

President's News Digest



Message From the Editor

Welcome to the 25th issue of the 6th volume of the President's News Digest.

In this issue Prof. Ghassan Aouad , the President of Applied Science University will address the subject of " New Initiatives " Please Keep the Momentum "

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Message from the President

New Initiatives "Please Keep the Momentum"

I have noticed in the last few months that our international academic presence in terms of conferences, workshops, publications in Scopus, and the undertaking of research which is relevant to vision 2030 and industry needs is behind when compared with other universities. When people leave an academic institution they will be remembered for an international conference they have organised, a new academic program they have launched, the achievement of an international professional accreditation of an academic program, or the undertaking of a piece of research which has created a big impact in addition to the high standards and quality outputs of program reviews, NQF, and institutional accreditation.

It is the duty of everyone in the University to propose new initiatives and ideas and to come up with innovative practices and achievements. We can't afford to lag behind other universities when we were ahead of many of them.

The University should reward and recognise those individuals who are proposing and implementing new ideas as the creation of an innovation ecosystem depends on those individuals. I will be calling for an all staff meeting soon to hear from colleagues about ideas for new international conferences, workshops, new academic programs or any other initiatives that raise the University's profile and international standing.

I think we should exploit the opportunity to organise online conferences during the difficult time of COVID 19, other universities are doing this and publishing books and papers



Written By
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The President of
Applied Science
University

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Message from a Colleague

Higher Education: Achievement and Impact

For economists and policymakers, there is compelling evidence that education serves as an engine for economic growth. There is also a strong belief that the accumulation of human capital is the main driver of productivity, which is an indicator of economic impact. However, this should not constitute the only target for education providers, such as colleges and universities, not just an impact on the economy but also the society.

There have been some common approaches in assessing universities' impact and are focused on research outputs, such as publications, or salaries of graduates/alumni. Now it seems that these approaches are limited in scope. Accreditation bodies, such as AACSB, and institutions responsible for ranking universities, such as Times Higher Education or Quacquarelli Symonds, have broadened the scope of the notion of education impact to cover other dimensions including knowledge impact, responsibility impact. However, these dimensions require appropriate measurements using adequate metrics, which are now known as "impact metrics". Far from being trivial, developing these metrics constitute another challenge. Nevertheless, these metrics should reflect student, academic, and general staff activities that are aligned with the universities' mission.

Applied Science University has done well in progressing towards excellence, quality, and ranking. There has been a notable number of achievements realized over the past five years. However, and to carry over such momentum, ASU is fine-tuning its key performance indicators to be able to measure the impact of its achievements. These could simply be annual impact goals based on expectations related to scholarly impact, teaching and curricular impact, and community impact.

We are generally unaware of how to measure these impacts, but indeed we have almost all the ingredients to perform it. To illustrate, and in preparation for the AACSB accreditation, here is what the College of Administrative Sciences (CAS) is thinking to record its impact metrics. On educational impact, CAS is recording the student admissions flows into its programmes from Bahrain and abroad, and the student flows into the job market within the country at large and abroad. On intellectual impact, CAS is recording the output of its faculty: publications in ISI/Scopus, citations, research projects involving students and academics, and the Contribution to the cultural life of the community at large through conferences, public lectures, etc. on regional ecosystem impact, CAS is recording the involvement of the faculty and students in public life within the community, and the integration of the College into the regional ecosystem of higher educational institutions, professional associations, public bodies, and local authorities. On business development impact, CAS is recording new business creation and the number of students as valuable resources for the local economy during their studies (internships). Other ASU activities involving CAS students and faculty are also taken into consideration.

One important thought though is worth mentioning, achievements always add value but without impact, a university would not meet its expectations. As Tim Mescon, the executive vice president and chief officer for Europe, the Middle East, and Africa for AACSB International, said to me once that failure to achieve is an impact.



Written By
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Dean of the College of
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LSBU-ASU Entrepreneurship Programme 2021: Recap of Session 7: Online Business & the Art of Pitching

Following the article published last week summarizing the sixth session of the LSBU-ASU Entrepreneurship Programme 2021, in this week's article I will summarize the key ideas and takeaways from the seventh session that took place on 25 February 2021 (there are 8 sessions in total).

In this session, the Programme Leaders, Ms. Alison Price and Ms. Lisa McMullan, focused on the activities revolving around "*Conducting Business Online and the Art of Pitching Business Ideas*", as part of the third outcome of the programme "*Facilitate and adapt approaches to support those starting a business online or in light of Covid-19*". The session was meant to present the trainees with the rationale behind taking your business online, especially in the context of the Covid-19 pandemic, and the kind of principle and rules to follow in order to maximize chances of success. The session also focused on the art of pitching business ideas and brought a world leader in this field as a guest speaker.

But the session started with a very good example of how students can successfully create a competitive business and keep it afloat despite the challenges of the pandemic. Indeed, the participants had the chance meet 2 LSBU students leading "South Bank Collective" (SBC), a student-led creative agency offering photographic, film production and acting services at competitive prices. Both Holly Atkinson, Lead Creative Producer and Daniel Alexander, Photography Course Director & Staff Director, talked about their experience at SBC and how it helped grow not only their earnings but their personalities, business acumen and professional network.

For the next part of the session, the attendees discussed case studies and real-life examples of businesses who managed to survive the pandemic by shifting their operations online. Case in point, the British restaurants which quickly pivoted to Delivery Service Model or a Food Truck model. A success story was discussed which is Manjit's Kitchen, an Indian food restaurant that capitalized on social media to reach people online instead of trade fairs and at point of sale.

Then the attendees had the privilege to listen to tips and tricks from no other than Mr. Permjot Valia, Entrepreneur in Residence LSBU, who is a world authority when it comes to pitching business ideas and had worked with prominent scholars from top universities such as Harvard to transform their scientific findings into business ideas and pitch them to investors.

He explained the type of training he offers to entrepreneurs who want to pitch their businesses to get funding where he focuses more on the Language and jargon to be used and the techniques of Storytelling to captivate the audience.

He also summarized the steps to make a good pitch as follows:

Grab attention: through an anecdote, a story, a big number...

State the problem: the problem has to look pressing and urgent enough to make the audience ache to hear a solution

Present the solution: it has to be intuitive so that the audience think to themselves "of course..."

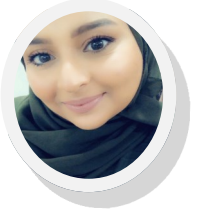
Build trust by showing your competence and your team

Don't forget to ask for a specific amount of money or contribution and clearly state what you would make of that and what the investor would get in return.



Written By
Mr. Hatem Dammak
Head of Audit and
Compliance Unit

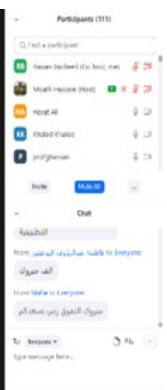
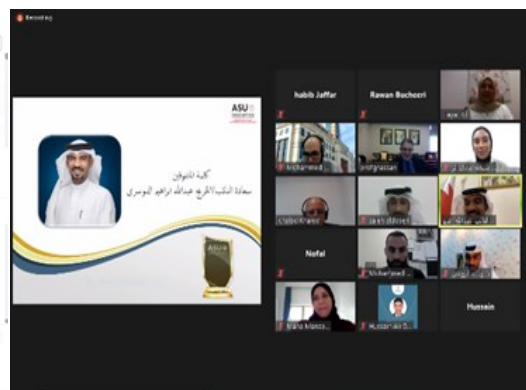
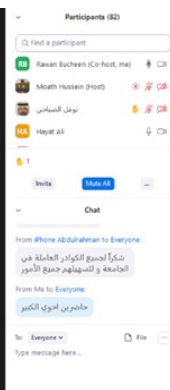
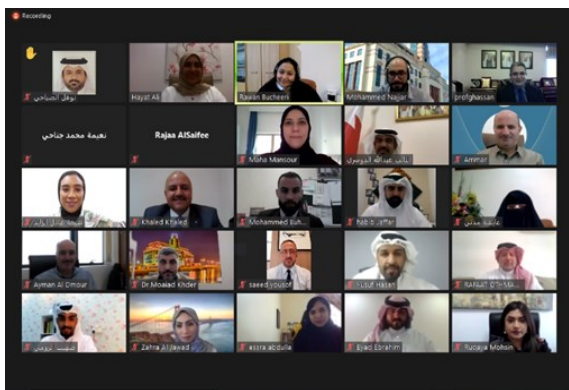
عمادة شؤون الطلبة تنظم حفل افتراضي للطلبة المتفوقين للفصل الدراسي الأول من العام الأكاديمي 2020/2021 بقلم الأستاذة روان بوجيري- إدارية في مكتب الخدمات الطلابية في عمادة شؤون الطلبة



تحت رعاية سعادة الأستاذ الدكتور غسان فؤاد عواد رئيس الجامعة نظم عمادة شؤون الطلبة حفل افتراضي للطلبة المتفوقين للفصل الدراسي الأول من العام 2020/2021 وذلك يوم الأحد الموافق 11 ابريل 2021 في تمام الساعة الثالثة عصراً، حيث بدأ الحفل بكلمة لسعادة رئيس الجامعة البروفيسور غسان والذي أعرب فيها عن سعادته لوصول عدد المتفوقين لـ 79 متفوق وبارك لهم بهذا الإنجاز وحثهم على مواصلة التميز، ومن ثم ألقى كل من بروفيسور خالد غرابية القائم بأعمال نائب الرئيس للشؤون الأكاديمية والتطوير كلمته حيث قدم لهم أجمل التهاني بإنجازهم وتحصيلهم المتميز، ومن ثم أعربت الدكتورة حياة علي، قائم بأعمال عميد شؤون الطلبة عن سعادتها بمثل هذا الإنجاز، كما وحثت المتفوقين على

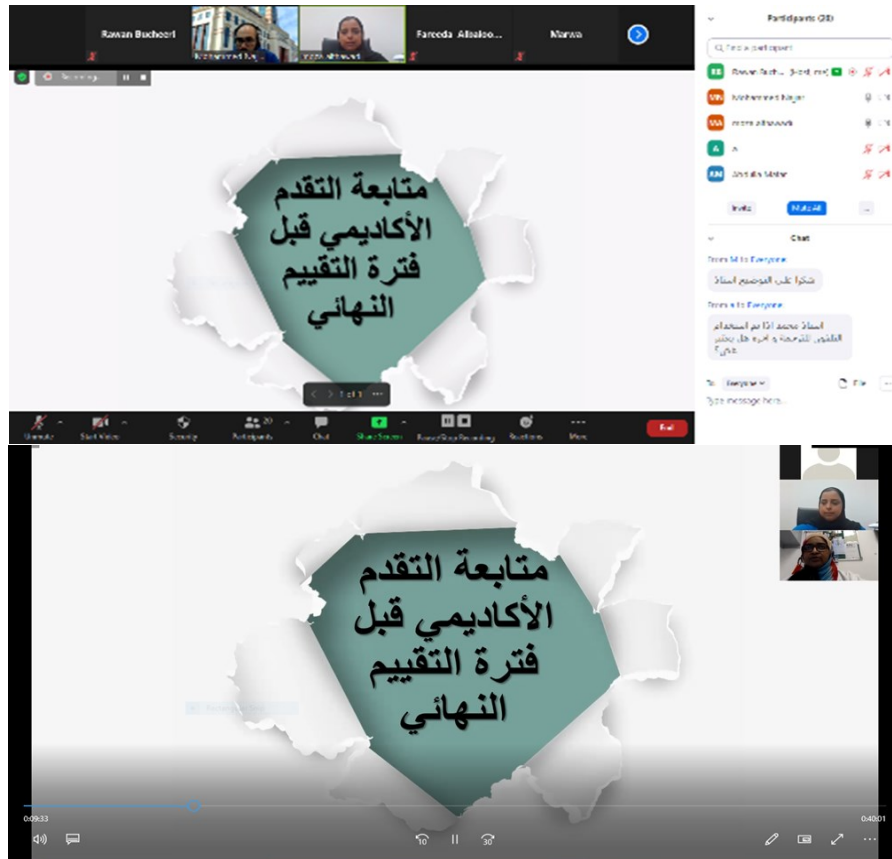


مواصلة البذل والعطاء حتى التخرج، أما كلمة المتفوقين فألقاها الطالب حبيب العكر وهو الأول على الجامعة حيث ألهم فيها الطلبة بقصته في الإصرار والإرادة برغم الظروف الصعبة التي مر بها إلى أن حقق هذا المركز وقدم شكره لكل من ساندته وللجامعة التي قدمت كل سبل الدعم له وألقى شعر بمناسبة التفوق، ومن ثم ألقى الطالب محمد بوحמיד وهو الثالث على الجامعة كلمته والتي ألهم فيها الطلبة مواصلة التعليم رغم الظروف التي كان يمر بها، كما وألقى الخريج النائب عبدالله الدوسري كلمته والذي أثنى فيها على دور الجامعة الداعم لهذا الإنجاز من بعد توفيق الله ودعم أسرته الكريمة، ومن ثم تم تكريم الطلبة بشكل مميز حيث ظهرت أسماؤهم على دروع الكترونية صممت من قبل إدارة التسويق و العلاقات العامة، وقد أبدى الطلبة سعادتهم لمثل هذا الحفل المتميز الذي أضفى لهم جو من الفخر والتقدير بتميزهم وشجعهم على مواصلة البذل والعطاء نحو طريق التفوق.



مكتب الإرشاد يعقد اجتماع مع الطلبة لتهيئتهم قبل فترة التقييم النهائي بقلم الأستاذة موزة الذواودي، ق.أ. مدير مكتب الإرشاد

عقد مكتب الإرشاد بالتعاون مع مكتب الخدمات الطلابية بعمادة شؤون الطلبة يوم الاحد الموافق 12/4/2021 في تمام الساعة الرابعة مساءً اجتماع افتراضي مع الطلبة لتهيئتهم قبل فترة التقييم النهائي ولضمان توفر بيئة افتراضية مريحة لهم أثناء فترة الامتحان، وقد شارك في الاجتماع كل من الأستاذ محمد النجار مدير مكتب الخدمات الطلابية و الأستاذة فريدة البلوشي ممرضة بالوحدة الصحية والأستاذة روان بوجيري ادارية بمكتب الخدمات الطلابية، بدأت الاجتماع الأستاذة موزة الذواودي بالتعريف بأهداف مكتب الإرشاد والخدمات التي يقدمها وأوضحت للطلبة بأن تم البت في التقارير المرسلة من قبل الطلبة من خلال لجنة خاصة رفعت توصياتها بمساعدة من هم في حاجة الي المساعدة حسب التقارير الواردة إلي الاقسام الاكاديمية وتم اعطاء نصائح للطلبة منها الثقة بالنفس وعدم الخوف والقلق والاستذكار الجيد خلال شهر رمضان المبارك وتم ارشاد الطلبة بكافة التعليمات عن حضورهم للجامعة لأداء الامتحانات والتعليمات الصادرة من إدارة الجامعة بخصوص هذا الشأن من قبل الأستاذة فريدة، كما وضحت الأستاذة روان كافة ارقام التواصل والرد عن اي استفسار يحتاجه الطالب خلال هذه الفترة، كما وتم ايضاح التعليمات الجديدة بخصوص فتح الكاميرات خلال الامتحان وتم الرد عن جميع اسئلة الطلبة خلال الاجتماع وقد تفاعل الطلبة مع المتحدثين واعرثوا الطلبة عن شكرهم لعمادة شؤون الطلبة على التسهيلات المقدمة.



A Memory to Remember

من عقب الماضي

حدث في مثل هذا الأسبوع قبل خمسة أعوام

On this week , five years ago this event was held

- *Volume 1—Issue 24 , 17 April 2016*

CELEBRATING THE WINNING OF ASU BASKETBALL TEAM

On 14 April, the Deanship of Student Affairs and Evening Studies organised an event to celebrate the achievement of our Basketball team for winning the championship of Bahraini Universities in Basketball. The celebration was attended by Professor Waheeb Alkhaja, the Chairman of the Board of Trustees, Professor Mohamed Loutfi, Pro Vice Chancellor of Cardiff Metropolitan University, and members of the University's senior team and members of the Students' Council.



Appreciation must go to our winning team for this great achievement and to Dr Faiza Zaitouni, Mr Mohammed Najjar, our coach Abdallah Jaber, and the the Students Council for their commitment and hard work.



Quote of the Day

“Gaining momentum in the direction you want to go is entirely in your hands.”

- LeAura Alderson

من روائع الأدب العربي

” المشورة لقاح العقول ، ورائد الصواب ، والمستشير على طرف النجاح !

- الجاحظ