolution 2: Mass Production, Electricity
- Industrial Revolution 3: Automation, Computers and Electronics
- Industrial Revolution 4: Cyber Physical Systems



The implications for Higher Education in the Arab World and worldwide are as follows:

- Traditional teaching methods
- Curriculum not responding to market needs
- Embryonic Research
- Digital Divide/Gap
- Regulations by governments and educational bodies

### Useful Reading

- <https://whatis.techtarget.com/definition/fourth-industrial-revolution>
- <https://arxiv.org/pdf/1703.09643.pdf>

## INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Jamal Vennarodi Puthiya Purayil

Position: Administrator in the HR Department

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

I was born in Kerala, India 1977. I have beautiful memories about my childhood with my family. Now I am a father of 4 little stars. I am a graduate in Arabic and Islamic Studies and completed my Post graduation in Islamic Studies. Having a positive attitude and self-confidence.

### 2. Tell us about your job at ASU

I am working as HR Administrator at ASU. For me, it is pride and honor to be part of this wonderful organization.

### 3. Tell us about your aspirations for the University

I can see that ASU takes confident steps towards further progress and expansion. Therefore, I am sure that the University will become one of the top universities in the region.

### 4. What do you enjoy most about your job?

Every day at ASU is a new learning experience to me.

- <https://www.google.com/amp/s/amp.economist.com/leaders/2012/04/21/the-third-industrial-revolution#ampf=undefined>
- World Economic Forum, “Realizing Human Potential in the Fourth Industrial Revolution – An Agenda for Leaders to Shape the Future of Education, Gender and Work” (paper, World Economic Forum, Geneva, 2017).
- World Economic Forum, “Accelerating Workforce Reskilling for the Fourth Industrial Revolution An Agenda for Leaders to Shape the Future of Education, Gender and Work” (paper, World Economic Forum, Geneva, 2017).
- Klaus Schwab, “The Fourth Industrial Revolution: what it means, how to respond,” January 14, 2016, <https://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond/>.
- [https://www.researchgate.net/publication/304627287\\_Different\\_landmarks\\_on\\_the\\_way\\_from\\_industrial\\_to\\_knowledge\\_society\\_a\\_holistic\\_view\\_Bidyarthi\\_Dutta](https://www.researchgate.net/publication/304627287_Different_landmarks_on_the_way_from_industrial_to_knowledge_society_a_holistic_view_Bidyarthi_Dutta)
- Penprase B.E. (2018) The Fourth Industrial Revolution and Higher Education. In: Gleason N. (eds) Higher Education in the Era of the Fourth Industrial Revolution. Palgrave Macmillan, Singapore, First Online 22 June 2018
- [https://link.springer.com/chapter/10.1007/978-981-13-0194-0\\_9](https://link.springer.com/chapter/10.1007/978-981-13-0194-0_9)

## INTERIOR DESIGN STUDENTS WON THE FIRST THREE POSITIONS IN THE PERFUME CARAFE DESIGN COMPETITION

The students of Interior Design, under the supervision of Dr. Oday Al-Jubouri, won the top three positions in the PERFUME CARAFE DESIGN COMPETITION, an open competition for designing of a perfume bottle. The competition was attended by a wide range of designers from different countries including Italy and the UK; in addition to the Kingdom of Bahrain. The competition was juried by; Caroline Ilacqua (Owner & Creative Director of Téo Cabanel Parfums), Soha Atallah (Vice President of World Packaging Organization - WPO) and Badria Al Awadhi (a renowned Bahraini Advertiser and Marketer).



The first, second and third prizes went to the students; Sayed Hashim, Moneera Amber and Noor Dhiab respectively.

### 5. Tell us about your hobbies

Reading and Social works.

### 6. Tell us about your favourite food

South Indian Foods

### 7. Tell us about the book you are reading now

A Novel about Hindu Mythology.

### 8. Final words

I like this quote by Prophet Muhammad (peace be upon him): “No two things have been combined better than knowledge and patience.”

This accomplishment indicates the range of skills that students of Interior Design have gained in their specialty-related fields that have qualified them to win these first places among many participants of different age groups and different specialties and interests, including professionals in the field.

The PERFUME CARAFE DESIGN COMPETITION was part of Bahrain International Design Week 2019 held at the Avenues Bahrain from 31 January to 9 February 2019, and sponsored by UNIDO, Tamkeen and other high profile organizations.

## ASU PARTICIPATED IN THE BTI CAREER EXPO WEEK 2019



On Tuesday 12 March 2019, Applied Science University participated in the BTI Career Expo Week 2019 at the BTI Exhibition Hall. The expo was inaugurated by the Undersecretary for Resources and Services Dr. Mohammed Mubarak Juma'a, on behalf of Dr. Majid bin Ali Al Nuaimi, Minister of Education, where government institutions and private companies took part in.

The Undersecretary toured the exhibition pavilions, where he was briefed on the facilities provided by the participating institutions introducing their students to the needs of the labour market, enable them to identify their future destination, as well as to inform job seekers of the available career and training opportunities.

## THE COMMUNITY ENGAGEMENT OFFICE ACTIVITIES

### The Community Engagement Office Visited Enmaa Center for Special Education

On Tuesday, 12 March 2019, The Community Engagement Office at Applied Science University visited Enmaa Center for Special Education as part of the initiatives in supporting the various sectors of society; and discussed methods of cooperation between the two parties.



### The Community Engagement Office Received a Group of Community Service Activists and Volunteers



On Tuesday, 14 March 2019, The Community Engagement Office at Applied Science University received and met with a group of community service activists and volunteers. During the meeting, they discussed the preparations for the activities that will be organized by the CE Office in cooperation with the International Organization for Child Protection (INOCPT) and a number of associations with a specialty in the field of childcare.

## QUOTE OF THE WEEK

*"Live so that when your children think of fairness and integrity, they think of you".*

**H. Jackson Brown, Jr.**

## INTERVIEW WITH ALUMNUS



Name:	Hasan Ahmed Alkaabi
Workplace:	Council of Representatives
Academic Degree	Bachelor
Academic Major	Business Administration
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	In addition to being an impactful and extensive educational experience, the university experience was really life-changing. I learnt about my capabilities, talents, and interests while having access to new and exciting information that challenged me to grow intellectually.
What did you enjoy the most about your experience at ASU?	Interacting with academic staff, many of them came forward with their valuable advice and suggestions, enabling me to improve my educational experience.
Tell us a success story inspired by ASU.	Being promoted to a higher position with higher responsibilities and duties directly after obtaining my degree.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	Students' parking zone extension
Final words	Thank you ASU

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

*Happy Reading!*