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ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY



What's **INSIDE** this ISSUE

- Message from the President
- A Visit to ICT & KM Directorate
- Periodic Review of Programmes
- Student Council Elections for the Academic Year 2018/2019
- The Community Engagement Activities
- Interview of the Week
 - Dr Mohamed Abdeldayem
- Quote of the Week



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MESSAGE FROM THE PRESIDENT

Welcome to the 51st issue of the 3rd year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “Celebrating Diversity”.

Research has shown that diverse teams are more productive. Diversity leads to equality and creates a more creative, collaborative and dynamic work environment.

A 2015 McKinsey report on 366 public companies found that those in the top quartile for ethnic and racial diversity in management were 35% more likely to have financial returns above their industry mean, and those in the top quartile for gender diversity were 15% more likely to have returns above the industry mean.

In a global analysis of 2,400 companies conducted by Credit Suisse, organizations with at least one female board member yielded higher return on equity and higher net income growth than those that did not have any women on the board.

In some published research, 13 key benefits and challenges of cultural diversity in the workplace were identified:

Benefits:

1. Diverse cultural perspectives can inspire creativity and drive innovation
2. Local market knowledge and insight makes a business more competitive and profitable
3. Cultural sensitivity, insight, and local knowledge means higher quality, targeted marketing
4. Drawing from a culturally diverse talent pool allows an organization to attract and retain the best talent
5. A diverse skills base allows an organization to offer a broader and more adaptable range of products and services
6. Diverse teams are more productive and perform better
7. Greater opportunity for personal and professional growth



Challenges:

1. Colleagues from some cultures may be less likely to let their voices be heard
2. Integration across multicultural teams can be difficult in the face of prejudice or negative cultural stereotypes
3. Professional communication can be misinterpreted or difficult to understand across languages and cultures
4. Navigating visa requirements, employment laws, and the cost of accommodating workplace requirements can be difficult
5. Different understandings of professional etiquette
6. Conflicting working styles across teams

At ASU, we enjoy cultural diversity. With staff and students of more than 30 nationalities, the University has become truly cosmopolitan with respect being at the heart of how we deal with each other. This is in line with the vision of HM the king to make Bahrain a Kingdom of peace, tolerance and co-existence.

<http://www.hult.edu/blog/benefits-challenges-cultural-diversity-workplace/#career>

<https://hbr.org/2016/11/why-diverse-teams-are-smarter>

A VISIT TO ICT & KM DIRECTORATE

Dr. Moaiad Khder took his students in CS361 - Data Communication and Computer Networks course on a scientific visit to the Directorate of Information Communication Technology and Knowledge Management (ICT & KM) at our University on Sunday, 14 October 2018. Mr. Rifaat Hussien, Director of ICT & KM welcomed Dr. Moaiad and his students and presented a briefing about the University's network infrastructure, types of servers used, systems, cables, and devices. Mr. Rifaat also showed the students a real example of the twisted pair cables, fiber optic cables, switches and UPS device as an emergency



solution for the electricity interruption, and the different types of servers. Such a visit motivated and helped the students to get a clear picture on how the computer network and resources work in real situation, and explore what network devices are used in our university.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Dr Mohamed Abdeldayem

Position: Acting Head of the Department of Design and Arts

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

I was born and raised in Alexandria, Egypt. Alexandria is a cosmopolitan city throughout its history, a host of high-status culture and art, a city of prominent figures like Mahmoud Said, Lawrence Durrell and Cavafy.

I was fascinated by the fine art and artists since my childhood, so I got my BA in Fine Arts (2001), MA (2006) and I started my academic teaching career since 2002 at SVU in Egypt. I moved to the UK to study conservation of fine art. I got a MA and PhD in this field from North Umbria University, and I gained great experience from working on outstanding art collections at museums and galleries in England and Scotland.

2. Tell us about your job at ASU

I joined ASU last year, I taught a variety of courses in the Dept. of Design & Arts. I was recently assigned to the mission of HOD. I believe that being a member in ASU is a great opportunity, not only because it is one of the best universities in Bahrain and the region, but also because I was lucky to get to know outstanding staff who are knowledgeable, enthusiastic and cooperating.

PERIODIC REVIEW OF PROGRAMMES

In line with ASU's Monitoring and Review of Programmes policy, the QAAC organized the periodic review of four of its programmes last week. As per the policy, the review is conducted by a review panel consisting of 4 members, i.e., an external examiner, a convener and two QAAC staff. The following are the programmes that have undergone periodic review:

Bachelor in Management Information Systems (BMIS)

Date: 14 and 16 October 2018

Venue: Room 508 – 5th Floor – Academic Building

Review Panel:

- Dr. Adel Al-Alawi – External Examiner,
University of Bahrain, Bahrain
- Dr. Hussein Bani Issa – Convener
- Dr. Mohammed Alaghbari – QAAC Staff
- Mr. Salem Alateyyat – QAAC Staff



From Left: Dr. Mohammed Alhamami, Dr. Ahmad Shatat, Dr. Adel Al-Alawi (External – BMIS), Dr. Adeb Hamdoun, Dr. Mohammed Alaghbari, Mr. Salem Alateyyat

Bachelor in Political Science (BPS)

Date: 14th and 15th October 2018

Venue: Room 508 – 5th Floor – Academic Building

Review Panel:

- Prof. Faisal Al-Rfouh – External Examiner,
University of Jordan, Jordan
- Dr. Hussein Bani Issa – Convener
- Dr. Mohammed Alaghbari – QAAC Staff
- Mr. Salem Alateyyat – QAAC Staff



From Left: Dr. Hussein Bani Issa, Prof. Faisal Al-Rfouh (External – BPS), Dr. Bahaeldin Makawi

Bachelor in Accounting (BA)

Date: 17th and 18th October 2018

Venue: Room 508 – 5th Floor – Academic Building

Review Panel:

- Prof. Turki Al-Zughoul – External Examiner,
Yarmouk University, Jordan

3. Tell us about your aspirations for the University

I can see that ASU takes confident steps towards further progress and expansion. Therefore, I am sure that the University will become more and more a GCC hub for remarkable learning experience for our students.

4. What do you enjoy most about your job?

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

5. Tell us about your hobbies

I am fond of photography, I like playing piano and I am a big fan of classic music.

6. Tell us about your favourite food

Anything, charcoal-grilled, is my favourite food.

7. Tell us about the book you are reading now

I currently reread “The Lamp of Umm Hashim” by Yahya Hakki, which able to narrate the ongoing conflict between myth and science.

8. Final words

I like this quote by Leonardo da Vinci: “The noblest pleasure is the joy of understanding.”

- Dr. Oday Aljuboori - Convener
- Dr. Mohammed Alaghbari - QAAC Staff
- Mr. Salem Alateyyat - QAAC Staff

Master in Accounting and Finance (BAF)

Date: 17th and 18th October

Venue: Room 508 – 5th Floor – Academic Building

Review Panel:

- Prof. Mishiel Suwaidan - External Examiner, Alhliyya Amman University, Jordan
- Dr. Oday Aljuboori - Convener
- Dr. Mohammed Alaghbari - QAAC Staff
- Mr. Salem Alateyyat - QAAC Staff



From Left: Dr. Basel J.A. Ali, Dr. Ramzi Nekhili, Prof. Mishiel Suwaidan (External – MAF), Prof. Turki Al-Zughoul (External – BA), Dr. Iaad Alsartawi, Dr. Mohammed Alaghbari, Dr. Ahmed Arabab.

The periodic review of the four programmes was a success. It was mostly positive and recommendations were minor. The Review Panel will be drafting and preparing a Periodic Programme Review Report (PPRR) for each programme. The reports will be ready by the end of October 2018.

INTERNSHIP

Dr. Adeb Hamdoon, the Course Coordinator for Internship course in the BMIS programme has carried out a site visit on Thursday 14 October 2018 a student enrolled on this course doing internship at Ithmaar Bank. The site supervisor gave positive and encouraging feedback about the student's performance, ability, and competences that indicate the appropriateness of the BMIS programme to provide the labor market with qualified cadres.



STUDENT COUNCIL ELECTIONS FOR THE ACADEMIC YEAR 2018/2019

The Deanship of Student Affairs organised the student council elections for its 12th cycle from the 15-17 October 2018. The election campaign was held over two days - Monday 15, and Tuesday 16 October 2018. 24 nominated students were enthusiastic to show their goals and commitment towards other students. Each student was given a table at the lobby or at the Admissions and Registration area with the opportunities to present his/ her views in helping their fellow students. Tours were carried out by Professor Ghassan Aouad the President of the University, Dr Assem Al-Hajj the Vice President for Academic Affairs and Development, Dr Faiza Zitouni Dean of Student Affairs, Mr Abdulla Alkhaja Directorate of HR and Admin and all College Deans to show their support for such an important event.



On the day of the elections, more than 1000 students headed towards the Dome Hall to vote for their College candidates.





The results were announced in Abdulla Nass Auditorium by the Deanship of Student Affairs; 8 seats went to the College Administrative Sciences, 4 seats to the College of Law, 2 seats to the College of Arts and Science and 1 seat to the College of Engineering. On the same occasion, the Student Council for its 11th cycle were honored for their great and hard work during their cycle year.



On Thursday 18 October 2018, the Deanship of Student Affairs conducted a meeting with the newly elected Student Council to select their constitutional members namely the Student Council President, the Vice President, the Secretary and the Treasure



THE COMMUNITY ENGAGEMENT ACTIVITIES

Directorate of Non-Government Organization Support Visited ASU

On 6 October 2018, the Community Engagement Office at Applied Science University received a delegation from the Directorate of Non-Government Organization Support which included Ms. Najwa Abdullatif Janahi, Director of Non-Government Organization Support at the Ministry of Labour and Social Development, and a number of staff from the Directorate.



During the visit, Professor Ghassan Aouad, the President, welcomed the visiting delegation, praising the role played by the Directorate of Non-Government Organization Support. From her side, Ms. Najwa commended the efforts of the University in various fields, including supporting civil society institutions and the community.

A meeting took place between the visiting delegation and a group of the academic staff at the University where they discussed ways of cooperation in areas of mutual interest.

The visiting delegation was briefed on the University's infrastructure which included Abdullah Nass Hall, laboratories and classrooms, sports hall, and training and continuous learning center.

QUOTE OF THE WEEK

*Stay positive and happy. Work hard and don't give up hope. Be open to criticism and keep learning.
Surround yourself with happy, warm and genuine people.*

Tena Desae

 *Happy Reading!* 