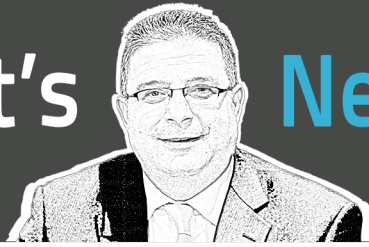


President's News Digest



Message From the Editor

Welcome to the 32nd 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 " Marketing and Students Recruitment"

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Mrs.Hessa Al Meraisi
Manager of President's Office

Message from the President

Marketing and Students Recruitment

Marketing and students recruitment is in part art and in part science. The art part is related to the messages that reach potential new students and the way we design our publicity materials including videos, press releases, and posters. On the other hand, the science part is related to our strategy, market intelligence, and publicity of academic achievements as parents and students are interested in the reputation of the University and its academic impact.

Everyone of us should play a role in marketing the University and attracting new students to ASU. This is usually a collective effort between the Marketing and Public Relations Directorate, the International Office and the academic and administrative divisions of the University. Our students and alumni who are our best ambassadors should also play a major role in marketing the University and attracting new students. The students council and the students clubs and the alumni club should become more engaged in this task.

Students recruitment should be our top priority over the next few months as students are the bread and butter of the University. Let's all work together and publicise our achievements in the press, social media, and other medium in order to achieve our targets as specified by the senior administration of the University.



Written By
Prof. Ghassan Aouad
The President of
Applied Science
University

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A memory to remember

من عبق الماضي

Quote of the Day

من روائع الشعر العربي

The Computer Science Programme held its 2nd Advisory Board Council Meeting for the Academic Year 2020/2021

On 20 May 2021, the Computer Science Programme held its advisory board online meeting. The attendees were; Prof. Ayman Aldmoor – the Acting Dean of the College of Arts and Science, Dr. Moaiad Khder – the HoD of Computer Science, Dr. Samer Shorman – the CS Program Coordinator, Mr. Nawwaf Abdulrahman – the Head of Information Technology at Bahrain Defence Force, Royal Medical Services (Chair of the Advisory Board) and Mrs Maha AlBanki - the Marketing Communications at Labor fund, Tamkeen.



Written By
Dr. Moaiad Khder
Head of the
Department of
Computer Science

Dr. Moaiad and Dr. Samer presented the progress of the CS programme since the last advisory meeting, and they briefed the board about the improvement plan based on the NQF and CS CYCLE2 reports.

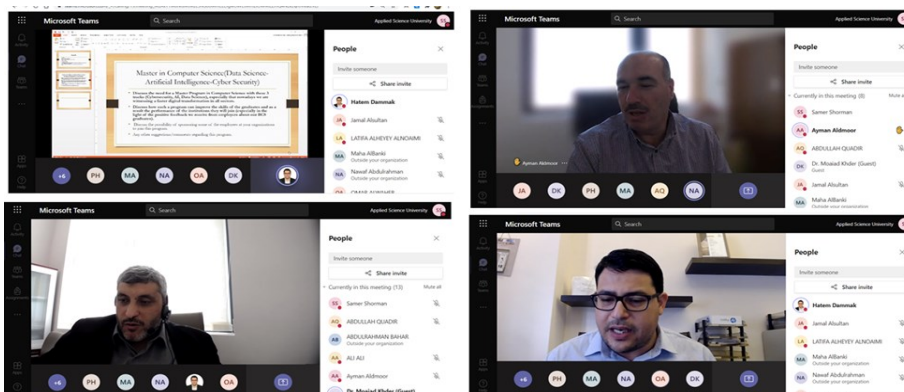
Dr. Moaiad Khder briefed the audience about the last graduation projects, where various projects were implemented in different fields such as : image processing, web scrapping, cloud computing, game developments, mobile applications, web applications and desktop applications.

A good discussion took place about the chances of research collaboration, where this point need to be discussed in details in the future. In addition, the contribution of the advisory board members in the internship (Training and MoUs), industry visits, seminars were discussed in the meeting.

The advisory board members discussed the current situation of interns during the presence of precautionary measures due to Covid-19 pandemic. In this context, the efforts of the University to overcome hurdles occurred due to this current situation have been presented. The members expressed their admiration of the effective procedures implemented by the University.

Mr. Hatem Dammak - the Acting Secretary General of University Councils and the Head of Audit and Compliance Unit presented a presentation to some of the CS Alumni and senior students where he discussed in depth the plan for opening a Master in Computer Science (Data Science-Artificial Intelligence-Cyber Security). The discussion focused on:

- The need for a Master Program in Computer Science with these 3 tracks (Cybersecurity, AI, Data Science), especially that nowadays we are witnessing a faster digital transformation in all sectors.
- How such a program can improve the skills of the graduates and as a result the performance of the institutions they will join (especially in the light of the positive feedback we receive from employers about our BCS graduates).
- The possibility of sponsoring some of the employees at the organizations to join this program.

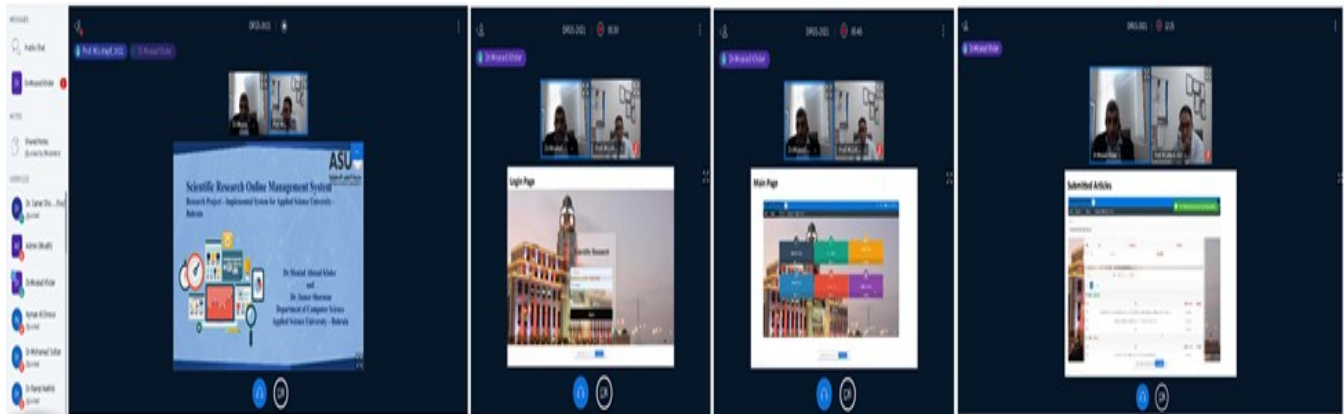


Virtual Seminar titled “Scientific Research Online Management System”

On Thursday 27th May 2021, in collaboration with the Deanship of Research and Graduate Studies, the Head of Computer Science Department Dr.Moaiad Khder delivered a Virtual Seminar titled: “Scientific Research Online Management System” – Research Project (Implemented online system for Applied Science University-Bahrain). This research project was carried out by Dr.Moaiad as the Principal Investigator, Dr. Samer Shorman as the Co- Investigator, and Ms. Samah Fujo (Computer Science graduated student) as the developer.

The Scientific Research Online Management System is a system that has a comprehensive control over ASU Academic Staff various publications such as books, journal papers, or thesis. This system is mainly developed to serve ASU Academic Staff and in particular the Deanship of Research and Graduate Studies and senior management in Applied Science University.

Dr. Moaiad presented to the audience the implemented system and covered different GUIs of the system for different users. In addition, he demonstrated different searching and reports activities available in the system. The seminar was successful and attended by the President of ASU, Prof. Ghassan Aouad and some of the academic staff of ASU.



Written By
Dr.Moaiad Khder
**Head of the
Department of
Computer Science**

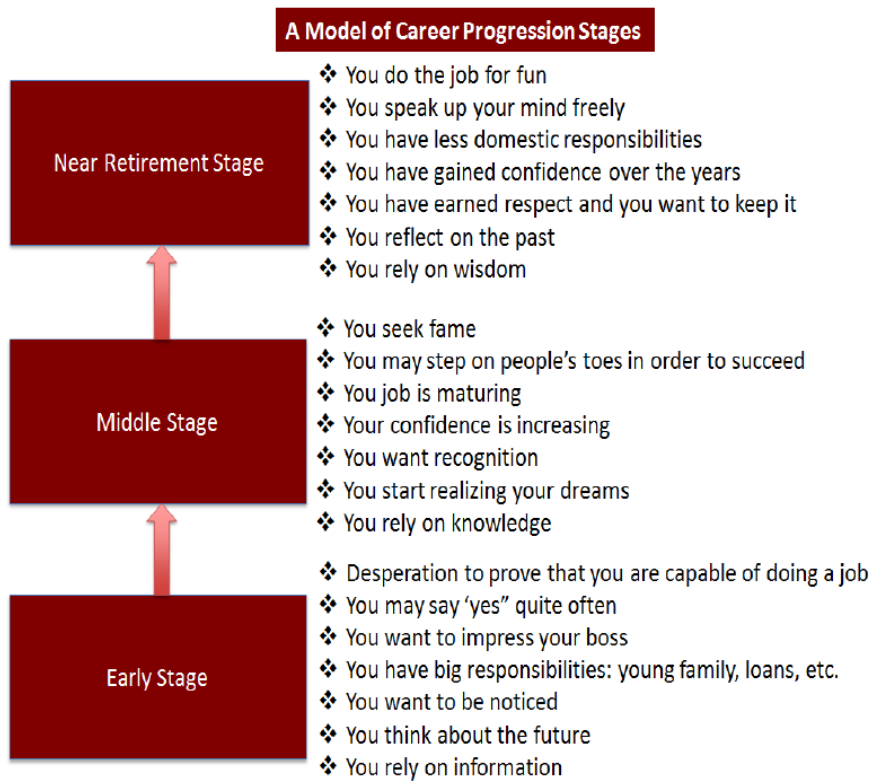
A Memory to Remember من عقب الماضي

حدث في مثل هذا الأسبوع قبل عام

On this week , one year ago this article was published

- Volume 5 — Issue 32 , 07 June 2020

A Weekly diagram/Model from the President



Written By
Professor Ghassan Aouad
The President of Applied
Science University

Quote of the Day

"It's not what the vision is, it's what the vision does."

- Peter Senge

من روائع الشعر العربي

لا تعطين الرأي من لا يريدہ *** لا انت محمود ولا الرأي نافعہ

- الامام الشافعي