

ASU



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

University Life

A Publication Issued by the Marketing and Public Relations Directorate - Issue: 9 - June 2021



ASU Meets Quality Assurance Requirements for all its Academic Programmes

- A Distinctive Decade of Excellence in Different Academic and Administrative Fields.
- From the UK to Bahrain, Innovation and Creativity Boosting Engineering Programmes: A Close Peak on the Studying Experience of the First Batch of alumni from the College of Engineering.
- Sustainable and Strong Relations Bonding ASU and its Alumni.

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*University
Life*

EDITORIAL

The arts of journalistic work are considered a top priority in the tasks assigned to the Marketing and Public Relations Departments in the different institutions, as it contributes to the production process of knowledge and news related to the institution and facilitates its circulation among those interested. University Life Magazine is one of the tools to spread knowledge on ASU, containing news, articles, reports and students' creative contributions. This makes the Magazine an essential link between the University and the audience, who is interested in following its news and updates on the different events, activities and latest development progress on all aspects.

We are glad to introduce our Magazine's Ninth Edition, which is an exceptional edition due to the outbreak of the COVID-19 pandemic, as it motivated us to make a radical change in our work methods and pushed us towards virtual and remote communication to keep abreast with the changes caused by the pandemic, highlighting the efforts exerted by the University to defy it and deliver it to the community. Therefore, we have dedicated a special focus to reinforcing the concept of distance learning and working with the different departments at the University to work in a one-team spirit, to innovate a bundle of systems and methods that facilitate communication with students. Educational Technology (EduTech) is an integrated system that prepares and evaluates the educational process, based on design, execution and assessment of the educational process as per clear and specific objectives while utilising all the available resources to make the process more efficient and assist students in positively participating in education by encouraging the spirit of thinking, innovation, creativity and excellence.

We have been keen to employ technology to assist our students during such unprecedented circumstances. We have been making every effort in issuing this special edition of the University Life Magazine in a modern scientific and practical manner, considering it is the essence of ASU's policy, which extends to the Magazine to continue its effective contribution to the achievement of the University's objectives and to sustain its leading role in the fields of education, scientific research and community service. ■

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ASU Focuses on Upgrading its Students and Staff to Become Citizens who can Interact with the Diversified People and Cultures of the World, Aiming to Reinforce Intellectual Diversity within the University's Campus

Message

Dear valued readers,

I am delighted to welcome you to ASU; the Prestigious Scientific Institution that aims, since its inception, to become a hub for the fusion of cultures and insights, where authenticity blends with modernity in a unique manner that reflects positively on the vocational future, ideas, values, approaches and lifestyles of all of its Members. ASU focuses on upgrading its students and staff to become citizens who are able to interact, not only among each other but with the diversified people and cultures of the world, aiming to reinforce intellectual diversity within the University's campus.

Since its establishment, ASU has prominently grown to become one of the leading Universities in the Kingdom of Bahrain. Today, we stand on the verge of a future that is swarmed with challenges. We are armed with hope to continue our journey of excellence, particularly at a time when the COVID-19 pandemic and its repercussions have extended to impact all economic sectors in the Kingdom, including education and training, causing the ceasing of direct education and opening the doors wide for remote learning to expand. This has found a new approach for education and training that is different to the one applied in the pre-pandemic era. Therefore, the challenge reflects on shifting ordinary education methods to virtual learning and innovating new techniques and means to deliver information to students and ensure they receive the necessary education. Our University has succeeded, thanks to the dedication and devotion shown by its staff, in overcoming this challenge with an unmatched distinction, as all of ASU's departments and Colleges have swiftly adapted to this radical change in education, and it was able to cover the requirements and provide the intelligent and flexible systems to assist students.

Considering that education is a national priority similar to investing in the human capital, which is a top priority and deeply linked with the comprehensive development process that is steadily continuing in the prosperous era under the rule of HM King Hamad bin Isa Al Khalifa, King of the Kingdom of Bahrain, who is the leader of the Kingdom's modernisation and development movement, hence the focus during crises is on guaranteeing that students receive good education while ensuring their safety at the same time. We were keen to achieve this at the Board of Trustees, inspired by the wise vision and directives of His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince and Prime Minister, to prioritise the facilitation of education for students.

To conclude, we reaffirm that ASU is a leading Bahraini Institution and an integral part of the Bahraini society, and we reiterate our keenness on the development of the country, driven by the vision of the Wise Leadership, who believes in the crucial role of education in the advancement and development of the nation. ■



Professor Ghassan Aouad
President of the Applied Science University



ASU has Adopted the Best Educational Practices as a Continuation of the Series of Accomplishments it Previously Achieved, Especially with all of the University's Programmes Meeting Quality Assurance Requirements and Succeeding in Attaining Several Local, Arab and International Achievements as per the International Rankings for Universities

Message

Dear valued readers,

Heartfelt greetings, gratitude and appreciation from your University, the Applied Science University. Welcome to the Ninth Issue of the University Life Magazine, in which we aspire to provide you with valuable content in Science, Culture and more fields.

Throughout the past years, ASU has taken major strides that deserved its current position as one of the Leading Universities in the Kingdom of Bahrain. The University has and is continuing to accomplish several achievements, as we consider every minute as an opportunity for production and excellence. However, our aspiration to achieve more continues, bearing in mind the technical, scientific, political and economic challenges of the current times, as well as the requirements of the knowledge-based society, obliging the University to set new strategies to keep pace with these requirements and enable it to overcome all challenges.

Education excellence and quality has been and is still the motive that drives the University since its establishment. The changes imposed by the outbreak of the COVID-19 pandemic has pushed us towards intensifying work and efforts to enhance, update, develop and modifying our academic programmes to ensure the sustainability of excellence and to keep abreast with the developments in the local, regional and international labour markets. ASU will continue to adopt the best educational practices as a continuation of the series of accomplishments it previously achieved, especially with all of the University's programmes meeting quality assurance requirements and succeeding in attaining several local, Arab and international achievements as per the international rankings and classifications for Universities. This contributes to cementing this academic institution's position in the forefront, as ASU Management continues to provide its staff and students with the factors of creativity and grant them ample space to develop their ideas and insights.

I take the University Life Magazine as an opportunity to express my confidence in all ASU Academic and Administrative Staff and students, to work together as one to further push the University towards broader horizons of development and growth in the different fields of scientific research, students and educational activities, community service and environment development. To achieve this goal, we rely on contemporary scientific and technical bases that are in line with the requirements of the current times, utilising ASU's creative capabilities and competencies, which we will spare no effort in continuing to support and develop by adopting innovative and creative insights that serve our message to reinforce the University's position as a hub for knowledge and culture in the society. ASU will sustain its role as a beacon for development that is dedicated to serving the Kingdom of Bahrain and the Wise Leadership, through its keen strives towards excellence, quality and strengthening its prestigious international ranking, driven by the dedication and devotion of its staff, and excellence, creativity and openness of its students to new insights. ■



07

ACHIEVEMENTS

ASU Continues its Progress in International and Arab Rankings

ASU Ranks High Among the Best Universities in the World in the QS World Rankings

Thanks to its vision to become a distinguished international University in education quality, scientific research and academic excellence, ASU has attained several key achievements on the international and Arab levels. This includes the QS World University Rankings 2022. ASU was ranked between 591-600 from 1,604 International Universities.

ASU is the first private University in Bahrain to participate in this international ranking with Prestigious International Universities, as the QS World Rankings is one of the most distinguished rankings for Universities and is one of the top three in the world. It is annually issued by Quacquarelli Symonds; one of the Three Largest Institutions that are concerned with the ranking and classification of Universities in the world.

This is not the first time ASU has ranked high in the QS World Rankings, as it previously appeared in advanced positions 651-700 at the level of Arab Universities in the ranking concerned with Arab countries throughout three years. The University was ranked at the 45th position in the 2019 ranking of the best Arab region ranking, while it further advanced to the 37th position in the 2020, 29th position in 2021, and the 22nd position in 2022 ranking. ASU is the only University



First Private University in Bahrain to Compete with Prestigious International Universities as per QS World Rankings





in Bahrain to receive four QS stars. The University's journey has been filled with excellence and diverse achievements, mainly receiving the institutional accreditation from the Higher Education Council and meeting the requirements of the institutional review of the Education and Training Quality Authority. These two achievements have been the most important for ASU since its establishment.

One of the Best 150 Emerging Universities in the World

ASU ranked high in the QS Top 50 Under 50, which ranks the best Universities globally under 50 years old, in the 101-150 category internationally and among the top 17 Arab Universities.

This international recognition bolsters ASU's pioneering position as one of the top private Universities in Bahrain established 15 years ago. It has been introduced a diverse bundle of Academic Programmes and set new standards in excellence and scientific research.

The University continues to progress and achieve advanced positions in Arab and international rankings, reaffirming its leadership of private Universities in the Kingdom of Bahrain.

Ranked In the 15th Position at the Level of GCC Countries and Advanced to the 29th Position among Arab Universities in the QS Rankings

Through the continued progress in international and Arab rankings and



the achievements accomplished, ASU reaffirms its leadership of private Universities in the Kingdom of Bahrain.

This is reflected by the advanced position the University attained in the QS World University Rankings: Arab Region 2021 for the third consecutive year, in which it was placed in the 29th position among the best Universities in Arab countries, the 15th position among the best Public and Private Universities in the GCC and the fifth position among Private Universities in the GCC, with the advancement of seven positions in comparison with the previous year's rankings and 10 positions with 2019's rankings, becoming the first private University in Bahrain to continue progressing in the QS World University Rankings and to attain advanced positions for three consecutive years.

With this recent achievement, ASU ends a decade of excellence in various scientific and academic fields. Sustaining this leading position at the Arab and international levels comes from the University's Staff hard work, devotion and dedication, in line with its strategic plan based on developing the outputs of education, scientific research, creativity and innovation.

First University in Bahrain to Receive Four QS Stars

ASU celebrated earning four QS stars by organising a special ceremony in the presence of Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, Professor Ghassan Aouad, ASU President, Dr Ashwin Fernandes, Regional Director for QS Quacquarelli Symonds in Middle East, Africa & South Asia, and a number of dignitaries and ASU staff.

The University received five stars in five key categories out of eight, which are education, employment, facilitation or educational environment, social responsibility and inclusivity, while it received four stars in the globalism category.

ASU received five stars in the education category due to its distinguished educational cadres who are highly qualified and graduated from esteemed Arab and International Universities. The University also received five stars in the employment reputation category and the employment percentage of alumni, increasing their competitiveness in different work fields and reaffirms employers' preference for ASU Alumni.



The Ranking Received by ASU as the Leading Educational Institution in the Kingdom of Bahrain Proves the University's Ability to Keep abreast with the Development Witnessed by the World and Bolster its International Reputation through Advanced Educational Programmes

The University received five stars in the facilitation category, also known as an educational environment, which includes services, the library, advanced laboratories, student environment and the facilitation provided to students of determination. ASU also received five stars in the social responsibility category for its distinctive role towards the Bahraini society, while it received four stars in the globalism category, considering the successful joint programmes it has with Prestigious British Universities, in addition to encompassing students and employees from diverse nationalities.

The ranking received by ASU as a Leading Educational Institution in the Kingdom of Bahrain proves the University's ability to keep abreast with the development witnessed by the world, continue its academic excellence journey and bolster its international reputation through its advanced educational programme, scientific research and graduate studies, in addition to reinforcing the concepts of innovation and key topics of strategic significance in achieving sustainable development for the society.

An Advanced Position in the Times Higher Education Impact Rankings in Impacting and Achieving Sustainable Development Goals

ASU continued advancing in the Times Higher Education Impact Rankings 2021 for the third consecutive year, becoming one of the Distinguished Universities in Bahrain, especially in the indicators of decent work, economic growth, peace and justice, strong institutions, gender equality, poverty eradication and good education.

These indicators show that the University is in an advanced position among other Universities in the world, reflecting its ability to make a local and international impact based on the Sustainable Development Goals of the United Nations.

The Ranking Received by ASU as the Leading Educational Institution in the Kingdom of Bahrain Proves the University's Ability to Keep abreast with the Development Witnessed by the World and Bolster its International Reputation through Advanced Educational Programmes.

ASU participated in this year's rankings with seven indicators, in which it achieved positive results at the local, Arab and international levels, as it has been ranked in the 101-200 position in the good education indicator, thanks to the distinctive educational environment it provides to assist students in achieving their dreams and provide them with the necessary knowledge to easily blend in the labour market. The University also excelled in the decent work, economic growth and poverty eradication indicators, as it is developing a number of strategies to reinforce equal opportunities among students by annually providing scholarships through the Students Support Fund as part of ASU's investment in the future of the Bahraini youth. As for gender equality, the University was placed in the 301-400 position, while it achieved the 401-600 position in the indicator of peace, justice and strong institutions among the best 115 Universities that was nominated for this ranking internationally. ■





process witnessed by the University to achieve its vision to graduate distinguished competencies in the different specialisations it offers.

ASU Retains ISO 9001:2015 Certification in Administrative Work

ASU succeeded in retaining the ISO 9001:2015 Certification in Administrative Work (provision of administrative support for ASU students). This came following the completion of the external auditor's virtual assessment of the University's procedures and work mechanism, and through the communication with the respected Department Heads at ASU, in addition to the revision of documents to ensure compliance with all the required conditions to receive this Certificate.

It is noteworthy that the ISO 9001:2015 Certification is a much sought-after certificate by institutions, as it plays a significant role in the improvement of an institution's reputation through tackling several areas, such as constant strive for improvement and development, ensuring the quality of the provided services, establishing harmony and coordination between departments, setting a mechanism to control potential risks, effective documentation and internal audit. ■



ASU Receives Official Recognition in Jordan

A delegation from ASU led by Professor Ghassan Aouad, ASU President, visited HE Rami Al Adwan, the Jordanian Ambassador to the Kingdom of Bahrain. The delegation consisted of Dr Mohammed Youssif, Vice President for Administration, Finance and Community Engagement, Professor Khaled Al Gharaibeh, Acting VP Academic Affairs and Development, and a number of the University's Senior Management Members.

The visit came following a decision taken by the Non-Jordanian Higher Education Institutions Recognition Committee in the Ministry of Higher Education and Scientific Research in Jordan to recognise ASU and approve Post and Undergraduate programmes that are offered to its students.

Professor Aouad expressed gratitude to HE Rami Al Adwan and the officials at the Committee for the recognition. At the same time, he pointed that this recognition would open doors to step up further and succeed in stronger cooperation between ASU and Jordanian Universities to enhance the scientific, cultural and student exchange opportunities, in addition to attracting Jordanian students to study in Bahrain.

During the visit, the President reiterated that the Kingdom is witnessing vast development in light of the endless support dedicated by the Wise Leadership to education and bolstering the role of Universities. He also thanked HE Dr Majid bin Ali Al Nuaimi, the Minister of Education, and the General Secretariat of Higher Education for their exceptional efforts exerted to continue the development of education in Bahrain and establish it as a beacon of knowledge in the region.

For his part, HE Rami Al Adwan expressed delight to meet Professor Aouad and the accompanying ASU Members, emphasising the strong relations bonding the Kingdom of Bahrain and the Hashemite Kingdom of Jordan, particularly in the fields of education and scientific research. He also stressed the importance of educational exchange between the two friendly nations. ■



Covered in Red and White: ASU Wins Capital Governorate's Competition for Best Decorated Building in the Educational Sector



For the sixth consecutive year, ASU won the best decorated building in the educational sector in the competition organised by the Capital Governorate for the best decorated public and private buildings on this occasion of the Kingdom's celebrations of the National Day and the Anniversary of HM the King's Accession to the Throne, as part of the Governorate's strives to maintain the values of citizenship and belonging among all members of the Bahraini society.

Professor Ghassan Aouad, ASU President, was handed the award over during a virtual ceremony by HE Shaikh Hisham bin Abdulrahman Al Khalifa, Governor of the Capital Governor, and in the presence of winners and representatives of the Capital Governorate and the University.

The competition comes as an opportunity for the public and private institutions to participate in the Kingdom's celebrations of the National Day and the Anniversary of HM the King's Accession to the Throne by decorating its buildings and highlighting the cultural and urban face of the capital city. ■





In A New Step Towards Excellence

Advance-HE Renews ASU's Accreditation as an Accredited Training Centre

In a new step within a chain of achievements, the Higher Education Academy, UK (Advance-HE) has renewed its accreditation of the University as an accredited training centre for an additional four years. Under that, the Academy is continuing to accredit ASU as a centre to train Academic Members and qualify them to obtain Basic and Senior Fellowship Certificates from the Academy, making ASU the first private University in Bahrain that is accredited as a Training Centre by the Academy and to get its accreditation renewed.

This achievement comes in line with the University's strategic goals to provide the best educational services to its students, as such programmes contribute to the development of academics' skills, enable them to acquire training skills, and provide them with modern theories and tools in the field of education and learning, reflecting on the quality of the educational outcomes that are provided to students.

ASU had previously signed an agreement with the Academy aiming to train and develop the Academic Members through the ASURISE HEA Centre, which was established by the University and contributed to enabling 96 academics to obtain basic and Senior Fellowship Certificates from the Academy. The list of beneficiaries includes Dr Mohammed Youssif, Vice President for Administration, Finance and Community Engagement

(senior fellowship) and Dr Faiza Zitouni, Assistant Vice President for Academic Affairs and Development (Principal Fellowship), making her one of 1,000 academics to receive this Certificate worldwide and one of the first in Arab countries.

This achievement allows ASU to internally train its employees to qualify them as fellows and senior fellows of the Academy, as the University is one of the few accredited centres in the region by Advance-HE, considering its continued commitment to enhancing the provided educational outcomes to students.

The Certificates awarded by the Academy represent a high level of international excellence in developing new paths in education and learning, as it is considered an international reference in the field of Higher Education Development, and this contributes to achieving its objectives to commit and bolster its message to provide an excellent educational model at the level of the Kingdom of Bahrain and the world.

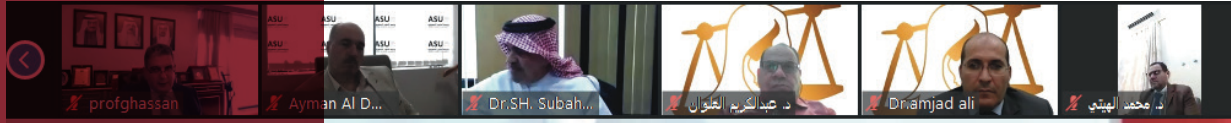
It is worth noting that Advance-HE is concerned with emphasising excellence in Higher Education. The Academy's Fellowship Certificates are considered an international recognition of the awardees' competence and professionalism in education and learning in the field of Higher Education, and it aims to provide the Academic Members with the necessary knowledge and skills to facilitate education and learning by training them on the latest methods and strategies in the fields of teaching and academic calendar. ■



The Certificates Awarded by The Academy Represent a High Level of International Excellence in Developing New Paths in Education and Learning, As It Is Considered an International Reference in The Field of Higher Education Development

Collaboration with the Academy Contributes to Achieving its Objectives to Commit and Bolster Its Message to Provide an Excellent Educational Model at The Level of the Kingdom of Bahrain and the World

ASU is the First Private University in Bahrain that is Accredited as a Training Centre by the Academy and to Get its Accreditation Renewed



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SCIENTIFIC RESEARCH



The Second Scientific Conference of the Faculty of Law Legal Protection for the Woman and the Child - Fact and Expectation



The Conference aims at Demonstrating the Experience of the Kingdom of Bahrain in Empowering the Woman and affirming her role in the service of the society in the backdrop of the Reform Plan of HM King Hamad bin Isa Al Khalifa

The University organised the Second Scientific Conference of the Faculty of Law under the patronage of Council of Representatives Speaker, HE Fawzia Zainal, entitled “Legal Protection for the Woman and the Child - Fact and Expectation”. The Conference was held via video-conferencing and included nearly 25 scientific researches presented by a group of researchers and specialists in the field of legal protection for the woman and the child. Participants were from as well as outside the Kingdom of Bahrain.

The opening session of the Conference was attended by Legislative and Legal Affairs Committee Chairman, MP Fadhel Al-Sawad, who delivered a speech on behalf of the Speaker of the Council of Representatives. He emphasised that the Council of Representatives had taken utmost care to deploy constitutional tools and put its legislative and supervisory role into action to frame legislation and laws that provided a healthy and conducive environment for the woman and the child, beginning from a high vision and sublime principles which were an integral part of the Comprehensive Development Programme of HM King Hamad bin Isa Al Khalifa. Professor Waheeb Al Khaja, Chairman of ASU’s Board of Trustees, Speaker HE Fawzia Zainal, for her generous patronage of the Conference, and MP Fadhel Al-Sawad for his attendance and participation. Professor Al Khaja emphasised that the University is keen on presenting studies and research that would serve society





and enhance its role as a leading Bahraini institution, which is committed to serving the country and its rightly guided leadership. Thereafter, Professor Ghassan Aouad, President of the University, expressed his sincere thanks and appreciation for the organisers of the Conference, which was to discuss an important issue that relates to the basic configuration of society.

Empowering Women in the Kingdom of Bahrain

The Conference aimed to show the experience of the Kingdom of Bahrain in empowering women and their role in the service of society within the framework of the Reform Plan of HM King Hamad bin Isa Al Khalifa. Furthermore, it recommended the development of national and Arab legislation regarding children and women, the spreading of awareness in the society and in educational institutions about the rights of children and women and the consolidation of the role of alumni and the enhancement of their academic capabilities and research methods concerning legislation for women and children. Finally, the Conference aimed to initiate the role of the University in the field of academic research that would serve the issues of human society in light of Bahrain's Vision 2030.

Official Directives for Providing Legal Rights for Women and Children

The idea of the Conference emerged from the official directives of the Kingdom of Bahrain in empowering the role of women in society and providing legal rights for women and children.

The Conference aims for the participation and involvement of jurists of the Kingdom and of neighbouring countries, and also of Academic Institutions, Universities of Law and Sharia, and the students of Higher Education in the legal field, in emphasising the importance of providing legal protection for women and children and in highlighting the pioneering steps taken by the Kingdom of Bahrain in this field.

The world and the international community, during the past two decades, have shown an increased interest in providing legal protection for women and children. Therefore, the issue of protecting and promoting their rights is significant. The Bahraini legislator was a pioneer and a forerunner in advancing and increasing the legal protection which is enjoyed by women and children in Bahrain.

This is in addition to the complete legal protection enjoyed by children and women in Bahrain today, as special and specific legislation has been formulated to provide them with legal protection in accordance with the constitutional principle which dictates that the Kingdom guarantees the protection of women and children from all forms of discrimination and violence. ■

The University Sheds Light on Modern Methods of Teaching and Learning

Professor Ghassan Aouad, President of the University, emphasised that the University is keen on improving the quality of education it provides as this plays a vital role in enhancing the University's academic output and helps students graduate with a distinguished academic level. He called on the Faculty Members of the University to diversify the methods used in teaching due to the increased interaction between teachers and students, particularly with the continued provision of distance learning lectures through visual communication technology.

This came on the sidelines of the virtual activities held at the fourth Conference for the exchange of distinguished teaching practices. It was organised by the Academic Staff Development Unit. The President of the University and a group of Members of the Academic and Administrative Bodies participated in this Conference which dealt with the topic of distance education and innovation in teaching pedagogy during the time of the Covid-19 pandemic.

The Conference included a series of sessions in which participants exchanged best practices for distance education. The Conference falls within the framework of the steps that are being taken by the University for upgrading the educational process in line with global developments. The participants explored a number of topics with the aim of exchanging modern methods of education and the ideal content for an ideal lecture. They stressed the importance of spreading a culture of teaching excellence at the University.

The President of the University delivered a presentation entitled "Distance Education: Challenges and Opportunities", in which he highlighted the prominent achievements of the University during the past period and discussed the importance of promoting a culture of creativity and excellence in the educational process.

He stated that the Conference's aim is to explain the modern scientific methods of advanced learning within the philosophy of modern education, which places the learner at the centre of the educational process. Students are assigned educational and research projects and are encouraged to survey and conduct research for acquiring information. He explained that to put the modern educational methods into practice. The Conference should shed light on the use of scientific methods and the employment of mechanisms for enhancing academic performance and scientific research, and for improving the University's ability to achieve the standards of quality assurance and educational accreditation, particularly in light of the extraordinary circumstances experienced by the Kingdom of Bahrain and the world at large.

For her part, Dr Faiza Zitouni, Assistant Vice President for Academic Affairs and Development, explained that the Conference aims to share good experiences among University professors and to identify the requirements for the development of the academic staff. This will contribute towards enhancing the outcomes of the educational process and will reflect positively on students and the quality of educational output. ■





ASU President Speaking about the Importance of Scientific Research at the Fourth International Conference of Arab Impact Factors

ASU President, Professor Ghassan Aouad, participated in the Fourth International Conference of the Arab Impact Factors at the campus of Nile University, Arab Republic of Egypt. The Conference was held under the auspices of Professor Amr Salama, Secretary General at Association of Arab Universities.

A large number of Arab academics and researchers attended the Conference. Professor Ghassan Aouad delivered a speech in the opening ceremony of the Conference, in which he highlighted the importance of publishing in academic journals which are referenced and indexed in accordance with the databases of ISI and Scopus.

The Conference dealt with a set of main themes that focused on Arab media and publication, conventions for writing in journals, paper and web measurements for journals, international publications of Universities and academic institutions, media research, and scientific periodicals in their actual and expected forms in the media evaluated on the basis of impact factors, and contemporary trends of academic publishing in research concerning public relations and media, digital databases and classification of media research. Additionally, the Conference addressed topics such as global trends in academic publishing, publication of scholarly periodicals in various disciplines of knowledge, academic publishing and contemporary technologies, policies, legislation and ethics of scientific publishing, and lastly, the industry of academic publication in the Arab world.

In his speech, the President mentioned the University's success story and the role of scientific research in placing it on the regional and international map, based on global rankings which classify the University by measuring the quality of education and comparing the role of institutions of Higher Education in serving the society and in graduating students that are competent in various disciplines and fields.

Professor Ghassan Aouad praised the organisers of the Conference, emphasising its importance in exploring some of the features of Arab intellectual production in its numerous disciplines of specialisation and in highlighting some of the features of the academic character of Arab societies in light of their intellectual production and publication in general or through one of their sources. In addition, the Conference plays a vital role in reviewing current global trends in informetrics and studying global and national experiences in establishing reliable courses for evaluating and measuring the performance of the scientific activity.

The President spoke about the significance of academic research and the importance of collaborative studies between Universities and Arab Researchers in promoting the process of academic research in Arab Universities. ■



The University's Participation in an Academic Conference Concerning the Role of Higher Education Institutions in Providing Skills for the Digital Age

Professor Ghassan Aouad, President of the University, and Mr Abdulla Al Khaja, Director of Administrative and Finance, attended an Academic Conference in Alexandria, Arab Republic of Egypt, concerning the role of Higher Education Institutions in providing skills related to the digital age (life skills, digital skills, and leadership skills).

It was organised by The Arab Academy for Science, Technology and Maritime Transport in collaboration with the Arab-European Leadership Network in Higher Education. The opening speech of the Conference was delivered by Professor Amr Salama, Secretary General at Association of Arab Universities.

The President of the University delivered a speech as a keynote speaker at the Conference. He spoke about the leadership and management skills that are necessary to improve the performance of employees in the sectors of Higher Education in line with the requirements of the digital age. He also addressed the issue of digital transformation and its impact on employee performance and discussed the need for considering technological, cultural, financial, and other aspects. ■





During his Participation as a Speaker and Chairing Some Sessions of Virtual Seminars via Audio-Visual Technology

Professor Ghassan Aouad, ASU President stressed the importance of employing technology and modern techniques to serve the educational process. He pointed out that the extraordinary circumstances imposed on the world by the COVID-19 pandemic make it necessary for all educational institutions to take advantage of the opportunities offered by technology to ensure the continuity of the learning process to serve students and society.

He spoke about this during a speech while chairing some sessions from the series of roundtable discussions organised by the QS World Foundation. The panel discussion, which was organised by the Centre for Learning Innovations and Customised Knowledge Solutions (Clicks) via video-conferencing to discuss a range of issues related to education in the Arab world under the title "The Institute's Success in Education and Online Learning in the Arab Region".

The discussion took place in light of the extraordinary circumstances and the imposed need for continuing the distance learning process, and how educational institutions in the Arab world have adapted to these conditions, the successes they have achieved, and the lessons they have learned from this process, in addition to

the impact of online teaching on the quality of education.

In the report on distance learning during the COVID-19 pandemic published by the British Academy for Higher Education, the President of the University published an article on the most important practices for ensuring the success of distance education. During the virtual symposium held by the Federation of Arab Universities entitled "Pioneering Experiences in Distance Learning in Arab Universities during the COVID-19virus Pandemic", he spoke about the success of the Bahraini experience in dealing with the transformation that took place in the educational process.

Professor Ghassan Aouad drew attention to the distinct experience of the University during these circumstances, as it succeeded right from the very first moment in innovating new things to facilitate the educational process for its students. The University provided a series of digital and electronic services which helped students in completing their educational attainment and benefitted them in their studies. He mentioned the University's success in making use of technology to serve its students and ensure their safety.



Professor Ghassan Aouad Highlights the Most Important Successes Achieved by the University in the Process of Distance Learning

The President stated that the University had taken a set of precautionary measures to deal with the extraordinary circumstances and ensure the success of the distance education process. It has launched a number of electronic services, including the distance e-learning programme, the hotline service, and the technical support unit for assisting students and responding to their questions and inquiries.

He emphasised the University's keenness in employing technology in the services it provides to students. It does so by relying





on sustainable, innovative solutions and developing smart services based on technology. All of this is to help students deal with the numerous aspects concerning student experience and the educational process.

Professor Ghassan Aouad concluded his speech by thanking the General Secretariat of the Higher Education Council for their efforts and their support for Bahraini Universities during this period. He thanked them for their continuous directives and their diligent, first-hand follow-up of educational and learning activities. By doing so, they ensured the continuity of the educational process while also preserving the interests and safety of students.

Promoting a Culture of Innovation and Entrepreneurship to Prepare and Alumni who are Innovators and Entrepreneurs

In a related context, the President of the University stressed the importance of promoting innovation and entrepreneurship in Higher Education as a means for enhancing competitiveness, increasing economic growth and generating new job opportunities. That is because the Higher Education Sector plays a vital role in achieving development goals in all its forms.

He said this while moderating a session of discussion on the topic of promoting innovation in the educational sector during the QS Maple 2021 Conference, which was organised virtually by the Quacquarelli Symonds Global Foundation. Participating in this event were a group of experts and specialists in the field of education from around the world.

Speaking at this session, which was moderated by the President, were Mr Roland Hancock, Partner

at PWC for Education Practices in the Middle East, Mr Mayank Dingra, Head of Education Sector in the Middle East, Africa and Eastern Europe, HP Inc, Dr Mervat Chuman, Assistant Professor and Vice President at Effat University for Planning and Development in the Kingdom of Saudi Arabia, Professor Ghaleb Al Hadrami Al Breiki, Acting Vice Chancellor at United Arab Emirates University.

The discussion focused on the topic of innovation in Higher Education for its importance in creating an environment that stimulates creativity. They shared their ideas for increasing job opportunities for young people by promoting capacity building and entrepreneurship with the aim of achieving sustainable development goals in a knowledge-based economy.

The speakers also discussed the importance of developing ecosystems that enhance innovation and entrepreneurship, and the role of governments and Universities in this field, by strengthening partnerships between the public and private sectors and preparing strategies and policies that would contribute towards preparing alumni that would innovate jobs rather than merely search for them. In addition, the President stated that the studies, discussions and statements presented by the speakers during these sessions contributed towards enriching the aspects of knowledge and information concerning the issue of innovation in Higher Education. He stressed the importance of producing distinguished academic research and achieving a balance between basic and applied research to serve the development process at the international level.

Professor Ghassan Aouad noted that the University had made significant leaps in promoting a culture of innovation and entrepreneurship in its various educational operations. It has taken these practices that enhance the quality of its educational outputs as a way to enhance its vision in preparing its students to become innovators and entrepreneurs. The University is doing so by training students for entrepreneurship and by employing technology in the educational process.

The President explained that Higher Education Institutions are considered among the most important institutions that contribute towards advancing development in all its dimensions. They do so by directing and pushing the movement of creativity and innovation in society towards its objectives and by relying on competent alumni who bear the responsibility of developing society towards prosperity. ■

The Master's Thesis by Shaima Abdullah Juma, the First of its Kind at the Arab Level, Recommends the Importance of Legal Regulation of Virtual Trade Records

A Master's Thesis by Student Shaima Abdullah Juma, entitled "Legal Regulation of Virtual Trade Records - A Comparative Study", recommends the necessity of directing a complete plan to regulate virtual trade, particularly after the great success achieved by the official transformation in the commercial sector. This is to ensure that this regulation is not precluded from having a legal, economic oversight on this field, whether in the Kingdom of Bahrain or the United Arab Emirates.

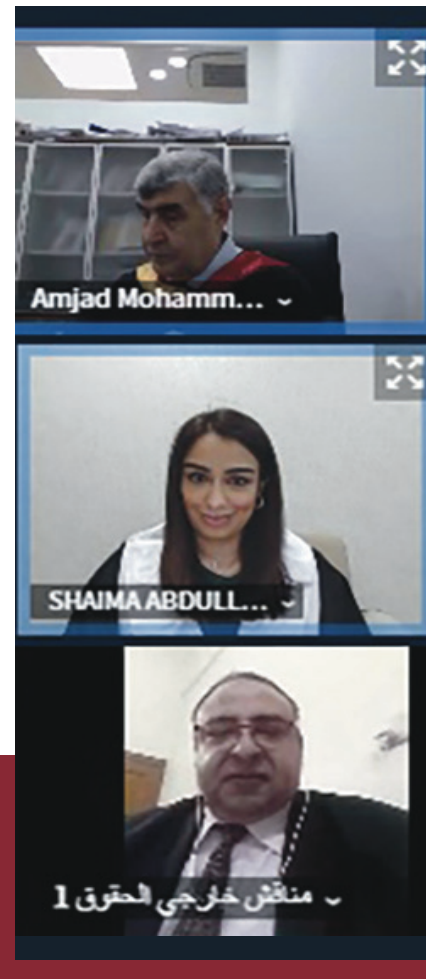
This Thesis is the first of its kind in the Arab world in discussing the records of virtual trade from a legal point of view. It aims to make a practical comparison of the legal regulation of virtual trade records between what is practiced in the Kingdom of Bahrain with those that are followed in the United Arab Emirates.

The Thesis stressed the need for the concerned authorities in Bahrain to follow the example of the UAE in regulating the financing of these types of projects and in regulating the licenses of virtual trade. It further emphasised the importance of creating legislation to regulate the registry of virtual trade in the countries under comparison. This is because restricting the regulation of these activities on judgements only would count as a glaring legal gap, particularly in light of the increase in these activities, which calls for the necessity of having legislation to regulate them.

The results of the study confirmed that the records of virtual trade in the commercial field are among the terms that concern the legal framework, which has the power to authorise the owner of the license or register for practising his trade activity through social networking sites. Also, the ordinary trade register does not differ from the virtual one in legal nature except with regard to the headquarters or location.

The study indicated that only Bahrain and the UAE are regulating the register or licence for virtual trade, in the form of a resolution, and these types of licenses or activities have not yet been regulated by any other Arab or Gulf country.

In accordance with the results of the study, the Bahraini and Emirati legislators gave the authority of judicial policing to the Consumer Protection Department and those in their jurisdiction to handle any violation of the law. It also listed various fines and prison terms as per the criminal act in the Bahraini and UAE Consumer Protection Law.



The Thesis Aimed to Make a Practical Comparison of the Legal Regulation of Records of Virtual Trade between what is Practised in the Kingdom of Bahrain with those that are Followed in the United Arab Emirates

The Panel supervising the Thesis Defence concluded to approve the Thesis, which is among the requirements for obtaining a Master's Degree in Commercial Law. They expressed their admiration for the topic was addressed as the first Thesis dealing with this topic in the Arab world. The Thesis will play a part in enriching the academic library of law and contribute towards building the legal body in virtual commerce in the Kingdom of Bahrain in the future. ■

20

ENTREPRENEURSHIP



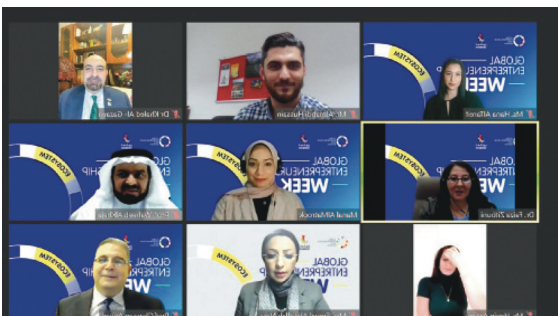
The University is Committed to Supporting Entrepreneurship and Expanding the Base of Education and Knowledge that Supports the Production of Entrepreneurs who Play a Part in Supporting the Progression of the Economy

The University Celebrates the Global Entrepreneurship Week and Hosts a Group of Experts at a Symposium on the Funding Opportunities for Start-ups and Young Entrepreneurs during the Time of COVID-19

Under the patronage of Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, the University, in partnership with the Labour Fund "Tamkeen", organised a virtual seminar entitled "Funding Opportunities for Start-ups and Young Entrepreneurs during the Time of COVID-19."

It took place in the presence of Professor Ghassan Aouad, ASU President. A group of speakers and experts participated in this seminar and spoke about the new opportunities that are offered by the COVID-19 pandemic to start a commercial project with financial returns.

The Organisation of this symposium coincides with the celebrations of the Global Entrepreneurship Week in the Kingdom of Bahrain. Particularly since the Kingdom has presented many initiatives to mitigate the consequences of job losses and business closures caused by the COVID-19 pandemic, it has done so to ensure the continuity of existing businesses and promote and empower young entrepreneurs, and support small and medium enterprises that have been worst affected by the pandemic.



In a speech in which he commenced the activities of the symposium, Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, expressed great pride that the University hosted this important event. He expressed his hope that this event would benefit Bahraini youth, young entrepreneurs and emerging sectors. He praised the significant role played by the Labour Fund «Tamkeen» in organising and coordinating the activities of the Kingdom's celebrations of the Global Entrepreneurship Week. He emphasised the University's commitment to supporting entrepreneurship and expanding the base of education and knowledge that supports the production of entrepreneurs who contribute towards the progression of the Bahraini economy.

For his part, Professor Ghassan Aouad, ASU President, emphasised that entrepreneurship has become an integral part of the University's work and one of the main priorities in its strategic plan, particularly after the opening of the Business Incubator Centre, which provides all the support and services that are necessary for students to develop their ideas and turn them into successful projects. He thanked all the guests and attendees for accepting the invitation. He stated that the University is keen to train students for leadership and creativity through partnerships and collaboration agreements with institutions and companies that support innovation, creativity and entrepreneurship.

Dr Faiza Zitouni, Assistant Vice President for Academic Affairs and Development, moderated the discussion between the guests and speakers. Among them was Dr Khaled Al Ghazzawi, CEO of Ebdaa Bank in Bahrain, who gave a presentation on the loans provided by the bank to support small projects. He emphasised that the bank has encouraged the youth throughout the pandemic to turn the challenges posed by this reality into real opportunities for investment and creativity. Whereas Mrs Feryal Nass the Founder and Chairwoman of the Bahrain Entrepreneurship Organisation, spoke about the most important activities carried out by the Organisation for spreading the culture of entrepreneurship in the Kingdom and the region. Mr Nawaf Al Kooheji, CEO of Tenmou, The Bahrain Business Angels Company, gave a set of advice to start-up owners on how to work to acquire the funding that suits the needs of the firm without incurring debts that affect its working. In the same vein, Mr Saleh Abbas, Programme Manager at Flat6Labs Bahrain, gave an introduction to his company's programmes and presented the services it offers to accelerate the growth of start-ups. As for Mrs Hanin Azzam, Manager of the crowdfunding platform «Zoomaal», which is the first Arab platform for crowdfunding or co-financing, she stressed the importance of this type of funding to create a new dynamic for funding innovative projects and supporting young entrepreneurs.

Lastly, Mrs Hana Habib Al-Taraif, Entrepreneur, Owner of Darisni platform, and Executive Officer of the Bahrain Economic Development Board, presented the role played by the Council as the first place for international companies that are interested in establishing and managing their projects in Bahrain, and its contribution in attracting many large and emerging firms for direct investment in Bahrain. ■



Enhancing the Concept of Entrepreneurship through the Business Incubation Centre

Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, emphasised the University's commitment to supporting entrepreneurship and expanding the base of education and knowledge that supports the production of entrepreneurs who contribute to supporting the Bahraini economy.

He explained that the University is keen to train students on leadership and creativity to refine their talents and skills and help them develop their ideas through partnerships and collaboration agreements with institutions and firms that support entrepreneurship. He cited the University's support for activities that support innovation, creativity and entrepreneurship.

Professor Al Khaja mentioned this while speaking about the Business Incubator Centre, which combines innovation and entrepreneurship in all disciplines offered by the University. Its aim is to develop and prepare all avenues for the University's growth in the business market by enlightening the mindset of its students for entrepreneurship so that they become job makers rather than job seekers.

The Centre is regarded as a strategic tool for the institution for stimulating, developing and enhancing students' skills and experiences in entrepreneurship. It also plays a role in producing opportunities and fostering local and global partnerships in the field of entrepreneurship to make it a primary feature of the University.

For his part, Professor Ghassan Aouad, ASU President, pointed out that business incubators in Universities act as a lab for preparing and training young people who wish to experience private projects, particularly in their early years. He stressed that entrepreneurial projects play a key role in supporting the national economy and reducing unemployment by providing new opportunities for young people.

He emphasised the University's academic commitment to supporting the students pioneering ideas, citing the projects prepared by students at the Bachelor's and Master's Levels. He also pointed to the facilities provided by the University for enabling youngsters to develop their thoughts and improve their ideas so that they can become pioneers, innovators and inventors.

He further mentioned the importance of innovation and creativity in supporting entrepreneurship and establishing Educational Programmes and Courses for producing human resources capable of stimulating the market and contributing to the process of economic development.

The Business Incubation Centre aims to nurture and crystallise future businessmen, who are distinguished by their ability in generating innovative ideas and transforming those ideas into profitable projects. The Business Incubation Centre encourages the embracement of all projects, whether they are from academics, administrators or students. It does so to actively contribute towards sustainable development in the Kingdom of Bahrain through innovative projects. ■

22

ENGINEERING



From the United Kingdom to the Kingdom of Bahrain, Exceptional Engineering Programmes for Promoting Creativity and Innovation

The Students of the First Batch of the College of Engineering Share the Experiences They Gained while Studying at the University

The University has established a strategic relationship with the London South Bank University to offer Reputable Academic Programmes to enhance creativity, innovation and entrepreneurship in the College of Engineering. This collaboration between the two Universities revolves around focusing on the Bahraini labour market and enriching it with competitive alumni in the work environment and community service.

From the first day since the launch of the Programmes of the College of Engineering through the collaboration between the Applied Science University and London South Bank University in the United Kingdom, the vision of this collaboration was to perform an in-depth study of the

needs of the labour market in Bahrain and the region to consolidate the University's global orientation, and diversifying the specialisations it offers to contribute to the labour market with alumni who have distinguished academic abilities.

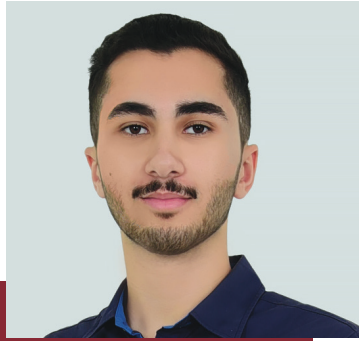
In this report, a group of students from the College of Engineering briefly share the experiences they gained during their studies at the College. They present to us how their experiences positively impacted the advancement of their knowledge, enhancement of their academic and scholarly achievements, and refinement of their personalities.

Adam Ahmed Fouad, a fourth-year Civil Engineering Student, believes that his study experience in the College was completely unexpected. The experience he had during his four years at the University added a lot to his professional and academic life and helped him develop his identity and his career orientation after graduation. Additionally, he benefitted from

his participation in many extracurricular activities at the University since he was the representative of the College of Engineering at the Student Council.

Adam says that he always had the option of obtaining a British Certificate while in Bahrain since his school years, particularly since he completed his schooling at a British school. He pointed out that what distinguishes the British Programmes is that they are precise and comprehensive and provide the students with everything they need for entering the labour market with high confidence, great abilities, and diverse knowledge in all fields of study.

Hawra Khalil Murad, a student from the Department of Civil and Architectural Engineering, pointed out that her study experience at the Applied Science University makes her feel delighted and accomplished, noting that she had a wonderful life since the very first day of her admission to the University. She describes them as the most beautiful days



Adam Ahmed Fouad



Mohammed Noor Al Abbasi



Omar Youssef Al Hadi



Fatima Hasan Qambar



Hawra Khalil Murad

of her life in view of a number of factors, the most important of which are the educational environment provided by the University, the cooperation of professors with students, the friends, and many other things that made her years of study enjoyable. She hopes that these moments will last longer.

Hawra believes that studying architecture and attaining a British Degree has enabled her to acquire a wide range of knowledge and skills in her field of specialisation to help her excel at work after graduation. She pointed out that the Programme's nature helps students to develop their knowledge and abilities and gives them many educational experiences, opening up wide horizons for them in the labour market after graduation, since it is a Global Certificate and is internationally accredited. Additionally, in general, the specialisation enriches the student's life with knowledge and experiences and improves their professional and academic level. She expressed her overwhelming happiness for being part of this wonderful, rich and unique educational experience.

Another student, Omar Youssef Al Hadi, who specialises in Civil Engineering, points out that his study experience has been rich and replete with knowledge and information. It allowed him to obtain a British Degree in Engineering, which in his opinion, aligns with the requirements of the labour market. He further recounts that the University has always offered the best educational experience by providing all the necessary facilities to students. Add to that the presence of a highly qualified and distinguished cadre of academics and

administrators who are globally certified, Mohammed Noor Al Abbasi Hawra Khalil Murad coming from Reputable International Universities.

Omar explained that his study of Civil Engineering provided him with solid scientific, professional and academic foundations and increased his knowledge and understanding of his field of study. He pointed out that the projects he worked on during his studies helped him link theoretical study with practical aspects. The Programmes Synthesis prepares students to launch and excel in the labour market. He stressed that if he had the option to reselect his University studies, he would study Civil Engineering at the Applied Science University to obtain a British Degree from London South Bank University in the United Kingdom.

He added that he succeeded in making many friends and mastering new skills within a short period of time. He faced unique challenges that far exceeded all his expectations of studying at the University. After four years of University studies, as he is on the verge of graduation, he will leave the University with fond memories and a study experience that he will cherish for the rest of his life.

Fatima Hasan Qambar, a fourth-year architecture student, says that she has gained a great deal of experience in the past few years. She pointed out that the Applied Science University bestowed the opportunity to develop her personality, which would help her in her future career. Moreover, her presentation ability, report writing and research.

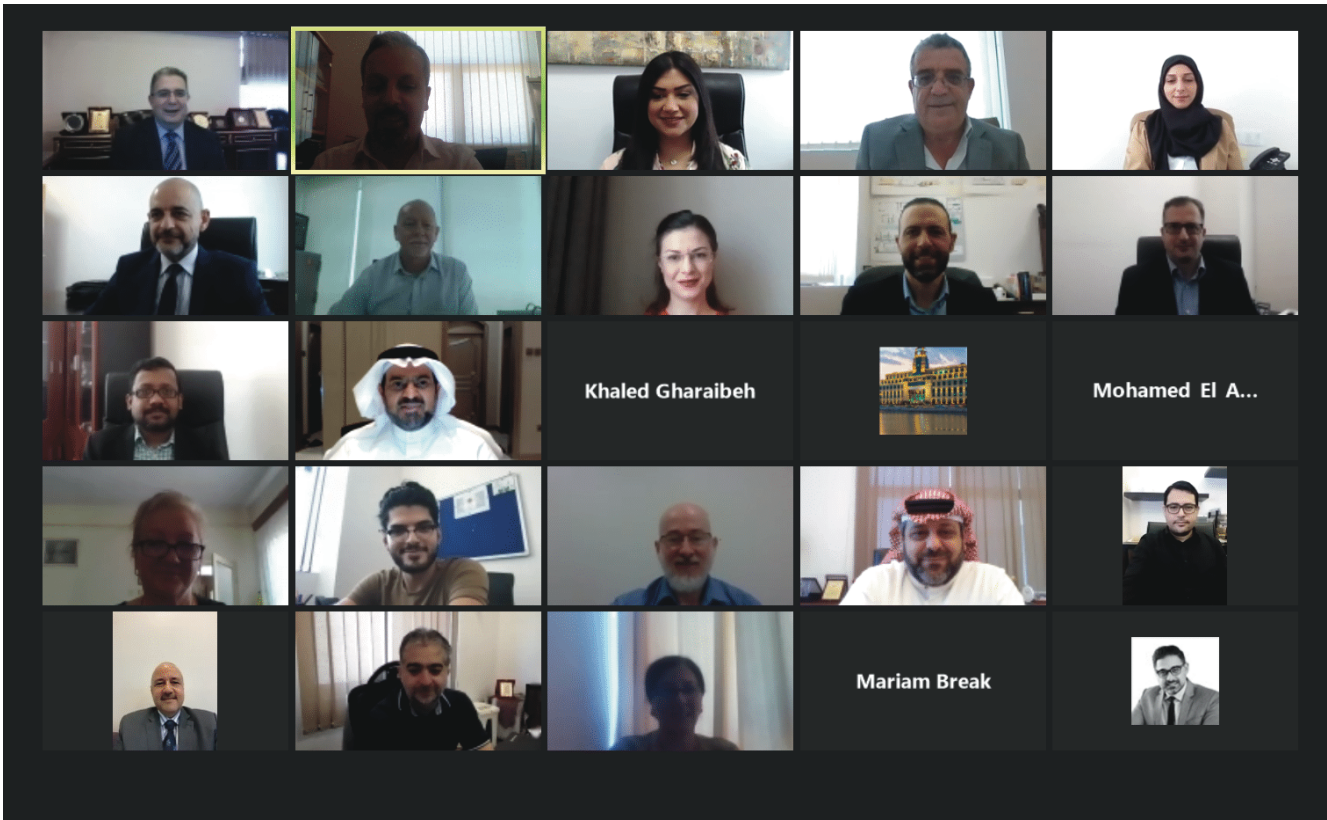
Omar Youssef Al Hadi has improved over the past four years thanks to her participation in several University activities that enabled her to learn how to present her work to an external audience.

Fatima points out that the Engineering Programmes offered by the University in collaboration with London South Bank University provide a balance between the fields of Engineering and Designing, hence expanding the student's knowledge in their specialisation. She further admired the pedagogy and the adoption of modern and advanced teaching methods such as critical thinking, the method of dealing with and solving problems, and innovation, all of which will provide her and her colleagues with a competitive advantage in the labour market after graduation.

Mohammed Noor Al Abbasi, a Civil Engineering Student, says that words cannot do justice to the University in terms of the experience it offered him as a student at the College of Engineering. The University offered him academic and professional experience and helped him develop life skills and knowledge. He points out that studying at the University helped him enhance many aspects of his personality, such as making friends and engaging in student activities, all of which formed a strong part of his personality that will help him become a successful Engineer.

Mohammed adds that the Distinguished Academic Programmes at the College of Engineering, hosted by one of the most prestigious British Universities, offered him new knowledge and helped him develop his skills through tests, assignments, presentations, projects, and practical applications.

For his part, Youssef Hasan Yaseen, a Civil Engineering Student, says that since his first year at the University, the College of Engineering has provided him with all that he needs to succeed. He points out that he has been working hard throughout the past four years, as the study Programmes pose an interesting challenge and provide a unique and distinguished study experience. This encourages the student to strive for excellence and success. ■



Virtual Engineering Day

On the Virtual Engineering Day, the College of Engineering organised Programmes for reviewing the projects prepared by the students and for listening to their success stories during their study of Engineering Programmes - both architectural and Civil Engineering - hosted by the London South Bank University, UK. Additionally, a group of experts and speakers in Engineering fields had a meeting and spoke to students and attendees about topics related to Engineering and its entrepreneurial projects to help students in the labour market after graduation.

The events on the Engineering Day were held in the presence of the Chairman of ASU's Board of Trustees, Professor Waheeb Al Khaja, the President of the University, Professor Ghassan Aouad, the Vice Presidents and a Group of University Employees and Students. The events also included a presentation of the most remarkable innovative projects prepared by students

of the College of Engineering, which reflect the quality of the College's outputs and the support it provides to students.

The College encourages students to establish pioneering projects by enriching students with knowledge, experiences, skills and concepts to develop professionally. It provides students with Engineering knowledge while also spreading a culture of creativity and supporting their innovations.

The event included a welcoming speech by the Chairman of ASU's Board of Trustees, Professor Waheeb Al Khaja, and the President of the University, Professor Ghassan Aouad. The Acting Vice President for Academic Affairs and Development, Professor Khaled Al Gharaibeh, gave a presentation on the College of Engineering and its most notable current and future programmes and then presented the students' projects in the Department of Civil and Architectural Engineering.

During their speech before the attendees, the students pointed out how they benefited through their studies at the University.





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ASU

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APPLIED SCIENCE UNIVERSITY
ممنوعة من مجلس التعليم العالي
Accredited by the Higher Education Council

VIRTUAL ENGINEERING DAY



PROFESSOR WAHEEB AL KHAJA
CHAIRMAN OF THE BOARD OF TRUSTEES



MS AURELIA KHISAF
MEMBERSHIP DEVELOPMENT OFFICER



MS REEM ALOTAIBI
MEMBER OF BAHRAIN SOCIETY OF ENGINEERS



MRS RUQAYA MOHSIN
MARKETING AND PUBLIC RELATIONS DIRECTOR



MR JOHN ROBERTSON
COUNTRY DIRECTOR OF PACE



PROFESSOR KHALED GHARAIBEH
ACTING VP FOR ACADEMIC AFFAIRS AND DEVELOPMENT

They expressed how the years of study at the University expanded their awareness and understanding of Engineering-related issues. They thanked the University and London South Bank University for providing a fulfilling educational experience, which is rich in knowledge and skills. They also thanked the Academic Members for everything they offered to students through their constant efforts in serving them.

Mr John Robertson, Regional Director of PACE, a regional multidisciplinary Engineering design consultancy, presented on their most prominent project in Bahrain, the Marassi project. Following this, Ms Aurelia Khisaf, Membership Development Officer in the Institution of Civil Engineers, Dubai Branch, gave a presentation about the institution, its services, how to join it, and the benefits accruing to students and alumni by joining it.

Finally, Reem Al Otaibi, a member of the Bahraini Society of Engineers, delivered a presentation on the Society, its most important services, achievements, establishment, and the importance of joining it for Bahraini engineers. The event also included a competition between students of the College of Engineering, in which they were required to answer a set of questions during the event. The event witnessed an interaction from the attendees who praised the event and its topics and programmes. ■

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COVER STORY



ASU Meets Quality Assurance Requirements for all its Academic Programmes

ASU celebrated on this occasion of its academic programmes meeting of quality assurance requirements, based on the institutional review of the Education and Training Quality Authority, as the Authority showed in its recent report that the University met all quality assurance requirements after conducting the necessary reviews, auditing of the documents related to the University's programmes and ensuring the development and enhancement of plans, affirming the quality of education intruded by the University, particularly after it successfully passed the institutional accreditation requirements of the Higher Education Council.

The fulfilment of the University's programmes of quality assurance requirements is a recognition of its message in Higher Education. It is also a testament to ASU's solid administrative infrastructure that is supported by laws, regulations, policies, procedures, physical and financial resources, and academic programmes, in addition to competent and highly qualified Academic and Administrative Members, as well as the required quality assurance terms.

Professor Waheeb Al Khaja: The Application of Quality Assurance Standards in The Different Academic Specialisations Offered by ASU to Reflect on Educational Outcomes

On this occasion, Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, expressed gratitude and appreciation to the Supreme Council for the Development of Education and Training, the Ministry of Education, the General Secretariat of Higher Education and the Education and Training Quality Authority for their exceptional efforts to develop the Higher Education System in the Kingdom of Bahrain through setting visions and strategies that contribute to the development and advancement of Higher Education in Bahrain.



The Fulfilment of the University's Programmes of Quality Assurance Requirements Is a Recognition of Its Message and Reaffirms its Excellence in The Different Academic, Research and Administrative Fields





The Chairman of the Board of Trustees also thanked Professor Ghassan Aouad, ASU President, and the University's Academic and Administrative Members for their sincere efforts, which resulted in the achievement of this milestone accomplishment.

At the same time, Professor Al Khaja reaffirmed ASU's commitment to the visions of the Ministry of Education through its keenness to implement quality standards in the different academic specialisations offered by the University to contribute to supporting Higher Education in Bahrain. Professor Al Khaja further stated that this achievement reflects the advanced stage attained by ASU via the dedication and devotion of its employees and their commitment towards their University, adding that the University

adopts effective development plans that are based on developing the outcomes of education, scientific research, creativity and innovation.

Professor Ghassan Aouad: Work Is Continued to Place ASU among the Top Universities in Terms of Academic Programmes, Research and Leadership

On his part, Professor Ghassan Aouad, ASU President, congratulated Mr Sameer Nass, Chairman of ASU's Board of Directors, Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, and all Members of the Directors and Trustees, affirming that work is continued to place ASU among the Top Universities in terms of academic programmes, research and leadership, through supporting creativity

and innovation, and providing a distinctive educational experience for students.

Professor Aouad emphasised ASU's keenness on applying the education quality standards to reinforce its academic and educational journey, pointing out that the fulfilment of all of the University's academic programmes of quality assurance requirements is a valuable addition to a series of achievements previously accomplished by the University.

The President added that this achievement comes in line with the strategic plans set by the University for the upcoming years, with a focus on achieving integrated excellence for the programmes and specialisations it offers through developing plans and syllabuses that are suitable for the requirements of Higher Education in Bahrain and are compatible with the global developments, to meet the requirements of the local, regional and international societies. ■

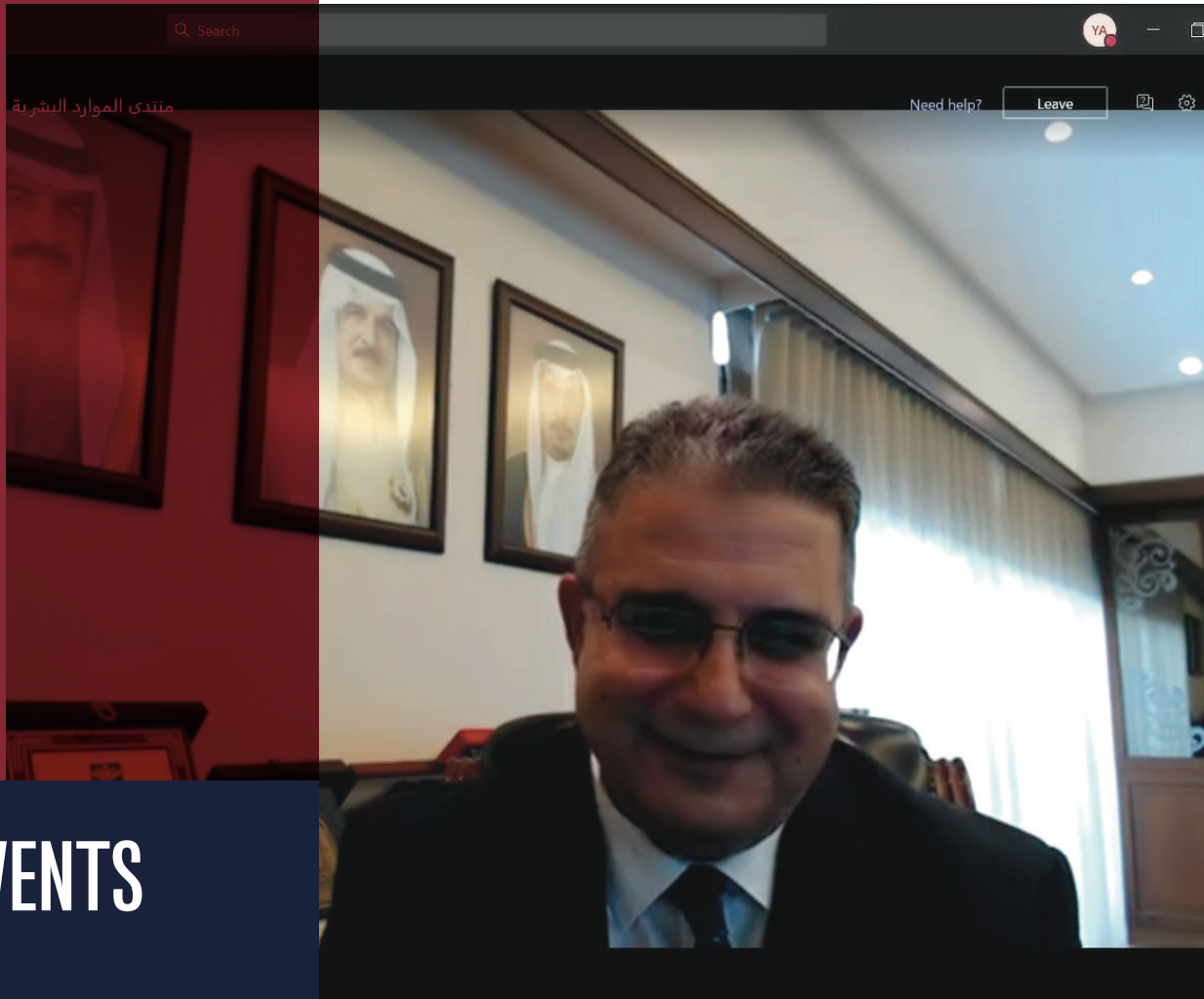
The University Adopts Effective Development Plans that are based on Developing the Outcomes of Education, Scientific Research, Creativity and Innovation

Applying Education Quality Standards to Reinforce the University's Academic and Educational Journey



28

EVENTS



ASU Is Keen to Participate in all Educational Forums and Events to Introduce the University and the Specialisations and Facilitation It Offers to Its Students, contributing to the Support of the Educational Process and Achieving the Greatest Benefit for Students

ASU Participates in The Bahrain Exhibition for Training and Education Pre-Employment 2020

ASU has participated in the Bahrain Exhibition for Training and Education Pre-Employment 2020, which was virtually held under the patronage of HE Mr Jameel bin Mohammed Humaidan, Minister of Labour and Social Development, with the participation of a number of Universities, vocational and training institutes, and companies representing different sectors.

On the side-lines of the exhibition, Professor Ghassan Aouad, ASU President, participated as a speaker on the topic of education and

What makes us Different?

- Accredited by the Higher Education Council (HEC)
- Achieved institutional review by the Education and Training Quality Authority (BAQ)
- 4 Stars in QS Stars Rating System
- 651-700 in QS World University Rankings & 29 in the QS Arab Region University Rankings
- 101-150 in QS World University Ranking – Top 50 under 50

Accredited by: HEC, BAQ, QS Stars, QS World University Rankings, Green Metric, RCT, AdvanceHE Accredited Center.

ASU (جامعة العلوم التطبيقية) and **London South Bank University**

- 2004 Established
- 3000+ Students
- 18 Programmes
- 22 Staff Nationalities
- 5000+ Graduates



training and the repercussions of the COVID-19 pandemic. Professor Aouad's speech came within the human resources forum to support jobseekers.

Also representing ASU was Ms Ruqaya Mohsen, Director of Marketing and Public Relations Directorate, who delivered a presentation to the public and private schools' students; the presentation included important information on the University and the academic programmes and facilitation it provides to its students, in addition to the studying atmosphere in ASU, supported by a fully-equipped campus that is provided with the latest technologies and is designed to offer a unique educational experience.

Professor Aouad underlined that the Fair is a significant step towards familiarising students with ASU and its academic programmes, reaffirming that the University is keen to participate in all educational forums and events to introduce ASU and the specialisations and facilitation it offers to its students, contributing to the support of the educational process and achieving the greatest benefit for students.

The President also noted the importance of participating in the Bahrain Exhibition for Training and Education Pre-Employment 2020, as it is concerned with human development by shedding light on the activities of Higher Education, vocational training and response to the labour market

requirements, adding that this contributes to the creation of new opportunities for the Bahraini youth, and comes in line with the effective Government strategies to employ them and enable them to acquire the needed skills to ensure their competitiveness in the labour market.

ASU Participates in the Annual Universities Fair Organised by Injaz Bahrain

ASU, represented by the Marketing and Public Relations Directorate, took part in the Annual Universities Fair that was organised by Injaz Bahrain, with the participation of several educational institutions in the Kingdom. In the event, the University provided high school and graduate studies students with the opportunity to explore its distinctive academic programmes.

The Fair aims to familiarise students who are expected to graduate from high schools with the available educational, training and vocational opportunities, as well as the scientific and functional skills that are required by each occupation in different sectors. ASU provided the students with important information on University study to assist them in choosing the suitable University specialisation for them post-graduation from high school. ■

Developing the Experience and Skills of the Academic Cadre in Remote Teaching Techniques through Reviewing the Modern Online Teaching Methods

There is no significant difference between online teaching methods and actual classes. The only difference is the way to implement it and the methods followed by the teacher to simplify scientific subjects for students. But, how these methods could be controlled and ensure its implementation in a beneficial way for students with the best effectiveness and results through remote communication.

The answer to this question was reviewed through two webinars that were organised by the Academic Staff Development Unit (ASDU) in ASU, in cooperation with the Centre for Learning Innovations and Customised Knowledge Solutions (CLICKS). The webinars were titled "Effectively Shifting to eLearning" and "Rethinking Students' Assessment in Online Learning". The virtual workshops aimed at developing the experience and skills of the academic cadre in online

learning techniques, highlighting a number of topics that focused on developing the participants' basic skills and principles to enhance remote teaching, online lecturing strategies, its importance and reflection on students' educational outcomes to ensure a successful educational experience.

The webinars also aimed to clarify the new scientific teaching methods within the modern teaching philosophy, casting light on the utilisation of scientific methods in implementing the modern educational method, especially amid the global disruption and changes caused by the pandemic to remote teaching methods, considering the significance of the development of academic performance and scientific research, and bolstering the University's ability to achieve quality assurance and academic accreditation standards.

The participants were briefed on the followed means and methods to rapidly plan online lectures, taking into account the matters related to the content of the lecture, learning activities, and students' participation and interaction, in addition to how a lecturer can create a good online presence and build active learning communities. ■





ASU Wins First Position in Holy Quran Recitation Competition for Universities in Bahrain



Winners Were Selected by the Jury Panel Based on Several Factors; Performance, Perfect Recitation, Voice, Interaction with Verses, Ending and Beginning

ASU held the third edition of the Holy Quran Recitation Competition, which was organised by the Talented Club in cooperation with the Student Council in its 14th term. The event was supervised by the Student Affairs Deanship and held under the patronage of Dr Yaqoob bin Ali Al Muftah, Puisne of Cassation Court, for the best recitation of the Holy Quran at the level of Private and Public Universities in the Kingdom of Bahrain and in the presence of Professor Ghassan Aouad, ASU President, as well as Several Senior Management Members.

A total of 16 students from seven private and public Universities took part in the competition. Mr Faisal Al Saeed, an ASU Alumnus, triumphed in the final results and won first place, while the second place went to University College of Bahrain student Ms Sara Mahmood.

The assessment of the participating students was supervised by the Jury Panel, headed by Professor Mowaffak Al Dulaimi from the Royal Academy of Police, and Professor Sheikh Ahmed Atallah, ASU Academic Staff Member, Professor Murad Abdalah Aljanabi, Religion and Islamic Thoughts Professor at ASU and Sheikh Khalil Mohammed Saeed Bansi, Reciter at the Ministry of Justice, Islamic Affairs and Endowments. Winners were selected by the Jury Panel based on several factors; performance, perfect recitation, voice, interaction with verses, ending and beginning.

The competition aims at bonding students with the Holy Quran and encourages the continuity of reciting and memorising it, considering its deep connection with the intellectual and cultural formation of the Islamic nation. ■



أعضاء مجلس الطلبة لدورته الرابعة عشر
جامعة العلوم التطبيقية
العام الجامعي 2020/2021

ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

كلية العلوم الإدارية



كلية الحقوق



كلية الآداب والعلوم

كلية الهندسة



14th Student Council Elections Concludes

The 14th Student Council elections at ASU was concluded amidst an atmosphere of full commitment to precautionary and preventive measures to combat the spread of COVID-19 to preserve students' safety, which is a top priority for the University, and to ensure organising this key democratic event in a safe environment, where students virtually elected their representatives in the different Colleges of the University through a unique system developed by ASU (SOS).

The elections witnessed a huge turnout and interaction from the students, while the University was keen on implementing the highest safety measures considering the unprecedented circumstances experienced by the Kingdom of Bahrain and the world due to the outbreak of the pandemic. The polls witnessed the participation of around 1,031 students of both genders from different Colleges.

It is noteworthy that the Student Council Elections promote the spirit of democracy among students and comes in line with the democratic approach experienced by the Kingdom of Bahrain in the prosperous era under the rule of HM King Hamad bin Isa Al Khalifa and HM the King's vision to engage the youth in decision making by providing them with the ideal environment to lead Bahrain's future.

On this occasion, Professor Ghassan Aouad, ASU President, held a virtual meeting to announce the winners of the 14th Student Council elections. In the meeting, which was attended by the President's deputies, deans, and a number of ASU's Senior Management Members and Members of the 13th Student Council, the University honoured the previous Council Members for their efforts throughout the past year in representing students and protecting their interests by working as a link between the University and its students.

The winners in the elections were announced during the meeting, and they were Ms Sara Ibrahim (College of Engineering), Ms Batool Al Muttawa and Ms Sara Abdulaziz (College of Arts and Science), Mr Suhaib Al Roomy, Ms Shaikha Al Aamer, Mr Abdulaziz Arad and Ms Marwa Al Dossary (College of Law), and Mr Mohammed Al Shirawi, Ms Aysha Madani, Ms Fatima Riyadh, Fahad Al Mahza'a, Mr Habib Ja'afar, Mr Khalid Misa'ad, Ms Sara Khalil and Ms Zahra Mohsen (College of Administrative Sciences).

Professor Aouad added that the strategy set and followed by ASU to strengthen this democratic experience works to reinforce the effectiveness of the Student Council to represent students. The President expressed gratitude and appreciation to the participating students in the elections, which he stressed its beneficial role in exchanging insights, intellectual interaction and bolstering the values of responsibility among students. ■

EVENTS

ASU Marks National Celebrations



Every year, simultaneously with the Kingdom's celebrations of National Day and the Anniversary of HM the King's Accession to Throne, ASU is keen to celebrate this precious national occasion with the citizens and residents of the Kingdom of Bahrain in a unique manner.

This year, the University celebrated under the theme "The Homeland of Challenge", which was inspired by the determination of the Kingdom's Wise Leadership, particularly during the times when Bahrain and the world had witnessed unprecedented circumstances and challenges imposed by the COVID-19 pandemic and its repercussions.





On this occasion, ASU Student Council, in its 14th term, held a virtual celebration under the patronage of Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees and in the presence of Professor Ghassan Aouad, ASU President, the Vice President, deans, and a number of ASU students and their family members.

The celebration included a poetry event that was organised in cooperation with the Folk Poetry Society, a photography contest for the best national photo, a knowledge contest on information about Bahrain and other activities that were aired live on the University's Instagram page.

On this occasion, Professor Al Khaja lauded the activity to celebrate the occasion of the National Day and the Anniversary of HM the King's Accession to the Throne, emphasising the University's keenness to annually celebrate on this national occasion as part of its role as a leading educational institution that carries the responsibility of promoting the Kingdom's remarkable achievements and democratic reforms under the wise leadership of HM King Hamad bin Isa Al Khalifa, and His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince and Prime Minister.

On his part, Professor Aouad reaffirmed ASU's keenness to adhere to national principles and observe national occasions to cement the values of patriotism among its students. At the same time, the President underlined the crucial role played by the students in the Kingdom's advancement, praising Student Council's creativity, skills and efforts exerted to celebrate this precious occasion in cooperation with the Student Affairs Deanship. ■



Bahrain Sports Day

In line with the Kingdom's celebrations of the Bahrain Sports Day, ASU organised diverse virtual sports activities under the patronage of Professor Ghassan Aouad, ASU President, and with wide participation from the University's academic and administrative members and students.

The function included a number of sports activities that were done through audio-visual means of communication with the aim to preserve the participants' health and safety. The activities included several contests in running, cycling, sports knowledge and FIFA videogame, in addition to an awareness forum on the importance of sports in one's life, presented by student Fatema Riyadh.

These activities, which witnessed several games and various competitions, come to strengthen the concept of "sports for everyone" and contribute to making it a lifestyle, with the aim of promoting public health in communities.

The University is keen on annually partaking in the activities of Bahrain Sports Day, which is an initiative launched by HH Shaikh Nasser bin Hamad Al Khalifa, Representative of HM the King for Humanitarian Works and Youth



Affairs. This year, ASU organised a set of diverse activities that reflect the care and support dedicated by the University to sports activities.

On his part, Professor Ghassan Aouad, ASU President, expressed thanks and appreciation to HH Shaikh Khalid bin Hamad Al Khalifa, First Deputy President of the Supreme Council for Youth and Sports, President of the General Sports Authority and President of Bahrain Olympic Committee, for instructing to observe the Bahrain Sports Day for the fifth consecutive year and His Highness's sponsorship of the youth and sports movement in the Kingdom.

Mr Abdulla Al Khaja Appointed as Financial Treasurer and Board Member of Bahrain Sports Federation of Universities

HH Shaikh Khalid bin Hamad Al Khalifa, First Deputy President of the Supreme Council for Youth and Sports, President of the General Sports Authority and President of Bahrain Olympic Committee, issued a resolution to appoint Mr Abdulla Al Khaja, ASU's Administration and Financial Affairs Director, and Chairman of the Sports Committee in the University, as a Board Member of the Bahrain Sports Federation of Universities in its new term (2021-2024), and he was subsequently appointed as Financial Treasurer of the Federation.

On this occasion, Professor Al Khaja was congratulated by the Members of ASU's Board of Directors and Board of Trustees, and President on His Highness's trust, wishing him all the best in his new responsibilities. ■



The Activities, which Witnessed Several Games and Diverse Competitions, Come to Strengthen the Concept of 'Sports for Everyone' and Contribute to Making It a Lifestyle, with the Aim of Promoting Public Health in Communities

ASU Reinforce Students' Training Opportunities in Cooperation with JAFCON Consultants for Productivity Improvement

ASU, represented by Professor Ghassan Aouad, ASU President, signed a Memorandum of Understanding (MoU) with JAFCON Consultants for Productivity Improvement represented by Dr Akbar Jaffari, JAFCON CEO, to provide a Training Programme for the University students to enhance their practical skills and help them get suitable jobs in the labour market.

The agreement aims to enrol ASU students and alumni in the "Eqtidar" Programme for productivity improvement, supported by Tamkeen, to raise their skills and practical abilities in their fields of study in a way that enhances their chances of getting suitable jobs through a series of training programmes and workshops, which are focused on enhancing the practical abilities of the participants. In addition, the Programme opens up the channels of communication between ASU students and JAFCON to benefit from its longstanding expertise in productivity and performance enhancement to enable them to excel at their future work post-graduation.

On this agreement, Professor Aouad stressed that the University is very keen to provide career opportunities for its students and alumni and facilitate their integration into the labour market by introducing training programmes that keep up with the evolving requirements and latest trends of the labour market, pointing out that the increasing competitiveness over the available jobs has prompted the University to work even harder on equipping its students with the skills that will make them stand out and match them with the right job opportunities.

Professor Ghassan also explained that, since its inception, ASU has been keen to provide the Bahraini and Gulf labour markets with distinguished alumni in various fields by providing its students with suitable internships and practical training as part of the completion of their graduation requirements, which helps them to easily integrate the labour market and contributes to gaining sufficient experience to commence work successfully and confidently.

The President pointed out that the goal of this agreement is to help students obtain practical training during their academic studies as a key step towards obtaining the job that corresponds to their scientific qualifications after graduation by giving them the opportunity to apply the theoretical knowledge they gained during their studies in a practical, real-life setting, and learned more about the nature of the labour market and its needs, in addition to giving students a first impression of the field he/she will be working in and the people he/ she will be interacting with after graduating from the University.

Professor Aouad reiterated that ASU's Management considers the practical training provided to students as one of the most important components of building the student's personality and academic and practical experience, as it grants students the opportunity to apply what they have learned on the ground, view the issues of the different sectors, and benefit from the theoretical concepts they gained during their studies to find practical solutions to real-life problems. ■





8th Career Forum and Exhibition

Under the patronage of HE Jameel bin Mohammed Humaidan, Minister of Labour and Social Development, the Career Development and Alumni Affairs Office in the Students Affairs Deanship virtually organised the eighth Career Forum and Exhibition, with the participation of reputed speakers from the private and public sectors.

The forum reviewed several topics that shed light on the qualification and training programmes for job seekers, and the future outlook for 2030, in addition to the services provided by the Ministry of Labour and Social Development to assist the Bahraini youth in employment.

The participating companies and establishments also reviewed their current vacancies for the University's students and alumni in the forum, which also included an exhibition showcasing the works of students in the Arts and Sciences and College of Engineering.

The Eighth Career Forum and Exhibition, which witnessed the participation of private and public institutions, aims at briefing ASU students on the labour market's needs of specialised and qualified workforce, in addition to familiarising employers with the outcomes of University education and the scientific and vocational efficiency levels of students and alumni of the Engineering, Arts and Science, Law and Administrative Sciences Colleges, as well as the other academic specialisations offered by the University.

On this occasion, HE Jameel bin Mohammed Humaidan, Minister of Labour and Social Development, lauded the University's initiative to brief its students on the skills and specialisations needed in the labour market and the challenges faced by job seekers.

The Minister pointed out that the Ministry prioritises students' vocational guidance and mentoring to assist them in choosing the educational path that suits their abilities and preference, affirming that the Ministry spares no effort to close the gap between the

outcomes of education and the needs of employers by providing job seekers with the necessary technical and vocational skills to help them in finding a suitable job, in implementation of the directives of the King's reform project adopted by His Majesty.

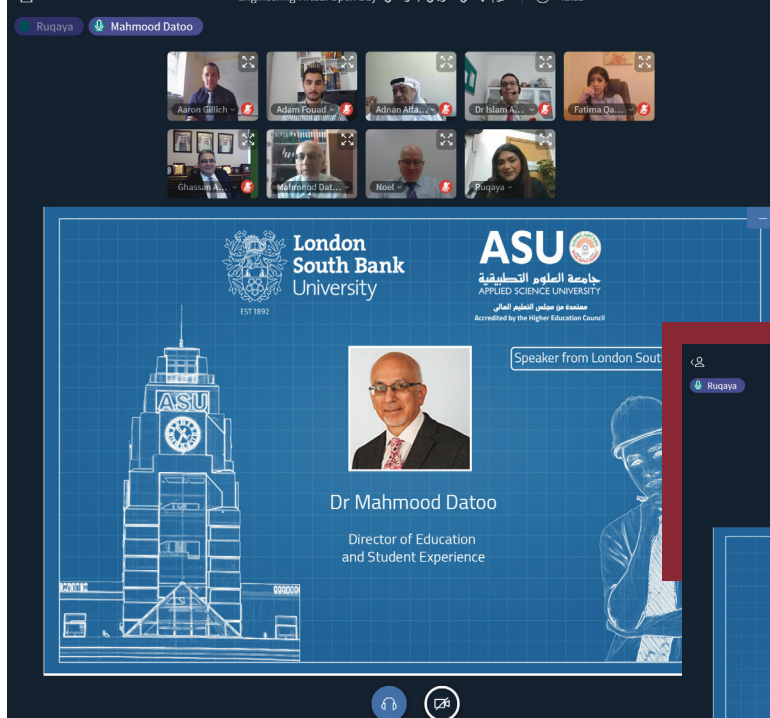
For his part, Professor Waheeb Al Khaja, Chairman of ASU's Board of Trustees, explained that the University aspires to provide a University environment that contributes to building an integrated personality for students on the intellectual, social and psychological levels. Professor Al Khaja also affirmed that ASU is keen on harnessing all its physical and mental capabilities to serve students pre and post-graduation by following a clear strategy and comprehensive scientific approach.

Professor Ghassan Aouad, ASU President, stressed that organising the forum and exhibition for the eighth consecutive year confirms the success witnessed by the previous editions in enhancing communication between students and employers.

The President also pointed out that University is keen to provide the labour market with distinguished alumni in different fields by offering them the necessary care and practical training before graduation, as it assists them to easily integrate in the labour market and contributes to gaining sufficient work experience.

Dr Hayat Ali, Acting Dean of Student Affairs in the University, clarified that the career exhibition is a micro-environment that simulates the environment of the labour market, providing the first step outside the campus for students to seamlessly explore the professional life. She added that the increasing competitiveness over the available jobs had prompted the University to work even harder on equipping its students with the skills that will make them stand out and match them with the right job opportunities.

It is worth mentioning that several experts participated in the forum as speakers, highlighting a number of topics that included employment opportunities and labour market requirements. Among the speakers was Dr Essam Al Alawi, Workforce Training and Development Director at the Ministry of Labour and Social Development, who delivered a lecture on the rehabilitation and training programmes for job seekers, while Dr Farzana Al Maraghi, Scientific Research Director at the General Secretariat of the Higher Education Council, spoke about the future jobs in 2030, and Professor Hussain Al Shami, Employment Director at the Ministry of Labour and Social Development, spoke to the attendees on the employment services provided by the Ministry. ■



ASU Casts Light on its Academic Programmes by Holding a Series of Virtual Open Days

Within its plans to provide the best services to students, the Marketing and Public Relations Directorate in the ASU has organised several virtual open days to introduce the University's academic programmes and specialisations in its different Colleges.

The activities allowed students to directly meet with the deans and officials in the different Colleges, participate in virtual tours to the campus and be introduced to the different academic programmes, discounts and scholarships offered by the University to its students.

The Introductory events organised by the Marketing and Public Relations Directorate, considered an essential tool to enhance communication between the University and the society, as it includes meetings between students, their parents and ASU Management Members, to answer all their inquiries with regards to the University's plans, updates and facilitation offered to students.

ASU also organised an introductory meeting with Ms Fatima Al Tamimi, Counsellor at Naseem International School, in the presence of Professor Ghassan Aouad, ASU President, Ms Ruqaya Mohsen, Marketing and Public Relations Director, and the Marketing and Public Relations Team.

In the meeting, the distinctive academic programmes offered by the University were highlighted, in addition to the top school students' post-graduation preferences and choices of studying in Bahrain or

abroad, as well as other related topics that come within the Marketing and Public Relations Directorate efforts to enhance communication and bilateral relations with private schools in the Kingdom.

Engineering Virtual Open Day

The Marketing and Public Relations Directorate also organised a virtual open day to introduce the College of Engineering Programmes that are hosted by London Southbank University. The meeting hosted several officials from London Southbank University and the College of Engineering in ASU to discuss and clarify students' inquiries on the programmes, as well as the discounts and facilitation offered by ASU, in addition to a virtual tour to the different facilities on

campus.

The Engineering Virtual Open Day formed an opportunity for students to be introduced to the Civil and Architecture Engineering Programmes that qualify them to obtain a British Certificate from London Southbank University, meet officials and experts.

The virtual activity reviewed huge interaction from the students, who actively shared inquiries on the educational process, and the registration and enrolment procedures at London Southbank University, among other questions on the fees, discounts and facilities. The attending officials answered the students' inquiries and provided them with the needed details. ■



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ALUMNI



The University and Students; a Sustained Relation



Building Sustainable Relations between the University and Alumni in Harmony with the Directives and Initiatives that Support ASU Alumni

ASU spares no effort to provide the best education levels to its students and is keen to turn them into reputable ambassadors of the University with the knowledge and leading social roles they possess. This support is sustained post-graduation, as the University shares with them their journeys of exploring distinctive employment opportunities, provides them with opportunities of occupying leading positions, integrates them in the labour market and supports their projects with the training it offers, ensuring that they commence their professional lives with confidence and security.

Professor Ghassan Aouad, ASU President, reiterated ASU's keenness on strengthening relations and expand cooperation with its alumni, as well as supporting them with its message, which affirms the importance of building sustainable and robust relations between the University and its alumni.

During the reunion ceremony, which was organised in cooperation with the Alumni Club Board of Directors in its third term, the President underlined the significance of communication between the University and its alumni, considering them as ambassadors representing AGU with their knowledge and culture that they have gained throughout the years of their studies.

Professor Aouad said the reunion is an opportunity for the students to recall the sweet memories they have once experience during their studying period in ASU. He expressed pride in a large number of the



attending alumni, reflecting the educational revolution experienced by the University since its inception, as well as the effective interaction between ASU and the alumni through building sustainable relations between the University and alumni in harmony with directives and initiatives that support ASU Alumni.

Longing for the University

In the same context, some of the attending alumni told us about their professional success post-graduation and how the University assisted them in building a professional personality that contributed to bagging reputed professional positions after they graduate from ASU.

Mr Jassim Mohammed Al Nazir, an ASU alumnus, described his studying period at the University as the cornerstone that led him to gain several skills that assisted him in his career post-graduation and provided him with the knowledge management and planning to improve. Mr Al Nazir graduated from ASU in 2018, and he currently works at the Electricity and Water Authority.

For his part, Mr Abdulhadi Ali Al Khalaqi, another ASU Alumnus, said studying at ASU helped in being recruited as the Administrative and Financial Services Head at the Ministry of Education. He says his work is related to his Business Administration Major at ASU. Additionally, Mr Al Khalaqi affirmed that some of the syllabuses he studied at ASU, such as political and administrative science, had a positive impact on his career, as well as his journalism skills, as he is also a columnist in Akhbar Al Khaleej Newspaper.

As for Mr Mubarak Ahmed Thani, who is also an ASU Alumnus, he says that graduating from the University has

qualified him to be promoted at his current job in the Customs Affairs in the Ministry of Interior.

Another alumnus, Mr Mohammed Hassan Janahi, said the University education and the close relations bonding students and the Academic and Administrative Staff in ASU contribute to making students future leaders in their respective fields. He said studying at ASU had a vast impact on gaining knowledge, skills and teamwork spirit. Mr Janahi expressed pride in being a Member of ASU Alumni, adding that the skills he learned at the University have positioned him in a leading professional spot.

Meanwhile, Mr Mohammed Yousif Al Zayani, an ASU Alumnus said studying at ASU has enabled him to confidently and successfully enter the labour market, affirming that he had the opportunity to repeat his studying experience he will definitely select ASU to do so, describing the University as a gateway to broader horizons of diverse cultures and skills. On his part, ASU Alumnus, Yousif Ahmed Al Aamer, who works in the office of the Assistant Undersecretary of Human Resources in the Ministry of Interior, expressed appreciation to the Ministry for supporting him to continue his Higher Education in Accounts and Finance at ASU.

Mr Al Aamer said: "I have gained immense benefit from studying at ASU, as I am utilising what I have learnt during this period in efficiently fulfilling my professional tasks. I am implementing what I have learnt through the Oracle database software in the Ministry of Interior. The University tasks students to link theoretical and practical education as part of the graduation requirements."

Alumni Share Success Stories in their Professions Post-graduation





Our Alumni



Studying at ASU is a Unique Experience, Considering the Diverse Knowledge it Offers, such as Effective Training to Help Students to be Integrated in the Labour Market

Ms Seham Abdulla Al Ansari, ASU Alumnus confirmed that studying at ASU has assisted her in better understanding the labour market's nature, needs and challenges, and acknowledges her strengths and weaknesses. She said she was able to link the educational outcomes of her studying at ASU with her work in free trade. Ms Al Ansari said she was able to launch her own virtual business with the help of a Member of the Academic Staff at ASU, and she is now preparing to open her first actual branch, that is in addition to the leading position she held while working as a Manager of Human Resources at Itqan Finance.

Ms Fatima Mohammed Mirza, an ASU Alumnus describes studying at ASU as a unique experience, considering the diverse knowledge it offers, such as effective training to help students to be integrated in the labour market, adding that this has enabled her to be recruited in a distinctive position in Gulf City Cleaning Company.

Speaking in the same lines, ASU Alumnus, Ms Hind Khalil Bataji, said that the knowledge and training offered by ASU to its students enabled her to gain exceptional skills and bag a leading position in Notlob App within Vehitra Tech E-commerce platform developers.

Mr Adnan Abdulla Al Omary, an ASU Alumnus stated that the Master's Degree he obtained from ASU in Human Resources had been the key to his successful professional career and the reason behind being recruited in his current job as the Manager of the Holy Quran Custody Society.

Mr Ali Mubarak Ali aspires to continue his Graduate Studies at ASU after he has completed his Bachelor's Degree in Law from the University. He said the University has contributed in assisting him to gain several expertise and skills, such as self-education and scientific research, which positively reflected on his professional performance.

Ms Suhair bint Sanad Al Muhannadi, an ASU alumnus said studying at the University has helped her in improving her work performance in Administrative Law in the Ministry of Education. She underscored that her studying experience at ASU was filled with successful and entertaining experiences. Ms Al Muhannadi expressed thanks and appreciation to all of her professors who offered a lot to her, so she has succeeded in her professional career. ■



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COMMUNITY ENGAGEMENT

ASU Signs MoU with Shura Council to Enhance Joint Cooperation

The University, represented by Professor Ghassan Aouad, ASU President, and the General Secretariat of the Shura Council, represented by HE Councillor Osama Al Asfour, Secretary General of the Council, signed a Memorandum of Understanding (MoU) aimed at organising and holding training programmes and workshops for the Members of the General Secretariat of the Shura Council, in addition to providing advisory services and achieving mutual scientific and academic cooperation between the two parties.

Regarding this cooperation, Professor Aouad stated that the University is keen to sign the MoU with Shura Council to provide it with academic and research expertise and to hold training and educational workshops for its Members, and to enable the University to benefit from the knowledge resource centres at the Council and the legal, social, political and economic research and studies carried out by the staff of the General Secretariat of Shura Council, and their specialised scientific sessions and workshops.

The President indicated that the University gives a lot of importance to community engagement and partnerships by providing distinguished services that contribute to achieving an added value for the Bahraini community, noting that this memorandum aims to develop a practical framework for cooperation between the two parties in a way that benefits the University students through helping them learn more about the working mechanism of Shura Council and attending the sessions and training workshops that it holds, especially that the University offers two Bachelor Programmes in Law and Political Science, which will support students to better engage with the labour market.

ASU Puts a Lot of Importance to Community Engagement and Partnerships, by Providing Distinguished Services that Contribute to Achieving an Added Value for the Bahraini Community





COMMUNITY ENGAGEMENT

Capital Governor Honours ASU for Winning Second Place in the Educational Sector for its Leading Community Service Role



Professor Aouad further explained that the University, according to this memorandum, will be committed to organising and holding training programmes and workshops and providing advisory services needed by the employees of the General Secretariat of Shura Council and the ASU students, contributing to supporting the various fields of work between the two parties, and help deepen and further develop the knowledge and capabilities of both our students and the staff of the General Secretariat of Shura Council, by providing training courses and workshops that meet their training needs and enhance their professional careers.

For his part, the Secretary General of Shura Council affirmed that the Council's interest in strengthening cooperation and joint work with Higher Education Institutions in the Kingdom of Bahrain is a translation of the directives that come from HE Mr Ali bin Saleh Al Saleh, Chairman of Shura Council, to develop plans and programmes in all areas of training, consultations and capacity-building among the employees of the General Secretariat, to provide the highest levels of support and assistance to the Members of

the Council in carrying out their duties, and to contribute in general to the sustainable human development in the Kingdom of Bahrain.

HE Councillor Al Asfour stated that the General Secretariat of Shura Council pays special attention to providing training, education and continuous development for its Members considering that its link to the institutional performance of the Council, and its positive reflection on the desired practical outcomes, based on scientific foundations and theories, praising the level of expertise and competencies of the Academic and Administrative Staff at ASU and its significant contributions to the educational process and the labour market enrichment with qualified alumni.

The signing of the memorandum from the University was attended by Dr Mohammad Youssif, Vice President for Administration, Finance and Community Engagement, Ms Ruqaya Mohsen, Director of Marketing and Public Relations Directorate, Mr Abdulla Al Khaja, Director of Administration and Finance Directorate, and Dr Mohammad Alaa, Director of the Community Engagement Office. ■

Professor Ghassan Aouad, ASU President, stressed the University's keenness on reinforcing the concept of community partnership in all scopes of its work as part of its unwavering commitment towards the society and to bolster its leading role in promoting community service and raise awareness on volunteering and community work.

The President praised the content of the Capital Governorate's Volunteering Pass on the side-lines of ASU's honouring by HE Shaikh Hisham bin Abdulrahman Al Khalifa, the Governor of the Capital Governorate, for winning the second place in the educational sector, as an appreciation to the University's role in volunteering work programmes in the Governorate during the year 2020.

Professor Aouad further said that the University's proactive participation in the diverse volunteering works implemented by the different Public and Civil Institutions in the Kingdom of Bahrain reflects the high sense of social responsibility of ASU and its Members towards the community.

Additionally, the President reaffirmed that the University's participation in the volunteering programmes organised by the Governorate comes as a prove of ASU's support to charity and volunteering work, as it dedicates high priority to community service activities and is keen to constantly reach out to the national institutions and centres that are active in this field, to achieve comprehensive social development.

Professor Aouad valued the efforts exerted by HE Shaikh Hesham bin Abdulrahman Al Khalifa to support community activities and His Excellency's keenness to reinforce the concept of community service through diverse programmes that are held under the patronage of the Capital Governorate, to shed light on the significance of volunteering work. ■



ASU Students and Alumni are Ambassadors Society

ASU Student Shaikha Al Zayed Wins First Place for Volunteering Capital Governorate Programmes

ASU Master's student in human resources management Ms Shaikha Al Zayed, was awarded first place in the youth category for volunteering in the Capital Governorate's programmes in 2020.

This honouring reflects the leading role played by ASU to bolster and develop its alumni community service principles, its role in reinforcing voluntary work and its support to its students to become leaders in the society.

On this occasion, Professor Ghassan Auad, ASU President, congratulated Ms Al Zayed on the honourable achievement, stating that ASU and its Members are proud of the University's students and alumni who excel in different fields. Professor Auad affirmed that this indicates the quality of the students and alumni educational outcomes, considering them as the University's ambassadors to the society.

The President expressed joy in ASU students' excellence and success in their social life and professional careers, stating that this reflects the University's ability to develop its students' creativity and innovation by providing them with a supportive University environment that is in accordance with the highest national and international standards in terms of education quality, planning and syllabuses' development.

Professor Auad reiterated the importance of ASU's partnership with the Civil Institutions and Societies in the Kingdom of Bahrain and the leading role played by the University's students in community service, which comes as part of ASU's vision and mission to graduate leaders who work to support the nation's development. ■



Joint Cooperation between ASU and BIPD

Collaboration with research, scientific and national institutions comes within the essence of ASU's vision and objectives that aim to support the economic and social development in the Kingdom of Bahrain. This comes as part of the University's role as a leading educational institution to serve the Kingdom and collaborate with national establishments to achieve this goal.

In this context, ASU signed a cooperation agreement with the Bahrain Institute for Political Development (BIPD) with the aim of exchanging information, expertise, studies and research between both institutions to serve the public interest. The agreement also stipulates organising a number of training courses, workshops and lectures in different mutual fields, especially that ASU is the only University in Bahrain offering a Bachelor's Degree in Political Science, forming an opportunity to enhance cooperation between both establishments and exchange expertise.

Representing the University in the signing ceremony was Professor Ghassan Auad, ASU President, while Ms Iman Janahi, BIPD Executive Director, represented the Institute. Both parties underscored the significance of research cooperation between BIPD and ASU through joint academic programmes, which are key to enrich political, constitutional and legal knowledge for all segments of the society.

The signing of the agreement stems from ASU's objectives that aim to prepare alumni who combine theoretical and practical experience in line with the academic and field developments, providing them with a unique educational experience to assist them in competing in the work environments in different sectors. It also serves BIPD's specialisations in relation to promoting the culture of democracy, cements the concept of sound democracy, and providing training, studies and research in relation to the constitutional and legal fields.

The agreement is a gateway to broader horizons to develop Political Science students' skills through joint work between the University and the Institute and engaging students in BIPD's programmes and projects to enhance their scientific, research and practical experience. ■





Enhancing Cooperation with the Council of Representatives through a Series of Online Lectures Delivered by ASU Professors

Within the frame of cooperation between ASU and the General Secretariat of the Council of Representatives, and as part of the initiatives of the Community Service Office in the University and in implementation of the memorandum of understanding signed between both parties, the Parliamentary Studies and Training Centre and ASU's Community Service Office organised 11 online lectures that addressed diverse scientific specialisations, delivered by ASU Professors to the Members of the General Secretariat of the Council of Representatives.

The lectures included "Procurement and Tenders Management", which was delivered by Dr Marwan Abdeldayem, Assistant Professor in the Business Administration Department, "Fundamentals of Administrative Investigation", which was delivered by Dr Ayman Hammouri, Assistant Professor in the Public Law Department, "Analysis and Interpretation of Legal Provisions", which was delivered by Dr Mohammed Alkhamaiseh, Assistant Professor in the Private Law Department, "The Art of Decision-making and Finding Administrative Solutions", which was delivered by Dr Atheelah Alazzawi, Assistant Professor in the Business Administration Department, and "Financial and Accounting Performance Development", which was delivered by Dr Ammar Alsammarradee, Assistant Professor in the Accounting and Financing Department.

The delivered lectures also included "Writing Legal Notes" that was delivered by Dr Murad Altarawneh, Assistant Professor in the Private Law Department, "Preparing Legal Research" that was delivered by Dr Ghaith Al Khassawneh, Associate Professor in the Private Law Department, "Political and Social Analysis Tools" that was delivered by Dr Ali Aldada, Head of the Political Science Department, "Final Accounts and Financial Analysis" that was delivered by Dr Iaad Mustafa, Head of the Accounting and Finance Department, "Time Management and Priorities Sorting" that was delivered by Dr Khairi Omar, Head of the Business Administration Department and "The Ideal Use of Social Media Platforms" that was delivered by Dr Mohammed Alaa, Director of the Community Service Office and Associate Professor at the Administrative Information Systems. ■



ASU Is Keen on Cooperating with National Institutions and Establishments of The Local Civil Society to Benefit the Bahraini Society and Contribute to Supporting the Development Witnessed Under the Wise Leadership

