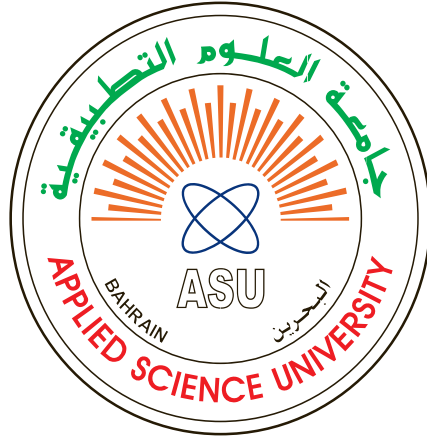






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INTRODUCTION

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Education plays an important role in the development of society through the contribution of its institutions in graduating well-trained citizens to work in different fields & disciplines. Universities are the most important of these institutions with their set objectives of teaching & learning, research & community engagement.

The concept of community engagement is closely linked to the actual needs of the community. ASU is one of the first universities within the Kingdom of Bahrain which has established an office for community engagement to serve various segments of the society and to recognize their needs by working hard in coordination with the colleges and stakeholders.

The university is the most important social institution which affects and is affected by its surrounding environment. Universities play an important role in community engagement and this role is determined by the basic functions of a university which are: (a) to prepare human resources and scientific research, (b) to contribute to the process of socialization and cultural transmission, (c) to work on shaping students' awareness, (d) to address the issues and problems of the community and (e) to work on serving and developing the community.



With regard to community engagement, the university offers its services directly to individuals in the community, whether in the form of educational programmes or in other forms. Community engagement is the most prominent function of any university. The university can serve the community by linking scientific research to the needs of different sectors. This includes interactions with faculty and students, collaborations in the study of the problems faced by various sectors of production, and working to provide solutions to those problems.

Furthermore, community engagement leads to the advancement and progress by linking the needs of different sectors which makes the community a lasting prosperity and up to date with developments.

ASU is an active partner engaging in community service. This report shows all activities that the university has participated in or contributed to serve the community for the year 2013-2014.



COMMUNITY ENGAGEMENT AT ASU IN GENERAL

“Interaction Networks and Their Impact in Electoral Participations” Seminar



ASU was invited to attend a seminar titled “Interaction Networks and their impact in Electoral Participations” organized by Bahrain Political Development Institute. The seminar was held on 16th April 2014 in Crowne Plaza Hotel.

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The attendees from ASU:

- **Prof. Saad Darwash**
Vice President for Administrative and Financial Affairs and Community Engagement.
- **Dr. Baha Eldin Makawi**
Head, Department of Political Science
- **Dr. Mohamed Al Hamami**
Faculty Member, Department of MIS
- **Dr. Eman Owais**
Faculty Member, Department of Political Science
- **Dr. Hooreya Aldeeb**
Faculty Member, Department of Business Administration

The speakers at the seminar:

- **Mr. Abdul Wahab Al Isa**
A well-known reporter on Kuwait Channel.
- **Mr. Ali Sebkar**
President, International Social Media Club, Bahrain.

2013-2014

ASU Community Engagement

German Visit (German-Arab Friendship Society)



A delegation representing the German-Arab Friendship Society visited the university; it was headed by Prof. Ranolff Rodenschtok, Vice President of the German-Arab Friendship Society, where both sides tried to explore means in which they could co-operate.

During the visit, Prof. Saad Darwish – Vice President for Admin, Finance and Community Engagement at ASU, talked about the Strategic plan of the University. While Prof. Hilal Al Bayatti – Vice President for Academic Affairs and Development gave a brief introduction on ASU and the programmes it offered. In addition, Dr. David S. Allison – Director of Quality Assurance and Accreditation Centre, talked about the future plan of the center in terms of the quality of teaching and training.

ASU's upper management took the German delegates on a tour of ASU, where they were very pleased with the university and its facilities.

“B2B” Seminar

EDB – Economics Development Board in cooperation with a Korean Delegation hosted a seminar on “B2B” (10th – 12th December 2013), at the Kempenski Grand & Ixir Hotel, Manama, Bahrain.

The attendees of this seminar from ASU:

- **Prof. Waheeb A. Al Khaja**
President of ASU
- **Prof. Hilal M. Al Bayatti**
Vice President for Academic Affairs and Development
- **Prof. Saad Darwash**
Vice President for Administrative and Financial Affairs and Community Engagement.

“Bahrain International SME’s Empowerment” Conference



ASU organized the Bahrain International SME’s Empowerment Conference 2014 at Crowne Plaza, Bahrain (5th – 6th Feb 2014), where two of our respectful professors presented scientific papers to engage with the industry.

- **Prof. Saad Darwash**

Vice President for Administrative and Financial Affairs and Community Engagement, gave a lecture about the “Role of the universities in developing small and medium enterprises: Future Challenges for Bahrain”.

- **Prof. Tareq Shareef**

Dean, College of Administrative Sciences, gave a lecture about “Building Innovation Capacity for Knowledge Creation in GCC Countries”.

“Gef” – Gulf E-commerce Forum

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“GeF” – Gulf E-commerce Forum is a conference held annually on e-commerce and the latest developments in technology, where Applied Science University participated in the 7th Forum “Gef7”.

One of our respectful professors “Prof. Saad Znad Darwash – Vice President for Administrative and Financial Affairs and Community Engagement” was invited to head one of the sessions on the second day of the conference.

Prof. Darwash stated that the university is keen to participate in conferences and scientific forums due to its role as an educational institution encourages scientific research through its policies of supporting the faculty members. In addition, supporting scientific research and innovation, and its belief that scientific research is one of the basic pillars of academic work and an important element in the development and progress of communities.

Prof. Darwash also mentioned that E-commerce has become a reality in the current environment where many countries under global changes and new challenges are expected to magnify their trading role in the near future due to the impact of this trade on markets and performance of organizations and their competitive abilities. E-commerce is expected to become a way of trade prevailing between organizations and individuals during this century all over the world.

National Action Charter Day



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ASU participated in the Kingdom's celebration of its National Action Charter Day (يوم الميثاق البحريني) where a huge structure (Length-13m and Breadth-8m) of the university was built on the back of a long truck. The truck with the model of the University rode across the roads of the Kingdom along with other universities, governmental organizations and individuals who celebrated as well. This celebration came as an expression of pride on the part of the university and its affiliates on this day, where it has instilled upon the minds and hearts of the new generation, the values of loyalty to our homeland and to our wise leaders.

2nd Careers Day at ASU

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ASU conducted its second “Careers Day” on 26th Feb 2014, where many organizations participated to meet ASU’s students and employees that may benefit from them. The participants are 18 as follows:

- **Batelco**
- **Bahrain Development Bank**
- **Tamkeen**
- **Deloitte**
- **Mohamed Abdul Rahman Al Bahar Group**
- **Jawad Group**
- **AIESEC**
- **NASS Group**
- **Ta’zer Company**
- **Zain**
- **Legal Solutions Office**
- **Aramex Logistics**
- **Bird Institute**
- **Ernest & Young**
- **House of Travel**
- **Bahrain International Retail Development Centre**
- **Brand Mark Media Company**
- **Georgia International Centre for Mediation and Arbitration**

ASU Horse Race Sponsorship



The University was one of the Sponsors at the Horse Race which was Under the Patronage of the Late “Abdulla Nass”

ASU participated in sponsoring one of the Horse Race Cups for this season which was organized by Rashid Equestrian and Horse Racing Club, in the Ares “Al Refah” – Sakheer. It was held with the presence of his Highness Shaikh Isa Bin Salman Bin Hamad Al Khalifa, son of the Royal Crowne Prince.

The race titled “Cups of the Late “Abdulla Nass”. The race had a large and special sponsorship from the company “Nass Group” through financial gifts and cups for each half of the race which showed a great deal of competition. The Group also organized an entertainment function within the club.

For his part, the president of the University praised the way the competition was organized, pointing out that the university is always keen to support sport, social and cultural events given its role as an educational leader that is keen to serve the nation and support national talents in various fields. In recognition of what the late “Abdulla Nass” contributed to serve the nation and the educational process at Applied Science University.

The President at the end of the race, in the presence of his highness Shaikh Isa Bin Salman Bin Hamad Al Khalifa presented the University Cup to the winner of the second half of the race “Salah Mahdi”.

British Council Connections

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The university has good liaison with the British Council whereby events could be arranged commonly between the two parties of providing speakers to serve the community of the university and the Bahraini community at large.

Student Scholarships

Every year a list of students are chosen to be given scholarships for the 4-year study, where the student must comply and keep up with the conditions to maintain the scholarship.

This year ASU has granted approximately 10 students full scholarships. The average fees for a student to study his/her 4 year programme is BHD 12,000, leaving the university paying an average of BHD over 4 years for the scholarship students.



AIESEC is an international non-governmental, non-political, nonprofit and an independent organization, founded in 1948 and run by students and recent graduates. AIESEC aims to connect young people all around the world by providing a platform for them to explore and develop their leadership potential to have a positive impact in society.

ASU has built a connection with AIESEC Bahrain to establish areas of partnership to provide sponsorships through the Silver package for AIESEC Ra'adat Conference.

This is set to be implemented at the end of May 2014.



El Eker Community Collaboration

After relocating to the El Eker Campus, ASU met with El Eker community for collaboration and supported the school students and collaboration. ASU created connections with the local community at the Eker village. A group of delegates from the university met with opinion leaders and presented the primary and intermediary students with bags filled with stationery. The delegates also distributing gifts to the local mosques.

Shura Council Member Visit to ASU



Mr. Abdul Rahman Mohammed - A Member of the Shura Council in the Kingdom of Bahrain visited ASU to give a lecture on “The Practice of Shura in the Kingdom of Bahrain” on 25th March 2014.

“Innovation & Entrepreneurship in ICT” Workshop



Under the banner of “Manama 2014: Arab Capital for Innovation & Entrepreneurship” and as an integral part of the Bahrain International eGovernment Forum 2014; Ebtikar Association in co-operation with UNIDO/ AICEI and through the support of Intel Corporation organized a specialized one-day workshop on “Innovation & Entrepreneurship in ICT” on 23rd April 2014 at the Oasis Lounge at the Bahrain International Circuit.

The workshop served as a platform to discuss and deliberate in opportunities and challenges to develop entrepreneurship in ICT sector. Furthermore, the workshop discussed the role and contribution of creativity and innovation for a better future of entrepreneurship.

Prof. Saad Darwash – Vice President for Administrative and Financial Affairs and Community Engagement was invited to attend as a guest speaker, where he presented a scientific paper on Innovation and SMEs.

Prof. George Tovstiga (ADS – Annual Distinguished Seminar)

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As you may know, the university has established an Annual Distinguished Seminar (ADS) series, to start this year 2014.

The objectives of the ADS are to:

- a. Increase our research visibility at both national and international levels.
- b. Build a sustainable culture within which research activities can be performed at high quality level.

The recipients of the ADS will be world-class scholars who helped in defining and continuing to shape their disciplines. Each will be coming for few days to deliver the ADS and also give a number of Master-classes with our staff.

The recipient of this year's ADS was Professor George Tovstiga, Professor of Strategy & Innovation Management, Henley Business School, Reading University, UK.

Audience from the public were also invited to attend and benefit from this seminar.

Consultancies



- **Prof. Hilal Al-Bayatti**
Vice President for Academic Affairs and Development acted as an external examiner for Ahlia University
- **Prof. Saad Darwash**
Vice President for Administrative and Financial Affairs and Community Engagement acted as an external examiner for Ahlia University
- **Prof. Tareq Shareef**
Dean of the College of Administrative Sciences acted as an external examiner for Ahlia University – Second Semester 2013/2014
- **Prof. Hassan Sadiq**
Professor at the College of Administrative Sciences acted as an external examiner for Arab Open University
- **Dr. Haris Alani**
Head of the Department of Accounting and Finance acted as an external examiner for Ahlia University, March and April 2014
- **Dr. Adeeb Hamdoun**
Head of the Department of Management Information Systems acted as an external examiner for Ahlia University, October 2013

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ASU Community Engagement



COMMUNITY ENGAGEMENT COLLEGE OF ADMINISTRATIVE SCIENCES

Conferences, Seminars, Lectures and Workshops serving the Community



- **Dr. Mousa Falah Fahad**

Associate Professor at the College of Administrative Sciences attended a conference titled “Sharia Standards and Islamic Banks” in the Kingdom of Bahrain.

- **Dr. Baha Eldin Makawi**

Head of the Department of Political Science participated in a conference titled “1st Gulf Media Conference” in December 2013.

- **Dr. Abdul Qawi Hezabr**

Associate Professor at the College of Administrative Sciences presented a lecture titled “How to choose your specialization in the field of Business” for high school fresh graduates.

- **Dr. Haris Alani**

Head of the Department of Accounting and Finance,

- **Dr. Ammar Al Sammaarraee**

Assisstant Dean at the College of Administrative Sciences and Dr. Talal Alkawi– Associate Professor at the College of Administrative Sciences attended a workshop on Forensic Accounting at Royal University for Women (RUW).

- **Dr. Bashar Almetarneh**

Associate Professor at the College of Administrative Sciences participated in a seminar titled “Economic Development and Battling Unemployment in the Kingdom of Bahrain” – 25th August 2013.

- **Dr. Talal Alkawi**

Associate Professor at the College of Administrative Sciences attended a workshop on “Strategic Planning” presented by the Islamic Society – January 2014.

- **Dr. Talal Alkawi**

Associate Professor at the College of Administrative Sciences also presented a course on Strategic Planning in June 2014 at the Islamic Society. He also presented a seminar titled “Choose your University Specialization” at Al-Hadaya Islamic Society in Feb 2014.



18th By-Hearting the Holy Quran Competition

- **Dr. Bashar Almetarneh**

Associate Professor at the College of Administrative Sciences participated in the Bahrain 18th By Hearting, reciting and interpreting the Holy Quran Competition.

- **Dr. Ghassan Abu Alsoud**

Associate Professor at the College of Administrative Sciences was a member of the organizing committee at the Bahrain 18th By Hearting, reciting and interpreting the Holy Quran Competition.

- **Dr. Abdul Qawi Hezabr**

Associate Professor at the College of Administrative Sciences also is the programme coordinator for a programme that helps reciting by heart the Holy Quran at the Ministry of Justice and Islamic Affairs.

Ernest and Young and Tamkeen visit ASU



In view of the university accomplishing its vision and mission of becoming one of the leading private universities in the Kingdom and integrate its graduates into the labor market by training them before they graduate, the university welcomed a few delegates from “Ernest and Young” and “Tamkeen” where all parties agreed that ASU’s graduates may conduct their training course with them. This will help students integrate with the labor market.

During the visit, they discussed the recruitment and training program with students indicating that the program has two stages. The first stage being theoretical and has the duration of 3 months, where the student chooses the certificate the student wishes to attain (ACCA Diploma in Accounting and Finance) or (CIMA Diploma in Management Accounting). The second stage is practical and is also for 3 months, where the student receives a monthly pay of BHD 200/-. The student can enter this program after passing an admission test, then the student’s certificates are sent to organizations having vacant positions for the student’s specialization. The program targets those students with the following specialization:

- Accounting and Finance
- Accounting
- Business Administration
- Management Information Systems

This program will prepare the students for the labor market needs.

Elderly Care Programme

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- **Dr. Ghassan Abu Alsoud**

Associate Professor at the College of Administrative Sciences participated in the “Elderly Care” programme at the Islamic Society in Arad – March 2014.

Zayed Town Youth Centre

- **Dr. Talal Alkawi**

Associate Professor at the College of Administrative Sciences participated in the activities of Zayed Town Youth Centre by preparing schedules for the matches offered by the centre.



- **Dr. Mohammad Alaa Al-Hamami**

Associate Professor at the College of Administrative Sciences wrote articles over “IT” and “Social Media” in Al-Ayam Newspaper in Bahrain. He was also honored for his effective contribution and participation in serving the community through social media.

He also joined the “International Social Media Club” to visit the parliament and support their social media.

He also volunteered with the “International Social Media Club” at Bahrain Careers Exhibition to raise awareness on the role of social media in self-marketing and in getting job opportunities.

He also participated in the Media Conference on the Prize of Social Media in the Kingdom of Bahrain that is assessed by the National Ministry of Communication Affairs.

He was elected as the ambassador of social media in the Social Media Forum 2013, which was held in Bahrain by the International Social Media Club and under the patronage of the National Ministry of Communication Affairs, for his part in investing social media into community engagement.

He also participated in a function called “Tweet Up” that shows the community the importance of social media.

He also participated with the International Social Media Club in presenting a workshop over social media for primary school students. It was done in co-operation with the Student Services Office at the Ministry of Education.

Dr. Mohammad Alaa Al-Hamami also participated and contributed to Social Media Day - “Celebrating the connected generation around the world”.



COMMUNITY ENGAGEMENT COLLEGE OF ARTS AND SCIENCE

Conferences, Seminars, Lectures and Workshops serving the Community



- **Dr. Murad Al Janabi**

Associate Professor at the College of Arts & Science presents educational lectures every Friday at 06.30 pm after Maghreb prayer at “Al Ghawli Mosque” in Muharraq. He also gives educational lectures every month at various mosques of Muharraq and Busaiteen, such as Al Tubah Mosque, Tareq Bin Zeyad Mosque, Lutah Mosque and Bahrain Club. As well as educational and social lectures once every month at the Islamic Society in Arad.

He also gave lectures at the Society of Children and Motherhood by the invitation of Her Highness Shaikha Hind Al Khalifa. The lectures was regarding the role of women in society.

He participated in the grand opening of the Big Chechnya Mosque by the invitation of the President of Chechnya, where a word was given on behalf of Applied Science University – Bahrain.

A group of graphic design students under the supervision of

- **Dr. Samya Ali Al Shanawi**

Associate Professor at the College of Arts & Science at ASU attended the Japanese Exhibition at the National Museum of Bahrain on 29th March 2014. This exhibition show-cased the importance and the relationship of Art with beauty and the effect of the environment, artistic concepts and methods of the displays. ASU hopes to host one of these exhibitions at its campus in the near future.

Dr. Samya Ali Al Shanawi also attended the Father and Son Exhibition at Bin Muttar Building in Muharraq on 29th March 2014, which was organized by the Manager of the Artist “Khalid Al Muharraqi”. The exhibitions shed light on the importance of using 3D design an applying it in graphic design. It was discussed and decided that sometime in the future, workshops in the department of arts and science may be held and in return, ASU’s faculty members and a group of its students may participate in workshops held in exhibitions outside the university, to showcase their ideas and professional innovations in the field of art and design.

She also visited the Design Graphics Office on 9th April 2014, to shed light on the importance of the methods of commercials, advertisements, posters that are made for internal or external purposes. It also showed the importance of steering towards improvement and development, by linking the students’ theoretical and academic learning to the practical sector and the printing institutions in the field of graphic design.

Dr. Samya Ali Al Shanawi also attended a conference titled “Civilization Dialogue” held at Applied Science University – ASU (5th – 7th May 2014).

Graphic Design Competition

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- **Dr. Ghais Bahman**

Associate Professor at the College of Arts & Science arranged with Mr. Mohamed Al Farabi – the person in charge of the Skills Competition Centre, so that the graphic competitors may train at Applied Science University.

Applied Science University also hosted the National Graphic Skills Competition this year.





COMMUNITY ENGAGEMENT COLLEGE OF LAW

Conferences, Seminars, Lectures and Workshops serving the Community



- **Prof. Mohammad Elmahasneh**

Dean of the College of Law attended a seminar titled “International Humanitarian Law” held at Bahrain Defense Force – BDF.

He also attended a conference titled “Civilization Dialogue” held at Applied Science University - ASU (5th – 7th May 2014).

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ASU Community Engagement

“Intellectual Property Rights Protection in Bahraini Law” Workshop

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A workshop titled “Intellectual Property Rights Protection in Bahraini Law” was conducted in celebration of the “International Intellectual and Industrial Property Day” by the College of Law under the patronage of Mrs. Lona Abdulla Al Moataz – Director, Industrial Property Directorate at the Ministry of Industry and Commerce in Bahrain. It was held on 26th April 2014 at Abdulla Nass Auditorium in Applied Science University.

The following faculty members from the colleges participated in giving lectures:

- **Prof. Mohammad Elmahasneh**
Dean of the College of Law
- **Dr. Abdul Kareem Alalwan**
Associate Professor of the College of Law
- **Dr. Hisham Baban**
Associate Professor of the College of Law

Mr. Nawaf Al Majed from the Ministry of Industry and Commerce, in the Kingdom of Bahrain also presented a lecture.

The workshop revolved around the following topics:

- Protection of the rights of Editors in Bahraini Law
- Protection of Trade mark in Bahraini Law
- Protection of Industrial Designs and Models in Bahraini Law
- Computer Programs in Bahraini Law



ASU Community Engagement

2013-2014

