



# UNIVERSITY LIFE

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HAPPY READING

## International Conference on Emerging Technologies for Sustainability and Intelligent Systems



An international conference on Emerging Technologies for Sustainability and Smart Systems was held with distinguished guests and researchers in attendance, including the Secretary-General of the Higher Education Council, the Vice President of the Board of Trustees of the Higher Education Council, Dr Diana Abdul Kareem Al-Jahrami, and Professor Waheeb Al-Khaja, the Chairman of the Board of Trustees. The conference had a strong turnout of researchers from 64 countries, sharing around 356 papers. The papers were thoroughly reviewed during the conference days and shared in 72 discussion sessions, some at the University campus and others held virtually.

The conference was organised with the aim of offering a multidisciplinary platform for sharing knowledge and engaging in debate about the most recent innovations, creative trends, and sustainable development. This discussion focuses on solutions in different areas, such as artificial intelligence, telecommunications technologies, electronic education, data analysis, financial technology, sustainability, and innovation in architecture and sustainability.



The conference featured seven categories highlighting the most recent advancements and projects in modern technology and sustainable development. The primary one delved into "Artificial Intelligence," covering various topics, including AI applications in financial and banking, information technology, business, human resource management, and legal and legislative aspects of AI applications.

The second category discussed "Computer and Information Technology", focusing on information and data protection, in-depth data analysis, and business analytics. The third was dedicated to "Information Technology and Networks," addressing subjects concerning information networks and digital media studies.

The fourth was centred around "Financial Technology," including topics such as decision-making support in accounting and auditing, statistical decision-making approaches, financial decision-making, decision models in marketing, organisational technology, cryptocurrencies, and blockchain.

The fifth was on "Engineering and Construction Techniques," which included building information modelling, energy modelling, and sustainable design. The sixth and seventh topic categories focused on sustainability and innovation in civil and architectural engineering, covering topics such as sustainable construction project management, smart cities, building innovation, facility management, corporate social responsibility in the construction sector, construction technologies, sustainable construction methods, energy efficiency, construction management techniques, and virtual architectural reality technologies and applications.

**Dr Marwan Abdel Dayem honoured with the first prize for his exceptional research in the field of economics, in annual Yusuf bin Ahmed (YBA) Kanoo Award**



Dr Marwan Abdel Dayem, an Associate Professor in the Department of Business Administration at the college of Administrative Sciences has been honoured with the first prize for his exceptional research in the field of economics, earning him one of the Kingdom of Bahrain’s most prestigious annual Yusuf bin Ahmed (YBA) Kanoo Award for the best science, art, and economic research.

During the honouring ceremony at the Gulf Hotel Gulf Convention Centre, Mr Mohammed Abdulrahman Darwish, the Secretary-General of the Yusuf Bin Ahmed Kanoo Award, unveiled the winners of the eleventh edition of the prize. Shaikh Khalid bin Abdulla Al Khalifa, the Deputy Prime Minister; Ali bin Saleh Al Saleh, Shura Council Chairman; and Nabeel bin Yaqoub Al Hamer, Advisor to His Majesty King Hamad bin Isa Al Khalifa for Media Affairs, were among the notable figures of the ceremony, along with the various officials and invitees who had keen interests in the realms of science, art, and economics, adding to the vibrant atmosphere of the occasion.



**The University is decorated with white and red and achieved first place in the competition of the capital governorate for the most beautiful decoration of government and private buildings**



The University was adorned in white and red to win first place in the educational sector in the competition for the most beautiful decoration of government and private buildings during the national day holiday. This event is held annually by the Capital Governorate as part of its celebrations for the national day and the anniversary of the assumption of His Majesty the King, to the throne. The event took place at the Governorate Council and was graced by representatives of the winning entities and various officials in the governorate.

His Excellency Sheikh Rashid bin Abdulrahman Al Khalifa, the Governor of the Capital Governorate, honoured the University with the first prize in the competition aimed at fostering a sense of belonging, love for the kingdom, loyalty to the wise leadership, spreading joy and happiness throughout the nation, and highlighting the civil and urban aspect of the capital during the national holidays through artistic images showcasing Manama, emphasizing the spirit of collaboration, cooperation, and the landmarks of development and progress achieved under the prosperous rule of His Majesty King Hamad bin Isa Al Khalifa, The King of the Kingdom of Bahrain.

This competition aims to provide an opportunity for governmental and private entities in the governorate to participate in the kingdom's celebrations of the glorious national day and the anniversary of the promising accession of His Majesty the King of the Kingdom of Bahrain by contributing to the decoration of buildings that highlight the civil and urban aspect of the Capital Governorate.

### The University participated as a silver sponsor in the "Bahrain Sports Day 2024" event



Under the patronage and presence of His Highness Shaikh Khalid bin Hamad Al Khalifa, Supreme Council for Youth and Sport First Deputy Chairman, General Sports Authority (GSA) Chairman and Bahrain Olympic Committee (BOC) President,

The University participated as a silver sponsor in the "Bahrain Sports Day 2024" event in Bahrain Bay, organised by the General Authority for Sports in cooperation with the Bahrain Sports Federation. The event was attended by Professor Waheeb Al Khaja, the Chairman of the Board of Trustees; Professor Hatem Al Masri, the Acting President of the University; Dr Mohamed Yousif Ahmed, the Vice President of the University for Administrative, Financial Affairs and Community Service; Ms Raqiya Mohsen, Director Marketing and Public Relation; Mr Abdullah Al Khaja, Director of Administrative and Financial Affairs, and many of University academic and administrative members, students, and alums.

His Highness Sheikh Khalid bin Hamad Al Khalifa honoured Professor Dr Waheeb Al Khaja in recognition of the University's participation as a silver sponsor in the event, as the University is keen on promoting sports for all and making it a lifestyle in line with the sporting values aimed at enhancing public health in communities.



### Smart Thinking Energy Management - STEM 2024 forum



The University, in partnership with the Institute of Electrical and Electronics Engineers (IEEE) Bahrain, hosted a notable forum titled 'Smart Thinking Energy Management-STEM 2024'. This event was a platform to exchange knowledge and foster collaborative learning in Sustainability, Energy Management, AI in Engineering, Green Design, Green IT, and AI Computing.

The forum witnessed the participation of university students in various projects, including engineering, computer science, and information systems. The students showcased their work to the attendees, who were impressed by the excellent level of such projects.



## The University participation in the first Times Forum on the Reputation of Higher Education Institutions in the Middle East and North Africa region

The University participated and was represented by Dr Mohamed Yousuf, Vice President for Administrative, Financial Affairs, and Community Service, in the first Times Higher Education Reputation Forum for Higher Education Institutions in the Middle East and North Africa region, which was held at Abu Dhabi University in the United Arab Emirates with the participation and attendance of 150 representatives from academic institutions in the UAE, Saudi Arabia, Jordan, Lebanon, and the United Kingdom. The forum discussed the importance of building and maintaining the academic reputation of higher education institutions within a global context.

The forum concentrated on demonstrating the association between institutional reputation and rankings in the context of higher education. It also provided valuable insights into establishing and enhancing University brands as the field of higher education witnesses ongoing changes that require adaptation to ensure educational outcomes align with current needs.

The forum saw the participation of representatives from the Ministry of Education in the United Arab Emirates, Accenture Middle East, and keynote speakers, including Mark Cado, Data Scientist at Times Higher Education, and Nick Davis, President of Times Higher Education in the Middle East and Africa.

The forum also hosted several group discussions and panel sessions that addressed the crucial role of reputation in the success of institutions. They discussed strategies and shared best marketing, communications, and branding practices. The speakers highlighted the effectiveness of University reputation governance alongside innovative approaches to engaging with students and graduates.



## Applied Science University as a golden sponsor in the "QS Higher Education Summit in the Middle East"



Applied Science University participated as a golden sponsor in the "QS Higher Education Summit in the Middle East" hosted by the American University of Ras Al Khaimah under the title "Culture of Innovation: Advancing Quality Education for a Prosperous Middle East." The summit was attended by Sheikh Saqr bin Saud bin Saqr Al Qasimi, Chairman of the Board of Directors of Ras Al Khaimah Ceramics Company, His Excellency Dr Ahmed Belhoul Al Falasi, Minister of Education, and a number of officials. More than 400 individuals representing higher education leaders, University presidents and directors, and academics from the Middle East and worldwide, including a group of experts and managers from multinational companies providing consultancy and educational services to universities, participated.

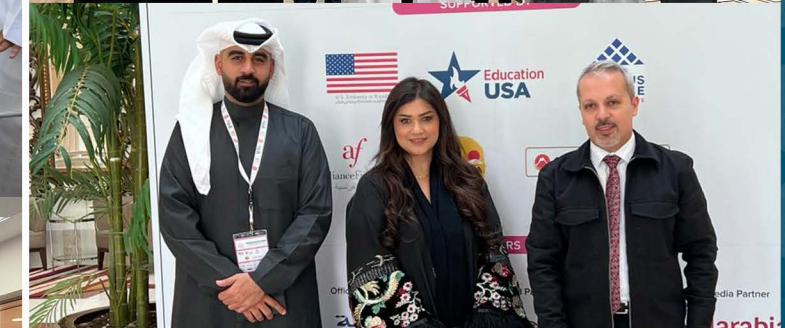
The University was represented at the summit by Professor Hatem Masri, Acting President of the University, and Dr Mohamed Youssef Ahmed, Vice President for Administrative, Financial Affairs, and Community Service. On the sidelines of the summit, Sheikh Saqr bin Saud bin Saqr Al Qasimi, Chairman of the Board of Directors of Ras Al Khaimah Ceramics Company, and His Excellency Dr Ahmed Belhoul Al Falasi, Minister of Education, visited the University platform, where they were briefed on the university and its outstanding academic programs and centers in Arab and international rankings. They commended its achievements, as one of the pioneering private universities and highest-ranking in Kingdom of Bahrain, and being within the top 20 in the Arab Region, and among the top 600 according to the QS World University Rankings 2024.

### The Marketing and Public Relations Directorate's efforts to engage in various marketing activities to promote the University



The Marketing and Public Relations Directorate engaged in various marketing activities to promote the University's academic programmes and prospects for career paths, scholarships, facilities, and student services. The activities incorporated participation in the Education Links Winter Fair 2024 and the Gulf Madhyamam Educational Event "Crack the Code-2024". These events were organised by Education Links and Madhyamam Gulf newspaper, respectively. In addition, the Directorate took part in the Universities Fair organised by the Nasser Vocational Training Centre and also contributed to the exhibition held at Howar International School for Innovation. Finally, they also participated in the World Universities Exhibition in Riyadh, Saudi Arabia, which Medpoint Company organised.

In addition to the aforementioned activities, the Directorate also hosted a number of students from different private schools at the University and organised one of its highly interactive and superior career counselling workshops under the title "Craft your Career, a day at ASU" attended by students from Al-Iman and Alia schools.





## The University hosted the Marshall team's training for the Bahrain's Grand Prix - Gulf Air Formula One race

The University hosted the Marshall team's training for the Bahrain's Grand Prix - Gulf Air Formula One race, providing facilities, classes and necessary spaces for over 600 organisers from the motorsport club. This initiative reflects the university's unwavering dedication to strengthening its collaboration with civil society organisations in the Kingdom of Bahrain. It is a testament to the university's mission that highlights the significance of serving the community and supporting national events and institutions.



## A lecture on "Electronic Fraud on Social Media and the Internet" was delivered by community engagement and service



Dr Mohammed Al-Hamami, Director of the Community Service Office and Associate Professor in the Department of Management Information Systems at the College of Administrative Sciences, delivered a lecture entitled "Electronic Fraud on Social Media and the Internet," organised by the Akkar Charitable Association in collaboration with the Community Service Office on Monday, February 12, 2024, at the association's headquarters.

The lecture, which saw active participation from the President of the Akkar Charitable Association, Professor Ahmed Hassan Ahmed, and several members of the association and the local community, addressed various topics, including a presentation of statistics on cybercrimes, explaining electronic fraud, providing examples of data targeted by fraudsters, discussing methods used in electronic fraud, offering guidance on protecting oneself from electronic fraud and explaining the process of reporting cybercrimes and electronic fraud.

## Department of Business Administration visit to Aluminium Bahrain (Alba)

A group from the Department of Business Administration (Dr Khairi Omar, Dr Adel Alzyoud and Dr Hamad Alkaabi) went to Aluminium Bahrain (Alba) and met with company officials and several graduates of the university's Department of Business Administration.

This visit is part of a series of visits organised by the Department of Business Administration to establish robust collaborations with industry and governmental institutions. The intent of the visit was to discuss potential collaboration options between the two parties and exchange critical ideas, as during the visit, the university team presented several programmes and initiatives that could help improve the skills and specialities needed at Alba.

The university representatives exhibited exceptional proficiency in showcasing academic programmes, explicitly emphasising the potential challenges and possibilities they may offer employees. Alba has expressed its complete willingness to collaborate with the university, demonstrating a strong desire to utilise academic experience and knowledge to improve and strengthen the competencies of its employees.



**Entitled "Removing the apparent contradiction of the fundamentalists"**



Based on a series of activities organised by the College of Law annually during the cultural season, the Scientific and Cultural Committee at the College held the scientific seminar for the academic year 2023/2024, "Lifting the Apparent Contradiction of the Fundamentalists," delivered by Prof Murad Al-Janabi, Professor of Jurisprudence and its Fundamentals.

**Meeting with Students at the College of Law**



The College of Law met with its students to advise them about the college's activities, guidance approach, academic adviser function, and their roles in ensuring the students' educational achievement. They additionally reviewed the counselling records and how to navigate through the university website, concentrating on the administrative, financial, and academic regulations students must adhere to to maintain and enhance their academic performance and avoid setbacks. The students interacted actively during the conference, referring to issues related to their academic progress in college and emphasizing the need to continue their studies at the university through the available academic and administrative conditions.

In the same vein, the College of Law organised a forum for dialogue with Bachelor of Laws programme LLB students from the London South Bank University. The conference comprised a review and discussion of concerns with topics relevant to the programme. The interactive conference demonstrated constructive engagement between the academic members and students. This engagement reflects the college's dedication to increasing educational quality and fulfilling the needs of learners.



**A visit to the Commercial Arbitration Center for the Gulf Cooperation Council Countries**



Based on the College of Law's commitment to enhancing cooperation with various entities related to legal work within the Kingdom of Bahrain, a delegation from the College of Law visited the Commercial Arbitration Center for the Gulf Cooperation Council Countries. During the visit, the delegation discussed ways to enhance cooperation and joint work with the center's officials, aiming to establish a partnership in the near future that serves the aspirations and visions of the Applied Science University in general and the College of Law in particular.



**Dr. Mohamed Salama**  
Dean of the College of  
Engineering

### The Importance of the Practical Components in Engineering Studies at ASU

In the College of Engineering at Applied Science University (ASU), theoretical knowledge forms the foundation upon which students build their understanding of complex concepts. However, the practical components play a key role in reinforcing theoretical studies and ensuring students develop a comprehensive understanding of engineering principles. The British engineering programmes offered at ASU in partnership with London South Bank University (LSBU) incorporate hands-on experiences and real-world practices to provide students with a well-designed set of components that capture the most contemporary issues and the latest advancement in the knowledge in an applied context.

The practical components engage engineering students in hands-on activities, laboratory experiments, and projects that enhance their understanding of how theoretical concepts are put into practice in real-world scenarios. These components also strengthen students' ability to solve problems, contribute to developing essential technical and soft skills, and prepare them for the demands of their future careers. Students acquire technical skills by utilising engineering software, tools, and equipment. Through practical activities, engineering students develop critical thinking, problem-solving, and analytical skills to tackle challenges effectively. In addition, the college works closely with experts in the field, such as Programme Advisory Board members, to identify the market requirements to enhance our graduates' employability. In this pursuit, our programmes include a significant doze of teamwork and presentations to enhance the graduate's soft skills.

With this comprehensive approach of combining theoretical studies with practical activities and soft skills development, students practice how to put knowledge into action. This approach creates an appreciation of the relevance and the need for their studies.

The practical activities are designed to prepare students for successful careers in their engineering field by equipping them with the skills and experiences they need to excel. Through hands-on projects and the participation in local and regional competitions and supervised internships, students develop engineering competencies, gain exposure to the engineering industry, and build a network of professional contacts. This will eventually enhance their employability and readiness to make meaningful contributions to their communities.

### You Ask, the Jurist Answers: Understanding the Role of Legislative Authority in Legislation Making



The College of Law held its prominent event on the legal dialogue, a key component of its annual scientific and interactive programme. The event labelled "You ask, and the Jurist Answers," delved into the pivotal role of the legislative authority in the legislation industry. The primary aim of this event was to enhance the knowledge and awareness of law students by providing them with a platform to interact with and learn from experts in the field of legal legislation. This event was a tribute to the anniversary of the National Charter. This significant milestone laid the foundation of its rules and constructed the framework of its civilized structure under the leadership of His Majesty King Hamad bin Isa Al Khalifa, King of the Kingdom of Bahrain.

A discussion was attended by a group of leading experts, led by Dr Ali Al-Tawalbeh, Deputy Chairman of the Legal Advisors Authority in the Bahraini Shura Council, and Dr Ayman Al-Hammouri, Assistant Professor of Constitutional Law at the College of Law. The event was held under the direct supervision of Dr Hussein Bani Issa, Acting Dean of the College, with the presence of Dr Nabil Al-Qadi and Professor Hilal Al-Bayati, Head of the Quality Unit at the university. Many faculty members, administrators from the college and the university, and a large group of students participated in this event.

During the event, Dr Al-Tawalbeh provided a detailed elucidation of the functioning of the Shura Council, comparing them scientifically and legally with those of the Council of Representatives. He focused on issuing necessary legislation to serve the people of the Kingdom of Bahrain. Meanwhile, Dr Al-Hammouri discussed the legislative landscape in constitutional jurisprudence, highlighting the fact of the Bahraini constitution and its organization of this constitutional right.



## A master's thesis in the college of Law under the title "Reengineering Production Processes for Television Programmes in the Digital Transformation Era and its Impact on Developing Administrative Procedures (An Applied Study on the Ministry of Information in the Kingdom of Bahrain)"

A master's thesis by the student Huda Ibrahim Hassan Mashakhil demonstrated the need for a strategic plan to assist the Kingdom of Bahrain's Ministry of Information in putting the ideas of reengineering television programme production processes into practice. In order to gain from their experiences and strengthen their dedication and devotion, it stressed how crucial it is to engage the Ministry of Information staff members in formulating strategic plans.

The study suggested exploring fresh approaches for conducting production operations for television programmes, creating strategies for restructuring administrative procedures to boost productivity, enhancing service quality, adapting to technological advancements, utilising information technology to revamp production processes for television programmes at the Ministry of Information, maintaining a competitive edge through the implementation of advanced technologies, and securing a leadership position in the business world and competitive landscape.

The thesis was titled "Reengineering Production Processes for Television Programmes in the Digital Transformation Era and its Impact on Developing Administrative Procedures (An Applied Study on the Ministry of Information in the Kingdom of Bahrain)" and has been reviewed by the evaluation committee, which consisted of Dr Hooriya Mohammed Al-Deeb as the internal examiner and committee head, Dr Ibtisam Ismail Al-Alawi as the external examiner, and Dr Marwan Mohammed Abdel Dayem as the supervisor.

Nevertheless, the thesis aims to assess the impact of reengineering production processes for television programmes on digital transformation in developing administrative procedures in the Kingdom of Bahrain. The study concluded that institutions can achieve substantial performance improvements and competitive excellence in the business market by utilising digital technologies and reengineering approaches.

The study findings suggest that the Ministry of Information should develop a strategic plan to implement reengineering principles in production processes. This plan should involve employees in its development and focus on restructuring and engineering administrative procedures to enhance productivity, service levels, and quality.



## Research Methodologies in Political Science Methods, Approaches, and Tools

Authored by Dr Khaled Mohammed Dafallah

The book is divided into four sections. The first section covers the fundamental principles of science and research methodology in political science, as well as the topics of plagiarism and scientific impersonation. The second section explores different research methodologies, including quantitative, qualitative, and mixed methodologies. The third section focuses on the collection of political data and information. Lastly, the fourth section covers the research plan, report and the technical aspects of research writing and preparation.



## Success Stories



**Name:** Maryam Saber Al-Hameedi

**Degree:** Bachelor of Law

Applied Science University is committed to nurturing and supporting its students and inspiring them to achieve goals that go beyond the academic field. One of these inspiring students is Maryam, who has a motor disability in her left hand. Maryam represents and competes for the Bahrain national team in athletics in the shot put, discus throw, and javelin throw. Maryam recently achieved third place and won a bronze medal in the discus throw competition at the West Asian Championships held in Sharjah. The University takes pride in its distinctive students and is consistently devoted to offering them the essential support and motivation on their path to success.



**Name:** Mohammed Abdullah Al Jahmi

**Position:** Director of Programs & Political Development, Bahrain Institute for Political Studies

**Degree:** Master in Law - 2023

University life plays a crucial role in shaping an individual's personality. Applied Science University has been a catalyst in nurturing highly skilled graduates who can effectively participate and are ready to excel in a proficient workforce. This commitment aims to actively contribute to the progress and advancement of the Kingdom of Bahrain, ensuring a prosperous future for all.



## Civil Engineering Programme in ASU – Engineers for the Future



At Applied Science University, the College of Engineering offers a range of engineering programmes hosted by London South Bank University, one of the leading universities in London. In addition, our graduates enjoy the privilege of getting a Dual Award, a British degree, and an ASU degree, both accredited in the Kingdom of Bahrain, the Kingdom of Saudi Arabia, and beyond. Our Civil Engineering programme was the first academic programme in the Kingdom of Bahrain to be accredited by the Chartered Institute of Building (CIOB).

Studying engineering at Applied Science University offers several rewarding and enjoyable features. The student-staff ratio ensures smooth and effective communication and access to instructors and supervisors throughout the study period. The modules in all our engineering programs are designed to provide students with a blend of soft skills development, such as teamwork and presentation skills, in the context of sustainability and innovation, while also studying the latest advancements in the engineering field. Right from the start, students engage in group projects that require them to address real-life problems, apply relevant technology, such as software packages, and utilize them to deliver the project at hand.

To help students do so, the university has provided students with state-of-the-art civil engineering labs, including concrete mixing, strength of materials, soil mechanics and geotechnical engineering, and surveying. In addition, students undertake several site visits every semester that provide them with the necessary exposure to the practical world and allow them to start networking with experts and practitioners. This enlightens the students with first-hand experience about market requirements and helps them develop their skills to be attractive candidates for employers once they graduate. Students are encouraged and supported, via academic supervision and sponsorship, to participate in local and regional competitions in their field. This year, our student won the first prize for the best graduation project awarded by the Bahrain Society of Engineers in the Civil Engineering category. ASU was the only private

university in the Kingdom of Bahrain to achieve this award. Additionally, the same student won third place in the HH Sheikh Khalid Bin Hamad Award for Graduation Projects, which witnessed a competition with 75 projects from across the country.

Upon successfully completing the programme, students are awarded two sets of certificates and transcripts - one from London South Bank University (LSBU) in the UK and one from Applied Science University (ASU) in Bahrain. This will give our graduates a competitive advantage in the job market and allow them to develop lifelong learning skills sought after by employers here in Bahrain and internationally.

The Civil Engineering programme prepares students for a variety of exciting career opportunities. Diverse job possibilities await our graduates in the field of civil engineering, such as construction project manager, facilities manager, structural engineer, quality control engineer, assistant site engineer, planning engineer, quantity surveyor, highway engineer, environmental engineer, geotechnical engineer, water supply and waste management systems engineer, and many other potential jobs.

To sum up, our graduate civil engineers are attractive candidates for the oil and gas, energy, telecom, and construction sectors, as well as for infrastructure and civil works projects. Various sectors would need civil engineers to design and build steel structures for their operations, such as steel towers for power cables, telecom towers for mobile networks and steel structures for offshore activities within the oil and gas sector.

With all the above said, our graduates are well-positioned to impress employers and stand out during any job interview as the best candidates who can deliver a mix of soft and hard skills seasoned with the latest technology applications in the field. We always aim to deliver the promise we are sending to the job market engineers for the future and the sustainable development of the practice and the country at large. We are very proud of our graduate's success stories. We get positive feedback from our graduates' employers, who confirmed that we successfully delivered our promise.

