

# PRESIDENT'S NEWS DIGEST

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## MESSAGE FROM THE PRESIDENT

Welcome to the 11th issue of the 3rd year of the President's News Digest.



In this issue, I will be covering stakeholders' involvement, as it is an important area for University development and its preparation for accreditation and other quality related issues. Stakeholders in a university involve many parties including students and their parents, staff, owners, governors, schools, external consultants, employers, recruitment agencies, professional bodies, alumni, program advisory boards, external examiners, civil society and community, charitable organizations, media, regulatory bodies including quality assurance agencies and ministries, suppliers of goods and services, and business partners (government, ministries, private and public sector organizations, other universities) and international partners, especially international universities, amongst many others. The involvement of various stakeholders helps us in developing academic programmes that are fit for purpose and meet market demands. In addition, involving internal and external stakeholders in the governance and management of the University provides us with the knowledge and transparency needed to run an effective operation.

In a fast changing business environment, it is important to equip our students with the knowledge and skills needed to find employment in a very competitive space. Our curriculum should be continuously monitored and improved in order to keep pace with changes in the business/working environment. Involving alumni, employers, program advisory boards, recruitment agencies, and regulatory bodies can help us in developing academic programs and designing curriculum that help our students find employment in the work place. In addition, such involvement will help our students enjoy a relevant learning experience while studying at the University.

More emphasis should be placed on the development of our students' generic skills such as leadership analytical, research, communication, negotiation and presentation skills that enable them to shine in the work place.

Such skills could be acquired by involving internal and external stakeholders like business leaders, government officials, alumni and employers through invited lectures, internships and placement, workshops and problem-solving activities.

The Higher Educational landscape is changing very fast, thus it is important to keep involving our internal and external stakeholders in the development of the University and its academic programs and activities. Their knowledge, experience and expertise can help us keep up to date with recent developments in the market place and its most pressing demands.

The University should benefit from all its stakeholders according to their position on a stakeholders map (see attached figure). For instance, Alumni could be our best ambassadors and they can help our students in finding employment and they can contribute to the activity of students' recruitment in the University. Informing alumni regularly about the University's activities and keeping them involved is very important. It is equally important to engage them in the life of the university whenever possible. The same applies to many other stakeholders, who can contribute to the identification of new academic programs and research and business opportunities. In addition they can help us in creating networks and connections, which can help in the development of our University and the achievement of its long-term plans.



A stakeholder's map is useful for all sorts of quality assurance related issues. For instance, for program reviews, the following stakeholders are involved: staff, students, alumni, program advisory boards, employers, regulatory and professional bodies, and external examiners. For accreditation purposes, it is most the likely the same group will be involved in addition to owners, governors and international partners.

## INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



**Name:** Ruqaya Mohsin Mahmoud

**Position:** Director of Marketing and Public Affairs

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

I was born on 5 September 1980 and I'm the only child in my family. In fact I was very active student where my family inspired me to do so and until this moment, I still earn their support and motivation. I'm a commercial high school graduate of "A" ranking score where I was granted a scholarship from the Ministry of Education to get my undergraduate degree in Business Information Systems from University of Bahrain.

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

I am responsible of two divisions; Marketing and Public Affairs with key objectives to build a positive image of the University locally and internationally, and study the market and draw up conclusions from first hand surveys conducted by the division in order to improve our student recruitment strategy; in addition, to building long term mutual relations with our stakeholders (students, parents, HEC, media, etc.). Our Directorate is also in charge of the management and evaluation of the promotional materials, publications and website at the University.

To conclude, it is vital to involve stakeholders in our activities where appropriate. Their involvement can bring an additional dimension to the development of our vision and futuristic plans, which will help us in positioning ourselves as a University that is responsive to the future needs of our important stakeholders.

## WORKSHOP ON 'REFERENCING PROJECT: BAHRAIN NQF TO SCQF'



Dr Assem Al-Hajj, VP for Academic Affairs and Development and Prof Hilal Al Bayati, Director of QAAC attended a workshop with the Education and Training Quality Authority (BQA) on

'Referencing Project: Bahrain NQF to SCQF'. The workshop took place on Thursday, 11 January 2018 in the BQA premises in Seef Area.

The workshop was attended by higher education institutions, schools, and vocational training institutes.

The workshop discussed the following issues:

- the referencing project plan
- the country report of Bahrain: Education and Training System
- the Bahrain response to the five Referencing Principles'

It is worth noting that the Applied Science University will be submitting the NQF placement applications for 2 bachelor programmes, namely Bachelor in Business Administration and Bachelor in Law on 18 January 2018.

## METHODS OF PARTICIPATIONS IN COMMUNITY ENGAGEMENT

On 11 January 2018, Dr. Mohammad Alaa Al-Hamami, Manager of the Community Engagement Office delivered a lecture titled "Methods of Participation in Community Engagement". The lecture was organized by the Staff Development Unit at the University.



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

I believe that ASU will be one of the top ranked private universities within in terms of educational levels and provided facilities.

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

I enjoy interacting with the students and staff, having huge networks based on my social charisma and coming up with innovative ideas as part of our divisional goal.

### 5. Tell us about your hobbies

Reading novels, cooking and swimming

### 6. Tell us about your favourite food

Chinese Food

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

(Rich Dad & Poor Dad) by: Robert Kiyosaki

### 8. Final words

"People forget how fast you did a job, but they remember how well you did it".

During the lecture, Dr. Al-Hamami identified the importance of the Community Engagement to the community, the University, as well as to individuals. He clarified the key objectives, and strategic plans of the Community Engagement Office. He also stressed on the importance of being engaged and the effect on the academic promotion. He also explained methods for participation including HEC regulations, and the process for getting approvals.

## **APPLIED SCIENCE UNIVERSITY ORGANIZED A WORKSHOP ON SCIENTIFIC PUBLICATION**

As part of the Continuous Staff Development at Applied Science University, the staff development Unit in cooperation with Deanship of Scientific Research and Graduate Studies, Applied Science University organised a workshop on Scientific Research and Publications. The workshop is one of a series of workshops on qualitative research demand and supply offered by Prof. Mahmoud Abdel-Aty, Dean of Scientific Research and Graduate Studies. The event started with the welcoming remarks by Prof. Abdel-Aty, who pointed out the important role and responsibility universities have in researching and providing new knowledge to the communities. Next, Dr. Faiza Zaitoni, Dean of Student Affairs and Prof. Saad Darwish, Advisor to the President, gave to the audience an overview of past and present status of the research groups in the University and invited the staff to join the established groups or initiate new ones. Lastly, Prof. Abdel-Aty, trained the academicians on how to approach qualitative journals and practical tips on publishing, how to write a paper, how to find a suitable journal for your work, how to reply to the referee reports and how to appeal against the final decision from the editor.



The audience asked some questions such as: How do these changes affect researchers? How can young researchers leverage these transitions to make their work visible? What is Open Access Publishing? What are citations and how are they calculated?

Some of the key topics covered during this workshop are:

- Writing for International Journals: Language, Style and Accuracy
- Selecting a Journal for your Manuscript
- Peer Review and you
- Plagiarism, Citations, Open Access
- Predatory journals and publishers and how to spot them
- improve your scientific productivity
- Increase your chances of having your manuscript accepted
- Process of preparing and submitting manuscripts for publication
- Discover what happens after you submit your paper
- Learn about the trends in the world of scientific publishing that have an effect on your graduate studies and future as a researcher.

## **"PROFESSIONAL CERTIFICATE IN ACADEMIC PRACTICE (PCAP)"**

Prof Ghassan Aouad, the University President and 5 faculty members attended the graduation ceremony of the training programme "Professional Certificate in Academic Practice (PCAP)" which was under the patronage of HE the Minister Dr Majed bin Ali Al-Nuaimi, who granted the HEC /HEA PCAP attendance certificates to the trainees.

The programme was conducted during 2017 in 3 consecutive workshops of 4 days each. It was organised by HEC and HEA Academy. The main objective of the programme is to use the experts of HEA Academy to promote the teaching and learning experiences in the higher Education institutes in the Kingdom of Bahrain, and to help and qualify the trainees to get the Fellow recognition certificates from HEA.



65 faculty members from the public and private higher Education institutions in Bahrain attended the programme, out of which 6 academic staff were from ASU: Dr Hourai Aldeeb, Dr Ahmed Azzam Elmasri, Dr Rashed Ismail, Ms Fajer Shams, Mrs Noora Al Musallam and Mr Ammar Yousif.

At the end of this Programme, 3 ASU faculty members out of 8 in total from Bahrain achieved the qualification and received the Fellow Certificates.

The rest of ASU staff are getting the full support from the University to complete and submit their HEA applications to become Fellow members.

### **MANAGEMENT INFORMATION SYSTEMS ADVISORY BOARD MEETING**

The Management Information Systems Advisory Board held its meeting on Thursday 11 January 2018. The meeting was attended by the Dean of the College of Administrative Sciences, the Head of the MIS Department, the BMIS Programme Leader, and members and external members (Bahrain Central Bank, Bahrain e-Government, Bahrain Olympic Committee, and the Office of the Crown Prince for the Kingdom of Bahrain). The meeting discussed several issues related to the programme such as the curriculum content, the internship process, and issues related to the classification of BMIS degree by the Civil Service Office in the Kingdom of Bahrain.



### **REMINDER OF THE WEEK**

- BOT meeting 17 January 2018
- Deadline for submitting applications to the BQA for placing our Bachelors in Business Administration and Law on the NQF Framework 18 January 2018
- 2nd Good Teaching Conference, 21 January 2018.

### **QUOTE OF THE WEEK**

*“You give but little when you give of your possessions. It is when you give of yourself that you truly give.”*

**Gibran Khalil Gibran**

 *Happy Reading!* 