



# HARVEST

Volume 4, Issue 1, Spring 2010

جامعة دبي  
UNIVERSITY of DUBAI



**UD LAUNCHES UNIQUE  
MBA PROGRAM**

**ALUMNI NETWORKING RECEPTIONS:  
HELPING UD GRADUATES RECONNECT**

**FACULTY STUDENT COUNCIL:  
A FRAMEWORK TO DISCUSS ACADEMIC  
MATTERS**

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# HARVEST

Volume 4, Issue 1, Spring 2010

Harvest is the official magazine of the University of Dubai. It is published twice a year and distributed to Students, Faculty, Staff, Alumni, Community members and organizations, and Donors. Please send your comments to:

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## CONTENTS SPRING 2010

### FEATURE STORIES

UD Launches Unique MBA Program	4
Faculty Student Council	5
Alumni Networking Receptions	6

### UD NEWS

Average Graduation Time	7
Going Digital - Library Dilemma	8
Programs at TC and CMPD	9
Universitaet Regensburg	11
Best Things in Life	12
YES to change! Be a Leader!	13
The Concept of Information Security	13
AIESEC at UD	14
Tired of Driving to Work all the Time?	15
A Semester in Review	16

### FACULTY & STAFF NEWS

New Staff and Faculty	22
Celebrating 10 Years of Service	24
TOEFL or IELTS	25

### ALUMNI & CAREER NEWS

Career Workshops to Your Advantage	26
Leadership Training Institute	26
Alumni-Student Mentoring Program (ASMP)	26
Gaining Practical Experience	27

### ENTERTAINMENT

UD Competition	28
Poems	29
Places and People through a Student Lens	30
الشارقة عاصمة للثقافة الإسلامية	31

# UD LAUNCHES UNIQUE MBA PROGRAM

The University of Dubai (UD) launched its new MBA program. The UD MBA program is designed to prepare business leaders and professionals for successful managerial careers in organizations. The program focuses on enhancing critical thinking, improving written and oral communication skills, improving decision making in a rapidly changing global environment, and reinforcing the application of knowledge and skills in problem solving. The program provides both non-working and working aspirants an opportunity to earn a highly recognized degree in just 15 months.

The MBA Program features four double majors in order to meet the needs of a variety of professionals. These are:

1. Leadership & Human Resource Management (LHRM)
2. Logistics & Operations Management (LOM)
3. Accounting & Finance (AF)
4. International Business & Marketing (IBM)

Candidates must meet the following requirements to be considered for admission:

- Hold a bachelor's degree (or equivalent) in a business field from an accredited university with at least 3.0 GPA (out of 4.0). A candidate with a non-business bachelor's degree will be required to join a pre-MBA program.
- Satisfy the English proficiency requirement: A TOEFL score of 550 on the Paper-Based, 213 on the Computer-Based, or 79 on the Internet-Based test; or IELTS 6+ (not more than 2 years old).



- Provide GMAT score (not more than 5 years old).
- Provide two reference letters from recent instructors and/or employers.
- Be a resident of the UAE or GCC countries.
- Submit professional plans and career objective as required in the application form.
- Qualify through an interview with the MBA Committee.

## CONDITIONAL ADMISSION

- Candidates with a low GPA (not less than 2.5) and a Paper-Based TOEFL score (not less than 530) will receive conditional acceptance for one term.

## TERMS

- There are four terms per academic year, with terms commencing in January, April, July and October.

## DISCOUNT POLICY

- University of Dubai alumni are entitled to a 10% discount on the tuition fees. Special discounts of up to 10% are available for groups of students from the same company or a government department. A 20% discount is offered for students registered during the first year of operation.

For more details, please contact the MBA Program Office at 04-2225411, or visit our website at [www.ud.ac.ae/mba](http://www.ud.ac.ae/mba).



# FACULTY STUDENT COUNCIL: A FRAMEWORK TO DISCUSS ACADEMIC MATTERS

One of the most important things clearly articulated in the mission of the University of Dubai (UD) is to provide an effective academic learning environment at the students' expectations. As part of this commitment, UD recently established the Faculty Student Council (FSC) in both the College of Business Administration (UDCBA) and College of Information Technology (UDCIT). The purpose of the FSC is to facilitate an open dialogue between student representatives and academic staff.

Through its regular meetings, the faculty council provides constructive forums whereby students can voice their concerns on academic matters, and have them discussed and addressed (whenever possible). These concerns can be related to issues and/or suggestions pertaining to: a) Teaching and assessment methods, b) Classroom management, c) Curriculum, d) Class schedules.

Both UDCBA and UDCIT have their own faculty student council consisting of the following: Two faculty representatives, one faculty representative from both the Center for English as a Second Language (CESL) and the General Education Department (GED), and four student representatives. The students' representatives are selected equitably; one from each yearclass level, with a gender and nationality mix. Student representatives are selected on an annual basis among a list of nominees by college deans. The UDSU college representative sits on the FSC and acts as chair of student representatives, serving as the point of contact between fellow student representatives and the FSC chair.

**The current UDCBA - FSC council composition is shown in the table below:**

FACULTY	POSITION
Dr. Geoffrey Gachino	Assistant Dean
Dr. Ehab Zaki	Chair - UDCBA, FSC
Dr. Rahim Hussein	Secretary - UDCBA, FSC
Mr. Hatim Khalil	Member - CESL & GED
Abdel Nabi Hassan Ala Eddine	4 <sup>th</sup> Year student representative
Ahmed R. Esmaael	3 <sup>rd</sup> Year student representative
Lama Mohammed Mustafa Shalab	2 <sup>nd</sup> Year student representative
Huda Ady Khalid Abdulla El Wadi	1 <sup>st</sup> Year student representative

**The current UDCIT - FSC council composition is shown in the table below:**

FACULTY	POSITION
Dr. Hussein Fakhry	Chair - UDCIT, FSC
Ms. Shafaq Khan	Member
Mr. Hatim Khalil	Member - CESL & GED
Hessa Alawadhi	4 <sup>th</sup> Year student representative
Abdolrahim Talei	3 <sup>rd</sup> Year student representative
Abdallah Ibrahim	2 <sup>nd</sup> Year student representative
Yousef Al Najjar	1 <sup>st</sup> Year student representative

The FSC chair reminds the council members about the upcoming FSC meeting at least a week prior to the scheduled meeting. Should the need arise, additional meetings can be scheduled, based on requests from FSC chair or from the chair of student representatives. In this case, a minimum of one week prior notice is required.

Student representatives are assigned the task to solicit feedback from students in their respective classes. The received comments are consolidated, filtered, and then submitted to the council chair who in turn forwards them to the concerned faculty for their feedback. The feedback given is usually constructive and seeks to enhance student's learning experience.

Each FSC meeting is conducted in an open and tense-free environment, whereby faculty and student representatives are encouraged to express themselves with a positive attitude. The minutes of each FSC meeting are produced and then distributed and approved by the council members within a period of one week. The minutes taken in response to items raised during FSC meeting are reported and reviewed in the subsequent FSC meeting.

It is important to emphasize that if, at any moment, students are unsatisfied with responses provided, they can always resend the specific concerns for further discussion with concerned faculty in the subsequent FSC council meeting. All the minutes for the FSC meetings together with concerns raised and responses given are posted in student "S" drive for easy access by all students. In view of this initiative whose purpose is to enhance learning, FSC urges students to forward any academic concern(s) to them through their student representatives.

# ALUMNI NETWORKING RECEPTIONS: HELPING UD GRADUATES RECONNECT

The University of Dubai (UD), in collaboration with the University of Dubai Alumni Association (UDAA), held special Dean’s Alumni Networking Receptions for its College of Information Technology (UDCIT) in October and its College of Business Administration (UDCBA) in December 2009.

The CIT reception attended by more than 100 guests, featured presentations by Sheikh Mohammed Juma Al Maktoum, UDAA President, and Dr. Faouzi Kamoun, the Dean of the College of Information Technology. In addition, and with more than 100 alumni present, the UDCBA reception included presentations by Majid Al Marri, UDAA VP, and Dr. Ananth Rao, Dean of the College of Business Administration. Speaking on the occasion, Majid Al Marri, UDAA VP, said: “The alumni association is thrilled to provide this fabulous opportunity to UD graduates to stay in contact with one another. We are also pleased to play a role in encouraging alumni to support the university and its students through the newly launched scholarship initiative.”

Alumni used this opportunity to network and mingle with classmates, faculty, and staff. Guests were invited to actively participate in several initiatives being launched by the Alumni Association in collaboration with the Internship and Career Development Center, including the “UDAA and Friends Scholarship Fund” program which will benefit needy students.



The alumni’s responses to the scholarship initiative were overwhelming and donations are expected throughout the academic year. The university took the opportunity to share with the alumni exciting news about the launch of its new MBA and BBA program offerings, and informed them of several new professional development courses being offered by its Center for Management & Professional Development and Technology Center.

UDAA plans to host similar events in the future and looks forward to providing its members with further opportunities to reconnect with one another and the University.

**SPONSOR THANK YOU**

We would like to extend our gratitude to the sponsors of the Dean’s Alumni Networking Receptions. Their support was vital for these events.



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# INSTITUTIONAL EFFECTIVENESS

## AVERAGE GRADUATION TIME

The time invested by university students in order to obtain a bachelor's degree is precious. The delay in reaching this goal is of great concern and varies between students as well as between institutions offering tertiary education.

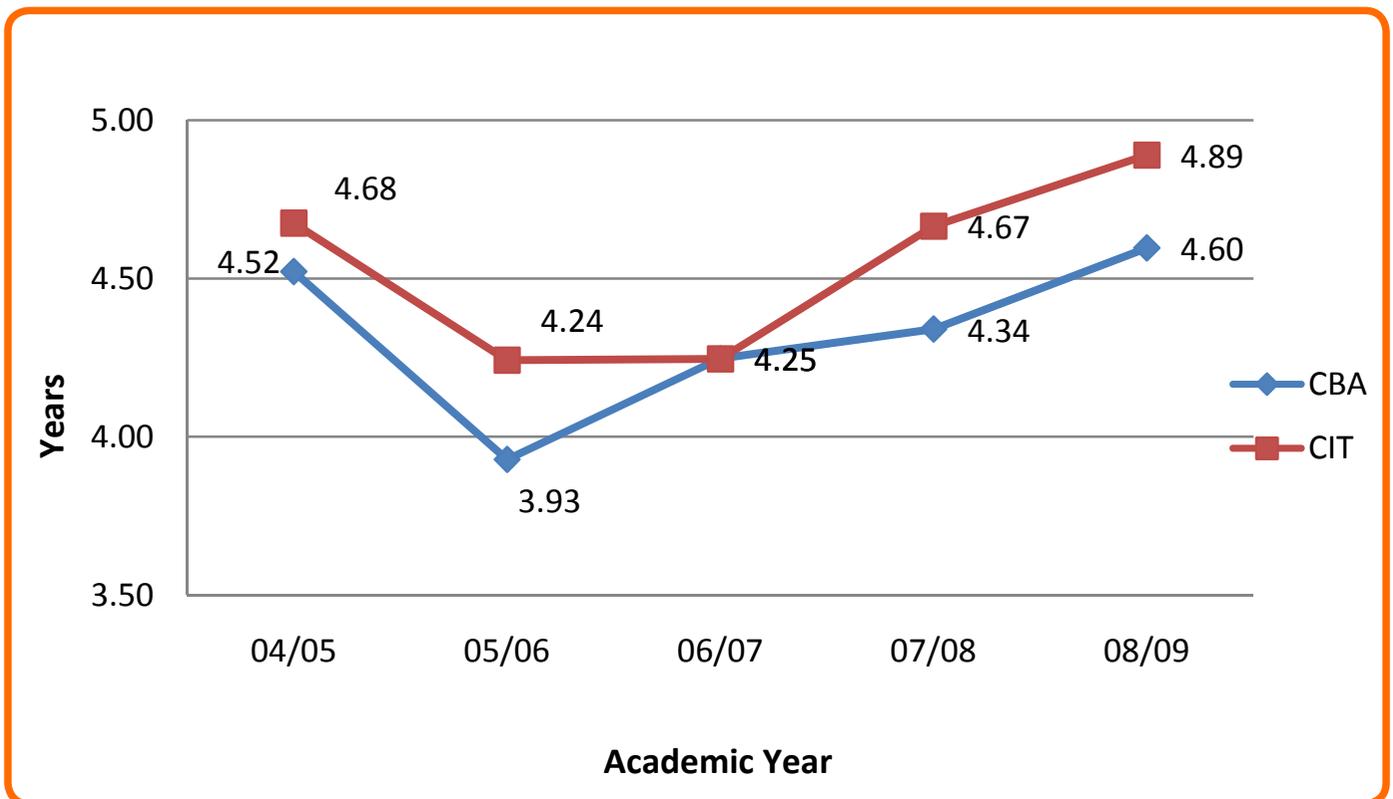
At the University of Dubai, the student population is comprised mainly of part-timers holding full-time jobs, while at the same time seeking higher education to further enhance their profiles for better employment opportunities or promotion. Thus, working students end up studying at a slower pace than their counterparts, which results in slight delays in graduating. In a recent study conducted by the Office of Institutional Effectiveness on the graduation time over the last five academic years, it was revealed that the average time taken to graduate at the University of Dubai has increased slightly. The graph depicts the average time taken by the College of Business Administration (CBA) and the College of Information Technology (CIT) students to complete their program curricula which entail

43 courses (129 C.H.). CBA students have a slightly lower average graduation time (4.6 years) than CIT students (4.89 years). This increase in the average graduation time is partly due to a shift in the study load of the student population, with more students studying on a part-time basis and with a load that falls below the minimum part-time norm of three courses per semester.

Students at the university are recommended to make a real effort to register in an adequate number of courses and also to avoid dropping courses hastily as this further delays graduation. Difficulties encountered in particular courses should be addressed immediately by visiting the course instructor during regular office hours or at a pre-arranged time to seek further assistance.

The University of Dubai is, therefore, keen to promote student success and timely graduation, and hopes that all students have a memorable and enjoyable learning experience.

AVERAGE GRADUATION TIME



SOURCE: ADMISSION & REGISTRATION DEPARTMENT; GRADUATES DATABASE



## GOING DIGITAL - LIBRARY DILEMMA

BY: ALI SULEIMAN, HEAD LIBRARIAN

At various times in my Library Journal column, I have addressed the question about whether digital books will kill print. My position has consistently been that we will forever live in a hybrid environment. Some types of books are probably best in print (e.g. coffee table books), some are better in digital (e.g. textbooks), and mostly, it depends on what you want to do with them.

That is, we are (and should be) entering a world of book format choice. You want your book in digital form? Fine, here it is. You want a print version of it? You can have that too. You decide. And who wouldn't like such a world? I would. I might even want both formats for some books, although it would be nice if I could get a discount in such a case.

Meanwhile, I have watched my kids grow up and how they have interacted with books. They were born into a house with one computer, then two, then three (or more, since iPhones are basically computers as well). They have had their own laptops for years, and they do a tremendous amount of reading online, mostly blogs. But they also read print books rather insatiably.

My experience with my own fifteen-year-old daughter, who presumably is of the demographic that are constantly identified as the generation that will sound the death knell of the print book, has made me skeptical of such claims.

I am constantly amazed that people find the preference for paper so puzzling. My daughter, a sophomore at High School, uses both printed and electronic books. She most definitely prefers print. We constantly hear that our preference for paper is because we are 'old,' and young people will automatically embrace electronic books. I asked her what she thought. Here's what she told me:

1. 'I can't loan, borrow, or share a text.'
2. 'I can't have more than one text open at a time on my desk' (studying often requires multiple open books).
3. 'If I lose a book, I'll buy a new one; if I lose my e-reader, I've lost my whole term!'
4. 'I can't copy.'
5. 'I can read two pages at a time' (Economics major – text on page, tables on another; how annoying is this in an e-reader!).
6. 'I can read faster on paper' (This is not age! This is the efficiency of the print form. I know this is true because I've

done experiments. For awhile, I alternated reading the paper edition and the electronic edition. In the paper edition, two full broadsheet pages can be read (no clicking!) about two to three times faster than the equivalent content on the web. With the paper you can read entire pages at once, not so with article-by-article clicking.

7. 'Pictures and graphs suck' (no comment).

The printed book is essentially a perfect machine.

I acknowledge many benefits of the printed book. I also acknowledge the many benefits of the digital book. I guess when it gets down to it, I want to move on from the debate over whether digital will kill print. It may kill some types of print. But in a strange kind of way, digital revives print, in that it makes previously unavailable books now available for printing (if you don't think this is the case, just wait for Google to unveil its print-on-demand service for Google Books).

Like I said above, what's not to like? Digital when you want it, print when you want it. You decide. That's a world I can be very comfortable in, and my guess is you can too.

## PROGRAMS AT THE TECHNOLOGY CENTER AND CENTER FOR MANAGEMENT AND PROFESSIONAL DEVELOPMENT

### TECHNOLOGY CENTER

The Technology Center at University of Dubai, a part of Dubai Chamber, is committed to provide individuals with the practical knowledge, skills, and talents needed to excel in the work environment. We focus on offering high-quality education solutions that include skills assessment, hands-on courses, exam preparation, and much more ...

PROGRAMS AT THE TECHNOLOGY CENTER		
START DATE	TIME	PROGRAM TITLE & DETAILS
Tuesday - April 20th, 2010	4:00 p.m. - 6:00 p.m.	Advanced Access 2007
Sunday - April 25th, 2010	4:00 p.m. - 6:00 p.m.	ICDL Batch (every alternate day)
Monday - April 26th, 2010	4:00 p.m. - 6:00 p.m.	Microsoft Visual Studio 2008 : .NET Framework 3.5
Sunday - May 2nd, 2010	4:00 p.m. - 6:00 p.m.	ITIL
May 2010	3:00 p.m. - 7:00 p.m.	Certified Ethical Hacker
May 2010	3:00 p.m. - 7:00 p.m.	Cisco CCNA

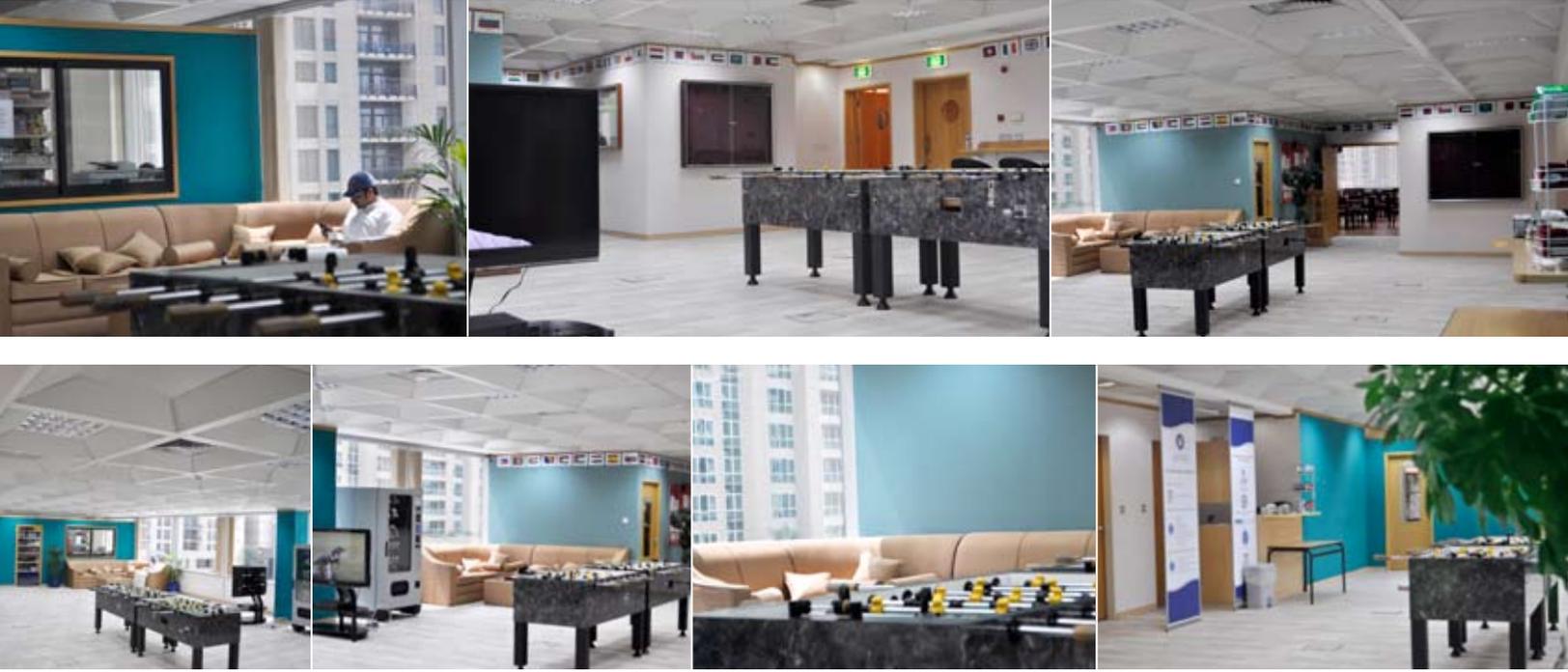
For more information, please contact Ms. Maryam at 04 22 11 187 – Ext. 505 or mkhaleq@ud.ac.ae

### CENTER FOR MANAGEMENT AND PROFESSIONAL DEVELOPMENT

The Center for Management and Professional Development (CMPD) is the community outreach arm of the University of Dubai delivering Executive Management Development Programs and Professional Certifications that aim to upgrade the skills and knowledge necessary for career development and advancement and enable organizations to leverage the competitive advantage of their workforce. CMPD is also concerned with the development of the UAE national work force, and provides specific work oriented training programs for this segment of society.

Management Programs at CMPD		
Start Date	Time	Program Title & Details
February 22 to June 15, 2010	Dubai	Citi Sponsored Entrepreneurship Program for Women
April 20 to April 26, 2010	Doha & Abu Dhabi	7th Middle Executive Management program for International Enterprise Singapore – Singapore Delegates
April 24, 2010	9:00 a.m. - 4:00 p.m.	Spreading the Word – Online Marketing & PR by Sameer Siddiqui
April 24, 2010	9:00 a.m. - 4:00 p.m.	Finance for Non-Finance Managers by Dr Ehab Zaki
April 24, 2010	9:00 a.m. - 4:00 p.m.	Motivating yourself and others by Dr Timothy Campbell
April 24, 2010	9:00 a.m. - 4:00 p.m.	Effective Presentation Skills by Dale Carnegie
April 24, 2010	9:00 a.m. - 4:00 p.m.	Selecting the Right Supplier by Wael Safwat
May 1, 2010	9:00 a.m. - 4:00 p.m.	Investment Analysis by Edward Stephenson
May 1, 2010	9:00 a.m. - 4:00 p.m.	Preparing and Managing Contracts by Wael Safwat
May 1, 2010	9:00 a.m. - 4:00 p.m.	Negotiating and Influencing People
May 3, 2010	3:00 p.m. - 6:00 p.m. or 6:30 p.m.-9:30 p.m.	Professional Certificate in HRM (Duration: 4 months)
May 5, 2010	7:00 p.m. - 10:00 p.m.	Professional Certificate in Secretarial Skills (Duration: 4 months)
May 8, 2010	9:00 a.m. - 4:00 p.m.	Risk Management by Dr Ehab Zaki
May 10, 2010		Certificate in Customer Service from City & Guilds U.K. (Duration : 4 months)
May 15, 2010	9:00 a.m. - 4:00 p.m.	Auditing & Internal Control by Dr Ehab Zaki
May 29, 2010	10:00 a.m. – 1:00 p.m.	Managing Inventory - International Certificate in Purchasing & Supply from Chartered Institute of Purchasing & Supply (CIPS, U.K) (Duration : 1 month)

For more information, please contact Mrs. Renny at 04 22 11 187 – Ext. 504 or rennya@ud.ac.ae



**UD WOULD LIKE TO THANK BRIDGESTONE FOR THEIR  
 GENEROUS SUPPORT TO RENOVATE  
 THE STUDENT LOUNGE.**



**مؤسسة ناصر بن عبداللطيف السركال**  
***Nasser Bin Abdullatif Alserkal Est.***

**BRIDGESTONE**

## MEMBERS FROM UNIVERSITAET REGENBURG VISIT UD

To have a better understanding of the logistics sector in Dubai, a German delegation consisting of 28 students and 4 faculty members from Universitaet Regensburg visited the University of Dubai (UD) in November 2009 and attended an open session with students and professors from the College of Business Administration. The purpose of this visit is to initiate contact with UD and explore

cooperation opportunities between the two universities.

The delegation spent one week in Dubai to know more about the emirate as an international logistic hub. Visiting students will write an extensive paper on the role of Dubai in the logistics industry. Students will employ scenario techniques to structure the process and finally come up with recommendations.

Papers are due at the end of January 2010.

Dr. Washika Saheem, one of the UDCBA professors who attended the meeting, said that it was a great opportunity for both sides to exchange ideas and thoughts related to current global issues in view of the financial crisis in Europe and GCC.

## JOIN UD ONLINE SOCIAL NETWORK



### Facebook Fans

Please do not forget to join our new fan page on Facebook ([www.facebook.com/uniofdubai](http://www.facebook.com/uniofdubai)) and share with us your thoughts! We reached a couple hundred fans already, but we want you to join.



### Twitter Fans

Moreover, tweet with us on Ttwitter and follow our latest news and updates whenever you are there (<http://twitter.com/uniofdubai>).



Last but not least, if you attend any university event in the university and you want it uploaded on YouTube, please email the captions to Mrs. Rubina Azmat at [razmat@ud.ac.ae](mailto:razmat@ud.ac.ae) and she will upload it for you. The UD Youtube page is on <http://www.youtube.com/uniofdubai> with only one video so far and we want more. Let us make UD a significant participant in the UAE social network!

# BEST THINGS IN LIFE

BY: VERONIKA ZYURNYAYEVA

- Friends
- Falling in love
- Laughing so hard your face hurts
- Scoring a good grade
- Getting a job you actually want(ed)
- Spending time with family after you haven't seen them for a while
- Joking around with professors in class
- A special glance
- Eating at your favorite restaurant
- A good conversation
- Getting a call from a special person; midnight and long-distance phone calls
- Hearing your favorite song
- Telling someone your problems and they actually listen
- A promotion
- Hot towels out of the dryer
- Finding the CD you've been looking for
- Chocolate
- Traveling
- Shutting out the world with your iPod/MP3
- A bubble bath
- Being yourself while hanging out with the greatest pals
- The beach
- Laughing at yourself
- Running through sprinklers
- Laughing for no reason at all
- Having someone tell you you're beautiful/attractive
- Waking up and realizing you still have a few hours of sleep
- Having someone play with your hair
- Sweet dreams
- Watching a good movie
- Getting butterflies and losing strength in your knees every time you see that one person
- Being smiled at by a person you don't even know and smiling back out of politeness
- Compliments
- Seeing smiles and hearing laughter from your friends
- Discovering that love is unconditional and stronger than time
- Watching the sunrise
- Reading a good book
- Finally realizing a solution to a problem that's been bugging you
- Seeing rain after a long time
- Going to a pleasant gathering or party
- Getting your license
- Birthdays
- Vacations
- Being able to play an instrument
- Having a 'good hair day'
- Winning a game – football, bowling, etc.
- Getting a new phone
- Feeling good about yourself
- Cool drinks during a hot summer
- Shopping
- Having your parents brag about you to others
- Knowing the lyrics to your favorite song
- Getting gifts
- Driving mindlessly at night just to clear your head
- Watching a star-filled sky
- Going to a good concert or show
- Going home after a long day of work
- Being praised in class
- Getting over an illness
- Looking back at your life so far and having something to be proud of



*Of course there are many others, but these are some of the basic and countless best moments in life...*

## YES TO CHANGE! BE A LEADER!

BY: DALIA IBRAHIM JABER

“Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending” - Carl Bard.

**It's a matter of choice!** We all dream to be loved, have success and happiness in all aspects of our lives and one of the keys in getting all of this is 'leadership.' Leadership has a huge impact on us, no matter what position we occupy in life, whether we are old or young, rich or poor, working or studying. It's in everybody, but we have to search for it within ourselves, as leaders aren't born, but it's a skill that is developed. We have to open our minds towards change and we can make it happen if we CHOOSE TO!

**Believe in yourself!** When I was younger, at times I underestimated myself for different reasons, and because of that I lost a lot of valuable opportunities, opportunities which never returned. But one day, I stopped underestimating myself and things began to change. New doors opened for me, I began to experience more success and had a

lot of experiences which added to my life and made me a happier person. I started to see life in a different way. I started to believe that “If you think you're too small to have an impact, try going to bed with a mosquito in the room”, as said by Dane Anita Roddick.

**Think positive!** Actually the mind is like a parachute, it works only when it's open. I have a nice story which shows how we can turn negative into positive, and motivate ourselves to continue our days with happiness in spite of the pressures we have in life.

An old lady looked in the mirror one morning. She had three remaining hairs on her head, and being a positive soul, she said, “I think I'll braid my hair today.” So she braided her three hairs, and she had a great day. Some days later, looking in the mirror one morning, preparing for her day, she saw that she had only two hairs remaining. “Hmm, two hairs...

I fancy a centre parting today.” She duly parted her two hairs, and as ever, she had a great day.

A week or so later, she saw that she had just one hair left on her head. “One hair huh...,” she mused, “I know, a ponytail will be perfect.” And again, she had a great day. The next morning she looked in the mirror. She was completely bald. “Finally bald huh,” she said to herself, “How wonderful! I won't have to waste time doing my hair any more...”

**Vision & Goal Setting!** “Failing to plan is planning to fail” (Alan Lakein). Setting goals and having a clear vision helps us reach our dreams faster. We can start by having a psychological map and then translating it into action. You have to move on now from your comfort zone, as a journey of thousand miles starts with one step, the step which you plan to take.

**Behave!** Watch your behavior if you want to be a leader. Let me

list some important factors which



helped me in my life and career, and made me different: Smile, pay attention to others, be an active listener, bring people together, be appreciative, and take personal responsibility for your actions. Attitude changes everything.

Act and don't accept the average, as the average is the best of the worst! Time is running out and soon we'll finish our studies and have more responsibilities. So let's do it! Let's change, starting with a smile, and see what impact it brings. Why not? If it's to be, it's up to me!!

## THE CONCEPT OF INFORMATION SECURITY

BY: JAMAL MOHAMMAD

**T**he story began when I went to the accounting department in my organization. I wanted to check a payment issue related to my salary. The main door of the department was locked, and no one can access the offices without a code number. They gave me a permission to go inside after I explained my problem to them. This procedure is important due to the critical information they have and the type of work that the department is in charge of.

I went directly to the employee in-charge. He was a man in his fifties, sitting at his desk. When I asked him for the information I needed, he opened a program on his computer and he directly

typed his username and password while I was standing behind him. The username was his first and last name, and the password was just a group of zeros.

From this story, you can realize how sometimes a restricted security system can be ruined by a one-man's click. Even if a firm spends tremendous efforts and money to acquire latest security tools and draft lengthy security policies, the human side of computer security cannot be overlooked. In fact, a human mistake can make all the security technologies useless. As a result, the concept of “I'm safe because I have the latest security technology” must change. Therefore, we must approach the human factor of information security with the same diligence we

do with its technical side. Kevin Mitnick, a famous former black hat hacker, has demonstrated how easy it is to steal from a help desk operator sensitive information over the phone. Hackers do not always depend on software to hack a computer or to steal some information. Sometimes, using physical or personal talent, like social engineering or shoulder surfing, will give them all what they need.

Back to my story, I could have simply used the employee's access information to retrieve all the information I needed or even spy on other employees' personal records, but I preferred to explain to him nicely the concept of information security as I mentioned above.



That's why we have to spread the knowledge we have, and apply what we learned in real life. We should not depend 100 percent on technology. It is obvious that all new and existing employees in an organization must receive some form of security training. Internal audits can also be useful to assess people's readiness in enforcing internal security policies.

# AIESEC AT THE UNIVERSITY OF DUBAI

AIESEC is the world's largest student-run organization. Active in over 1700 universities across more than 107 countries and territories. In partnership with business and higher education, AIESEC has over 60 years of experience in developing students into globally-minded leaders.

AIESEC's comprehensive development process (AIESEC experience) consists of unmatched leadership experiences, international opportunities and a global learning environment.

AIESEC uses an innovative approach to engaging and developing young people into the leaders needed today and tomorrow. By offering opportunities to build extensive international personal networks and explore leadership opportunities, we provide a platform for young people to discover direction and ambition for their futures.

#### WHAT WE ENVISION?

Peace and Fulfillment of Humankind's Potential.

#### OUR IMPACT

Our international platform enables young people to discover and develop their potential to provide leadership for a positive impact on society.

#### THE WAY WE DO IT

AIESEC provides its members with an integrated development experience comprised of leadership opportunities, international internships, and participation in a global learning environment.

#### AIESEC IN THE UNITED ARAB EMIRATES

AIESEC in the UAE was established in 2001 as the first AIESEC initiative in the Gulf. Being the first GCC country to join the Global AIESEC Network, AIESEC in the UAE has been accepted as 85th member country as part of AIESEC. AIESEC in the UAE realized its first Exchange in year 2003.

AIESEC UAE organizes several forums throughout the year to promote leadership. In the past, AIESEC has successfully run among others: Women Leadership Conference, Bridging the Gap Conference, Talent Symposium, Leadership Forum 2009,

**Now we are establishing AIESEC Expansion at University of Dubai. Be part of this great initiative and become legendary!**

**JOIN US!** [www.aiesec.org/ae](http://www.aiesec.org/ae)

For more information contact:  
Sandra Pertek  
Vice-President Organizational Development  
Email: [sandra.pertek@aiesec.net](mailto:sandra.pertek@aiesec.net)

#### AIESEC Globally

- + Founded in 1948
- + 107 countries and territories
- + 1700 universities
- + 35 000 engaged members
- + 350 conferences
- + 7500 leadership positions
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#### WHY SHOULD YOU JOIN AIESEC?

1. Learn and practice project management.
2. Learn and implement strategic management on local level.
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4. Gain leadership skills to create a positive impact on society. Make a change!
5. Be recognized as top talent for future employers.



"The United Nations has long recognized that the imagination, ideals, and energies of young men and women are vital for the continuing development of the societies in which they live. AIESEC has contributed to this development by serving as an agent of positive change through education and cultural exchange to develop a broader understanding of cultural, socio-economic, and business management issues."

Kofi Annan, United Nations



# TIRED OF DRIVING TO WORK ALL THE TIME?

BY: FAHD IBRAHIM

**I** have a question for the dear reader: Whether you're a working or a non-working individual, how would you feel if you're given a job opportunity that allows you to work without leaving your home? How would you feel if you're given a job that allows you to work even while you're enjoying a picnic with your friends and family? What would you think of a job that lets you work while you're watching after your kids at the same time?

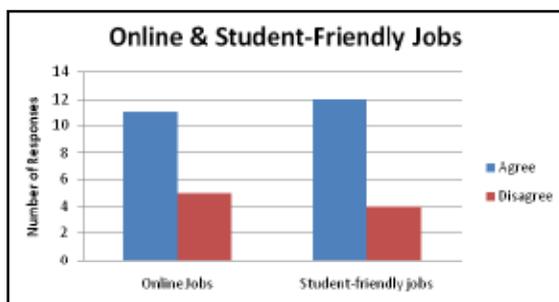
Some of the kind readers might ask themselves, "What kind of a job is this?" Some of the readers might also ask, "What would my salary be if I accepted such a job?" Regardless of what you're wondering right now, you may have already guessed what type of jobs I'm speaking of. Such jobs are called "Online Jobs" or "Work-from-Home".

If you've been reading the "الإمارات اليوم" or "Emirates Today" newspaper, you would have noticed in the "Hot Line" section how different people comment on issues they are facing in their lives, and in many cases ask for anyone who is willing to help them. I have noticed that there were plenty of tales related to jobs, including women who were facing difficulties finding jobs, and some people in rare cases who had problems finding proper jobs due to some physical disabilities.

Even at the University, I've heard several students stating that they were either having trouble finding jobs due to lack of experience, or not wanting jobs that could affect their studies. So how can we help students find jobs that won't put pressures on their studies? How can we provide jobs for women who need enough time to do housework and take care of children? How can we help people with special needs to overcome obstacles created by their disabilities and find a job?

The "Work-from-Home" jobs might be the answer to the questions mentioned above. To collect people's opinions on this idea, I have developed a survey with the support of many UD faculty and staff. The survey

was sent to managers in different fields to gain their input on whether "Online Jobs" or "Work-from-Home" can be a solution, and whether they are planning to offer student-friendly jobs that won't interfere with class schedules, studies, and exams. The results are shown in the chart below:



As presented in the chart, more than 68% of the respondents (11 out of 16 completed forms) agree that online jobs can solve these problems, while only 32% disagree with that. At the same time 75% of the respondents (12 out of 16) confirmed that they are thinking of providing student-friendly jobs, while only 25% did not. What does this mean? The survey results indicate that many employers are already aware of the need for student-friendly jobs, and thus companies are rethinking their traditional way of doing business by offering such jobs. The results indicate that online jobs might truly meet the needs of students, housewives, and people with special needs.

**A**s online jobs cannot obviously be created from thin air, the will to offer such jobs should be associated with positive performance and economic outcomes and strategic plans that translate the commitment into action. When shifting towards this type of jobs, many effects and consequences can be witnessed.

Traffic will surely be reduced when thousands of online jobs are offered. Many of us will no longer use cars during peak time to go to work. Imagine how much time you could save by simply not having to step out of your home to work, and also how much money you could put aside by not paying for gas, 'Salik,' and parking tickets during duty. I'm sure that there are even more advantages that you could think of!

Due to the nature of 'work-from-home' jobs, the

demand for IT graduates will greatly increase. Any organization that needs to have well-secured online jobs should recruit qualified IT staff. On the other hand, a computer/laptop and internet connection at all times will be a must and a requirement from all employees to operate in such an environment. One negative aspect of online jobs is that any disruption to the internet connection might affect negatively staff performance and the work flow especially if the employee's role is critical.

If the consequences of online jobs are wisely considered, more online jobs will be created. In the United Arab Emirates, many companies do offer online jobs, but at the moment they are extremely rare when compared to other countries in the world. What matters more is that work-from-home jobs in the U.A.E. must increase to meet the working needs of students, women, and people with disabilities.

**O**n a side note, the survey respondents gave several advices to people who are already working and for those who are planning to join the work force. I'm glad that I was given the chance to share these advices with the readers:

1. "Never live above your means."
2. "If you have cash, buy it, otherwise don't buy on credit."
3. "Save, save, save."
4. "Perform your best at your job to avoid being considered for lay-offs. "
5. Internships are extremely effective in knowing and showing your performance at work.
6. Don't worry if your first job is not related to your field of knowledge. Just gain the necessary work experience and more people will be willing to hire you later for jobs that are related to your area of specialization.
7. Apply to different training programs, simulations, and special courses to boost your chances of being hired into great positions.
8. Voluntary work sometimes carries more rewards and opportunities than it seems.

# A SEMESTER IN REVIEW



June 23, 2009

Movie Night

The 1st movie night in the history of UD showing "The Chronicles of Narnia: Prince Caspian" & "Okal."



July 16, 2009

Snow Park Trip

Student trying to climb the slope of the Mall of the Emirates' indoor skiing center.



August 27, 2009

Bidayaat – New Student Orientation

New students interacting with orientation leaders and staff during the kick-off session.



September 11, 2009

Iftar on Boat

UD Students enjoying the moment with classmates, club officers, and student services staff.



September 15, 2009

Visit to the Old People's Home

Students Haitham Al Maaini and Nasser Abdulrahim getting information of available services.



September 16, 2009

Iftar on Campus

UD Students with DSS Staff and alumni during the ceremony.



**October 5, 2009** Violinist Saratomi at UD

Students, staff, and faculty listening to the live show in the student lounge.



**October 6, 2009** Toastmasters Demo Meeting

UD students and members of Dubai Toastmasters Club during the meeting.



**October 9, 2009** Abu Dhabi Dragon Boat Festival

Members of the UD Rowing Team who participated in the competition.



**October 10, 2009** Honoring the organizers of Bidayaat

From left to right: Students Rawand Mueen, Faisal Bin Saloom, and Rana Salim.



**October 16, 2009** UD Billiards Tournament

3 female participants from left to right: Farah Yaseen, Amani Salam, and Ghida Ammouni.



**October 18, 2009** Stand Up & Take Action

UD students holding signboard to support the "End of Poverty by 2015" campaign.

# A SEMESTER IN REVIEW



**October 23, 2009 Cancer Awareness Campaign - UD Pink Day**

Student Nadia Abdel Rahman Fadel having a discussion about the program with UD Nurse.



**November 1, 2009 Clean Up the World - Dubai**

Dr. Eappen, Mrs. Lali, Ms. Barbara and Dr. Genanew were active in the campaign.



**November 3, 2009 CFA Emirates Event**

From left to right: Students Ahmed Al Dhufri, Samer Ambar, Fatme Kaskas, Dr. Edward Stephenson, Ahmed Ali, and Sultan Al Rais.



**November 7, 2009 LSA Barbeque Party at Mamzar Park**

Enjoying delicious food during the BBQ organized by the Lebanese Student Association (LSA).



**November 7 to 11, 2009 1st Counseling Week**

Traditional Youla dance performed by children from Shaikha Maitha Center.



**November 10, 2009 4th Annual Hawkamah Conference**

Mohammed Al Jassmi - Chair of UD Management Society and Member of Beta Gamma Sigma with Dr. Edward Stephenson.

A SEMESTER IN REVIEW



November 12, 2009 Palestinian Traditional Wedding

The beat of traditional dabkah and zaghareed welcoming the bride and groom in MSUD entrance.



November 14, 2009 World Diabetes Day Workshop

Few students waiting to test their sugar level during this one-day workshop.



November 16, 2009 Blood Donation Campaign

Student Khaled Abdel Rahman from the College of Business Administration donating blood.



November 18, 2009 Honor Student's Event

Maryam Ali receiving her certificate from Dr. Omar Hefni.



November 18, 2009 Honor Student's Event

Amre Erabi receiving his certificate from Dr. Omar Hefni.



November 18, 2009 Honor Student's Event

Rashid Ibrahim receiving his certificate from Dr. Omar Hefni.

# A SEMESTER IN REVIEW



November 21, 2009 First Inter University Football Indoor Tournament

UD team took 2nd place in this tournament organized by the Department of Student Services.



November 22, 2009 UAE National Day – Emarati Club

Signs of patriotism on this 2-day celebration – Yaqoob Mohammed, President of the Emarati Club surrounded by club members.



December 14, 2009 Yes I Can

UD hosted a group of disabled individuals to share their success stories.



December 16, 2009 Foosball Tournament

Students enjoying the thrilling moments of one of the games in the student lounge.



December 18, 2009 Al Ain B.B.Q. in Al Mabzara – Iraqi Club

Students showing teamwork and fun while preparing food for the participants.



December 23, 2009 Lebanon Culture Festival (LSA)

UD home of different cultures showcasing Lebanese artifacts and food during the festival.

A SEMESTER IN REVIEW



December 23, 2009 MBA Open Day

UD President interacting with guests interested in the new program.



December 27 - 29, 2009 DSS Open House

Students learning about healthy food options during their visit to the Health Center.



January 11, 2010 BBQ at Jumeirah Park

Students supervising the grill during this event organized specifically for female students.



January 12, 2010 University of Minnesota Visits UD

U of M students with Dr. Omar Hefni and Mrs. Usha Kaul, the organizer of this educational tour.



January 12, 2010 UD Football Team Gathering

Cake cutting to celebrate the 2nd place in UOWD and UD indoor football tournaments.



January 20, 2010 Social Intelligence Workshop

Students and instructors interacting with Dr. Hussain Maseeh at the end of the workshop.

# NEW STAFF AND FACULTY



**Angie Kassem**



**Reza H. Chowdhury**



**Leby Ashok**



**Habib Ullah Khan**



**Mohanad Halaweh**

**Edward Stephenson (Ted)** has joined UDCBA as an Assistant Professor of Finance and Banking. Prior to joining UD, he held senior positions in energy distribution, business application software, and investment industries. His professional assignments with global corporations in both Canada and Asia, in which he worked for eight years, have developed in him an analytical perspective that is results-oriented. Ted holds an MBA from Richard Ivey School of Business. He is a Certified Management Accountant (CMA), a Chartered Financial Analyst (CFA), a Certified Financial Planner (CFP), and currently pursuing a doctorate in Business Administration at Grenoble Ecole de Management (France).

**Reza H. Chowdhury** is an Assistant Professor and Chair, Department of Finance and Banking at UDCBA. He received his PhD in Finance from University of Alberta (Canada) in 2009. He holds two masters in Economics and Financial Economics from University of Alberta and State University of New York (USA), respectively. He possesses five years of teaching experiences in several Canadian universities including University of Alberta, University of Lethbridge, and Grant MacEwan University. He

also worked as a financial analyst and relationship manager at American Express for five years. His main research interests include empirical corporate finance, corporate governance, and international financial economics.

**Subaran Roy** is an Assistant Professor of Economics at UDCBA. Subaran completed his PhD in Economics from Louisiana State University (LSU) in 2008. His research interests include economic growth, international finance, technology diffusion, and international trade. He also holds another master from JNU, India in International Economics with a specialization in world economy. Before joining UD, he taught at Bowling Green State University (USA) and LSU (USA). He worked for the Federation of Indian Chamber of Commerce and Industry (FICCI, New Delhi) in the international trade department and as a researcher in the National Council of Applied Economic Research in Delhi.

**Habib Ullah Khan** is the Chair of the Management Department at UDCBA. He completed his PhD from Leeds Met. University, England. He possesses twelve years of working experience in multinational companies, and reputed educational institu-

tions in England, USA, Oman, and UAE. He is confident in the areas of MIS and business management to deliver courses at the undergraduate and graduate levels. His practical experience in different companies is of great value to support his lectures and practical implementations of concepts in a class environment. His main research focus includes computer mediated communication, customer relationship management system, ERP, mixed method research, and MIS.

**Mohanad Halaweh** is an Assistant Professor in the College of Information Technology at UD. Before joining UD in August 2009, Dr. Mohanad taught at De Montfort University (UK). He earned a PhD in Information Systems from De Montfort University, and an M.Sc. and B.Sc. in Computer Information Systems from Jordan. Dr. Halaweh published and participated in international conferences, in which he once received a "Best Paper Award". He also reviewed many papers for several IS conferences and journals. His research interests covers E-commerce, security and privacy issues in E-commerce, IT adoption and diffusion, and IS research methods.

**Washika Haak-Saheem** joined UD as an Assistant Professor in the Management Department at UDCBA. Washika completed her PhD from Leuphana University (Germany). She possesses more than ten years of working and research experiences in the aviation industry. Before joining UD, she has worked since 2003 as a lecturer at the Hamburg School of Business Administration (HSBA). Her main research interests include cross-cultural management, social networks, organizational behavior, and leadership.

**Sami Miniaoui** is an Assistant Professor in UDCIT. Sami holds a PhD in Information Systems, HEC Lausanne (Switzerland), and a master in Computer Science, Data Mining option from University Lumière Lyon 2 (France). Sami published papers in conferences and edited reports in European projects. He worked with Palette European project in Switzerland as a project manager. His duties in HEC Lausanne, and University Lumière Lyon 2 included supervision of master projects, web mastering, and teaching. He participated in research seminars in France, Switzerland, and Taiwan. His research areas cover web technology, educational platforms, semantic web, and data mining.

## NEW STAFF AND FACULTY



**Washika Haak-Saheem**



**Doha Mahmassani**



**Mahmoud Khalil**



**Redempta San Jose**



**Rubina Azmat**

**Mahmoud Khalil** is currently working as an Assistant Professor in the Department of Economics and Statistics at UDCBA. He completed his PhD in both Economics and Political Science from Claremont Graduate University (USA) in 2007. He also worked at the Department of Economics in Zagazig University (Egypt) from 1990 till 2008. His main research focus is the impact of institutions and governmental policies on economic and financial development. He published papers in international journals and conferences, and he is currently working on three projects in his preferred field of interest.

**Mahmoud Abdelbaky** is an Assistant Professor in the Department of Economics and Statistics at UDCBA. Before joining UD, he taught in the Gulf University for Science and Technology (Kuwait) for 3 years. He was awarded his PhD in Economics from Southern Illinois University (USA) in 2006. He also holds 2 master degrees, one in Economics from Central Michigan University (USA) and the other in Business Administration from Cairo University (Egypt). He published two papers in highly ranked journals, and few papers are also under review. His research and teaching interests focus on international economics, development economics, and applied economics.

**Angie Kassem** joined the 'General Education Program' at UD as a Teaching Assistant and the Learning Center in the fall of 2009. She graduated in 1998 with a bachelor's degree in Accounting from the Faculty of Business Administration, Alexandria University, Egypt. She obtained valuable certificates in English, and attended numerous workshops and conferences in the education field. Angie comes to UD with a rich and diverse teaching experience having worked as an Accounting and Economics teacher in a high school in Dubai, and a high school English and Math teacher in Alexandria. Prior to that, she was an ESL teacher in New York City.

**Redempta San Jose** is the ICDC's Career Development Coordinator. She joined UD in July 2009 bringing along her rich experience in the academia. Redempta has more than 10 years of work experience in academic institutions in USA and the Philippines in the fields of training and development, and recruitment and placement. She earned her bachelor's degree in Linguistics from the University of the Philippines, her BS in Hospitality Management from Montgomery College Maryland (USA), and her MA in Development Policy from De La Salle University.

**Doha Mahmassani** graduated from the University of Dubai in winter 2009 with a B.Sc. in Computing and Information Systems. Under a partial supervision from DSS, her capstone group project titled "ComLink – Share your thoughts" was about creating an interactive community server to university students. Doha joined the UD family as an Administrative Assistant in the CESL department in May 2009. Before joining UD, Doha worked as a Manager Assistant in a motor insurance company in Dubai.

**Leby Ashok** joined UD as an Administrative Assistant. Leby holds a master in Public Administration from Annamalai University. She was awarded first place in the Art Competition conducted by Golconda Club in 1990. She was an active member of the Air Force Wives Welfare Association, as her husband was in the military. Leby moved to Dubai along with her husband after completing his tenure in the Airforce. She has completed ICDL (UD, Technology centre) and CTTC courses in computers. She has two years of experiences in customer service, receptionist cum sales coordinator in one of the multinational companies.

**Ali Amour Suleiman** recently joined UD as a Head Librarian. He holds a master of Library and Information Science (MLIS) from International Islamic University (Malaysia). Prior to joining UD, he was a librarian at the University of Sharjah, where he was awarded an Active Worker Award in 2007/2008. One of his goals at UD is to boost new information dissemination outlook in the Library and Learning Centre.

**Rubina Azmat** has over 9 years of experience in progressively responsible and varied roles in program management, media relations, and social welfare. Rubina holds a bachelor's degree in English Literature and Journalism, a master in Islamiat, and an MBA in Human Resource Management. She has multiple experiences in interacting with various NGOs, government and private sectors in planning, monitoring, evaluating, improving, and capacity building. She was a program and grants officer in PAIMAN, a USAID Project and contributed in Capacity Building, Program Coordination, and Human Resource Development. In September 2009, Rubina joined UD as the Media Relations Coordinator in the Marketing Department.

# CELEBRATING 10 YEARS OF SERVICE



**Mehmood Yusuf Khan**

is the Head, Data Analysis in the Institutional Effectiveness Department. Mehmood joined UD on 10-07-1999. Last July, he completed 10 years of services with UD.



**Mahmoud Ahmed Awan**

is an Assistant Professor in the College of Business Administration. Dr. Awan joined UD on 04-09-1999. Last September, he completed 10 years of services with UD.



**Shafaq Naheed Khan**

is a Lecturer in the College of Information Technology. Shafaq joined UD on 04-09-1999. Last September, she completed 10 years of services with UD.



**Hassan Majid Hassoon**

is an Assistant Professor in the General Education Department. Dr. Hassoon joined UD on 1-12-1999. Last December, he completed 10 years of services with UD.



## TOEFL OR IELTS? BY: DR. DAVID PALMER\*

If you're a student at UD, you've probably heard of TOEFL. But have you also heard of IELTS? The University of Dubai accepts both tests as evidence that students have good enough English to study here. In case you're confused about the difference between the two tests, here's a quick guide. You can find a lot more information about the tests on the internet if you google them, including sample test questions.

### TOEFL

TOEFL (pronounced "toe-full") stands for "Test of English as a Foreign Language". It's an American test, administered by an organization called ETS (which is short for Educational Testing Service).

There are two forms of TOEFL. One is known as the "paper-based test" or PBT TOEFL. This is the old-fashioned version of the test, in which you write your answers in pencil on an answer sheet, and it is now used only in special circumstances. For example, it is used by some universities (including the University of Dubai) for their internal assessment of students. It is also available to individual students in Dubai through an organization called Amideast, which has test centers in Knowledge Village and at the American University of Sharjah. The fee for taking the PBT TOEFL is currently about 350 dirhams. If you take the test at Amideast and want your score to be accepted by UD, make sure that you ask Amideast, before you take the test, to send the scores directly to UD.

The paper-based test takes about two hours and contains three sections: listening, structure and written expression (grammar), and reading. All answers are multiple-choice.

The other form of TOEFL is newer, and is known as the "internet-based test" or iBT TOEFL. It is available at test centers all around the world. You read the test questions on a computer screen, and answer using a computer keyboard, or (in the speaking section) by speaking into a microphone. There are four sections: reading, writing, listening, and speaking. The test takes about 4 hours, including a ten-minute break in the middle. The iBT is offered in Dubai about three times

each month. You can register on-line and pay a fee of 200 US dollars, or you can register in person with Amideast (at their office in Knowledge Village) and pay in dirhams. You get your results about two weeks after you take the test. To have your results sent to the University of Dubai, you need to write the university's code number (8239) in the place on the registration form where you tell them where to send your results.

The two versions of TOEFL have different scores. The PBT version has scores ranging from about 300 to nearly 700. The iBT version has scores ranging from 0 to 120. You also receive separate scores for each skill. UD requires students to get 500 on the PBT or 61 on the iBT. If students get 490 on the PBT they can take English I, but they must get 500 before they can register for more than 18 credit hours at the university.

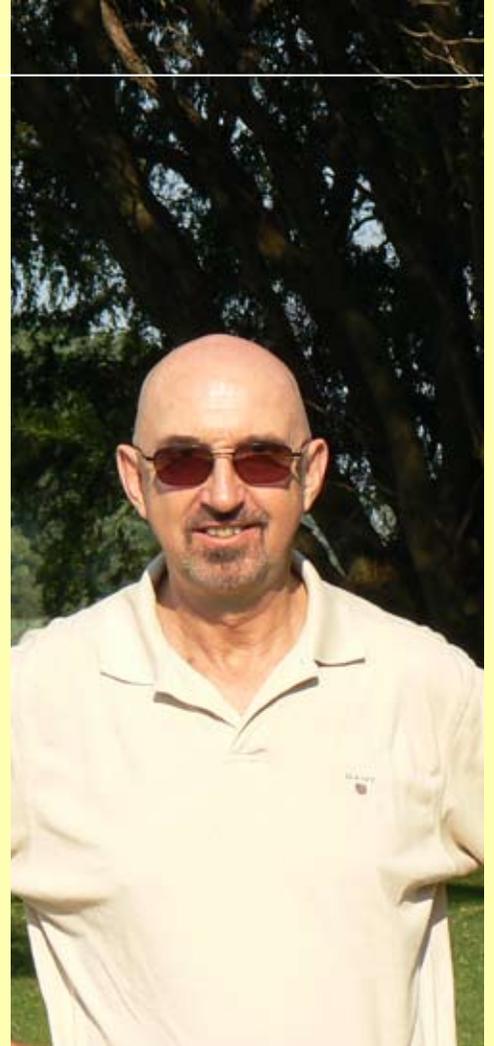
You may also see mention of a "computer-based test" or CBT version of TOEFL. This was discontinued several years ago and replaced by the iBT.

### IELTS

IELTS (pronounced "eye-elts") stands for "International English Language Testing System". It's a British test, produced by an organization called Cambridge ESOL. It has two versions, an "Academic" version, which is for people who want to study in English at universities, and a "General Training" version for people who need to show that they can function in an English-speaking country or take practical training courses which use English. UD requires the academic version.

You can take IELTS through two organizations in Dubai: the British Council and the University of Wollongong (in Knowledge Village). The test is offered about three times each month. The fee is currently 800 dirhams, and you get your results after about two weeks. You should register well in advance, as many test dates get booked up quickly.

IELTS has four sections: a listening section, a reading section, a writing section, and a speaking section. The speaking section



consists of a conversation with a real person. The listening, reading, and writing sections are completed at the same time, and this takes about two and a half hours. The speaking test is shorter and is sometimes done at a different time from the other sections.

You receive a separate score for each of the four skills (listening, speaking, reading, writing), plus an "overall" score which is an average of the four other scores. The scores are from 1 to 9, with half scores also given, e.g. 4.5. A score of 1 means you cannot use or understand English at all. If you get 9 you are perfect in English! UD requires an overall score of at least 5.

Most students at UD will probably find it easier to get 5 overall on IELTS than to get 500 on the paper-based TOEFL. One of the reasons for this is that Arabic speakers in the UAE tend to be better at speaking English (and understanding spoken English) than they are at reading and writing it. The IELTS test includes speaking, but the paper-based TOEFL does not. So if your speaking and listening are good - but your reading and writing are not so good - you may still be able to get 5 overall on the IELTS.

\* Head, Center for English as a Second Language

# CAREER WORKSHOPS TO YOUR ADVANTAGE

Since its inception, the Internship and Career Development Center (ICDC) has been striving to help the University of Dubai (UD) students in their career development and to arm them with the necessary tools to find the right job after their graduation. As part of the ICDC efforts to help students improve their job seeking skills and job development strategies, a series of career workshops have been scheduled for the 2009-2010 academic year by learning how to become more competitive and confident.

The career workshops offered by the ICDC are outlined:

1. **Resume Writing:** Its purpose is to teach you how to prepare a good resume. It discusses the various sections within a resume, different resume styles, and strategies for formatting your resume to make it more attractive and marketable. It also explores on how a resume can be an effective tool in communicating one's skills and talents as well as the "do's" and "don'ts" of resume writing.
2. **Interviewing Skills:** This is designed to help you learn how to prepare for an interview. It teaches you how to research yourself, think about why an employer would want to hire you, research the employer, know what to expect in an interview, how to dress properly, and how to deal with anxiety. The workshop will cover typical interview questions, questions you might want to ask the employer, interview follow-up, and the "do's" and "don'ts".
3. **Mock Interview:** Practice makes perfect! This workshop gives you the opportunity to practice your interview skills with a trained professional. Actual and real-life examples are given in order to provide you with a more realistic approach of the subject matter.
4. **Job Search Strategies:** It provides an overview of the key steps in the job search process. Topics for discussion include identifying job search targets and potential work settings, a discussion of various job search methods, essential job search tools and strategies, barriers in the job search process, and how to make the process of job searching more manageable and positive.
5. **Negotiating Job Offers:** This aims to help you learn how to negotiate a job offer. It covers topics on the job offer negotiation process, including points to remember, timelines, and maximizing your bargaining power.
6. **Career Planning:** This is designed to help you understand the different ways to plan a career depending on their needs and interests. In addition, topics on setting career goals, developing a career plan, and exploring career options are included in order to provide a framework and foundation for initiating a career plan.

For more information on the career workshop offerings, you may visit the Internship ICDC in room 602, Sunday through Thursday, 7:30 AM - 7:00 PM or you may contact the Career Development Coordinator at 04-2072662, or through email at [icdc@ud.ac.ae](mailto:icdc@ud.ac.ae). You may also access our career workshop calendar available on the UD website.

## ARAB WOMEN'S LEADERSHIP TRAINING INSTITUTE

My name is Rawand Altamimi, a senior student at the University of Dubai (UD). I was recently nominated by the University to attend the Arab Women's Leadership Training Institute (AWLTI) for female university students held on August 2nd – 6th, 2009 in Amman, Jordan. Attending this conference was truly a learning experience for me. It was a great opportunity for me to meet and interact with people from different cultures and nationalities from around the region.

The workshop covered a series of lectures and different activities which enhanced my understanding of how to become a successful leader. Activities and topics such as "How to be a Leader in Society," "Interviewing Skills," and "Negotiation Skills" were some of the highlights of the workshop's agenda. The facilitators were all very accommodating and discussed leadership topics with ease and professionalism.

As a participant, I was asked to develop presentations in order to assess the learning experience. In summary, I can say that the AWLTI was an invaluable learning experience for me. The leadership skills imparted and the training given created an impact on my life which I will definitely put into practice now and in the future.

## ALUMNI - STUDENT MENTORING PROGRAM (ASMP) INTRODUCTORY SESSION

The Alumni - Student Mentoring Program (ASMP) has got off to an exciting start, with ten mentoring pairs participating in the pilot program. Student participants include members of each class level, and the alumni come from a variety of graduating classes and professional backgrounds.

The pairs were recently invited to an ASMP Introductory Session held on November 24th, 2009 where they were introduced to each other and were provided with a comprehensive manual detailing the program rules, guidelines and expectations.

Mentors and their mentees will meet on a monthly basis throughout the year, and areas of focus may include personal development, career development, or academic support.

We look forward to the upcoming year and we wish the best of luck to the mentoring pairs! If you are interested in participating in the program in the future, please contact the Alumni Office at (04) 207 2675 or [alumni@ud.ac.ae](mailto:alumni@ud.ac.ae).

# GAINING PRACTICAL EXPERIENCE THROUGH INTERNSHIPS

BY: URWA TARIQ

## PERSONAL BACKGROUND

I am a 4th year part-time student doing double major in Marketing and Accounting at the University of Dubai. I have already finished my marketing internship in summer 2009 with Nasser Bin Abdullatif AlSerkal Establishment, and excited to start my accounting internship in winter 2010.

## COMPANY PROFILE

Nasser Bin Abdullatif AlSerkal Establishment is the sole distributor of Bridgestone tires in Dubai and the Northern Emirates. Established in 1947, it is a multidivisional company with business interests in real estate and properties, general trading, biotechnology engineering services, knowledge management solutions, and travel & tourism.

## DEPARTMENT DETAILS

Besides the marketing department, I was actively involved in the sales, purchasing, and accounting departments. This turned out to be very beneficial for me as it helped me comprehend the whole business cycle.

## TASKS AND ASSIGNMENTS

Before undertaking the tasks, I made an effort to understand the company's mission, vision, 4pcs and SWOT beforehand. This step helped me to better understand the tasks assigned. My responsibilities included preparing the marketing plan, creating proposals and getting approvals, allocating the budget, attending daily meetings,

conducting internet research, preparing questionnaires, and processing completed surveys. The operational and managerial nature of my duties provided me with the opportunity to grow and develop personally as well as to better understand the company operations. However, the task I enjoyed most was event planning. The promotional events I worked on included: Al Qasba Fair, Back to School, Tire Safety and Ramadan Campaign (part of Dubai Summer Surprises).

## WORK ENVIRONMENT

The work environment was very welcoming and ethnically diverse. I believe the organization is flourishing because of the transparency and cooperation between different departments. Every department is aware of the happenings in other units. It is important to note that it took me a while to understand which individual was from which division. I also noticed that everyone tried to add enjoyment to their work which makes the job more appealing. The credit goes to managers, who created an atmosphere of openness and opportunities among employees to express their suggestions freely. There was no "big boss approach," instead they have created self-managed teams who have been authorized to make small decisions for themselves. These factors made this establishment an ideal place to work in.

## LEARNING EXPERIENCE

I believe that hands-on learning is the best way to gain knowledge. I consider myself fortunate to have had that chance to be part of the internship program. This internship helped me see marketing through a new perspective. I learned that in order to be a successful marketing manager, creativity, interpersonal skills, a convincing personality and teamwork are extremely important. Furthermore, the experience helped boost my confidence and improve my communication skills. It was a remarkable experience for me to convert my marketing knowledge into action.

## MAJOR CHALLENGES

The only challenge I faced during my internship was related to making the staff respond to my doubts and queries. Since it is a large organization, the people were extremely busy. I had to be very patient and cooperative with them. To overcome this obstacle, I went through different internet brochures, catalogues, and reports to gain as much information as possible about the organization.

## BEST THINGS ABOUT THE COMPANY

The two things I liked most about the company are its friendly approach and the opportunity to get actively involved in presentations, meetings, and promotional events.



## SUGGESTIONS FOR IMPROVEMENT

In my opinion ICDC is doing a great job. ICDC staff members are always there to answer student queries and respond to suggestions. The only recommendation I would make to improve the internship experience is to give students more exposure to different companies and establishments.

## MESSAGE TO STUDENTS

As a student, you should be specific and clear about your desired career path. This will help the internship coordinator to understand your goals and assign you to the right internship station. I believe that the internship is the most effective way to combine academic and theoretical preparations with real life experiences. It's a one-time chance, so take full advantage of it.



## THE DIFFERENCE BETWEEN FOCUSING ON PROBLEMS AND FOCUSING ON SOLUTIONS\*

One of the most memorable case studies on Japanese management was the case of the empty soapbox, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soapbox that was empty. Immediately the authorities isolated the problem to the Assembly Line, which transported all the packaged boxes of soap to the delivery department. For some reason, one soapbox went through the assembly line empty.

Management asked its engineers to solve the problem.

### SOLUTION # 1:

Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soapboxes that passed through the line to make sure they were not empty.... No doubt, they worked hard and they worked fast, but they spent a 'whoopie' amount to do so.

### SOLUTION # 2:

But when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-rays, etc., but instead came out with another solution. He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soapbox passed the fan, it simply blew the empty boxes out of the line.

### MORAL

- Always look for simple solutions.
- Devise the simplest possible solution that solves the problems.
- Always focus on solutions & not on problems.

\*Source: Emails circulated through the world wide web.

Thanks to all participants who took part in the previous issue's competition. The correct answer to the question of Issue 2 was **"B. AACSB and ABET."**

## SHERLOCK HOLMES - ELEMENTARY DEAR WATSON\*

Sherlock Holmes and Dr. Watson go on a camping trip, set up their tent, and fall asleep. Some hours later, Holmes wakes his faithful friend.

'Watson, look up at the sky and tell me what you see.'

Watson replies, 'I see millions of stars.'

'What does that tell you?'

Watson ponders for a minute. 'Astronomically speaking, it tells me that there are millions of galaxies and potentially billions of planets. Astrologically, it tells me that Saturn is in Leo. Time wise, it appears to be approximately a quarter past three. Theologically, it's evident the Lord is all-powerful and we are small and insignificant. Meteorologically, it seems we will have a beautiful day tomorrow. What does it tell you?'

Holmes is silent for a moment, and then speaks, 'Watson, you idiot, someone has stolen our tent.'

## COMPETITION

Here's your chance 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 May 30, 2010. Please mark "Competition" in the subject line. All correct entries received will be entered into the draw.

### QUESTION:

The University of Dubai held its 7th Graduation Ceremony on:

A. May 14<sup>th</sup>, 2009

B. May 18<sup>th</sup>, 2009

C. May 20<sup>th</sup>, 2009



The lucky winner drawn from the correct entries was Mr. Khalil addad. Congratulations Khalil!

## POEMS

**MY NIGHT**

by: Urwa Tariq

I walk into the dark shadows  
 The cool breeze touches me softly  
 I look at the night sky  
 And see the little white sparks  
 And great swirls of faded white cotton

My wind soon drifting away  
 The wind playing with my hair  
 The stars dancing at my feet  
 Oh let this night be mine.

The dark sky, so beautiful  
 Feeling its warmth from deep inside  
 Seeing stars twinkle and clouds meet  
 I see it all with gleaming eyes

With a light heart and open mind  
 I stand there and watch  
 The glorious mighty night sky  
 With all its splendor, I soon come to realize  
 That God took time to create this night

**HERE I GO (FROM THE HEART)**

by: Babacar Sadikh – Mbengue

Beat, beat, beat,  
 That's the sound of my heart.  
 Weak, weak, weak,  
 Not the rhythm of my heart.

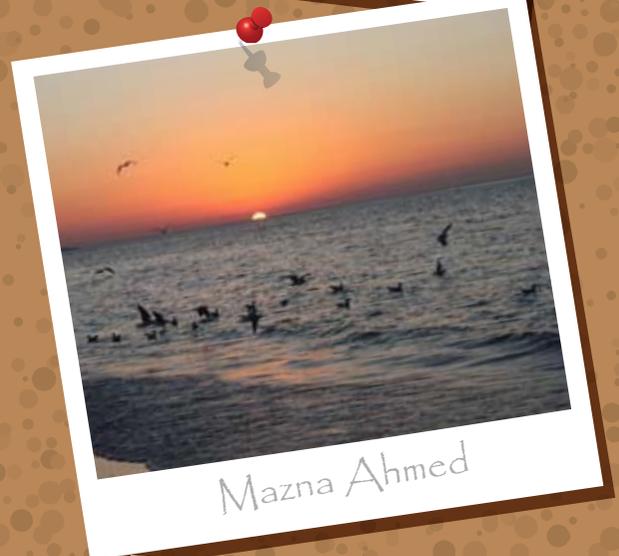
I'm flying through the clouds,  
 Lifted myself off the ground.  
 My words generate clouds,  
 In here, only peace is found.

The making of a masterpiece,  
 But this is way beyond art.  
 Huge puzzle with only a single piece,  
 No genius needed to fit the part.

So when I beat, beat, beat,  
 Am I learning to act the part?  
 Constantly on my feet, feet, feet,  
 Nothing begins unless I make that  
 initial start...

Psych-A-Delic

# PLACES AND PEOPLE THROUGH A STUDENT LENS



## الشارقة عاصمة للثقافة الإسلامية لعام ٢٠١٤ بقلم الطالب فيصل مبارك بن-علي

الميناء والتي تحوي على الكثير من الكتب القيمة. إخواني الطلبة العلم والثقافة والمسرح والتراث نادراً ما نشاهدهم في عصر طغت عليه العولمة، وهذه دعوة لكم للاهتمام بها وزيارة المناطق ذات الطابع التراثي والعلمي وحضور الأنشطة المختلفة لإثراء خبراتكم وحفظ التراث جيلاً بعد جيل.



يتزامن صدور هذا العدد من مجلة الحصاد مع مناسبة عزيزة علينا جميعاً ألا وهي إختيار الشارقة عاصمة للثقافة الإسلامية لعام ٢٠١٤. إمارة الشارقة أو دار الثقافة والفن المعماري المتميز في دولة الإمارات العربية المتحدة، والتي تطل على الخليج العربي تعتبر علامة للنهضة الثقافية في الدولة منذ بداية الاتحاد وبالرعاية الكريمة من صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي رجل العلم والتعليم، راعي النهضة الثقافية والمسرحية في الشارقة.

تم اختيار الشارقة من قبل منظمة اليونسكو عاصمة للثقافة العربية في العام ١٩٩٨ وقد تم بناء نصب تذكاري بهذه المناسبة في منطقة البدع على الطريق المؤدي الى المنطقة الشرقية. وقامت الحكومة ببذل جهد كبير في الحفاظ على التراث والفن المعماري الإسلامي الذي نادراً ما نراه مع التقدم العمراني الهائل الذي تشهده إمارات الدولة.

عزيزي القارئ، إن ترميم المناطق التراثية لتغدو كما كانت عليه في الماضي أمر مكلف لكنه يحفظ هوية وتاريخ الإمارة الذي لا يقدر بثمن. فالشارقة تحتضن العديد من المتاحف، وكل منها يحكي تاريخه بطريقته الخاصة مثل مدرسة الإصلاح، متحف المحطة، بيت خالد إبراهيم، مربي الأحياء المائية، مركز الحرف الإماراتية، متحف المجرة، جامع الشيوخ، بيت الشعر، ولا ننسى حصن الشارقة مع سورها الشاهد على تاريخ الشارقة، الشارقة القديمة في منطقة المريجة المعروف أيضاً بشارع البنوك، المجلس الشعبي وحصن الشارقة في منطقة الشويهيين والسكك التي سميت على أسماء أصحاب البيوت المحيطين بها وتحويلها إلى متاحف تُذكر الجميع بالماضي الجميل لأبناء الإمارة.

بغض النظر عن الزيارة العادية، نصيحتي لأي زائر هي التجول داخل منطقة التراث بعد صلاة المغرب أو بعد صلاة الفجر في المسجد الجامع في منطقة الشيوخ الذي قام سمو الحاكم بترميمه وجلب أعمدته من الهند (دائرة الإعلام). ففي هذا الوقت يعم الهدوء المكان، ويحس الزائر بطبيعة المنطقة الهادئة كما يلمس بنفسه بساطة الحياة في الماضي وكيفية تأقلم الإنسان مع ما حوله، حيث يتألق المكان بكامل جماله عند المساء مع الإنارة بالمصابيح المتعدلية على شكل قناديل. تقام سنوياً في منطقة التراث فعاليات أيام الشارقة التراثية التي يرتادها المئات من المقيمين والزائرين لمشاهدة فعاليات جمعية الإمارات لبيوت الشباب وبيت الشارقة التراثي.

تجسد المتاحف مدى أهمية الحفاظ على التاريخ حيث يتواجد في الإمارة حوالي ستة عشر متحفاً من أشهرها متحف المحطة الموجود في موقع أول طائرة هبطت في الشارقة علماً بأنه أقدم مطار في الإمارات وأولاه سمو الحاكم رعايته وأمر بنقل أول طائرة هبطت في الشارقة من بريطانيا وإعادتها إلى متحف الشارقة (دائرة الإعلام).

وللحركة المسرحية نصيبها من النهضة ممثلة بجمعية المسرحيين ومسرح الشارقة الوطني (قصر الثقافة) الذي ينظم سنوياً فعاليات أيام الشارقة المسرحية وتعرض فيه مسرحيات على خشبة المركز الثقافي أشهرها مسرحية (الإسكندر) وهي من تأليف سمو الحاكم.

للعلم دور كبير في نهضة الإمارة حيث نجد المدينة الجامعية تحفة معمارية تضم نخبة من الجامعات والمعاهد منها جامعة الشارقة والجامعة الأميركية وكليات التقنية العليا. تعتبر المدينة الجامعية منارة للعلم والمتعلمين بجامعاتها وطرزها المعماري الفريد الذي يميزها عن غيرها من المدن الجامعية. كما تتميز الشارقة أيضاً بالهندسة المعمارية الإسلامية للمباني الحكومية والمساجد وبوجود مكتبة المريجة الوقفية الموجودة في شارع

أعلنت جائزة الشيخ زايد للكتاب عن فوز صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي عضو المجلس الأعلى حاكم الشارقة بلقب شخصية العام الثقافية في دورة الجائزة الرابعة للعام ٢٠٠٩ / ٢٠١٠، تقديراً لجهوده سموه في رعاية التنمية الثقافية العربية ودعم الإبداع.



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