



ANNUAL REPORT

2014/15





**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

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Foreword: Chairman of the Board of Trustees



Welcome to Applied Science University's Annual Report for the academic year 2014/15.

This year marks the tenth year of the story of Applied Science University, following the granting of our licence by the Ministry of Education according to the Decree issued by the Minister's Council No WD 140/2004 of 5 July 2004 and admitting our first students in the academic year 2004/05.

The past ten years have been a decade of achievement and I am very proud of what has been achieved, both in my role as Founding President and now as Chairman of the ASU Board of Trustees.

I wish to pay tribute to the efforts of the late Mr Abdulla Nass, ASU's first Chairman, who dreamed of creating an educational institution which would provide quality education and research and empower a new generation. His dream was inspired by a belief that 'Education is the only tool to bring about a qualitative shift in a generation' and his inspiration was matched by determination, in order to make this dream a reality. Now, ten years later, the Applied Science University and the achievements of our graduates stand as testament to his aspiration. ASU pursues a vision and a mission inspired by his dream and seeks to become a university with a difference which makes a difference in the lives of those who study and work here.

I have been privileged to serve as ASU's President for its first decade. This academic year marks the first year of my Chairmanship of the Board of Trustees, following in the illustrious footsteps of the late Mr Abdulla Nass.

I offer my appreciation for their support to HE Dr Majid Bin Ali Al Nuaimi, the Minister for Education, the members of the Higher Education Council and to HE Professor Riyadh Hamzah, the HEC's Secretary General. I would finally like to thank members of ASU's Board of Directors, our Board of Trustees, our staff, alumni, students and our partners and, with them, I look forward to a bright future for our beloved university.

Professor Waheeb Al Khaja
Chairman of the Board of Trustees

Introduction: University President



I am pleased to present Applied Science University's Annual Report for the academic year 2014/15, which presents highlights of the University's year.

2014/15 was significant for me as it marks the first year in which I took on the role of President, taking up the reins from my esteemed predecessor Professor Waheeb Al Khaja. Throughout his career, Professor Waheeb has built long term relationships with professionals in education, engineering and construction; he is an active member of many local and international professional bodies in industry and education. I firmly believe that the success of ASU so far is mainly attributable to his vision and extraordinary leadership, which has helped ASU become a leading university in the Kingdom of Bahrain.

Since its inaugural year of 2004/05, ASU has grown from teaching around 230 students in a leased campus in Juffair to being a large university with 2,954 students studying on our 14 programmes. Last year saw the opening of our impressive new campus with its distinctive academic building and clock tower.

The pioneering spirit of the late Mr Abdulla Nass and of our Founding President, Professor Waheeb, inspires ASU to fulfil our mission through a strategic plan based on educational quality, internationalisation and diversification.

I am honoured to follow in Professor Waheeb's footsteps and to lead ASU into its second decade – which I am confident will be one of growth and commitment to quality, research and innovation, through the continued commitment of all our stakeholders: those who study, teach and research here and those alumni, friends and partners who support us.

Professor Ghassan F Aouad
President

Highlights of 2014/15

NATIONAL DAY CELEBRATIONS 2014



GRADUATION CEREMONY 2015



Teaching & Learning

Our first core activity is teaching and learning, making it the first Pillar of our Strategic Plan.

This year Bahrain's Education & Training Quality Authority (BQA) reviewed the programmes in our College of Administrative Sciences – five programmes achieved Full Confidence judgements. In addition, our college of Law was also reviewed by BQA and the report is awaited. In addition, several of our programmes had their scheduled internal review this year to ensure they continue to meet the needs of students and of employers.

As part of its Strategy, ASU is in discussions with two respected British universities with the aim of expanding our programme offering to include degrees taught at ASU leading to UK awards. This will be a unique opportunity for students in Bahrain and in the region. We are also discussing collaboration on research and other aspects.



ASU invited Guest Speakers again this year to deliver lectures and seminars which enrich our students' learning experience.

Among our guests this year were Mr Fouad Azzawi, General Manager of Intershiel Insurance Company, Professor Abdul Sattar Al Rawi, Mrs Sameera Ali Baba, founder and owner of Mubadara and Mr Ali Sabkar, President of Social Media Club MENA.

Research

Our second core activity is research, making it the second Pillar of our Strategic Plan.

In 2014/15, we continued to enhance and grow our research output, emphasising its importance as a key activity to boost our standing, as can be seen from the statistics below:

- Number of published research papers 42
- Percentage increase over previous year 13.51%
- Research papers published in Scopus or ISI 28

Our Annual Distinguished Seminar was delivered by Dr Mark Batey, CPsychol AFBPsS, Head of Open Global Programmes, Manchester Business School (UK).

Dr Mark delivered a Seminar on the subject of *Multilevel Models of Creativity*.

During his visit to ASU, Dr Mark also delivered a masterclass and a public seminar.



Community Engagement

Our third core activity is community engagement, making it the third Pillar of our Strategic Plan.

In 2014/15, we continued to increase the number of our activities with the community to a total of 70 events this year (a 40% increase over last year).

Activities included lectures (on subjects such as democracy and community development; secrets of national unity; and role of social media in charity and volunteer work) as well as events such as celebrating World Health Day, participating the Tubli Bay clean-up, supporting Bahrain Cancer Society by walking in the Annual Marathon and holding the Open Youth Forum at the ASU campus

ASU volunteers cleaning Tubli Bay



Student Support

Our first enabling activity is student support, making it the fourth Pillar of our Strategic Plan.

The ASU Student Council continued to be very active this year, playing a key role in liaising between the student body and the ASU management.

As part of the support we give to our graduates, this year we established the Alumni Club and HE Sheikh Dr Abdulaziz Bin Atiyatallah Al Khalifa was the first Honorary Member. The Club's inaugural event, held in early December 2015, was a great success.

A varied programme of other activities for students and alumni was arranged this year by our Deanship of Student Affairs and included the annual Job Fair, career-related workshops and an Alumni Reunion in Kuwait City, attended by HE the Minister of Justice and Islamic Affairs in Kuwait, Mr Yaacoub Al Sanae together with 100 other ASU graduates.



Applied Science University held its 4th Job Fair under the patronage of HE the Governor of the Capital Governorate, Shaikh Hisham Bin Abdul Rahman Bin Mohammed Al Khalifa. The Deputy Governor, Mr Hassan Al Madani, opened the Job Fair on the Governor's behalf and a number of well-known companies and employers were present to talk to our students and alumni

Internationalisation & Partnerships

Our second enabling activity is teaching and learning, making it the fifth Pillar of our Strategic Plan.

2014/15 saw ASU establishing partnerships with London South Bank University and Cardiff Metropolitan University. These partnerships will enable us to grow our activities and our reputation, as envisioned in our Strategic Plan, through growing our programme offering and enabling students to study in Bahrain for UK degrees - a unique advantage for students here in Bahrain and in the wider Gulf region.

- London South Bank University was established as the Borough Polytechnic Institute in 1892 and like ASU, LSBU's focus is on vocational education and professional opportunity to produce graduates who can meet the challenges of today's workplace. ASU and LSBU plan to offer programmes in engineering at first and later in other fields
- Cardiff Metropolitan University can trace its heritage back to 1865, with the formation of Cardiff's first School of Art. It now offers over 100 different courses and has over 12,000 students, with connections stretching across the globe. ASU and CMU plan to collaborate to offer business programmes



Quality Assurance

Our third enabling activity is quality assurance, making it the sixth Pillar of our Strategic Plan.

In 2014/15, the programmes in our College of Administrative Sciences were reviewed by Bahrain's Education & Training Quality Authority (BQA) – five programmes achieved Full Confidence judgements and three are working to achieve this judgement. In addition, our college of Law was also reviewed and the report is awaited.

Activity began for the University and its programmes to be listed on Bahrain's National Qualifications Framework. The first step will be for ASU to achieve Institutional Listing and after this, each ASU programme must be mapped to the NQF framework, involving careful examination of its learning outcomes and level of achievement.



Sustainable Growth

Our fourth enabling activity is sustainable growth, making it the seventh Pillar of our Strategic Plan.

Our key activity in 2014/15 was the development of our Strategic Plan (2015-2020), including planning for future expansion with a new campus on Diyar Al Muharraq. We will be conducting a feasibility study in the near future.

During the year, ASU commissioned the Institute of Public Administration (BIPA) to review our organisational structure and benchmark it against local, regional and international universities - BIPA concluded that it is fully fit for purpose. A benchmarked review of our administrative and governance committees was also undertaken and a revised committee structure will be implemented next year.

ASU won the Smart Government Shield Award for Mobile Applications for the higher education sector in the Arab world, which was held in Kuwait under the patronage of the Prime Minister of the State of Kuwait.

In 2014/15 we settled into our new premises, following last year's move to our impressive new campus. The student experience has benefited from the enhanced academic and social facilities.

We were delighted to win first place in the Capital Governorate's competition for the best decorated building (educational sector) during National and Accession Day celebrations 2014. The award was presented by the Governor, HE Sheikh Hisham Bin AbdulRahman Al Khalifa.



Appendices

Appendix 1: Facts and Figures

2954 *students*

25+ *nationalities*

2512 *graduates since inception*

9 *bachelor's programmes*

5 *master's programmes*

166 *academic & administrative staff*

24,000m² *campus*

Appendix 2: 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. Its role is restricted to dealing 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:

Mr Samir Nass, Chairman

Professor Waheeb Al Khaja, Vice Chairman and Managing Director

Mr Mohammed Al Khaja, Board Member

Mr Ghazi Nass, Board Member

Mr Waleed Al Khaja, Board Member

Mr Adel Nass, Board Member

Board of Trustees

The ASU Board of Trustees is the University's governing body. Its role is to ensure that sound principles of governance are applied, to maintain an oversight of ASU's activities and 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 duly approved by the Higher Education Council:

Professor Waheeb Ahmed Al Khaja, Chairman

Dr Fatima Mohamed Yousif Al-Balooshi, Vice Chairman

Dr Fayez Hashim A.Latief Al-Sadah

Mr Ghazi Abdullah Nass

Professor Ghassan Aouad

Mr Adel Abdulla Nass

Mr Waleed Al Khaja

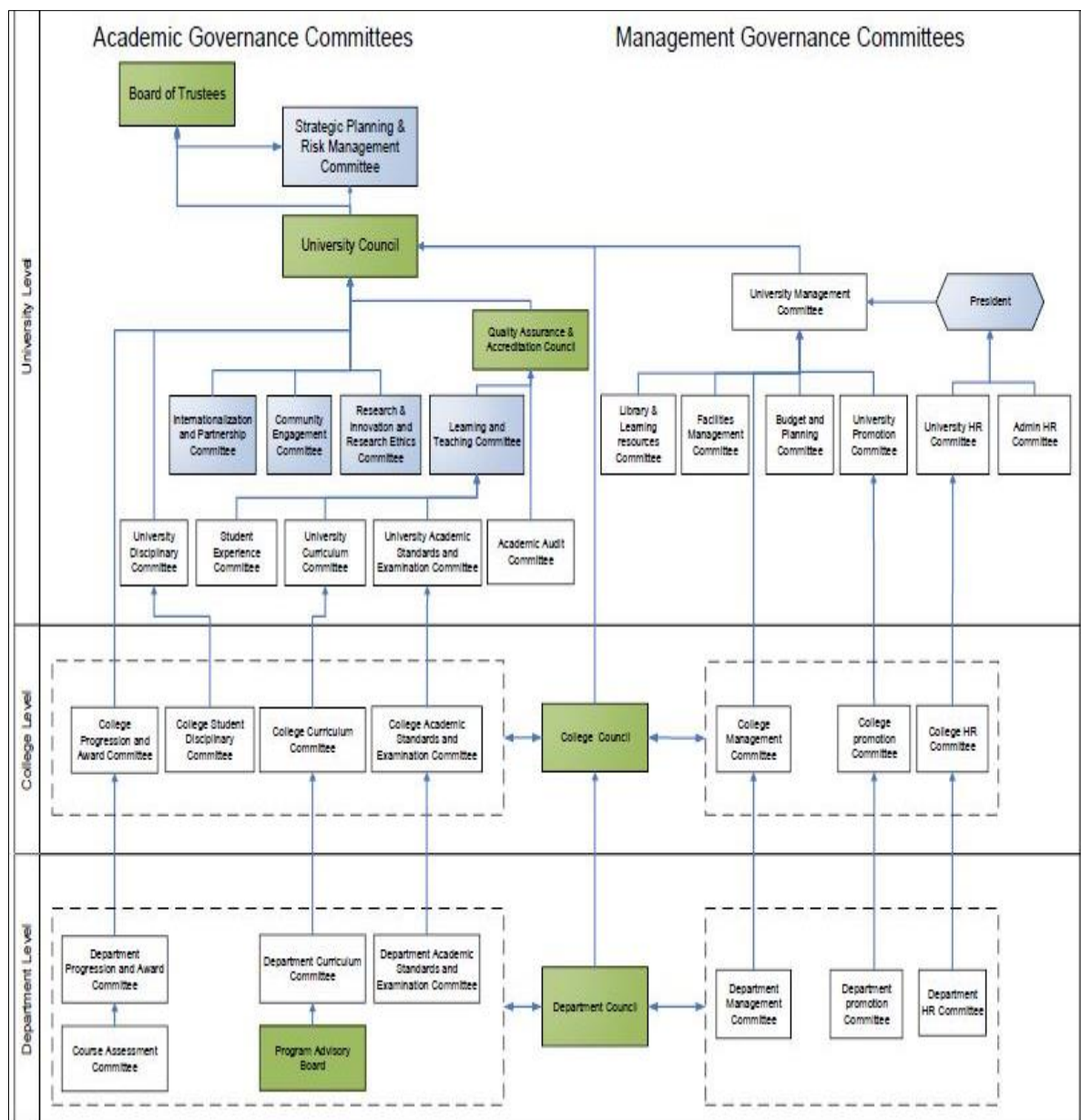
Mr Mohamad Yaqoob Al Aamer

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 3: Vision, Mission and Values

Vision

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

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.

Core Values

1. **Integrity:** ASU's community values honesty, fairness and academic integrity as fundamental to its vision and mission, and will recognize, affirm and uphold this value in a responsible and committed manner.
2. **Collaboration and Team Spirit:** ASU's community recognizes collaboration and team spirit to be at the heart of the institutional culture and will promote these values in a dedicated manner.
3. **Loyalty:** ASU's students, faculty and staff cherish loyalty and commitment and recognize these values to be inherent in their culture of cooperation and dedication.
4. **Social Responsiveness and Community Engagement:** ASU's students, faculty and staff value their partners, networks and communities and intend to engage with them in a thoughtful, respectful, responsible and meaningful manner.
5. **Quality:** ASU's community values quality as an ideal and standard that should characterize its processes, outcomes, people and partners.

Appendix 4: List of Programmes

College of Administrative Sciences

- Bachelor in Accounting
- Bachelor in Accounting and Finance
- Bachelor in Business Administration
- Bachelor in Management Information Systems
- Bachelor in Political Science
- 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 Graphic Design
- Bachelor in Interior Design

College of Law

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

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