



# PRESIDENT'S NEWS DIGEST

31 JANUARY 2016 – Issue 13



## WELCOME

Welcome to the 13<sup>th</sup> ASU President News Digest. In this weekly digest which will keep you abreast about activities in the University, we will cover stories related to NQF, AACSB visit, Media & Press invitation, Workshops, visits, trainings and Forums. In the reminder of the week, we will be reminding you about the Accreditation Standards, Area 2.

Please keep Ms Tania Kashou and Ms Ayat Nass informed about activities or events that you would like to include in the news digest.

Office No: (+973) 16036161

Email: [tania.kashou@asu.edu.bh](mailto:tania.kashou@asu.edu.bh)

## MESSAGE FROM THE PRESIDENT



Last week the University was very busy with many activities and events:

The NQF listing visit was conducted by the QQA, we are awaiting the results, let's hope it is going to be a good result. I am grateful to Dr Assem and Dr David and the Quality Assurance team, Prof Newton, Dr Hilal and Dr Ahmed Azzam and Prof Saad and Ustaza Mariam, and all colleagues who put tremendous effort into this activity.

The University hosted an event to recognize the great support from our Media/ Press friends. I am grateful to Ustaza Ruqaya and the PR team and to Muttaleb and the IT, security and purchasing teams for a fantastic event. We had 13 journalists representing all the Arabic newspapers in Bahrain and the event was attended by the Chairman of the Board of Trustees, Professor Waheeb Al-Khaja.

The Management Committee and University Council met to discuss graduating students, new programmes, etc, many thanks to Dr Ahmed Azzam and Ustaza Tania and Ustaza Amal, and all colleagues who participated in these meetings.

The President's News Digest is still produced in a timely manner, many thanks are due to Ustaza Tania and Ustaza Ayat.

Professor Newton is visiting the University and he is making tremendous contribution to quality related issues.

The HEC monthly progress report was submitted on Thursday, many thanks to Dr Assem, Prof Zedan and Prof Siddeeq and Ustaza Tania who worked hard on this. I will ask Ustaza Tania to share the report with you.

The Admissions and Registration team was very busy with students and I am grateful to Dr Nihad and Dr Siddiq and the whole team.

Next week we will have our library review; all the preparation is done, many thanks to Prof Zedan and Dr Ammar.

The SERs for Arts and Science will be submitted on the 4 February, many thanks to Dr Belal and all colleagues who worked hard on these reports.

Next week we will host some colleagues from LSBU to discuss opportunities for collaboration, Prof Zedan and Ustaza Tania are taking the lead on preparation.

Please remember to keep reading the Accreditation Handbook and deliver improvements in your areas.



## THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB) VISITS ASU

A high-level delegation from the Association to Advance Collegiate Schools of Business (AACSB) visited ASU on 25 January. The delegation were Dr. Tim Mescon, Senior Vice President and Chief Officer, EMEA, AACSB International and Prof. George Najjar, Special Advisor to the President & CEO, AACSB International.



The AACSB is a global membership organisation of educational institutions, businesses and other entities committed to the advancement of management education. It provides its members with a variety of products and services to assist them with the continuous improvement of their business schools.

As a specialised accreditor, AACSB works with institutions to ensure their business schools or units provide the highest quality education and preparation for success. AACSB standards are rigorous, relevant and benchmarks of quality. Their accreditation standards drive engagement, innovation and impact.

Central to our Internationalisation strategy, AACSB's visit is an important steps towards its realisation. It also signals our commitment to be ultimately accredited by such a prestigious body. It was decided to start a process by becoming an AACSB member. This is planned to take place within the coming weeks.

Prof. Waheeb Al Khaja (Chairman of BoT) and the President, Prof. Ghassan Aouad, welcomed the delegation. Selected members of the Senior Management team attended the event.

## WORKSHOP ON SOCIAL MEDIA STRATEGY PLANNING FOR PROFESSIONALS

ASU Community Engagement Office with the coordination of Dr. Mohammed Al-Hamami hosted a workshop on "Social Media Strategy Planning for Professionals" on 23 January 2016. The workshop has been organized by Social media Club Bahrain and presented by social media and digital marketing expert Ali Sabkar, the President of Social Media Club in MENA.





## ENTREPRENEURSHIP AT ASU

On 28 January, Prof Saad Darwish, Presidents' Advisor for Special Projects gave a presentation about "Entrepreneurship at ASU" at the Secretariat General of the HEC in Isa Town during a share knowledge event about Entrepreneurship Education. Prof Hilal also attended the event. Injaz Bahrain and private universities presented their experiences and shared their knowledge and contribution with the audience.



## VISIT TO AL SANABEL ORPHANS CARE SOCIETY

On 28 January, the Community Engagement Office in collaboration with College of Administrative Sciences visited Al Sanabil Orphans Care Society for to support the orphans and to the society during the celebration which took place in Sukair (Rabee Al Sanabil). Dr Hoorya Al Deeb along with Dr Mohammed Al Hamami, Dr Atheela ALazzawi and Hana Dwesan attended the event as representatives from ASU.



## TRAINING COURSE GIVEN BY SEED INSTITUTE IN COLLABORATION WITH MICHIGAN UNIVERSITY

Last week, our students finished a training course given by Seed Institute in collaboration with Michigan University which enhance and promote the spirit of Entrepreneurship at ASU and give the opportunity for our students to get an international experience through Michigan University.



## THE TRAFFIC PARLIAMENTARY FORUM

The Acting Vice President for Academic Affairs and Development, Dr Assem Al-Hajj, attended the Traffic Parliamentary Forum which took place on 26 January 2016. The forum was held at the Bahraini Council of Representatives. Dr Al-Hajj submitted and presented the Applied Science University working paper discussing and recommending practical solutions to the current problems of traffic congestions in the Kingdom.





## ASU HOLDS AN EVENT FOR THE MEDIA / PRESS

ASU university held an event for a number of journalists in order to honour them for their continued support to the university by publishing its news and events. This step comes as an appreciation for their positive efforts and contributions in strengthening the university achievements. The event was attended by the Chairman of the Board of Trustees, Prof. Waheeb Al-Khaja, and the President of the



University, Professor Ghassan Aouad, in addition to a number of the senior academic staff.

After watching a film on the achievements of the university during the last year, certificates of appreciation were given to the journalists as an appreciation for their efforts and their cooperation with the university.

## REMINDER OF THE WEEK

### THE INSTITUTIONAL ACCREDITATION STANDARDS (HEC)



#### AREA 2: Academic Management and Administration (4 Standards)

##### **The institution must be effectively managed (17 KIs)**

1. The management structure must be clearly defined, documented and understood by all stakeholders including governors, management, staff and students.
2. All senior managers must be suitably qualified and experienced, understand their specific responsibilities and be effective in carrying them out.
3. There must be clear channels of communication between management, the Board of Trustees, staff, students and other stakeholders.
4. There must be clearly delineated responsibilities and reporting arrangements at institutional, faculty, departmental, program and course levels. These must include provision for academic leadership at program and individual course level.
5. There must be an effective committee structure with appropriate reporting lines which informs management decision-making and provides feedback to stakeholders including students.



6. Committees and other meetings must have clear and appropriate terms of reference, must be scheduled to meet regularly and minuted accurately.
7. There must be a set of comprehensive policies, regulations and procedures for staff and student conduct.
8. There must be a published policy on complaints which includes a system for recording and monitoring complaints and the associated responses.
9. Management must ensure that all information, internal and external, including publicity material, is accurate and fit-for-purpose.
10. A policy must exist and be administered effectively regarding collection of and refund of student fees.
11. Management must compile a report at least annually presenting the results of the institution's reviews and incorporating action plans. Reports must include analysis of year-on-year student satisfaction, retention and achievement, staff performance (including research and other forms of scholarship) and a review of resourcing issues.
12. Action plans must be implemented and reviewed regularly, with outcomes reported to management and subsequently to the governing body.
13. Management must monitor and review academic and administrative staff performance through a clearly documented and transparent appraisal system.
14. There must be transparent and fair policies and procedures in place to recognize and reward staff through promotion or financial considerations.
15. Management must engage constructively with the wider community to promote mutual interests.
16. Management must ensure that the institution has the facilities and mechanisms in place to ensure capture of the most up-to-date facilities, resources, curricula and pedagogy in the international academic arena.
17. Management must demonstrate a willingness to forge national and international links which provide for the involvement of renowned academics and professionals.

### **Academic management must be effective (17 KIs)**

1. Programs must be fully mapped to the Bahrain Qualifications Framework and have achieved or be in the process of achieving a 'full confidence' outcome from NAQQAET following a program review or have accreditation by recognized professional bodies or be subject to a formal articulation agreement with an internationally recognized HEI.
2. There must be appropriate procedures for the proposal, design and validation of programs of study which take cognizance of the mission of the institution, national imperatives, local, Gulf and international market demand and resource issues and reflect international norms.



3. The institution must have in place mechanisms to ensure and demonstrate that the content, design, approach and teaching methods of the curriculum are consistent and supportive of the learning outcomes.
4. Management must ensure that the stated curricula are delivered as stated in the prospectus and other related documentation and that HEC requirements and those from professional or other relevant bodies are met.
5. The institution must have clear policies, criteria and processes for academic appointments and promotions.
6. The institution must be able to demonstrate that the responsibility areas of the academic staff, as in teaching, research, consultancy, community outreach and academic administration, are clearly identified and show a balance in line with academic conventions.
7. The institution must ensure that there is a balance between the number of senior and junior academic staff.
8. The institution must ensure that there is a balance between the number of local and international academic staff.
9. There must be regular scheduled and minuted meetings of academic staff to review academic programs.
10. There must be an appropriate policy and effective procedures for the acquisition of academic resources to support programs.
11. The curriculum must reflect the interface between research and education.
12. Mechanisms must be in place to ensure a program of enhancement of teaching and learning is continuously developed, supported and evaluated.
13. Appraisal of teaching staff must include regular classroom observation, feedback and be followed up where necessary.
14. Academic managers must employ a system of mentoring and peer review to support faculty staff.
15. Newly appointed academic staff must have a thorough induction program and be offered ongoing support and guidance through a mentoring system.
16. Teachers must be supported in their continuing professional development and enabled to develop further pedagogic techniques to enhance student learning.
17. Teachers' development must be supported by regular training and the provision of technology and tools to facilitate self-learning, access to information and communication.



### **The institution must be effectively administered (7 KIs)**

1. Administrators must be suitably qualified and experienced and understand their specific responsibilities and duties.
2. The size of the administrative team must be sufficient to ensure the effective day to-day running of the institution.
3. The administrative support available to the management must be clearly defined, documented and understood and appropriately focused to support its activities.
4. Policies, procedures and systems must be well documented and disseminated effectively across the institution.
5. Data collection and collation systems must be effective and accurate.
6. Classes must be timetabled and rooms allocated appropriately for the courses offered.
7. Comprehensive administrative records must be organized and stored efficiently, easily accessed and used effectively.

### **The institution must employ appropriately qualified and experienced managerial, administrative and technical staff (10 KIs)**

1. There must be appropriate policies and effective procedures for the recruitment and continuing employment of suitably qualified and experienced staff.
2. The institution must ensure that there is a balance between the number of academic and non-academic staff.
3. Technical staff, including those working in laboratories, must be qualified, experienced and trained in their area of expertise.
4. The Human Resources team must be suitably qualified, experienced and have the necessary skills.
5. There must be effective procedures for the induction of all staff.
6. There must be a transparent and well-documented appraisal system for all staff.
7. There must be clear and appropriate job specifications for all staff.
8. All staff must be treated fairly and according to a published equality and diversity policy.
9. The institution must have a clear policy regarding the handling of legal issues relating to the employment of staff.
10. Staff must have access to a published complaints and appeals procedure.



## QUOTE OF THE WEEK

“Pity the nation that is full of beliefs and empty of religion.  
Pity the nation that wears a cloth it does not weave  
and eats a bread it does not harvest.

Pity the nation that acclaims the bully as hero,  
and that deems the glittering conqueror bountiful.

Pity a nation that despises a passion in its dream,  
yet submits in its awakening.

Pity the nation that raises not its voice  
save when it walks in a funeral,  
boasts not except among its ruins,  
and will rebel not save when its neck is laid  
between the sword and the block.

Pity the nation whose statesman is a fox,  
whose philosopher is a juggler,  
and whose art is the art of patching and mimicking

Pity the nation that welcomes its new ruler with trumpeting,  
and farewells him with hooting,  
only to welcome another with trumpeting again.

Pity the nation whose sages are dumb with years  
and whose strongmen are yet in the cradle.

Pity the nation divided into fragments,  
each fragment deeming itself a nation.”

– **Kahlil Gibran, The Garden of The Prophet**

