

ASU



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

2017/18 ANNUAL REPORT

Applied Science University





His Royal Highness
Prince Khalifa bin Salman Al Khalifa
The Prime Minister
of the Kingdom of Bahrain



His Majesty
King Hamad bin Isa Al Khalifa
The King of the
Kingdom of Bahrain



His Royal Highness
Prince Salman bin Hamad Al Khalifa
The Crown Prince, Deputy Supreme
Commander of Bahrain Defence
Force and First Deputy Prime Minister



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY ASU





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Welcome to Applied Science University's Annual Report for the academic year 2017/18.

Since ASU admitted its first students in September 2004, the University has made many steps on the road to excellence, in our vision to be a leading private university supporting practical learning and research in Bahrain and the Gulf.

ASU has a mission to deliver high quality programmes, equipping students with knowledge and skills required for their careers and needs of local and regional sectors. ASU also aims to promote a culture of learning and research and to engage meaningfully with the community.

ASU has an international outlook and partnerships with leading universities and academics in the UK and the Arab world. The University offers a range of bachelor's and master's programmes and several more programmes are planned for the near future aimed at meeting the requirements of ambitious and talented students.

To ensure that programmes are available to all who can benefit from them, ASU has financial aid schemes to support students by awarding grants, bursaries and fee reductions.

The pinnacle of students' academic careers comes with graduation and ASU's 11th Graduation Ceremony was another occasion of great joy for students, families and the whole University.

In 2017/18, ASU continued on its strategic path, guided as always by the Board of Trustees. This strategy ensures Applied Science University and all who study here will continue to play a vital role in the future of the GCC economy and contribute to our society.

Finally, I take the opportunity to acknowledge the continuing support of the wise leadership of the Kingdom of Bahrain, the Ministry of Education, the Higher Education Council, the society which ASU strives to serve, ASU staff and most especially students who are at the heart of everything we do.

Professor Waheeb Alkhaja
Chairman of the Board of Trustees



I am pleased to present Applied Science University's Annual Report for the academic year 2017/18, which has once again been a year of achievement.

On the academic side, three more programmes had a positive BQA review. Our successful Good Teaching Conference and Innovative Teaching Awards show our commitment to the quality of the student learning experience.

With regard to research, output increased again in 2017/18, this time by over 50% on last year's level. The Annual Distinguished Seminar was a highlight of the research year and we held the first Student Research Conference, involving them in this key part of academic life.

ASU once again engaged actively with the community, taking part in an extensive programme of varied events and we also hosted the first ASU Youth Forum for Social Volunteering.

Supporting our three main functions of teaching, research and community

engagement, 2017/18 saw the further development of an advanced decision support system (DSS) and dashboards for strategic and operational planning, together with automated systems for HR and for student services.

I would like to pay tribute to the wise guidance of the Chairman of our Board of Trustees, Professor Waheeb ALKhaja. I offer congratulations on behalf of the University to the Chairman of our Board of Directors, Mr Sameer Nass, on his appointment as President of the Bahrain Chamber of Commerce and Industry, and to Professor Waheeb who was appointed as a BCCI member and Chairman of its Educational Committee.

I also express gratitude for the support ASU receives from all the members of our Board of Trustees, the Ministry of Education, the Higher Education Council, the employers who support us, our staff and particularly our dear students and their families. This Annual Report 2017/18 outlines the highlights of our year. I hope you enjoy reading it.

Professor Ghassan F Aouad
President

Teaching & learning

ASU's 2nd Annual Good Teaching Conference was held in the first semester. At this forum academic staff presented short lectures about subjects of their choice to their colleagues, providing an opportunity to learn from other good practice, in order to improve teaching techniques and thereby provide the best student learning experience.



Crossing the Bridge Together was an innovative development program organized for academic staff in 2017/18. Aimed at building up and raising the professional capacity of ASU academic staff, it was a series of six workshops covering essential professional skills required to deliver the high-quality education that ASU provides.

ASU's new ASUrise Scheme, designed to support staff towards application for HEA Fellowships, was developed in 2017/18 and approved by Advance HE. ASU has worked with HEA (now called Advance HE) since 2015 on a consultancy basis. The approval of the ASUrise Scheme means that ASU is now a fully-accredited centre, so that staff can be mentored and supported at ASU.



Teaching & Learning is the first Pillar of our Strategic Plan and the first of our core activities

HEA Fellowships were awarded to more ASU staff in 2017/18. By July 2018 we had 35 Fellows and Senior Fellows (the highest in any private university in the region). HEA Fellowship recognises practice in learning, teaching and student experience in higher education. ASU's HEA Fellows are members of a community (numbering over 111,000) that reaches from the UK around the globe.



ASU's 6th Cultural Educational Exhibition was held under the patronage of Shaikh Hisham bin Abdul Rahman Al Khalifa, Governor of Capital Governorate and attended by HE Soha El Far, the Egyptian Ambassador. Part of students' assessed work, the displays represented 14 countries to promote peace and coexistence through innovative learning.

ASU's Innovation in Teaching Scheme was launched this year. An awards committee chaired by the Vice President for Academic Affairs presented six awards, based on criteria covering performance in the Good Teaching Conference, creative and innovative thinking in teaching as shown in a teaching philosophy article, course portfolio, peer observation, students' evaluation and annual appraisal.



Research

ASU's International Conference on Sustainable Futures was held under the patronage of HE the Minister of Education. Keynote speeches covered the National Research Strategy; innovation and sustainability; the importance of education in creating sustainable futures; and building information modelling. There were 60 presentations addressing important topics relating to sustainable futures.



ASU's President presented the ICSF Conference Proceedings to Dr Mona Al Balooshi at the Higher Education Council. The Proceedings (ISBN 978-99958-90-36-0) contained the four keynote speeches and 65 papers (including 17 by ASU staff) covering construction, sustainable futures, finance, economy, education, culture, HR and advanced IT in support of sustainability.

ASU's first Student Research Conference was held this year. Almost thirty students delivered presentations on the projects and research that they were undertaking as part of their programmes. This will be held annually and its aim is to give students experience of this key part of academic life, through completing research papers, gaining valuable feedback from a community of scholars and starting to develop a professional presence in their academic field.



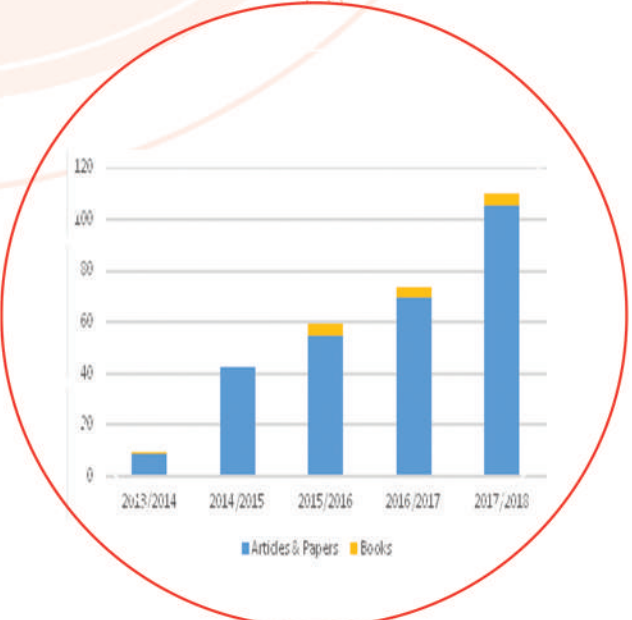
Research is the second Pillar of our Strategic Plan and the second of our core activities

Annual Distinguished Seminar (ADS) 2017/18 was delivered by Major General Hisham Al Halabi, Professor of Political Science, who is also Advisor to the Nasser Military Academy, a member of the Egyptian Council for Foreign Affairs and a member of the Egyptian Association of the United Nations. He presented three sessions, on information security, the knowledge economy and Arab cooperation.



ASU's Library participated in 24th Al-Ayam Cultural Fair Book Sale, displaying ASU publications alongside those from publishing houses of Arab and international countries. The Fair introduced ASU's publications to Bahrain's academic community. Deputy Prime Minister Sheikh Khalid bin Abdullah Al Khalifa visited our stand during the Opening Ceremony.

Research publications by ASU faculty continued to increase this year, with a 50% growth in output compared to last year (as seen in the graph). Capacity building activities also continued, including workshops on university rankings and research publishing. The workshops took a practical approach, focusing on writing papers, finding suitable journals and liaising with referees, and were part of a series of workshops on research and its role in providing knowledge for society organised by the Deanship of Research and Graduate Studies.



Community Engagement

National Day and the Accession of His Majesty King Hamad bin Isa Al Khalifa was celebrated by campus decorations and an all-day series of events including henna corner, stalls with Bahraini art and food and the traditional Ardha dance. In the evening there were performances from Khaleeji Poets and national songs by Bahraini singer Mohamed Tamimi, together with ASU student performers.



ASU's Forum for Youth Social Volunteering was launched at an event attended by senior management, students and local community activists and organisations. Ten speakers delivered talks about aspects and benefits of voluntary work.

HH Sheikh Khalid bin Hamad Al Khalifa, First Deputy President of Supreme Council for Youth & Sports and Honorary President of Bahrain Mixed Martial Arts Association, presented a trophy of recognition to Professor Waheeb Alkhaja, Chairman of ASU's Board of Trustees, for ASU's support of International Brave Week for Martial Arts. ASU was the event's strategic partner and over 170 ASU students and staff volunteers helped organise it.



Community Engagement is the third Pillar of our Strategic Plan and the third of our core functions

First place in the Capital Governorate's competition for Best Decorated Building (Educational Sector) during National and Accession Day celebrations was awarded to ASU for the third time in 2017. We received the first place award from HE Sheikh Hisham bin Abdul Rahman Al Khalifa, Governor of the Capital Governorate.



Bahrain National Sports Day was celebrated by ASU's staff and students, with activities including volleyball, push-ups, carrom, chess, domino, baby-foot, billiards and football. ASU's event supported the values promoted by the National Sports Day, through which the wise leadership encouraged Bahrain's residents to follow a healthy lifestyle.

The 2nd "Quran Kareem" Recitation Competition for Bahrain universities was organised by ASU's Student Council and Deanship of Student Affairs during the holy month of Ramadan, under the patronage of the Deputy Minister of Justice, Islamic Affairs & Endowments. A student from ASU won first prize, a trip to the holy city of Makkah.



Student Support

ASU's 6th Careers Fair was held in 2017/18 under the patronage of the Minister of Labour and Social Development. A large number of companies from the public and private sectors were present to inform students and recent graduates about career opportunities and professional sectors suited to their qualification and aspirations.



ASU Alumni Reunion 2018 was attended by over 200 ASU graduates. The event featured inspiring speeches, including from HE Sheikh Abdulaziz bin Atiyatallah Al Khalifa, honorary member of the Alumni Club's Board of Directors, and Isameel Abdullatif, the well-known Bahraini footballer. Other highlights included prize draws and a poetry performance.

Students Online Services (SOS) was launched in 2017/18, a new user-friendly online system enabling students to easily submit requests, complaints or suggestions to Student Affairs about academic, finance, health & safety, personal issues and special needs. SOS enhances the Deanship's "open door" approach and ensures that students always receive a prompt response.



Student Support is the fourth Pillar of our Strategic Plan and the first of our enabling areas

Student Council elections (11th cycle) were held with a nomination process in each college, followed by two days of campaigning in which nominated students presented their proposals to other students. On Election Day, all ASU students were able to vote for their choice and successful candidates took up office for the year 2017/18.



ASU's 11th Graduation Ceremony was held under the patronage of the Chairman of the Board of Trustees and attended by a large number of dignitaries including the British Ambassador. Graduates, families and ASU staff enjoyed an evening to remember. Since establishment in 2004, ASU has graduated 3974 alumni.

ASU's Honouring Outstanding Students Ceremonies were held at the end of each semester. Students were presented with certificates to mark their achievements on their programme. The University encourages all its students to perform to their highest potential and such occasions provide reward and further motivation to students in their studies.



Internationalisation & Partnerships

Chartered Institute of Building (CIOB) Seminar on the Art & Science of Leadership in Construction was delivered by ASU's President (who is a former CIOB Chairman) at an event attended by the British Ambassador, the Korean Ambassador and the Director of the British Council.



ASU's links with the United Kingdom were further enhanced during this year. Events organised by the British Embassy in Bahrain and attended by ASU included the Red Arrows Air Show at the Ritz Carlton Hotel and a Dinner at the Ambassador's Residence in Manama.

London South Bank University welcomed an ASU delegation to prepare for the launch of the new ASU-LSBU programmes in architectural design engineering and civil & construction engineering. LSBU staff also visited ASU to discuss matters relating to administration, marketing and recruitment.



Internationalisation & Partnerships is the fifth Pillar of our Strategic Plan and the second of our enabling areas

ASSOCIATION OF ARAB UNIVERSITIES' 50TH AGM was attended by ASU's President, who acted as Rapporteur and Chair of the Election Committee. AARU's membership includes 280 Arab universities. ASU is an active member of the Association, contributing to its aims and promoting the image of Bahrain.



bcs
The
Chartered
Institute
for IT

The UK's Chartered Institute for IT (BCS) granted Organizational Membership to ASU's Department of Computer Science, demonstrating ASU's commitment to improving professional standards in IT practice. BCS is a professional body established in 1957 which represents those who work in IT in the UK and worldwide.

Cardiff Metropolitan University staff visited ASU for an Information Event organised to raise awareness about the new ASU-CMU programmes in business and accounting and their relevance to the public and private sectors. Students were also given information about CMU's history and facilities.



Quality Assurance

Higher Education Academy (HEA) Fellowships continues to be the main route through which ASU develops the professional standards of staff who teach and support learning. Several workshops and other sessions were held this year to support staff towards gaining fellowship and by July 2018 we had 35 Fellows / Senior Fellows (the highest total of any private university in the region).



Workshops on benchmarking techniques were a feature of ASU's activities as part of our commitment to continual improvement. Benchmarking is a key activity for universities, used to measure provision and performance against other comparable institutions and/or provision. As well as being a key requirement of preparations for inclusion on the National Qualification Framework, benchmarking is a powerful tool to address challenges and issues through formal knowledge sharing activities.

Activities focusing on delivering a high quality experience for our students continued this year. Several workshops on various aspects of teaching skills were organized, including sessions on research-based techniques and knowledge building; action research in teaching; performance indicators; assessment methods and design; assessment and feedback; and class preparation and management.



Quality assurance is the sixth Pillar of our Strategic Plan and the third of our enabling areas

Professional Certificate in Academic Practice (PCAP) was achieved by six academic staff from ASU after following a course jointly organised by HEC and HEA (UK). They were part of a group of 65 staff drawn from across Bahrain's public and private universities. From this group, eight people - including three from ASU - were also recognised as Fellows of the HEA, a recognition of their professional standards of teaching and supporting learning.



HEC Institutional Accreditation was a key part of ASU's activities in 2017/18. During the year, the IA Working Group members worked extremely hard to prepare the University's Self Evaluation Report (SER) and all the supporting evidence. The SER was submitted in May 2018 and the Panel Visit occurred in June 2018. The Visit was very positive and subsequently (at time of publication) ASU was pleased to receive the Report confirming that we had achieved Institutional Accreditation.

National Qualifications Framework (NQF) activities continued this year. Hard work by ASU's programme teams, Mapping Panels and Confirmation Panels was followed by successful applications for placement on the NQF of ASU's first two qualifications: the Bachelor in Business Administration and the Bachelor in Law. Our other programmes will follow in due course. ASU staff also attended events organised by Bahrain's General Directorate of Qualifications (GDQ) and workshops within the University on mapping and placement.



Sustainable Growth

ISO 9001:2015 certification was achieved by ASU's administration this year, following a year-long series of activities and planning. A steering committee was formed at the start of the year and activities supporting our preparations included training workshops for key staff, some delivered by external consultants, which focused on the seven audit areas and the Plan Do Check Act (PDCA) cycle as well as awareness sessions for all staff in the areas that were within the scope of the certification.



ASU's Strategic Plan 2015-2020 was re-published, following a mid-cycle review aimed at formulating an updated set of institutional KPIs to reflect our strategic direction. To ensure that we continue to best serve our stakeholders, the review was informed by consultation with representatives of employers, businesses, students and staff.

Strategic Management of Libraries & Information Centres was a workshop held under the patronage of Dr Sheikh Khalid bin Khalifa Al Khalifa, Executive Director of the Issa Cultural Centre, delivered in collaboration with the Association of Specialised Libraries (Arab Gulf Branch). ASU's Director of Library Services was the official presenter of the workshop, which was attended by over 60 librarians from the private and public sectors.



Sustainable Growth is the seventh Pillar of our Strategic Plan and the fourth of our Enabling Areas

ASU's school visits programme covered almost fifty government and private schools this year, to raise awareness of our programmes and increase student recruitment. Several schools also visited the ASU campus to see our facilities and hear about our programmes. ASU also attended several other high-profile marketing events, including the British Council Education Fair and the Medpoint Pre-Employment Career Expo, at which ASU's President delivered a presentation on entrepreneurship

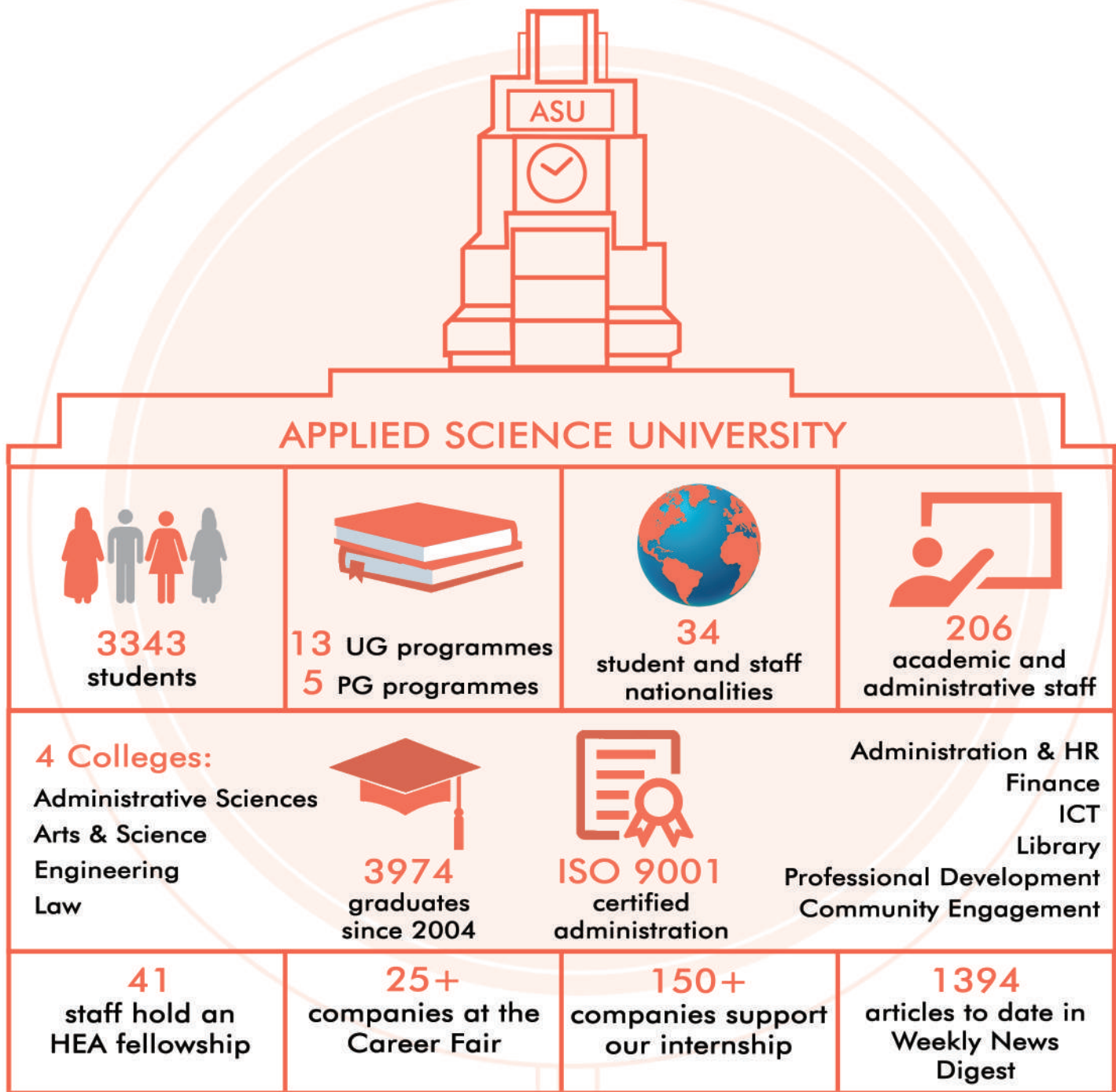


6th Bahrain Exhibition for Training and Education (EDUTEX 2018) had ASU as a participant and Gold Sponsor. This annual event, held under the patronage of HE Jameel bin Mohammed Humaidan, Minister of Labour and Social Development, showcases higher education, digital education, vocational / occupational training and other courses and was attended by over 5,000 visitors from Bahrain and Saudi Arabia. EDUTEX draws students from most government and private secondary schools, as well as post-graduates, parents and other interested parties.

Open Day: Plan Your Major was a highly successful event, attended by over 200 secondary school pupils from private schools as part of ASU's marketing and recruitment activities this year. The event included presentations by Marketing & Public Relations, the Colleges of Administrative Sciences and of Engineering and the International Partnerships Office. There was a lively Q&A session then a tour of the University followed by lunch with some current students.



Appendix 1: Facts and Figures



College of Administrative Sciences

- Bachelor in Business Administration
- Bachelor in Management Information Systems
 - Bachelor in Accounting
- Bachelor in Accounting and Finance
 - Bachelor in Political Science
- BA (Hons) Accounting and Finance
- BA (Hons) Management and Business Studies
 - Master in Accounting and Finance
 - Master in Business Administration
- Master in Human Resources Management

College of Arts and Science

- Bachelor in Computer Science
- Bachelor in Interior Design
- Bachelor in Graphic Design

College of Engineering

- BEng (Hons) Architectural Design Engineering
- BEng (Hons) Civil and Construction Engineering

College of Law

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

Appendix 3: Governance

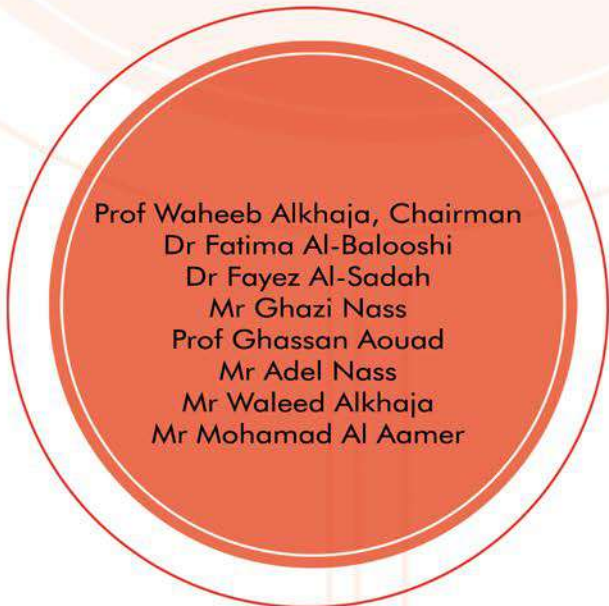
Board of Directors

The Board of Directors consists of the owners of the University and is the funding body and financial guarantor of the University, with a role to deal with financial matters, as set out in the University Bylaws. The Board of Directors consists of six members, all of whom are high-profile educators and business people in Bahrain and the GCC:



Board of Trustees

The ASU Board of Trustees is the University’s governing body, with a role to ensure that sound principles of governance are applied and to maintain an oversight of ASU’s activities to ensure its management is effective. The responsibilities of the Board of Trustees are detailed in the University Bylaws and ensure that ASU determines its own strategic direction with an appropriate balance between financial self-reliance and academic excellence. The Board of Trustees consists of eight members approved by the Higher Education Council:

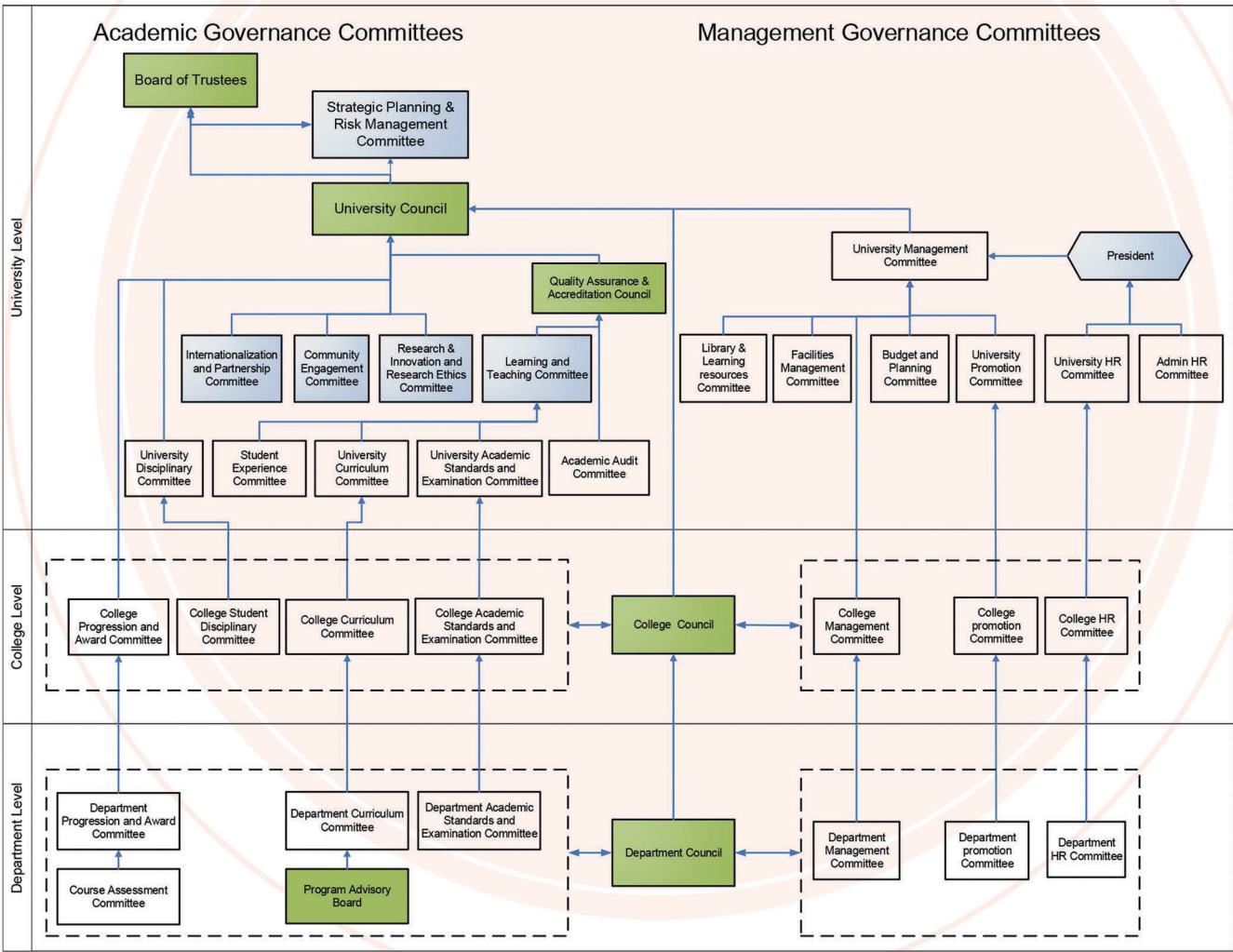


Committee Structure

Applied Science University’s committee structure includes bodies constituted at department, college and University level to ensure effective consideration of business and decision making at appropriate levels.

The University Council is the senior policy-making body within the University and comprises the President, the Vice Presidents, the Deans and representatives of faculty.

ASU’s Committee Structure is shown below.



Appendix 4: Vision, Mission, Values

Vision

What is our final destination?

The vision of Applied Science University is to be one of the leading private universities supporting practical learning and scientific research in Bahrain and the Gulf.

Mission

Why do we exist?

ASU is committed to offering an education that is accessible to academically competent students of Bahrain, the Gulf and beyond, and to deliver academic programmes of quality that graduate students equipped with knowledge and skills relevant locally and regionally.

ASU is further dedicated to the promotion of a culture of learning and scientific research for its students, staff and faculty regionally and globally to engage meaningfully with the community at large.



Strategic Objectives

Where should we focus our efforts?

1. Teaching & Learning

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

2. Research

Develop a research culture and deliver high quality research outputs.

3. Community Engagement

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

What will enable us to do so?

4. Student Support

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

5. Internationalization & Partnership

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

6. Quality Assurance

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

7. Sustainable Growth

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

Values

Integrity

Collaboration and
Team Spirit

Loyalty

Social Responsiveness and
Community Engagement

Quality

Acknowledgements

Concept and content:

Ms C Hogan
Head of International Partnerships

Design and layout:

Mr Y AlGhawi
International Partnerships

Photographs:

Marketing & Public Relations



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تحت رعاية
سمير بن عبدالله ناس

ئيس مجلس الإدارة

تحت إشراف



الوجيه

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