

# HarVest

Volume 5, 2011



جامعة دبي  
UNIVERSITY of DUBAI

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Student Services

# HarVest

Volume 5, 2011

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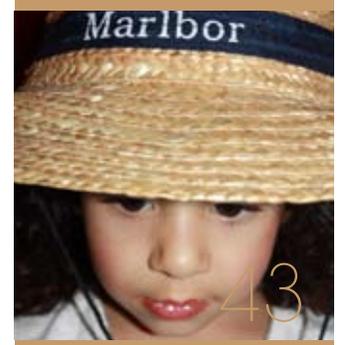
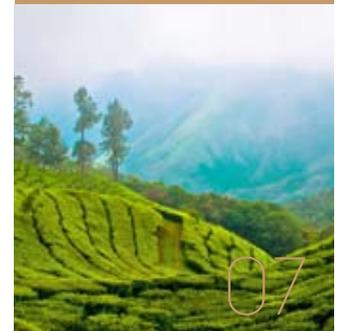
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Our sincere thanks to our Alumni Homecoming 2010

## SPONSORS



# Message From the Director of Student & Alumni Affairs (SAA)



We are pleased to announce that we recently merged the Internship and Career Development Center (ICDC), the Department of Student Services (DSS), and the Alumni Relations Office (ARO) at UD to form one unit now onwards known as the Student and Alumni Affairs (SAA). The purpose is to centralize and further strengthen the handling of the curricular and extra-curricular activities of UD students.

The Internship and Career Development Center handles all curricular activities such as the administration of the Internship Program, Career Workshops and Counseling, Job Placement activities, and the coordination with various organizations for UD students' involvement in business plan competitions, sponsorship programs and leadership conferences. Our career counseling sessions, workshops and job placement activities are being facilitated by a very dedicated and seasoned career advisor, Mrs. Redempta San Jose.

The Student Services Department headed by Mr. Ahmed Fares handles all extra - curricular activities such as Student Counseling, Student Clubs, Student Union, Healthcare, Outreach Programs and Community Service, Social, Cultural and Recreational Programs, and Student Financial Aid.

The Alumni Relations Office serves as the center point between UD and its alumni and handles all the University of Dubai's Alumni Association (UDAA) activities and programs in coordination with the UDAA Board of Trustees headed by Sheikh Mohammed Maktoum Juma Al Maktoum. UDAA's activities and programs involve the Alumni Student Mentoring Program (ASMP), the Annual Homecoming and Charity Gala, the CBA and CIT Networking Events; and the fund raising activities of the UDAA and Friends Scholarship Fund.

With the clear distinction of work covered by each department, the SAA assures the delivery of efficient and timely services to UD students, alumni and business partners. Furthermore, a vibrant and strong team made up of highly qualified and committed individuals from various nationalities ensures a blending of the best practices and ideas to better serve the UD community.

Once again, we are very excited with the merger of the above mentioned students' support units as we believe that this will improve quality of services provided and facilitate these departments' inter-related work. We look forward to facing and responding to the new challenges of today and tomorrow in the academia.

Amina El Marzak  
**Director**

# MBA Program

## University of Dubai



Having begun the University of Dubai MBA program in September, the 1<sup>st</sup> cohort has now completed its 4<sup>th</sup> term

The students comment that the invaluable knowledge and experience is making them rethink and challenge their traditional ideas and ways of working. It is not only the learning that the students comment on. They have also made friends who will continue with them and motivate them throughout their studies and beyond.

The students reflect the full variety of the work environment. They are a mix of nationalities and backgrounds and include engineers, managers, accountants, auditors, healthcare professionals, entrepreneurs and more. It is this diversity that is helping them not only to learn from the faculty, but also from each other.

The facilities at the Dubai Chamber of Commerce and Industry continue to be expanded with the opening of a new MBA computer laboratory and study room.

# UDCIT trip

To National Research Foundation

Thursday Nov 25<sup>th</sup>, 2010

By Dr. Basel Almourad | **Former UD Faculty**

UDCIT Capstone students and their supervisor Dr. Basel Almourad attended a research workshop at the National Research Foundation (NRF).

The aim of the workshop was to give the Capstone students an information session on the significance of a knowledge-based economy and the role that research and development can play in developing this. NRF presented a picture of what a career in research could be like and provided

information for those who wish to continue their studies in order to obtain a Master's or other higher degree.

NRF also presented information for those who are interested in carrying out research and applying for research funding. Each participant will receive a certificate of participation.

2010

## UDCIT

Capstone students  
and their supervisor  
Dr. Basel Almourad





# The 4<sup>th</sup> Annual Alumni Homecoming 2010

**U**nder the patronage of Sheikh Mohammed Maktoum Juma Al Maktoum, President of the Board of Directors of the University of Dubai's Alumni Association (UDAA), the University of Dubai in collaboration with its Alumni Association celebrated its 4<sup>th</sup> Annual Alumni Homecoming at the Inter-Continental Hotel in DFC. A spirit of camaraderie, unity and loyalty for their Alma Mater, an astounding 400+ attended the event which included UD alumni and their families, faculty, staff and members of the business community. The most anticipated event of the year culminated in various fun-filled activities such as poetry, cultural dancing, recognition awards and a raffle draw. Abdulla Bel Khair, UAE's renowned star graciously sang traditional songs, which was greatly appreciated and applauded by the attendees.

During his speech, UDAA President Sheikh Maktoum praised the efforts of the association for the successful implementation of programs and events such as the Alumni-Student Mentoring Program (ASMP) which brings together alumni who are willing to share and reach out to students who are facing difficulties in their academic life; the UDAA fund raising activities for the UDAA and Friends Scholarship Fund for which the beneficiaries are academically outstanding students with financial difficulties, and the CBA and CIT Networking events which saw the coming together of alumni to network amongst themselves and reconnect with the members of the UD community. Sheikh Maktoum also thanked the people who were instrumental in the success of the Alumni Association, namely Dr. Omar Hefni, UD President, Mohammed Shael, UDAA President, members of the UDAA Board of Directors and the ICDC team headed by Amina El Marzak, all who tirelessly and selflessly contributed to helping the association achieve so much.

In his closing remark, Sheikh Maktoum urged all UD alumni to be actively involved and participate in the activities organized by the UDAA. He stressed that together, hand-in-hand, the goals of the UDAA can be fully achieved.

# The Environmental Club

## Organizes a Field Trip to India



The Environmental Club of the University of Dubai has, for the first time, organised a trip to Kerala, India. A group of 14 members of the UD community traveled to India on 11th Nov 2010.

The journey coincided with Eid Al Adha holidays which made it more convenient. The group was supervised by Dr. Hassan Hassoon, Assistant Professor at the University of Dubai and teaches environmental studies and mathematics.

He is also the faculty advisor for the Environmental Club. He stated that the objectives of the trip were to discover new environmental habitats, wildlife and sanctuaries outside the UAE. He also emphasized the importance of the four principles of sustainability which

are: dependence on solar capital, biodiversity, nutrient recycling and population growth. He also stated that this trip will increase the students' awareness by giving them an insight into these concepts in an Indian context.

The group consisted of both male and female students, along with two faculty members. The program included visits to Munnar, Matturpetty Lake and Dam, waterfalls, a wildlife sanctuary and rubber, pepper, cardamom and tea plantations. The last part of the trip involved cruising on a houseboat through the narrow, serene and fascinating backwaters, rivers and canals with an overnight stay onboard.

# UD Participates

in the Emirates Environmental Group (EEG)  
Intercollegiate Environmental Public Speaking Competition



## Environmental Public Speaking Competition

The Emirates Environmental Group (EEG) conducted a two day environmental competition in Dubai Knowledge Village. To give students the opportunity to showcase contemporary issues relating to the environment, the University of Dubai participated in a public speaking competition which was organized on 29<sup>th</sup> November 2010. The UD team consisted of Urwa Mohd Tariq, Hooria Mohd Tariq and Mohammad Djenane under the supervision of Dr. Hassan Hassoon. Hooria was nominated to present the topic "Are We Generating a lot of Waste". The lecture revealed the ever-increasing wastage in the UAE along with some creative solutions.

For seven years, the EEG's Inter-College Public Speaking Competition has been successful in rallying hundreds of youth from many colleges and universities in the UAE, as well as from neighboring countries.

UD has always encouraged its students to participate in such activities and competitions so that they could be aware of today's ever-increasing environmental issues. This is widely seen as an exercise that promotes environmental research and skills, as well as providing a platform for networking, sharing and learning.

All the teams put up a great performance to make a lively and competitive contest. UD is extremely proud of the hard work and determination demonstrated by its students as they were ranked the 4<sup>th</sup>. The main goal for the University of Dubai is to contribute to such events so as to impart a positive lifelong impact on students. It also motivates participation in the upcoming years so that today's youth explore critical issues related to sustainable development to the huge challenges facing the region in this respect.

# World Future Energy Summit Abu Dhabi 2011



The Environmental Club at the University of Dubai organized its first trip to the World Future Energy Summit (WFES) held in Abu Dhabi at Abu Dhabi National Exhibition Center (ADNEC) on January 18, 2011. This event was sponsored by Masdar\*

The main goal of this event was to increase awareness of the students with a particular focus on the youth on alternative and renewable energy.

More than 20 students from UD under the guidance of Dr. Hassan Hassoon and Dr. Eappen witnessed the summit which included forums, discussions and networking opportunities that aimed at supporting urgent global needs to find energy solutions that contribute to a more sustainable future.

Many well known companies participated in this exhibition which helped students develop an understanding of the companies represented at the WFES, and how WFES is managing energy solutions that contribute to a more sustainable and renewable energy today and in the future.

Moreover, UD students got the opportunity to meet His Highness Sheikh Nahayan Mubarak Al-Nahayan and discuss with him their point of view about the forum. UD strongly encourages its learners to participate in such events and increase awareness about social responsibility and contribute towards the future.

\* **Masdar:** Established in 2006, Masdar is a commercially driven enterprise that operates to reach the broad boundaries of the renewable energy and sustainable technologies industry - there by giving it the necessary scope to meet these challenges.

# The Second Law of Thermodynamics and Total Quality Management

By: Dr. Hassan Hassoon AL-Delphi  
UD Faculty

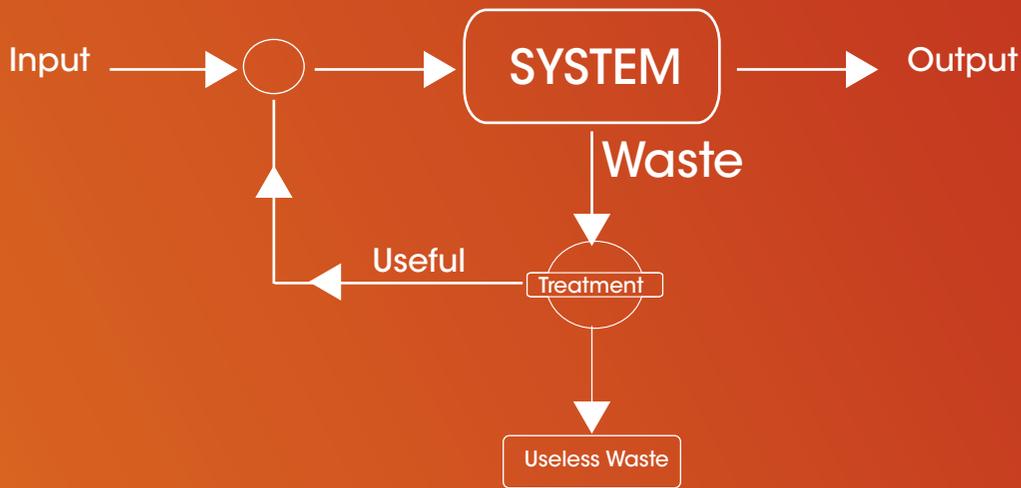
Based on my long practical experience in several different industrial areas and in different countries, a definition for the concept of the second law of thermodynamics could be stated in five modes. It's not possible for any system to work in a sustainable way unless there is waste that decreases energy and matter within the input that keeps the system functional.

- It's not possible to get a system that performs 100% efficiently regardless of the changing circumstances that affect the performance of any system in this planet's environment.
- A system is not functional if it is not connected with the waste that affects the environment negatively.
- Input for any functional system equals waste and output.
- This mode or formula is typically mathematical and states that the difference in the entropy while functioning is more than, or equal to zero.  $\Delta S \geq 0$

Accordingly, this system could be illustrated by a simple practical example as follows: No car engine could sustain its functionality if there is no waste released to the environment.

It is well-known that any system is functional within the environment that all human and non-human creatures exist in. This means that our performance as elements in the environment will have negative or positive effects on the planet.

I realized when I was eighteen years old and studying in Great Britain/ Wales that my small car didn't exceed twenty miles/gallon petrol consumption, and the performance of the same car increased after forty years, to fifty miles/gallon. This shows that we, as human beings, work hard to utilize the available resources of our planet, hoping to ensure maximum quality without reaching the optimum limit of the ideal example because of the second law of thermodynamics mentioned above.



Based on this natural law, the efficiency of the device is between 0.010 % for the vacuum cleaner to 70% for the efficiency of the internal combustion engine. Research studies are still being conducted to improve the efficiency of an airplane, for example, by even a fraction of a decimal point.

Hence, what is applicable in improving the device is also applicable to improving human beings' performance in seeking total quality management. When employers of an effective economic, administrative or service system take on new employees, they would prefer the new employees to be able to function in multiple specialities. This input [i.e. new employees] would achieve the total quality required by the employer. However, this critical factor has its hindrances as well, especially when an effective human being, as basic input in a system, exceeds the required limits for better performance. This is technically called the yield point. This of course will lead to poor performance rather than an increasing improvement in performance. This is similar to the second law of thermodynamics, so human beings should make sure that they automatically discard the waste [negative

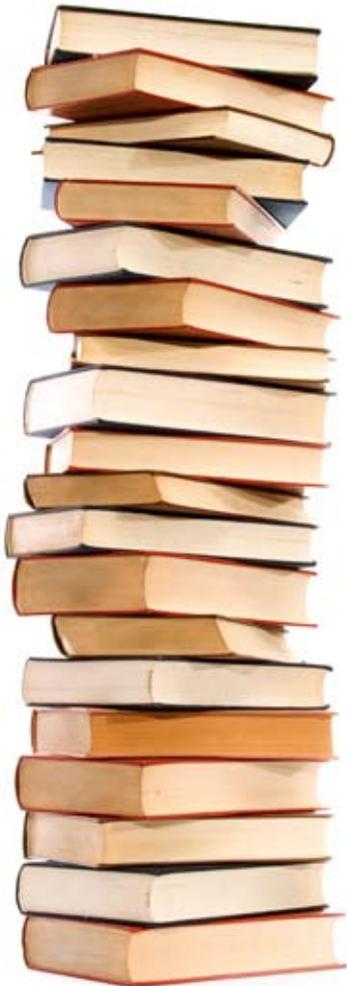
attitudes] from their system [i.e. their minds]. Not doing this and retaining negative factors such as boredom, anger and stress, may cause a lot of problems in human beings and society such as: crime, laziness, terrorism, rebellion, gossip, hatred, idiocy, extremism, chronic diseases like depression, high blood pressure and diabetes, etc.

Alternatively, following the second law of thermodynamics, human beings can defuse such negative feelings in many ways such as by exercising on a regular basis, travelling, writing, drawing, etc.

Finally, as I see it, a human being is the most fundamental and effective element of all processes in a system, whether he is the employer or the employee. So to apply this law, we should make use of our negative attitudes (waste) in order to increase our performance to its maximum - targeting total quality - and accordingly sustainable growth will take place, based on the availability of the resources (input) and an increase in the production (output).

# Textbooks Support for a Developing Nation

By: Dr. Patricia Berwick  
Former UD Faculty



At the beginning of the last fall semester the GUCR (General Undergraduate Curriculum Requirements Department), made a wonderful effort to collect English language texts to send to Nosy Be in Madagascar. The faculty in CESL made this possible through sorting out books that were no longer needed within the center and also donating their own textbooks from home. In all, one large box of books was packed and sent to Jean Pierre Tomana.

Jean Pierre Tomana is an English language teacher who teaches classes at the Chamber of Commerce in Nosy Be. He has been teaching for many years but has had no textbooks to facilitate his teaching. He supplements a small income through guiding. This way, he has a steady income because teaching brings in only one Euro per hour.

Dr. Patricia learnt about his plight, and the plight of all English teachers, while on vacation there this summer.

Jean Pierre was so pleased with the number of books sent that he has decided to open a language library for all the people in Nosy Be. In the short term, he is making the books sent available to whosoever wishes to use them on short-term loan.

Madagascar is a poor country that suffers from many of the ills of developing nations. Nosy Be is a long way from the capital. Even small donations of books can make a difference to enhance people's lives. The GUCR hope that others can be encouraged to helping Jean-Pierre's library so that English can be learnt by more people, giving them job opportunities in the future.

Jean Pierre Tomana can be reached at the following email address: [tomguidenos@yahoo.fr](mailto:tomguidenos@yahoo.fr)



# feed your mind

## READ

By: Urwa Tariq  
UD Student



Once I was sitting in the doctor's waiting room and observing people around me. I observed that some people were staring at the television, some were fiddling with their hand-held video games and the young ones had earphones wrapped round their heads. On another occasion while travelling in an airplane, I observed that some had brought their own MP3 players, some had dozed off and most were staring up at the small movie screen.

What was missing in both situations?

With the technological and communication revolution taking off, reading has taken a back seat in our lives. What has changed is the strength of the habit of reading. People read less now, and young people are losing the habit of reading the newspaper even faster than their parents. They don't read newspapers or magazines as it seems to be a general lack of interest in public affairs among many people these days.

Reading is the foundation for success, not just in school, but throughout life. Many students choose to watch television, play video games, or be involved in extra-curricular activities instead of reading. One common argument is that poor school performance is due to excessive television watching, video games, internet surfing. They are also hooked on mobile phone chatting.

The Time spent in this way has a negative impact on school performance because this time could be more profitably spent and used on reading or engaging in some useful activities.

Is reading likely to survive the electronic age? "Of course", Daniel Boorstin says, the renowned historian and former librarian of Congress (he was also a writer). He scoffs at the notion that books, magazines or newspapers will disappear soon.

If you want to prepare yourself for great achievement and have more to contribute, start reading more books. Pick up some of the greatest classics and search for well-researched material that can help you grow.

"Reading is to the mind what exercise is to the body"- Sir Richard Steele

**So, to feed your mind: read!**

# Defining Culture

By: Angie Kassem  
Former UD Instructor

**C**ulture is defined as the 'way of life' of a particular group of people at a particular time and place; the general habits, customs, traditions, behaviors, attitudes, and beliefs of a society. Culture shapes the way we think (i.e. cognition), interact (i.e. behavior), communicate (i.e. language), and transmit knowledge to the next generation (i.e. education). The skills of cultural awareness include the capacity to communicate respect, be non-judgmental, personalize knowledge and perceptions, display empathy, demonstrate role flexibility, show reciprocal concern, and tolerate ambiguity.

As the 'Iceberg Concept of Culture' explains, the majority of culture is below the surface. There are two dimensions of culture:

surface culture and deep culture. Surface culture is cultural norms that are easily identified. They are the noticeable features and aspects that characterize a nation. Examples include: food/drink, traditional dress, music, visual and performing arts, drama, dance, crafts, holiday celebrations and folklore, history, and literature. Deep culture, on the other hand, is cultural norms that are not easily detected. They are much more resilient; rooted and embedded into a society. Examples are: thoughts, beliefs, attitudes, religion, body language, facial expressions, eye contact, nonverbal communication, touching, concepts of time, space, "self," past, future, notions of leadership, modesty, nature of friendships, tone of voice, problem-solving roles, etc... They are the "intangible" customs, traditions, behaviors, etc... that have existed for years and years within a nation, thus shaping what it is and how it is today.

I come from a very interesting country that happens to have a genuinely rich cultural heritage: **Egypt**. Since it's one of the most ancient lands on earth, it has acquired an old and consolidated culture and history over the years, making it a global marvel to many foreigners around the world.

A few surface culture examples pertaining to Egypt would be:

- DEFINITELY the food: Egypt is famous for its many traditional dishes that are instantly noticeable to foreigners and visitors from other countries.
- Traditional dress: Egypt has a range of traditional costumes that vary geographically and in time, as well as by gender and social status.



- Music: Music has been an integral part of Egyptian culture since ancient times. It's very distinct and uses special musical instruments. **Examples of deep culture would include:**

- Family ties: An unquestionable necessity lies on the preservation of 'family ties,' and constant visits among family members, thus strengthening their bonds.
- Touching: Egyptians are very warm-hearted people, and tend to hug and kiss (of the same gender) as a sign of friendliness and "proximity" towards others. They're also extremely hospitable in their homes, places of work, or any other environmental domains.
- Religion: Religion plays a central role in most Egyptians' lives. Islam and Christianity are the two religions practiced in Egypt. They both share a common history, national identity, ethnicity, race, culture, and language. Different religious celebrations and festivities are practiced in Egypt, and always made sure to continue taking place.

As a foreigner, I could understand that deep culture notions and aspects would count as being more challenging, especially that they are intangible, unseen, and most importantly taken quite seriously and religiously practiced by its people/nation. However, honestly speaking, I do not perceive them as challenging per se (never have actually), but interesting, exciting, informative, and educational ventures that open my eyes to worlds and lives different from my own.

So far, I have been fortunate enough to have travelled to various countries. Moreover, I'm even luckier to have lived and taught in

three different countries in three different continents, hence have been exposed and mingled with three different cultures! They truly were diverse experiences!

In my opinion, one of the greatest benefits for living and teaching in another culture is the uniqueness of people I got to meet, and teach, and interact with. It's just amazing to see and learn how people are really different from each other in various parts of the world. Teaching in another culture also made me think outside the box. In addition, it strengthened my interpersonal skills, increased my perceptions and my tolerance towards others (I used to be quite impatient!), and surely enhanced my independence and self-confidence. Furthermore, I really got to learn, enjoy, and appreciate many things in life: I enjoyed tasting different foods, listening and dancing to different kinds of music, learning a few words, appreciating each country's art, history, and museums, participating in holiday celebrations and festivities, being engaged in listening to people, etc...

Conversely, there can be some challenges and difficulties that one should take into consideration before setting out on his/her teaching venture abroad. These include (but are not limited to): language, housing (and furnishing), transportation, health risks, hygienic matters, taboos, stereotypes, etc... Again, personally, I have to say that I haven't had any serious troubles or impossibilities in my past travels that I couldn't deal with. I guess it's all because of the overall attitude that I've had from the very beginning and that I've managed to successfully maintain towards traveling in general, and teaching in different cultural settings in particular.









# Sustain Your

# Environment

By: Farah Al Shaibani  
UD Student

The environment is the entirety of our surroundings, which are created to serve humans, but to make the environment sustainable, we have to keep it as safe and as clean as we can.

Here are some simple tips that you can apply at home or in your workplace, and you will see that you can help the environment without much effort.

## At Home:

- 1- Keep three types of dustbins at your house; one for papers, one for glass and one for metal. When full, you can dump them in the recycling containers located all over the town or call the recycling companies to come and collect the waste.
- 2- Turn off the lights when you leave a room.
- 3- Turn off the lights, air conditioners, computers and water coolers when you leave for work.
- 4- Unplug unused appliances.
- 5- Unplug mobile chargers after each use.
- 6- Use the water left in bottles and kettles to irrigate (water) plants or to clean floors.
- 7- Reduce the usage of disposable cups, spoons, plate etc.
- 8- Don't let the water run while you are brushing your teeth.
- 9- Don't wash dishes, fruits and vegetables with the water running constantly.
- 10- Send all unwanted newspapers, books, carton boxes, fruit boxes and packets for recycling.

11- Fix any water leakages.

12- Reduce the usage of hazardous chemicals for household cleaning and try to use less harmful items, such as environmentally-friendly products available in the supermarkets these days.

13- Use a bucket of water to wash your car instead of using the water hose.

14- Use the minimum number of bags when you shop for groceries, as they are made of plastic and not all plastic bags are recyclable.

15- Reuse boxes, containers, and your plastic shopping bags.

16- Try to avoid buying non-recyclable stuff.

## At Work:

- 1- Keep a box near your desk to collect unwanted paper materials and then send it for recycling.
- 2- Write on the both sides of the paper.
- 3- Print on both sides of the paper.
- 4- Reuse folders & envelopes.
- 5- Use E-Mail instead of paper communication.
- 6- Use a glass water bottle and refill it, instead of using plastic ones.
- 7- Use recycled papers to print magazines, business cards and letterheads (You'll save a lot of money!).
- 8- Unplug any appliances when not in use.
- 9- Turn off lights, computers, air conditioners and other appliances when you leave your office.



By: Jamal Mohammad  
UD Alumnus



## The Social Network

Share Your Thoughts

Social networks are websites where you can make your own profile or page and interact with other people. Social networks became widely popular in recent years and are used by many people across the globe. Individuals and business organizations make their own profiles on these social websites. It has a lot of features that allow you to know different people from different places; make contacts with them, know their personal and professional interests, what they are doing in life, and you can even know their daily events.

In other kind of social networks like, blogs, you are able to discuss many topics, like, know how they reach their objectives or how they solve their problems. Social network has a lot of positive features, but do we really need to build our network and communicate professionally with other people through social networks. Twitter and Facebook are two of the most successful social networking websites. Twitter is a website where

you can post "what is happening now". Simply share what you are doing now or what thoughts come to your mind. Facebook, on the other side, is the most recognized website in the world. It gives you a chance to make your own profile or page with variety of options, from sharing photos, videos and events.

Companies took advantage of the features available in these social networks. Companies regularly update their customers with their products through such websites. Sony PlayStation, a well known video game devise producer, has over 7.5 million "Likes" (fans) in their Facebook page and more than 570 thousand followers on Twitter. PlayStation keeps updating their followers and fans on new games and other gaming equipments.

Not only large companies are having the advantages of social networks. This is a story of a person, who used to have a lot of friends and followers on Twitter. He and one of his friends

decided to establish a restaurant in Dubai. Before the opening day, all what he did was "tweet" news and updates about his restaurant to his friends and followers. What he got back is, on the first day, a lot of his followers on Twitter, friends in Facebook gathered in his restaurant. He didn't plan for it, but he used the benefit of social network in a small business-wise manner to advertise his restaurant.

Don't miss the chance of showing what you are good at. If you are a photographer, share your photos on Flickr. If you are a movie maker or you like to sing show your works on YouTube. If you are a web developer, hit one of the famous blogs, you will be amazed of other people's designs. Whatever your interests are, social networks will help you to find people who share the same interests and hobbies.





By: Fahad Ibrahim  
UD Student

# Are you prepared for it?

You've met a lot of people in your life. Some of them you probably only met once or twice before the bridge of communication was cut, but some of them you still hear from or see from time to time, but have you ever thought about the fact, that all of the people whom you've met in your life will someday die? Which also includes yourself?

Now you're probably wondering what I'm trying to accomplish by asking you this question. The reason is in two parts - yourself and others.

## Yourself:

You wake up every day and do the normal life routine you usually do, but how many times have you slept and thought to yourself that the next day could be your last day? Just for a moment think - what if indeed tomorrow

Cau hoi Soru  
**SWALITANONG**  
KUSIMUS VPRASANJE  
PITANJE  
KESYON  
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INTREBARE

**SOALAN**

KLAUSIMAS

**DOMANDA**

SPURNING

**CEIST**

PERTANYAN

**KeRDeS**

FRAGEZEICHEN

**CWESTIWN**

أستفهام

**GALDERA**  
**SUAL**  
INTERROGANT  
**VRAAG**  
Question

is the last page of your book? Are you prepared for it?

Think about how many good tasks you have done throughout your life and how many sins you have committed. Which list is longer? The good side or the bad side? And to what extent? Is your good list long enough so that the sins that you have previously committed could be forgiven? Ask yourself these questions. You have the answer to balance between your good deeds and sins, but only God has the answer of whether you will be forgiven for your sins or not.

## Others:

Try to develop a list in your mind, name all of those you talk to at least once every month. Now break down this list into those whom you trust most in your life. If you did as I said correctly, you probably right now have a vision of the people whom you most love and trust in your life.

So, would you be prepared to hear one day that one of these people has passed away? Some people might give the instant reply: "I don't want to think about it". Wouldn't it be better if we are prepared for it and treat them honestly so that when the day comes, we don't end up regretting things and saying "I wish I apologized to him about what happened last month before he passed away" or "I should have at least called him from time to time", for example?

So what is your opinion? Do you think we should be prepared for the death of every person whom we know so that we don't get heavily depressed when it happens? Or should we ignore thinking about it, considering our own death?

# What's YOUR Potential?

In this vast world along with its ever increasing population, what percentage of this population do you think is useless and shouldn't have existed in the first place? The truth is, as many of you expect, nobody is useless...

By: Fahad Ibrahim  
UD Student

Yet you may find some people who claim they couldn't do anything which made people appreciate their efforts, but the question here is: What made this person believe that he/she has no potential? In the end, there is no problem without a reason, so what is the source that discouraged this person from having faith in his or her capabilities?

There can be many reasons; perhaps they were raised in an environment where they were discouraged from practicing what they're good at? Maybe their parents were too strict or too careless to make their children happy about themselves? Or perhaps their teachers treated them in a way that made them see the world in a negative way? Think deeply about any problem you have in your life, and you'll notice that each of them does have a source, which could include yourself.

Millions of innocent lives are lost every year from poverty, but since everyone is born with a unique potential, what happens if we give them more resources and shelter? If one person alone can bring great changes to the world with the right efforts, what might happen if we can save millions of people from poverty?

Sometimes, there could be a girl who keeps getting terrible grades at school/university, and maybe she doesn't have much of a beautiful physical appearance, so does that mean that she has no potential? What if God didn't give her beauty in order to protect her from people who are primarily interested in the woman's beauty? What if all of these misfortunes will cause her to get married to someone who wants to help her overcome her weaknesses? What if she becomes a loving mother/wife and has a happy family and gives her children a joyful future?

So you see, nobody is born without potential. People with disabilities, those who are paralyzed...etc, everyone has his/her own role to play in this world; you just have to ignore those who make you feel bad about yourself and know that God didn't create you without a reason. When we see someone in distress or who isn't confident of him/herself, it's up to us to let them know that there are people in this world who support them, and are willing to help them have a great and satisfying future.

Have you discovered what you're really good at? Have you ever come across someone or something that tried to discourage you from practicing what you were gifted with?

# Hypertension Risk Factors to Avoid

You can't always prevent high blood pressure, but giving up smoking and drinking can help.

People who smoke and drink should be concerned about their cardiovascular health. Both habits increase the risk of developing high blood pressure, which in turn increases the risk of developing cardiovascular disease.

The effects of smoking and drinking on hypertension are well known — both can have dramatic effects on heart health and blood pressure levels. So whether you've already been diagnosed with one of these conditions or have hypertension risk factors, it's time to do something about the risk factors you can control.



By Laly Mathai  
UD Nurse

## Smoking

Smoking causes an immediate spike in blood pressure and can raise systolic blood pressure levels by as much as 4 millimeters of mercury (mm Hg). The nicotine in tobacco products spurs the nervous system to release chemicals that can constrict blood vessels and this contributes to high blood pressure.

Smoking also causes long-term damage to blood vessels, so beyond the hypertension risk, this habit further increases the chance of developing problems like stroke, heart disease and heart attacks. The combination of smoking and hypertension puts you at greater risk of having a heart attack, stroke or other cardiovascular event when compared to non-smokers with hypertension.

## Drinking

Excessive use of alcohol has a direct toxic effect on the heart muscle cells. The heart muscle becomes weakened and cannot pump blood efficiently. The lack of blood flow affects all parts of the body, resulting in damage to multiple tissues and organ systems. Alcohol may also directly damage the liver.

To keep blood pressure in check and prevent health problems, it's best to stop drinking alcohol. If you cut back on alcohol consumption, research shows that you may be able to lower systolic blood pressure levels by as much as 3 mm Hg.

## Quitting and Cutting Back

Here are some tips to help you stop smoking and drinking:

- Commit to quit - Get rid of all of your tobacco supplies — cigarettes, lighters, ashtrays, anything related to smoking.
- Avoid triggers. Do you find yourself craving a smoke while watching TV, after eating, or during a phone conversation?

Then take a walk after meals or get an after-dinner cappuccino at a coffeehouse. Fill your time. Treat yourself to a fun activity that will take your mind off smoking and drinking — see a movie, go shopping, sightseeing, or pick up a new hobby to occupy your time and give you a sense of enjoyment and satisfaction.

- Recognize Support - If you have a difficult time quitting and cutting back you might need outside support. When these starts affecting education, work, or relationships, it's time to seek professional help. Support groups or rehabilitation programs can help you to break these habits.

Remember: You can't always prevent high blood pressure, but you can control high blood pressure, by cutting out risk factors such as tobacco and alcohol.

# Most Difficult Name Competition: And the Winner is...

By: Dr David Palmer | **Director, GUCR**



Are you in CIT or CBA? I expect all students at UD know what these letters stand for. But do you know what GUCR is?

Groups of capital letters like this are called acronyms, and the English language seems to love them. You can buy dictionaries packed only with acronyms to help people cope with the tidal wave of alphabet soup. By contrast, the Arabic language doesn't seem to like acronyms much - it prefers to give things a one-word name. So in Dubai, instead of paying tolls to ETR (Express Toll Route, the toll-road system in my home province of Ontario) you pay them to Salik.

GUCR, in case you got this far, stands for General Undergraduate Curriculum Requirements, which could possibly win a prize for the most-difficult-to-remember name. It refers to the department of the university which runs all the courses except for the ones in CIT and CBA. In other words, the "general" courses (not business, not IT) which are "requirements", i.e. you have to

take them if you want to complete the "curriculum" (sequence of courses) and obtain an "undergraduate" degree (not a post-graduate degree like a master's or doctorate).

GUCR is new this year. It was formed by a merger of the General Education Department and the Center for English as a Second Language. Now you can forget those old names, although you'll still find them written on the walls in one or two places, and we can just call it all GUCR. (Not GRUC, please - or even GCUR!)

GUCR offers courses in English and Math for students who haven't yet got the marks they need in TOEFL, IELTS or SAT (more juicy acronyms for you!). It also offers courses in English and Math that you take as part of your regular academic program at UD, and also the

other required courses like Academic Success Skills, Career Exploration, Communication Skills, Critical Thinking, Islamic Thought and UAE Society. Lastly, it offers various "elective" courses (that means you can choose the courses you want from a list of options) in social and applied sciences - courses like Environmental Issues, Psychology, Human Biology, UAE Government and so forth.

The faculty members in GUCR look forward to meeting all UD students at some point or other in their time here. We enjoy interacting with students, and I think it's fair to say that we usually have a nice, informal and welcoming atmosphere in the GUCR area on the 6th floor, helped by our friendly administrative assistant, Doha Mahmassani.

# Campus Safety

By: Majed Bin Hafez  
UD Alumnus

At the beginning of every year, universities receive a large number of new enrollments. The “new kids in the block” are really interested in exploring the cafeteria, classrooms, library and other corners... I can still remember when I first joined UD; the first place I explored was the fire exit. I knew that the exit was probably the best nearest empty and isolated place to have a smoke, especially after learning that smoking is forbidden on campus premises. Surprisingly, almost all faculty and staff as well as students, use the emergency staircase/exit to reach faster to their offices and classes and vice versa. My Experience in the Civil Defense made me realize how dangerous could this be.

Theoretically, everyone knows where to go in case of any emergency that might occur in the facility, but when I say emergency, I mean serious ones, a big fire for instance. Reality showed that people react differently in case of fires. Basically, because the whole building looks and feels different. A building that is filled of thick layers of smoke, darkness and maybe the sounds of explosions all over the place scares and panics everyone, which can result in chaos as people run to escape.

Performing drills helps avoid such deadly mistakes and ensures the least damage to the building facility as well as human souls.

Fire drills are one of the best practices that any facility management can do (particularly in special types of buildings where it is crowded most of the time such as business buildings, shopping malls). It puts the safety plan into action and helps people react positively and in an organized manner. This is the reason why it has become one of the main requirements in obtaining ISO certificates. Usually Dubai civil defense recommends performing fire drills at least twice a year. The first time it is organized internally and the second time it is done by the civil defense team to have a full simulation.

It is always good to learn something new and useful, especially if this knowledge can save our souls when it is necessary. Believe it or not, learning about the main precautions is easier than getting used to your new iphone device.

## How to prepare for a fire

- 1-Know the fire exits: It is very important to learn where all the facility exits are and where they lead to. So in case of fire you would know which one to take and where you will end up (of course that would depend on the complexity of the campus structure).
- 2-Know how to set off the alarm: It is very essential that you know how to trigger the alarm when it is required. The alarm does not go off automatically all the time. There is a time where the alarm should be triggered by someone. This will depend on the fire base location compared to automatic trigger spots.
- 3-Remember the emergency numbers: I have witnessed many cases where people do not know which number to dial in case



of fire emergency. Always remember this number: 997. Dialing the right number and giving a precise address will help in getting the fire crew to you quickly.

- 4-Mention people with disabilities: If you have any classmate or a candidate that you know has any type of a disability, you must inform the security person in charge to offer him the necessary help.
- 5-Don't block the fire exit: Keep the stair ways of the fire escape clear all the time; this will help to ease the flow of the building evacuation process.
- 6-Know the fire fighting equipment: Educate yourself about the different types of fire extinguishers (usually there are three types: CO<sub>2</sub>, powder and water) available in the facility. Not only that, you should also know what other tools available in the fire cabinet such as water hoses, axes, fire blankets...etc.

### How to react during a fire

- 1-Alarm sounds: A continuous alarm will indicate the fire. No need to panic; we have learned previously about the fire exits, right?
- 2-Fight it if it is small: There will be cases where the fire is controllable, small enough to be extinguished by the tools already available in the building. If it is not controllable, it's better to proceed to tip #3 (How to prepare for a fire).
- 3-Evacuate calmly: Take the nearest fire exit immediately, make sure to keep the exit door closed. This will help keeping the stairways safer.
- 4-No Elevator: Do not use the elevators incase of fire. In case it ever happens while you are already in, do not panic. Just press the alarm button inside the elevator so the campus security person is alerted.
- 5-Move to a safe area: Once you are out of the building, move to a safe area.
- 6-Call 997: It is actually one of the most important steps. Whenever you are calling, be calm and make sure to give a precise address to help the fire crew to get there faster.
- 7-Details, details and details: Describe (while you are on the phone to the emergency line) the building, how big the fire is, which floor, if there are injuries or missing people. This type of information will help the crew leader to dispatch

the proper emergency units to handle the situation and saves lives. For example: if you reported that you have three injured persons and the fire is on the 7th floor, immediately three ambulances will be dispatched and a snorkel unit (the truck with the big ladder).

In more complex situations, people might get trapped inside the building. In this case, different procedures are necessary.

- Move to a safer room with an outside window, and call 997 from the nearest working phone and inform them of your exact location inside the building.
- Make sure to close the door of the room in order to stop smoke getting in. Use any piece of cloth or towels available to block gaps below and around the doors.
- Stay beside the window and whenever you spot the rescue crew, wave your hand to show the rescue crew your location.
- Be patient; it might take some time for the rescue team to reach you. This will depend on the complexity of the situation inside the building.

As stated earlier, learning about the building is crucial. But always remember that bad things can happen any time as per Murphy's Law. The more you make it a habit of keeping yourself safe, the more you eliminate the gap between theoretical and practical safety.

### Majed's Autobiography

Majed Bin Hafez is a 1<sup>st</sup> Lieutenant in Dubai Civil Defense. He graduated from the College of Information Technology at UD in 2007. During his time here; he started as a Field Officer. Later, he was promoted to be one of the Fire Fighting Team which he was always interested in being. A year later, Majed became a Fire Fighting Team Leader. Studying at UD enhanced his technical skills which made him a successful software project coordinator. His effective contribution got him appointed to the position of IT Project Manager in the E-Services Department, Dubai Civil Defense, Ministry of Interior. He created his own web site [www.MAJED.COM](http://www.MAJED.COM) and his dream is to develop it to become one of the most famous websites like YAHOO & HOTMAIL.



# How to EXCEL in an Interview

By: Ahmed Fares - Head, Student Services



The job interview is the “make-it-or-break-it” part of the job application process. It is the process through which a potential employee is evaluated by an employer for prospective employment in their company.

In order to ACE an interview, you must understand and strictly follow the lead of success through the following steps which are split to three categories; before, during, and after interview.

## BEFORE

### **Know yourself & maintain your skills**

To fulfill this step, you must scan your knowledge and skills and find out what exactly can you do for a company if you join. Discover yourself and list down all your capabilities, skills and interests.

### **Know your strengths and weaknesses**

List down and study all your strengths and weaknesses in a small sheet of paper that you should learn by heart before entering an interview. This will help you understand yourself

better which will result in less stress and more confidence. Add to your conversation some smart tips about how do you overcome and transform your weakness to strength.

## Example

Negative	Positive
I am person that do not have patience	My lack of patience helps me get my job done ahead of time.
I have poor computer skills	I have enrolled in XYZ institute to develop my IT skills.
I am less courteous to people when I am over loaded	I am a task focused person; I give all my attention to get the work done the way it should be and my colleagues were always understanding.
I stress out under certain circumstances	It is very important to me how I manage my stress; it helps me to be more active and enhances my productivity.

## Learn the Differences Between Interview Types

Before going to an interview, you must learn what type of interview you are called for. Ask the person who approached you for the interview as it reflects your knowledge and background to the employer. There are several types of interviews; below are the main ones:

- Screening interview (Performed to indicate whether there is anything that might disqualify the candidate. They don't need to know whether you are the best fit for the position, only whether you are not a match) Tip: You must highlight your achievements and qualifications, be straight forward and answer all questions directly.
- Informational interview (The employer exchanges information informally) - Tip: Prepare informative questions about the company. Don't forget the thank you letter to the interviewer post the interview.
- Phone interview (Questions are asked through the phone, it minimizes the pressure on the candidate) - Tip: Stay away from any distractions or noises and ask questions.
- Exit Interview (Performed at the end of employment) - Tip: Be Grateful no matter what, it might be good for your own sake.

## Read, Research and Study the Organization Before the Interview

You must prepare and build a strong background about the company you have the interview with. Researching and studying the company's profile and practices builds the strong background that you will need in order to have a successful interview and a rich discussions whenever required. Go online to the company's web site as well as competitors' web sites. Learn what's happening now in the news with this company and its competitors. Study the Most Common Interview Mistakes (Don'ts)

In an interview, you should avoid:

Not being realistic	Asking about salary too early
Being too humble	Checking the time
Ringling of cell phones	Lying (DO NOT LIE)
Fidgeting	Telling about other job offers
Stating your demands	Tardiness

## DURING

### Know the Most Common Interview Qs & As

All interviews share one common purpose, which is hiring a candidate in a specific position. This common purpose results in some common questions that you should know before stepping in an interview room.

1. Tell me about yourself.  
This is the most common interview question. This isn't your life story, nor should it be too personal. Your answer should reflect your professional side and it should directly tie into the position you're seeking.
2. Why should we hire you?  
Show the employer your organizational aptitude that would be very attracted to the company and matches their work environment. (Study the job description well prior the interview)
3. What benefit will you add to the company if I hire you?  
Here you start talking about the skills you have as these skills will be added to the department you are joining. Time management skills, Stress management skills, IT skills...etc.
4. What are your weaknesses?  
Answer example: "I tend to be more of a task-oriented person. I get really focused on my tasks which results in me being less courteous to people and unintentionally I pay no attention to them. This happens because I am so focused on my task which makes me a good candidate for this job."
5. How do you handle high pressure work load?  
Answer example: "This is when I tend to use my stress and time management skills. I prioritize my tasks, set a deadline for each and follow my checklist. What must be done is what I have to do."
6. Why did you leave your last employer?  
Answer example: "My effort, hard work and skills were not being fully utilized and this why I decided to seek better opportunities". Make sure not to mention any negative aspects about your previous employer.
7. What is the expected salary?  
Never give a number before knowing their figure. Answer example: "I am sure when the time comes, we can agree on a reasonable amount, but I will expect a salary that reflects my experience as well as qualification I will bring to the role. What range do you have in mind?"



8. How do you manage your stress?

Answer example: "I do welcome stress in my life and work environment as it keeps me more dynamic and productive, and it really motivates me. I believe a healthy balance of stress is required to get your job done. I also go to the gym on daily basis to relieve my stress."

9. How do you handle mistakes?

Answer example: "I am not a person to blow up when a mistake happens, I am a solution oriented person.

I focus, sort out the causes and try to make it look better. List down my solutions and initiate the most applicable one to the situation. THROUGH MISTAKES, WE LEARN"

10. Very open ended questions. For example, tell us about an achievement you did or about a project you handled.

Describe briefly while following the CAR rule (C: Context - A: Action - R: Result).

**Questions to Ask and Questions Not to Ask Your Interviewer**

Questions to ask	Questions NOT to Ask
What is your company's management style?	What does this company do? (Do your research ahead of time)
Who are your main competitors and how do you rate your competition?	If I get the job when can I take time off for vacation? (Wait until you get the offer to mention prior commitments)
What is the company's policy on providing on employee training?	Can I change my schedule if I get the job? (If you need to figure out the logistics of getting to work don't mention it now)
Are there any other questions I can answer for you?	Did I get the job? (Don't be impatient. They'll let you know.)



Poor interviewers often end by saying, "Do you have anything else to tell me, or is there anything we didn't cover?" Ninety-nine percent of job seekers say, "No, I don't have anything more." But that's a great place to bring something up. If you are prepared, you should say, "We didn't talk about this. Is that important?"

### **Dress Well & Breathe Well**

Groom yourself well and select the appropriate attire long before the interview day. Know the culture of the organization for which you are interviewing and dress accordingly. A business suit is always the best. Be certain that your clothing is clean and well pressed. Too short or too tight may cause you to be distracted or uncomfortable. Minimize accessories and remember; less is more. You want to be memorable for the right reasons. Also don't forget to keep your lungs filled with air. Take deep breaths as they will help relieve the stress.

## AFTER

Write a Thank You Note to the Interviewer After the Interview

Send a "Thank You" note within 24 hours of your interview. Send one to every person who interviewed you separately. Email is acceptable, but follow protocols for formal business correspondence, which is always more formal than typical email. Use the thank you note to reiterate your interest and to emphasize your specific qualifications for the position.

In case you haven't received any feedback from the company, give them a follow up call to stay aware of the process.

### **Self Assessment**

After each interview, you must evaluate yourself and know how you performed in the interview. Avoid the mistakes you did and focus on the good to be reused in your next interviews.

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# A Year in Review



# A Year in Review





**Dr. Azzeddine Azzam**



**Dr. Mathew Nicho**



**Ammar Khalid**

# Faculty & Staff Profiles

## **Dr. Azzeddine Azzam**

Dr. Azzam is Professor and chair, department of Economics and Statistics, University of Dubai, Professor at the University of Nebraska-Lincoln (USA), and Senior Economic Advisor at the Dubai Chamber. Dr. Azzam taught as a Teaching Fellow at Harvard University and as a Fulbright Scholar at SLU, Sweden. He is a research fellow of the Economic Research Forum and a recipient of the University of Nebraska 2008 Excellence in Graduate Education Award. Dr. Azzam is an editor of Journal of the Agricultural and Food Industrial Organization, managing editor of the Review of Undergraduate Research in Agricultural and Life Sciences, and associate editor of the Middle East Development Journal.

## **Dr. Mathew Nicho**

Dr. Nicho is an Assistant Professor at the College of Information Technology, University of Dubai. He completed his Masters and PhD in Information Systems from the School of Computing and Mathematical Sciences of the Auckland University of Technology in 2004 and 2009, respectively. Dr. Nicho also holds an MBA degree in Marketing. He got certification from the EC Council as a Certified Ethical Hacker (CEH) and is currently undergoing the

certification process to be recognised as a Real World Security professional by Peak Security.

Dr. Nicho has taught in Universities in New Zealand, Australia, UAE and India for 15 years and worked in the computer industry for 4 years. He has published in journals and presented at conferences and has received two awards. One was a best paper award at the 2006 International IT Governance Conference and the other was New Zealand Post Graduate Study Abroad Award to do research for 6 months in Singapore Management University in 2007. His research and teaching domains are IT governance, IT security, E-business and IT Strategy.

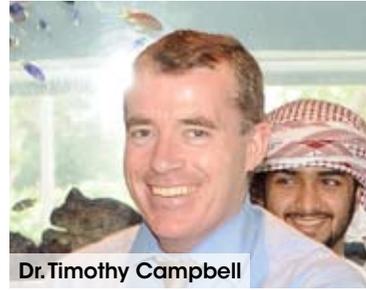
## **Ammar Khalid**

Ammar is the Head of Procurement Department, University of Dubai. He has got about 13 years of experience in procurement & purchasing in various industry fields. Prior to joining UD he worked with reputed organizations in the UAE, Azerbaijan, and Syria.

## **Jalal Khaboura**

Jalal joined UD as Head, Graphic Design. He comes to UD with a rich and diverse experience of 15 years in Branding, Advertising, Art Direction, and Design. Jalal has worked for top agencies



**Jalal Khaboura****Ahmed Fares****Dr. Timothy Campbell****Mahmoud El Hendy**

in London, Dubai & Damascus, and his portfolio encompasses major governmental and multinational clients. He completed his BA in Fine Arts from the University of Damascus, and has numerous professional certificates.

#### **Ahmed Fares**

Ahmed is the Head of Student Services. He joined UD in mid- August 2010. He has gained strong experience in several professional fields such as Administration, Marketing, PR and Management while doing his Bachelor's degree in Information Technology here at UD.

Fares started as an Administrative Assistant in 2000. Later, he became Marketing Coordinator and then a Marketing Executive within a very short period in 2003. Soon after that, he became a PR Executive in ASDA'A Public Relation Agency in 2006. Upon graduation, he worked as an Islamic Finance Executive in Abu Dhabi Islamic Bank. Soon afterwards, in 2008, Ahmed initiated his family's business which has grown well to become several branches. Eventually, he changed his career path, and was pleased to be selected to join the UD Team.

#### **Dr. Timothy Campbell**

Dr. Campbell is the Director of the MBA Program. Dr. Campbell spent

nearly 10 years in senior management positions before he moved into academia 8 years ago. He moved to Dubai in January 2010 having previously been the Executive MBA Program Director at Hull University Business School in the U.K. He has extensive experience and has taught MBA students in varied contexts such as the UAE, U.K., Hong Kong, Oman, Bahrain, Zimbabwe, Malawi, and Botswana and worked with numerous public and private organizations. He is the co-author of one of Europe's biggest selling management texts, Organizational Behaviour, with Stephen Robbins and Tim Judge, and his research has appeared in international publications such as the Journal of Business Ethics; Business Ethics: A European Review and Systems Research and Behavioral Science.

#### **Mahmoud El Hendy**

Mahmoud graduated from the University of Dubai in 2005 with a B.Sc. in Internet Computing. He was on the Dean's List and Honors' List for achieving an excellent GPA. He has gained 5 years of work experience. He worked as a Technical Support Engineer, System Admin. Consultant, Website Designer & IT Network Administrator in several companies and institutions. He joined UD in February 2010 as a Teaching Assistant.

## Celebrating 6 Years of Service

**Mr. Hatem Khalil**

#### **Mr. Hatem Khalil**

Mr. Hatem Khalil is a Lecturer in GUCR (the General Undergraduate Curriculum Requirements Department). He joined the university on September 3, 2005. Last September he completed 6 years of services with UD.

**Dr. Attiea Marie**

#### **Dr. Attiea Marie**

Dr. Attiea Marie is an Associate Professor in the College of Business Administration. He joined the university on September 9, 2005. Last September he completed 6 years of services with UD.

# The Alumni Student Mentoring Program 2010 - 2011

## Towards a More Meaningful University Life



In 2009, the ICDC, in cooperation with the UD Alumni Association, launched the Alumni Student Mentoring Program (ASMP). The ASMP is open to both UD alumni and students to participate in, with the aim of giving support, direction and supervision towards attaining a more meaningful university life. The ASMP can benefit you if you are one of those students who are:

- Having a difficult time in adjusting to university life.
- Facing academic challenges.
- Seeking acceptance in the group.
- Trying to build your social and business network.
- Seeking employment/internship.
- Looking for a person who can give you guidance and direction.

To ensure a smooth and harmonious partnership, the matching process is carefully thought out and takes into consideration the gender, nationality, common interests and even the field of study of both students and alumni.

The benefits can have a positive impact on the participants' lives and these can be professional, academic and even emotional in nature. On one hand, students (mentee) learn how to grapple with university life and gain a more positive outlook on this with the help of the alumni (mentors). On the other hand, alumni see this program as a way of giving something back to the university by assisting students to succeed. It's a win-win situation where everyone plays their part for the benefit of all!

Now in its 2<sup>nd</sup> year, the ASMP started in November 2010 with 21 pairs eager to learn and share the most invaluable and memorable learning experience.



# Partnering with the ICDC: Your Gateway to the Future

By: Saifuddin Arif  
**UD Alumnus**

Sure all of you must be ecstatic since you have completed four years of grueling assignments, presentations, reports, exams and god knows what else that kept you going on like the Energizer bunny without any food or rest. Hey! It's time to bring out the party hats and paint the town red. So what's next? MBA? Professional certifications? Or you are brave enough to get out there and fight for a placement in a good company.

I was in the same boat as all of you who graduated with me, confused and a bit scared. Being confused shows that you have thought of more than just one alternative for your future, and being scared says you care enough to try really hard to achieve what you want. I started hunting for placements from the beginning of my final semester. Numerous interviews later I was still unemployed and disheartened, but I did not give up. A week before the final exams, I was finally offered a position at BAT,

one of the top FMCG companies in the world, as a Trade Marketing Representative.

I'd like you to know that as UD students we are lucky to have the Internship & Career Development Center department (ICDC), a fully-fledged team who is there just to help students like us prepare for what's out there. They have all the best contacts, resources and information, which are at your disposal. The ICDC team can help you create a professional CV and cover letter, give you career advice and even conduct workshops on career-related topics which can aid you in the job-hunting process. And, by the way both the lead for my job with BAT and my internship with Unilever came from ICDC. I highly recommend seeking advice from the ICDC team to get the job or internship that you've always wanted. If not directly getting the job for you, they sure can help you prepare in the best way possible so that you get the placement on your own merit. It is very satisfying, isn't it?

# UD Gains Momentum with International Internships

By: Amina Al Marzak  
Director, SAA

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The University of Dubai has signed an internship agreement with two prestigious universities, namely The Hamburg School of Business Administration in Hamburg, Germany and the University of North Florida in the USA. Through the ICDC, UD students can now take advantage of this international internship experience.



The benefits of interning abroad are unique and the challenges and learning that come with it are invaluable and countless. For example:

- International internships give you a global perspective of how things are done and exposure to different languages, people and cultures.
- Interning abroad can boost your CV, reflecting international professional experience.
- It can give you work experience that may not be available in your home country.
- You gain friends and build your international business and social network which can last a lifetime.
- The company you do your internship at could be your future employer if you do an excellent job during the internship period.

- You will learn how to appreciate, and be sensitive to, other cultures and also learn how business is done in other parts of the world.
- And finally, you can travel during the weekends. Appreciate the beauty of another country. Use the time to develop lasting friendships!

But if we've convinced you that the international internship program is for you, don't pack your bags and book that flight just yet! First, visit the ICDC on the 6<sup>th</sup> floor, Room 602 of Al Masood Building, between 7:30 AM - 5:00 PM for more details on how you can apply to be an international intern and begin your journey towards a whole new world of learning experiences!

# INSPIRATION



By: Hooria Tariq  
UD Student

- A - AIM TO REACH YOUR GOAL
- B - BELIEVE IN YOURSELF
- C - CREATE A GOOD LIFE
- D - DREAM ABOUT WHAT YOU WANT TO BE
- E - EXERCISE DAILY
- F - FORGIVE MISTAKES
- G - GLORIFY GOD
- H - HUMOUR YOURSELF AND HATE NO MORE
- I - IMAGINE GREAT THINGS
- J - JOYFULLY LIVE EACH DAY
- K - KNOWLEDGE IS INFINITE, SHARE IT
- L - LOVE ALL
- M - MEDITATE DAILY
- N - NURTURE THE ENVIRONMENT
- O - ORGANISE FOR HAPPY ACTIONS
- P - PROMISE TO BE GOOD
- Q - QUESTION MATTERS, YOU DON'T
- R - REST IS BEST TO RELEASE STRESS
- S - SMILE ALWAYS
- T - TUNE YOURSELF TO CO-OPERATE WITH ALL
- U - UNDER YOURSELF AND OTHERS
- V - VALUE LIFE
- W - WORK HARD TOWARDS YOUR GOAL
- X - X-RAY YOUR ACTIONS AND WORDS CAREFULLY
- Y - YEARN TO IMPROVE
- Z - ZESTFULLY PURSUE HAPPINESS

# SUDOKU

8	3		7			6	4	
6	2		4					8
		4		6		1	7	
2	7		6	5	4		3	
	6		1		7		2	
	4		3	2	9		8	6
		3		4		2		
					1		5	7
		2			8		6	4

## “Find Out Whose Picture is this”?



### CLUES

- 1- Strict and sharp
- 2- Faculty member
- 3- From CBA

## Competition

Question:

The acronym “SLAC” stands for:

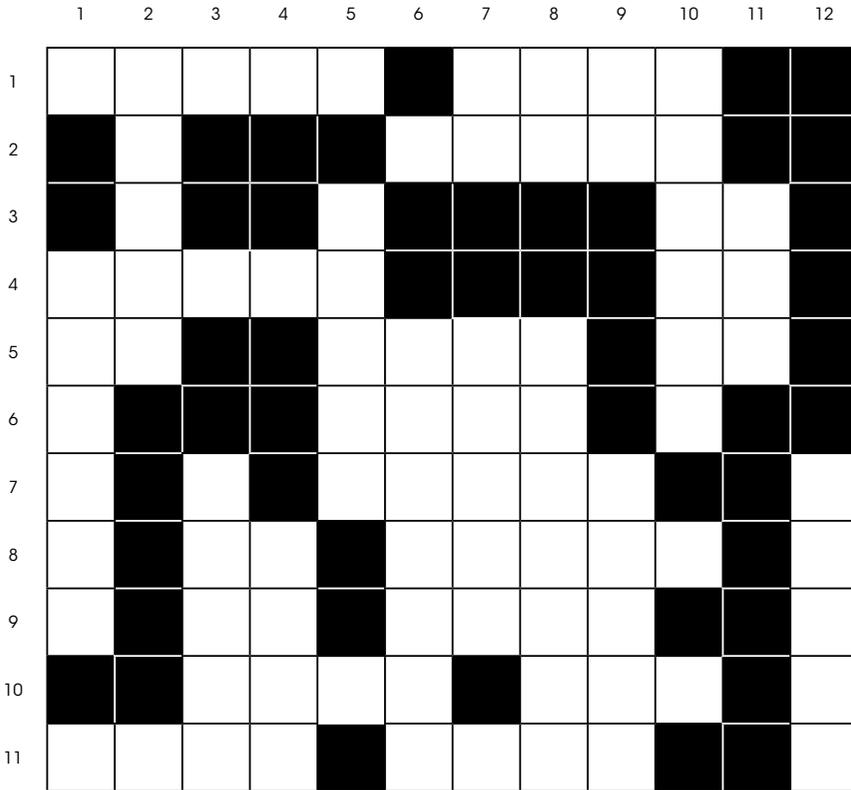
- A. Student Life Awards Ceremony
- B. Student Life Awards Center
- C. Student Life Association Center

Thank you to all the participants who took part in the previous competition. The correct answer to the question of Volume 4, Issue 1 was “C. May 20th 2009” The lucky winner drawn from the correct entries was Ahmed Alaa. Congratulations Ahmed!!



last issue winner - Ahmed Alaa

To win a prize, E-mail your entry with your name and contact number to [jcardozo@ud.ac.ae](mailto:jcardozo@ud.ac.ae) before March 1<sup>st</sup>, 2012. Please mark “Competition” in the subject line. All correct entries received will enter the draw. (Entries are for students only)



**Horizontal**

- 1- (1) Second Name (HR Staff member).  
(2) Head, Registration (Opp.)
- 2- Chair of Marketing Department (Opp.)
- 4- Person in charge of school visits.
- 5- A UD student, currently working in the administration department at UD.
- 6- Former UD Student Counselor (Opp.).
- 7- Holding the highest position in UD.
- 8- Last name of DSS staff member (Opp.).
- 9- 5th floor, office 507.
- 10- (1) Second Name of library assistant.  
(2) Has a Master's degree in Library & Information Science.
- 11- (1) She wears white all the time. (2) GUCR Executive Assistant.

**Vertical**

- 1- IT Technician; has a Master's degree in Information Technology.
- 2- 5th floor, Office 514.
- 3- Head, Graphic Design.
- 4- She has a Master's degree in Public Administration degree & works in CIT.
- 5- DSS Newsletter's (Bareed) Coordinator.
- 10- Director, Finance & Administration
- 11- The CAO.
- 12- Director, Alumni & Students Affairs.

\* (Opp.) Referes to the word reverse (ex. University = yisrevinU)

M	Y	M	A	T	H	S	T	B	B	D	G	G
E	H	L	C	C	I	T	C	I	U	E	N	L
T	G	U	I	D	T	U	E	O	S	T	I	O
H	U	D	M	M	C	D	J	T	I	N	M	B
O	C	R	H	A	A	I	B	E	N	E	M	A
D	R	A	R	E	N	F	O	C	E	I	A	L
S	E	C	N	A	N	I	F	H	S	R	R	I
D	E	C	N	A	V	D	A	N	S	O	G	Z
E	N	G	L	I	S	H	N	O	T	C	O	A
B	I	O	L	O	G	Y	B	L	S	B	R	T
T	H	O	U	G	H	T	O	O	E	A	P	I
C	I	M	A	L	S	I	M	G	R	V	I	O
R	E	S	E	A	R	C	H	Y	G	P	A	N
C	G	N	I	T	E	K	R	A	M	E	E	S

**Look for these WORDS and find out the Secret Word!**

- 1- E-Marketing
- 2- Math
- 3- Biotechnology
- 4- English
- 5- Globalization
- 6- Family Business
- 7- Advanced Research Methods
- 8- Islamic Thought
- 9- Object Oriented Programming
- 10- Human Biology
- 11- Finance
- 12- MOB
- 13- ARD
- 14- HR
- 15- CIT
- 16- CBA
- 17- ICDC
- 18- GUCR
- 19- GPA

# حکمة الزمن

الطالبة : فضيلة فيصل (عيون المها)  
جامعة دبي

يا زمن خفف من حمولك عليا  
وورني وجهك الخافي يا بليا  
ليه كل ما جتني الفرصه تطير من ايديا  
وليه كل ما زارني الفرح ينقلب شقيا  
إنهدم حيلي من المصايب والحظوظ الرديا  
و تجسدت حولي دموع العيون النديا  
كل ما حركت ساكني تجيني المصايب من هناك وهنيا  
وتعفس حالي بليا روف وحنيا  
آه من جروحي اللي اكثرت في الحشا بلا حساب وبلا عديا  
وقطعت شراييني ونشفت فيها الدميا  
الكل انسحب من حولي ولقاله صديقن وفيا  
واتركوني بين همومي ومقادير الزمن القويا  
ضاقت بي الدنيا بعد الحياة الهنيا  
وتكدرت الأشجان والشعور الشجيا  
يا زمن يا تاغب النفس السهيا  
خفف من أوجاعك وكثر من الألحان الجليا

# United we Stand

By: Dena Khalili  
UD Student

When there is love, there is always hope.  
Sometimes it may be tough, but all you have to do  
is cope.  
Don't give in to your fears,  
Or let your faith down with tears.  
Stay strong and keep your morale high,  
And do all that you can, 'cause it's definitely worth  
a try.  
There is nothing in life that cannot be done,  
So it's up to you to make it fun.  
You help us to see the world through your eyes,  
To make us understand the reason for your cries.  
There are tons of people here to help you to win,  
Just be sure we will do what we can to pitch in.  
You will get better, and that is for sure,  
We will do what we can to help with your cure.  
We will help you stand up tall,  
And will be there in case you fall.  
In our hearts you are so dear,  
So I write this today to make it clear,  
You are a treasure,  
And working with you is more than a pleasure.

# The Boy Next Door

By: Izmi Dalhan  
UD Student

These are tiring times  
and time is of the essence  
and so I prefer to waste it all  
by admiring your presence.  
Graceful as a filly,  
Pretty, even when silly  
That makes the burden of silence cumbersome.  
Fortunately for me there is fear for that to overcome.  
Nevertheless I continue to smile for I...  
Chose your eyes,  
from a thousand stares.  
No intention of being called Casanova  
Just longing to be your lover.  
I ain't bothered about flexing.  
Am not a geek, typing and texting,  
It's not that I don't care about anything,  
but I can't stop thinking about...  
you.  
Hope you don't continue to ignore  
the guy around the corner  
the boy next door



Mira Ahmed Hafiz

Shaikha Al Mulla

Khalil Haddad

Zainab Salman

Nadia Al Akrabi





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