

PRESIDENT'S NEWS DIGEST

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CONTACT US



Office No: (+973) 16036161

Email: tania.kashou@asu.edu.bh

MESSAGE FROM THE PRESIDENT

Welcome to the 25th issue of the 2nd year of the President's News Digest.



I would like to start this edition by reminding colleagues that quality should be at the centre of all our activities in teaching and learning, research, and community engagement. Quality should be naturally embedded in our values and should be achieved to the highest standards without even thinking about it. Only quality can drive the reputation and academic and financial performance of a university. Quality will help us deliver a top learning experience to our students using new and exciting methods of teaching taking advantage of technology advancements and new pedagogical approaches.

Student recruitment remains another important area and should be given the priority it deserves, especially for our new programmes with British Universities. We need to work collectively and exploit our network of contacts to help this very important area of the University. Our colleagues in Marketing and Public Affairs already visited many government schools and they started on Thursday visiting private schools. All private schools visits will be concluded by this coming Thursday. We have introduced mechanisms like "15% off tuition fee for foundation year only" and an incentive scheme whereby staff and existing students get rewarded for recruiting students on the new British programmes.

Last week, our staff and students have immensely benefited from 2 eminent academics namely Prof Tarek Heggy from King's College London and Prof Jacqueline Stevenson from Sheffield Hallam University in the UK.

Prof Tarek delivered a state of the art lecture to our staff and students in political science. The lecture covered the changes in international political landscape and its impact on the Middle East. Our student Badria who is a Bahrain TV presenter led the discussion during the lecture. I attended part of this lecture and was impressed by the high intellectuality of our students and staff in raising important political issues affecting societies across the globe. The lecture took place on 17 April and was held at the University's Dome Hall.



On 18 April, Professor Jacqueline gave an excellent presentation about "Publishing in academic journals: tips to help you succeed". This is an important topic for us as we are trying to establish a strong research culture in our University. A very large number of staff estimated to be around 60 attended the lecture and appreciated the tips and learnt a great deal of good hints of how to get published. Producing strong refereed publications will undoubtedly enhance our efforts to achieve accreditation. I would like to thank Dr Faiza, Dr Adel, and Dr Bahaa for the efforts they put in organising these important lectures.



As we fast approach 1 May Labour Day, our students who are studying human rights in General Studies Department, under the supervision of Dr Rania, organised a celebration to recognise our cleaners, drivers and security personnel. Those colleagues working on the ground, make sure that our University is safe, secured, and clean. Their contributions are vital in providing a good image of our University. The good gesture and initiative by our students demonstrate their kindness and willingness to apply what they have learned in the classrooms.

The celebration was attended by the President, Dean of Arts and Science, Dr Faiza, Dr Abdel Jabbar, Dr Murad (who gave an inspirational speech), Dr Amjad, Dr Rania (who led this initiative and the students work), Ms Ruqaya, Mr Hatem, Mr Maan, Mr Bahaa, Mr Ibrahim and 30 colleagues who are cleaners, drivers and security personnel, and over 100 students. This is one of the most rewarding experiences since I joined the University and the work done by Dr Rania and the students is highly commended. In a recent report about happiness, results have clearly shown that expatriates enjoy happy experiences while living in Bahrain. This is a testimony to the generosity, kindness and hospitality of Bahraini who make all of us feel very welcome. The event took place in the cafeteria on Monday, 17 April.



On the evening 17 April, the President and Director of Marketing and Public Affairs appeared on Bahrain TV to promote our new Engineering College and other programmes with British Universities.



On 18 April, the Chairman of the BOT, the President, and the Dean of Admissions and Registration visited Professor Riyadh Hamzah, President of the University of Bahrain, in order to explore opportunities for collaboration.

On Thursday 20 April, the Bahrain Deaf Society and in collaboration with the Office of Community Engagement at the University organised an event to celebrate Deaf Week under the patronage of HE the Minister for Labour and Social Development, Mr Jameel Al-Humaidan and in the presence of the Chairman of the BOTs.



Our University is always leading the way in promoting opportunities for all sorts of special needs communities especially the deaf. Many thanks are due to Dr Mohammed Yousif, Dr Mohammed Al-Hammami, Mr Thaer, and our volunteering students for the excellent work in the area of community engagement. Many thanks are also due to Ms Ruqaya for being the ceremony MC.



In parallel with this event, our students' volunteering team and women clubs organised an afternoon of joy, games and entertainment for 40 orphans who enjoyed every second, especially when they received their presents and the surprise appearance of HE the Minister for Labour and Social Development. The two occasions were memorable and made all of us proud of our University and the vision to serve our communities in the Kingdom.



On Saturday 22 April, the Student Council and Sports Club organised the ASU football tournament at Gulf Air Football Pitch. Many thanks to our students and to Mr Mohammed Najjar for promoting a sports culture in the University.

I would like to conclude this edition by reminding colleagues that we should work collectively to provide the evidence for our SER accreditation report. The deadline is 20 May in order to present the evidence to the BOTs for their meeting on 24 May. Prof Saad, Ms Mariam and Mr Hatem are responsible for collecting the evidence working closely with the leaders of the 8 accreditation areas.

RESEARCH SEMINAR SERIES

On 20 April, the Vice Dean of the College of Administrative Sciences, Dr Ramzi Nekhili, facilitated the research seminar series with a presentation by Dr Hussein Khasharmeh on a research paper titled "Does the Provision of Non-audit Services Affect Auditor Independence and Audit Quality?". The seminar benefited from the presence of many faculty members discussing the topic presented. This seminar dealt with whether auditing firms can maintain their independence while providing non-audit services to audit clients.



Dr Khasharmeh explained that without independence, audit firms cannot achieve their goals, which is the basic requirement for an auditor to be able to perform an audit. In fact, the auditor in public practices must be free of bias with respect to client and must be recognised as independent by users of the audit report. Also, auditor independence is a cornerstone of the auditing profession, a crucial element in the statutory corporate reporting process and a key prerequisite for adding value to audited financial statements.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Dr Ahmed Mohamed Arbab

Position: Master in Human Resource Management (MHRM) Programme Leader

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

I was born and raised in Sudan with a childhood full of excitement and supportive family. I received my Bachelor degree in Business Administration from University of Khartoum. I earned Master degree in Business Administration from University of Wales, U.K. Finally, I obtained my PhD from Omdurman Islamic University.

2. Tell us about your job at ASU

I Joined ASU in September 2013 as an Academic Staff in the Business Administration Department. I am also in charge of MHRM as a Programme Leader.

3. Tell us about your aspirations for the University

I love ASU, so it is my responsibility to contribute in creating a culture of team spirit and work hand in hand toward achieving the accreditation and the best quality of teaching and learning.

Performing audit and NAS at the same time for the same client might cause a lack of independence for the auditor, because this may create a working relationship that is too close between the auditor and the client.

A VISIT TO DELMON INTERIORS & FURNITURE FACTORY

Under the supervision of Dr. Islam Obeidat, the course instructor, a group of students from the Department of Design and Arts visited the factory site and the furniture production lines of Delmon Interiors & Furniture Factory, subsidiary of AJM Kooheji Group as part of the requirements of furniture design course. The students were briefed on the latest machines and manufacturing lines of the factory furniture which enriched the students knowledge about the mechanics and techniques of manufacturing furniture technology, stages of furniture manufacturing and stages of furniture packaging. At the end of the visit, the students took pictures for the stages of manufacturing furniture pieces materials, finishing, insulation and packaging to be documented and used in the course.



A LECTURE ABOUT THE DIPLOMACY IN THE MANAGEMENT OF INTERNATIONAL RELATIONS



Professor Dr Mohamad Nauman Galal, Former Ambassador and Advisor for the Foreign Affairs Minister in the Kingdom of Bahrain, visited the Political Science Department at ASU and gave a lecture to the students about the diplomacy in the management of international relations, in Abdulla Nass Hall. Staff members and a large number of students of the department attended the lecture, which was interactive. The visit reflected positive impact on students' academic learning.

POLITICAL ANALYSIS OF HIS MAJESTY KING HAMAD AL KHALIFA'S SPEECH" BY DR. NAZMI ABU-LIBDAH



On 10 April 2017, "Beyond the News" programme at Bahrain TV hosted Dr. Nazmi Abu Libdah, Assistant Professor of Political Science, to present the political analysis of the statements of His Majesty King Hamad bin Isa Al

4. What do you enjoy most about your job?

I enjoy mostly in dealing with students, and encourage them in doing research. I also enjoy advising students, implement new strategies with students and receive feedback from them. I feel that we all work together as one family.

5. Tell us about your hobbies

Reading, camping and playing soccer

6. Tell us about your favourite food.

I like all kinds of food specially Aseeda (Sudanese Traditional Dish).

7. Tell us about the book you are reading now

Strategic Management (Arab World Editions): Concepts & Cases

By Abbas J. Ali, Abdulrahman Al-Aali, and Fred David

8. Final words

I hope the University will get the accreditation and become best private university in the region. My thanks go to everyone who gave me the support. Special thanks go to Ms. Tania Kashou for conducting this interview.

QUOTE OF THE WEEK

"Excellence is not a skill, it's an attitude".

Ralph Marston

Khalifa and his directives to His Highness the Prime Minister. His Majesty’s statement reflects the mutual respect and the national unity between the citizens and the Arab residents in the Kingdom and their role in the process of renaissance of the Kingdom.

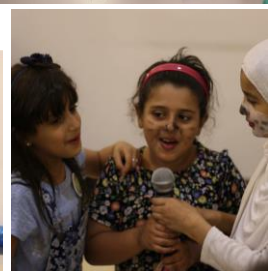
ASU FOOTBALL TOURNAMENT 2017

The Deanship of Student Affairs, the Student Council and Sports Club organised a football tournament on 22 April 2017 at Gulf Air Club. The event was indeed very successful, and well organised, with a great number of students participating in the football tournament. Ten teams played against each other. The two teams that reached the finals were “Ultimate Team” and “Marinas”. Third place went to “United Team” and the winner of ASU Football Tournament 2017 is “Marinas” Team. In addition to that, the student Talal Al Sherooqi won the best player in the tournament, the student Abdulla Al Senan won the tournament scorer and the best goalkeeper went to the student Yousif Ma’moon. The event was supervised by Mr. Moahmmmed Najjar, and was attended by Dr Mohammed Yousif, Dr Faiza Zitouni, and other colleagues to support this great competitive sport activity.



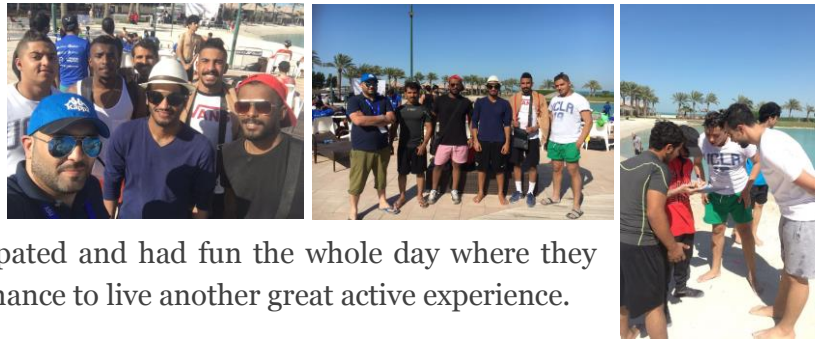
ORPHANS FUN DAY AT ASU

On 20 April 2017, the Deanship of student Affairs including the Student Council, Voluntary Club and Women Club members organised a fun day for 40 orphans in collaboration with Al-Sanabel Society, and was under the supervision of Mr Mohammed Najjar and Ms Hadeel Bucheerei. The students did a wonderful work playing with the kids, singing, creating games, competitions, and distributing gifts. The atmosphere was contagious full of joy, it was ended a pleasure seeing great smiles on the kids’ faces. Furthermore, there was a surprise visit of HE the Minister for Labour and Social Development Mr Jameel Al-Humaidan, the Chairman of the BOTs Professor Waheeb AlKhaja, The President of the University; Professor Ghassan Aouad and other colleagues from the University showing their great support for this fantastic successful event.



AGAINST THE CLOCK EVENT

On 21 April 2017, ASU against other private companies in Bahrain participated in an event titled “Against the clock” which was organised by Rotary Club in Al Bander Resort. Mr. Thaer Ramini supervised the event, and eight students from ASU participated and had fun the whole day where they experienced a different environment and a chance to live another great active experience.



OPENING CEREMONY OF THE ARAB DEAF WEEK 42

On 20 April, under the patronage of His Excellency Mr. Jameel bin Mohammed Ali Humaidan, Minister of Labour and Social Development, the Bahraini Deaf Society in collaboration with the Community Service Office of the Applied Science University organised the opening ceremony of the 42th week of the Arabic Deaf.

The Chairman of the Board of Trustees, the President of the University, the Vice President for Administrative, Finance and Community Engagement, the Dean of Student Affairs, and the Manager of Community Engagement Office, in addition to the members of the CE Office and a large number of academic and administrative staff and university students attended the event. A large presence from the management and members of the Bahraini Deaf Society and the sponsors of the Society and the local community was there as well.

The Community Engagement Office including Mr. Thaer Al-Ramini, and the Deanship of Student Affairs, put great efforts in the management, coordination and organisation of the ceremony including the role of Ms. Ruqaya Mohsin, as MC.



The ceremony began with a grand reception for the university guest followed by the opening of the exhibition in the hall of the university, which included displays of handicrafts, photographic photography, manufactured products and handicrafts by the Deaf Society. After that, the ceremony took place at Abdullah Nass Hall.

INNOVATION: POLICY OF THE WEEK

<i>Policy of the Week Summary :</i> <i>Community Engagement Policy (ADMIN 22)</i>	
Purpose of the Policy	
I. II. III.	Define the University’s belief about community service Specify the objectives and responsibilities of the Community Engagement (CE) Office Outline the scope and nature of activities to be undertaken by the CE Office
Key Points	

- The University will act as a good citizen by pursuing Community Engagement activities guided by a commitment to human values and a sustainable environment.
- The main objectives of the CE include: conducting field studies on Bahraini society to determine socio-economic problems, educational needs and barriers to development and envisage solutions; organizing training workshops, seminars and conferences; presenting volunteering and social engagement opportunities to the students and staff.
- The main duties of the CE Office Manager include: representing the CE Office with the relevant authorities; drafting contracts and agreements between the CE Office and the participating organizations; coordinating with various internal units and departments to facilitate and initiate community engagement activities; submitting an annual report to the University Council on the work of the CE Office at the end of each year. The VP for Administration, Finance and Community Engagement will approve the budget for the CE Office; review and monitor its publications, reports and periodicals; facilitate its activities with the other departments/directorates at the University and monitor and evaluate the success of the community engagement activities undertaken by the CE Office.
- The scope of activities under the CE Office has been divided into 4 categories:
 - I. **Employee Engagement:** encouraging administrative and academic staff to contribute to CE activities and consolidate the culture of volunteerism amongst the students.
 - II. **Student Engagement:** coordinating with the Deanship of Student affairs to design and implement activities and events that help students become more aware of their society, improve their social skills and make them better equipped to serve their communities.
 - III. **Scientific Engagement:** giving back to the Bahraini society by promoting research that focuses on real-world issues pertaining to the local and regional context such as water sustainability, environmental conservation, urbanization, or other pressing issues.
 - IV. **Industry Engagement:** Collaborating with the “Career Development & Alumni Affairs”, “Program Advisory Boards” and “Students Internship Units” to ensure that the University is able to maximize its interaction with the Industry and that the students are able to avail all the potential benefits of their service learning component of their curriculum.

REMINER OF THE WEEK

THE INSTITUTIONAL ACCREDITATION STANDARDS

AREA 3: Teaching, Learning and Assessment (4 Standards)



8. Teaching must be relevant to and effective in delivering the intended learning outcomes (7 KIs)

8.1. Teachers must be appropriately qualified in terms of subject knowledge, pedagogic and communicative skills, and experienced for the courses to which they are allocated.

8.2. Teachers must ensure that their delivery encourages the interactive participation of all students in classroom activities.

8.3. Teachers must use a mixture of large and small group and individual activities to encourage and support students' learning.

8.4. Teachers must direct students towards and encourage the use of supplemental learning materials and resources.

8.5. Teachers must produce schemes of work consistent with the syllabus, including detailed teaching session plans, and deposit these with the administration.

8.6. Teachers must draw upon their own research and that of others in their teaching.

8.7. Teachers must use appropriate learning resources effectively.

9. Learning opportunities provided must be varied and motivating and encourage students to develop as independent learners (6 KIs)

9.1. Intended learning outcomes must be appropriate for the level and nature of the program and course, paying particular attention to the requisite knowledge and skills required of graduates in the subject.

9.2. Intended learning outcomes for all programs must be articulated clearly and be publicly available.

9.3. The learning opportunities provided must be designed to facilitate students' achievement of the intended learning outcomes.

9.4. Students must be encouraged and supported to develop independent learning skills and take responsibility for their own learning.

9.5. Students must have access to teaching staff outside classroom-based teaching and learning sessions.

9.6. The institution must provide students with access to appropriate resources and materials for independent and group study and encourage and support their use of these.

10. Assessments must be planned, well-organized and be closely linked to the intended learning outcomes (8 KIs)

10.1. Students must be provided with an assessment schedule in which required coursework and revision periods are detailed in advance with clear submission dates.

10.2. The overall diet of assessments must include formative and summative elements and ensure that all program intended learning outcomes are addressed.

10.3. Individual assessments must focus on measuring student achievement of relevant intended learning outcomes.

10.4. The link between assessment and intended learning outcomes must be reviewed periodically to ensure relevance and effectiveness.

10.5. Assessment tasks must be clearly written, indicating by reference to the intended learning outcomes what the student needs to do to achieve stipulated levels of achievement.

10.6. Assessment procedures must be transparent so that students understand the link between marking criteria and grade attainment.

10.7. Students must receive prompt, detailed and supportive oral and written feedback on their assessments and overall performance and progress.

10.8. If final year projects are part of the program assessment, there must be a clear policy and effective systems for their assessment which are fair, transparent and relevant.

11. Assessments must be effectively administered and quality assured (6 KIs)

11.1. There must be secure and efficient procedures for the administration of examinations and other means of assessment, including the safe-keeping of assessment documents and records, and the provision of appropriate accommodation for conducting examinations.

11.2. The institution must take appropriate steps to identify and discourage cheating, including plagiarism and other misdemeanours, and to penalise offenders.

11.3. There must be clear policies and procedures for students to claim mitigating circumstances and to appeal against marks awarded within an appropriate, clearly stipulated timeframe.

11.4. There must be effective procedures for internal moderation at pre- and post-assessment stages.

11.5. There must be effective procedures for external moderation at pre- and post-assessment stages.

11.6. The institution must make student records and transcripts available to its students in a timely manner.

Happy Reading

