

AUSconnect

His Highness Commends AUS for its Accomplishments



His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, Supreme Council Member, Ruler of Sharjah and Founder and President of American University of Sharjah (AUS), conferred 461 degrees on AUS graduates on May 22, 2010, at University City Hall, Sharjah



While addressing the Spring 2010 commencement ceremony of the University, His Highness Sheikh Dr. Sultan congratulated the graduates on their success and achievements and praised AUS as it strides towards its mission and long-term development goals. The first batch of students to complete the University's Master of Science in Electrical Engineering program were also among the graduates.

"The participation of our students and faculty in local, regional and international conferences, seminars and related activities has increased

manifold, with our faculty and students gaining recognition and winning numerous awards for their efforts," said His Highness. "There has also been an increase in interaction between various local and national industries and our faculty and students in order to benefit from mutual expertise. Over the past few months, the University has also held a number of important international conferences," he added.

In his remarks, Sheikh Dr. Sultan reviewed the University's various achievements over the past year so that they may serve as indicators of what can be achieved to better serve society.



He said “with the construction of a new building for the School of Business and Management (SBM) at AUS, the school had entered its final stages of accreditation by the Association to Advance Collegiate Schools of Business (AACSB)”. He also mentioned the establishment of the Sharjah Islamic Bank Center for Islamic Banking and Finance at SBM.

“As for the College of Arts and Sciences (CAS), one of its students became the region’s first student to be offered an internship at the White House in Washington DC,” said the Sharjah Ruler. “The college will also offer a number of new programs catering to the demands of the marketplace, such as a Master of Science in Mathematics and a Bachelor of Science in Actuarial Mathematics. The College of Engineering (CEN) for its part has found great support from various prominent industries for its master’s and research programs thereby developing a research culture not just in the UAE but also in the region. The name change from the School of Architecture and Design to the College of Architecture, Art and Design recognizes the exemplary work being done by the students, alumni and faculty and complements increasing efforts in art history and the fine arts through additional majors and minors at both the undergraduate and the graduate levels,” he added.



AUS Chancellor Dr. Peter Heath also congratulated the graduates on their achievements and reflected in his remarks on observations made by the great 16th century French thinker and writer Michel de Montaigne. He urged the graduates to ponder Montaigne’s belief that the greatest thing in the world was to know how to be oneself. “Unless you are comfortable in your own skin, unless you are happy with who you are, then you cannot fulfill your individual and social responsibilities effectively, because you will be doing so artificially, for the sake of others rather than yourself,” he said.



“So one question you should ask yourselves about your experience at AUS is not just what have I learned here, but what has my AUS experience taught me about myself—and about how to be myself?” He said that Montaigne’s other great piece of wisdom was that “every man (or woman) bears the stamp of the whole human condition.” This means that even as we learn to know about ourselves as unique individuals, we must realize that we are also one part of a greater whole. “It is this shared



humanity that allows you to connect with others, as you have done with your fellow classmates and your professors at AUS. Do not ignore the importance of this shared condition because it will help you to live outside of yourself” said Dr. Heath.

Sana Ayesha Arshad, the Spring Class of 2010’s designated speaker at the ceremony, welcomed the guests on behalf of the graduates. She said that as a freshman, she had assumed that she would only learn about her major. However, she soon realized that this was not so. “From studying about Freud’s dream theories to existentialism, from US foreign policy to the history of Arab poetry and prose, from the composition of heavenly bodies to seismic activity on earth, I am proud to say that I have been exposed to it all,” she said.

“I would even go so far as to say that the degrees we receive today are not enough to contain the vast knowledge we have gained. To a certain extent, this learning process makes our graduation from university something to regret, because where else can you jump from world history, to science, to literature...all in a matter of few hours?” Addressing her fellow graduates, she said that there were many factors that helped her get through the last few years but one of the most important things was having faith.

“By faith, I am referring to anything that inspires you and spurs you to push harder. In my darkest hours, this faith was what kept me going,” she said. Sarah Hussain Zahidi from the College of Engineering and Omar Adnan Al Ismail from the School of Business and Management were declared recipients of the President’s Cup for achieving the highest grade point average. Hichem Zakaria Aichour from the College of Engineering received the Chancellor’s Cup.

Chancellor Heath presented His Highness Sheikh Sultan with a memento on behalf of the graduating class. The commencement ceremony was also attended by Sheikh Sultan Bin Mohammed Bin Sultan Al Qassimi, Crown Prince and Deputy Ruler of Sharjah and His Excellency Sheikh Abdullah Bin Salem Al Qassimi, Deputy Ruler of Sharjah as well as other senior government officials, members of the AUS Board of Trustees, provost and vice chancellors, other senior university officials, faculty, members of the media, and family and friends of the graduating class.



Alumnus Sheikh Mohammed bin Abdullah Al Thani Named Director of the Office of His Highness the President of AUS

News of the appointment of Alumnus Sheikh Mohammed bin Abdullah Al Thani (Bachelors in Business Administration '04 and MBA '06) as Director of the Office of the President of AUS appeared in the national newspapers on August 25, 2010.

His Excellency Sheikh Mohammed Al Thani is the Managing Director of the Sharjah Golf and Shooting Club, Managing Director of Grab n' Go food outlet and Chairman of EM Holdings–Musafir.com. During his years of study at AUS, Sheikh Mohammed Al Thani was president of numerous clubs including the Scuba Diving Club, the Qatari Club, among many others. In addition to being a distinguished member of the SMB Student Council, H.E. Sheikh Mohammed Al Thani was elected President of the AUS Student Council in 2002. Upon his graduation, he went on to serve as a prominent member of the AUS Alumni Association, and was acclaimed the representative of the Northern Emirates Chapter.

In addition to his many entrepreneurial skills, Sheikh Mohammed has a passion for adventure, travel, and photography.

Recently, in order to raise awareness about malaria, which is the leading cause of death for children in Africa, H.E. Sheikh Mohammed climbed Mount Kilimanjaro (the highest point in Africa at 5895 meters) in addition to climbing to the base camp of Mount Everest (5360 meters).

His Excellency is often called upon as a public speaker to discuss business and entrepreneurial ventures in the UAE and the GCC.



Chancellor Peter Heath's Address

This year was an exceptional year in alumni relations achievements--if only by virtue of the elaboration and signing of the AUSAA Constitution and By-Laws, and their ratification by His Highness. As I look back on your many activities and achievements I wish to focus my remarks on the First Alumni Business Forum and Career Fair. We met together upon your own (alumni) initiative to consider how we may contribute to expanding the economy of the UAE, which is mostly focused on global business. To succeed in the global market requires efficient innovation through research and education.

It gave me great pleasure to see the strong partnership between the private sector of business and industry with higher education, which is one factor in maintaining a country's steady flow of innovation. I especially wish to thank Mubadala as the main sponsor for the second consecutive year and each and every one of our corporate partners for their vision in actively contributing to the educational sector for the betterment of society. I am also very pleased to note that a large number of those companies who participated were represented by our own AUS alumni. The Alumni Business Forum was successful in many ways; however, the fact that it generated AED 700,000 for alumni scholarships is a clear indication of its significance in contributing to the betterment of society by enhancing educational opportunities and also a marvelous example of alumni helping alumni.

Whether our alumni invent better technologies in engineering or more efficient organizations from their training in the social sciences --all innovation is actually business in one way or another. Therefore, the American University of Sharjah is proud to host the Alumni Business Forum each academic year. The Forum was conceived and organized by the very active AUS Alumni Association in collaboration with the Office of Development and Alumni Affairs. Our alumni and students are prepared in the laboratory and classroom to solve problems through innovation in whatever field they studied. It is gratifying to see that the alumni invited leaders to offer perspectives from their vast experiences in energy technology, business ethics, and in ways to expand information production. To have such accomplished corporate leaders interact on the vexing issues confronting the country offers a rare treat, and



especially those who professionally anticipate future trends in business and technology. I believe that we are all in store for a most stimulating continued relationship of envisioning what is possible in the immediate future as well as several years from now--and especially so with the advent of the AUS Technology and Innovation Park adjacent to our campus.

I wish to thank our alumni for their entrepreneurial spirit and their continued sense of initiative and collaboration for the continued advancement and leadership of their alma mater.

Dr. Peter Heath
AUS Chancellor

Karen Armstrong Calls for Compassionate Change

His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council, Ruler of Sharjah and President of AUS has become the first Arab leader to sign the Charter of Compassion that calls upon people to treat others with justice, equality and respect

Renowned British writer and scholar of religion Karen Armstrong revealed this at a lecture held at AUS on Monday April 5, 2010, as part of the Chancellor's Distinguished Lecture Series entitled "The Role of Compassion in the Major World Faiths: The Story of the Charter For Compassion, Its Aims, Goals and Relevance in Our Polarized World."

Speaking to an audience of approximately 400 students, academics, and journalists, Armstrong highlighted that the charter calls upon people to treat others as they wish to be treated with justice, equality, and respect. "This charter lies in the heart of all religious, ethical and spiritual traditions," said Armstrong. "What compassion tells us to do is to de-throne ourselves from the center of the world and to care for the other. What keeps us away from God is our selfishness," she added.

6 Armstrong explained that having compassion for others should not be seen as a sign of weakness. "We need to educate ourselves about the meaning of compassion. It is not sentimental good will. The golden rule is that you don't do to others what you don't want them to do to you," she said. "This is what all religions emphasize. The Holy Qur'an says that humans were created as different nations so that we may know one another and not to fight, occupy or kill one another. Jesus urged us to love one another by supporting each other, and to be loyal and respectful. Confucius tells us that we

must not inflict pain on one another...We have to work at it. It is hard work and requires daily effort," she said. Armstrong's interest in studying religions began during a trip she made to Jerusalem as part of her work in television. She learned about Judaism and Islam, after which she embarked on a journey to learn about various eastern world religions. In addition to that, she is a best-selling author, whose books have been translated into forty languages including: *A History of God* and *Holy War: The Crusades and Their Impact on Today's World*. Her latest book is *The Case for God*.

The charter, which is the result of Armstrong's 2008 TED Prize wish, is essentially a summons to dedicated, practical action. It is a cooperative effort to restore not only compassionate thinking but, more importantly, compassionate action to the center of religious, moral, and political life. Crafted by people all over the world and drafted by a multi-faith, multi-national council of thinkers and leaders, the charter has been supported by Nelson Mandela, Sheikh Ali Goma, Archbishop Desmond Tutu, Queen Rania of Jordan, The Dalai Lama, Dr. Sheikh Sultan Bin Mohammed Al Qassimi, and over 50,000 others.

The Charter of Compassion can be signed at:
<http://www.charterforcompassion.org>



Vice Chancellor Mourtada's Foreword

For centuries, the ideal of a university was a community of scholars and their students -all clad in black gowns-sequestered in learning and debate in a bucolic setting far removed from the hustle and bustle of the city.

Think of the icons of Cambridge and Oxford universities in the distant countryside from the commercial hub of London. An individual student was urged to block out the distractions of the city, so as to concentrate on mastering the timeless truths passed down through the generations and commented upon by countless savants.

Let us fast forward to the contemporary Gulf, where AUS sits among a number of universities and colleges as an educational community in the sands of Sharjah. But the city of Sharjah is rapidly engulfing University City as neighborhoods reach farther east and modern highways crisscross the sandy hinterland. This spatial fusion of city and university speaks to the necessary and vital union, of what is sometimes called town and gown.

Commerce is the lifeblood of the UAE. The research for innovation marketed by the country's entrepreneurs often originates in the research university. AUS stands apart from its peers in research productivity, and this distinction will likely increase with the opening of the technology park adjacent to campus.

The American University of Sharjah will forever be linked to the wider Gulf society in a vital symbiosis. AUS researchers provide the technical, economic and cultural answers to the pressing problems of the day, whereas the private sector helps with the support of these researchers and their enterprising students. The overriding strategic goal of AUS is to provide the solutions for Emirati society, as set forth in AUS's charter by His Highness, Sheikh Dr. Sultan al Qassimi, the founder and president of our university.

Over the years universities trained the leaders of their societies and economies. This is no less true of AUS than of Oxford and Cambridge. Although the American University of Sharjah has been in existence a mere dozen years, compared to eight centuries for the latter two universities, AUS has already earned a well deserved reputation of graduating people who have the skills and the "can do" ethic to innovate new solutions wherever they are needed--in industry, commerce, science and in creating the appropriate cultural repertoire for a modern Gulf society.

Our alumni have also demonstrated their skills in constructing the most active Alumni Association within the Gulf during the past year. They wrote a constitution and by-laws that will endure the test of time. The AUSA Council gave birth to the first elected board of the Alumni Association. This event successfully concluded the first annual cycle of self governance for AUSA. This remarkable inaugural year has set a firm precedent that will be reenacted many times over in the upcoming years.



The alumni are pace-setters themselves. They organized a gala reunion in January that brought to campus one half of the total graduates of AUS during its entire history. This returning entourage constitutes a remarkable feat for even the most established of universities and ones with graduates not so widely dispersed over dozens of countries like those of AUS.

In March the alumni demonstrated this bold acumen once again to envision what is needed and then set out to deliver a completely new sort of format. True to form, they organized and hosted the first Alumni Business Forum, in which about twenty CEOs of the leading firms in the Emirates presented talks on the most critical business issues facing the UAE. The morning Forum was followed by an afternoon Career Fair with several thousand attendees and provided a significant number of alumni scholarships.

AUS is the first to extol the organizational skills of our own graduates. To bear this out, the Office of Development and Alumni Affairs has created an exceptionally talented staff with alumni Rami Jaber, Rola Habr, Mohammed Mufti, Hala Awadallah, Firas Hammad and Abdullah El Shazly, all joining within the past year. ODAA is off to a record start, as might be expected from an office so heavily represented by AUS alumni. We look forward to continuing to serve the community and our alumni for the mutual benefit of your alma mater and the society at large.

Dr. Nada Mourtada-Sabbah
Vice Chancellor for Development and Alumni Affairs
& Professor of International Studies

First AUS Alumni Business Forum and Career Fair Successfully Brings Together Academia and Industry

Under the patronage of His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council, Ruler of Sharjah and President of the American University of Sharjah, the AUS Alumni Association (AUSAA) initiated its first AUS Alumni Business Forum on campus on April, 13 2010.



His Highness Sheikh Khalid Bin Abdullah Bin Sultan Al Qassimi inaugurating the first AUS Alumni Business Forum along with His Highness Sheikh Mohammed Bin Faisal Al Qassimi, AUSAA President, and Dr. Peter Heath, AUS Chancellor

During the day-long event, 16 industry leaders came together and participated in discussions consisting of four panels that dealt with contemporary industry issues addressing: energy, business, business ethics, technology and innovation. The forum was followed by the Career Fair that encompassed 50 companies from the fields of construction, oil and gas, banking and finance, manufacturing, telecommunications and technology who head-hunted hundreds of AUS alumni and students. The AUS Alumni Business Forum was inaugurated by His Highness Sheikh Khalid Bin Abdullah Bin Sultan Al Qassimi, Chairman of the Sharjah Ports Authority.





His Excellency Sheikh Khalid Bin Abdullah Bin Sultan Al Qassimi, Chairman of the Sharjah Ports Authority, inaugurated the day-long event, which was divided into two components: the forum and the fair. The forum hosted 16 industry leaders who participated on several panels. The second part of the event, the Career Fair commenced at the conclusion of the Alumni Business Forum. That event, which attracted hundreds of AUS alumni and students, hosted more than 50 companies covering many fields.

The forum included inaugural remarks by His Excellency Mohammad Al Fahim, Honorary Chairman of Al Fahim Group, who began by displaying a photograph of about a dozen young

boys standing on the sand. He explained that the photo was taken in the late 1950s and he was one of the boys in the foreground, with a broad smile on his face despite missing front teeth. In addition to that, Mr. Al Fahim illustrated to the participants the early days of the UAE and the transformation it witnessed in a few short years under the wise leadership of His Highness Sheikh Zayed Bin Sultan Al Nahyan.

The event's keynote address was given by Dr. John Perkins, Provost of the Masdar Institute of Science and Technology. Dr. Perkins called upon this generation of graduates to rise to the challenges of today's world and fulfill their potential.





"Today is one of the most exciting times in the history of the United Arab Emirates (and) I must admit that I am envious of the younger generation and the excellent opportunities that currently exist for them," Perkins added. "Making choices and first steps to fulfilling career aspirations is no easy task, especially with the vast array of options that are now available across many emerging sectors."

The main aim of the AUS Alumni Business Forum and Career Fair was to offer a platform for graduates and professionals to learn current trends in a changing economy by providing significant insights and important contacts, said Chancellor Heath in his opening remarks. "One of AUS's continuing goals is to forge meaningful partnerships with core sectors of the external environment... the AUS Alumni Business Forum and Career Fair offers attending companies opportunities to interview prospective employees as well as increase their publicity," said Chancellor Heath.



Highlighting the important role AUS alumni play in the advancement of the various UAE industries, Dr. Nada Mourtada-Sabbah, Vice Chancellor for Development and Alumni Affairs, said "It is the University's mission to produce graduates and researchers for the private sector to solve the challenges faced in the UAE as the country shifts to an information-based economy. Our graduates take to their





employers the most current research from AUS's laboratories along with the potential for building partnerships between their new companies and their former professors."

She added that the forum is an "outstanding roster of the captains of industry and commerce to discuss key issues which the private sector must deal with in negotiating the currents of the world economic downturn and recovery."

Sheikh Mohammad Bin Faisal Al Qassimi, Founding Board President of the AUS Alumni Association, also addressed the alumni. "If you think you are ready to make an impression, and are focused on learning more about your employment opportunities, the AUS Alumni Business Forum and the Career Fair are the place for you," he said.

Alumni Business Forum initiator and AUS alumnus Rashid Al-Tunaiji said the idea behind such a gathering resulted from seeing many people start businesses without any real evaluations of the market. "The idea of the forum was to create a platform to build knowledge, share information and exchange experiences," he said.





Alumni Share Their Views

Sara Saqr

I attended the AUS Career Fair to get updates on the new job opportunities that were provided by ODAA to the alumni. I majored in Mass Communication/Advertising and minored in Design Management, which explained my interest in companies such as Leo Burnett, P&G, Unilever, CNBC Arabia and other companies offering opportunities for fresh graduates. Generally, there was more publicity about the Career Fair on campus this year; I saw the Career Fair poster everywhere and was strongly reminded to be there on the day of the event. In addition, I noticed that more attention was given to media jobs this year, as I have been visiting the Career Fair since my sophomore year, and the regular job offers didn't include ones in the Media as much as they included Business and Engineering job offers at that time.

Wesam Mesto

It was great having the opportunity to interact with all those UAE and region-leading companies in such a well-organized event held under one roof. I hope to see more involvement of IT-related firms in future business forums and career fairs.

Khadijah Madhoun

The AUS Alumni Business Forum panels were varied, well organized, and discussed current topics. The panelists' perspectives and insights were interesting.





Sarra Samarra

The first Alumni Business Forum served as a common platform between alumni and professionals from different fields of work. I think it was crucial for alumni, especially fresh graduates, to understand the difficulties we, as employees, are facing currently, especially in times of the financial crisis. However, I believe that the forum was more beneficial to us, AUS alumni, as we discussed issues that could relate to us as individuals, and the credit goes to the Alumni Association that continuously tries to reduce the gap between the graduates of AUS and the professional world.

Tareq Mandou

Integrating the Alumni Business Forum with the Career Fair is definitely a great idea. It helped connect alumni with their peers, prepare current students for the future and most importantly reduce the gap between the two. I look forward to more AUS Alumni involvement like presenting in future panels and bringing to the table real-life examples.



A Message from AUSAA Founding Board President

It gives me great pleasure to announce that a new board has been elected. The previous board has worked diligently and, to most, achieved desirable results. Within this past year, we have witnessed the signing of the AUSAA Constitution and By-Laws between His Highness Sheikh Dr. Sultan Bin Mohammed Al Qassimi, Supreme Council Member, Ruler of Sharjah and President of AUS, and the CBRC/CIFP Alumni members.

The founding board was also able to pave the way for the formation of the AUS Alumni Association Council, which in turn reached out, through newly established regional chapters and classes as well as professional representatives, to scattered alumni around the globe.

The primary objective of the AUSAA is, therefore, to serve as a bridge between AUS and its alumni working in various parts of the world for the benefit of the alumni, AUS, and the students. AUSAA is committed to providing assistance, guidance, training and coaching to prepare the alumni and students for various careers and to develop in them personal qualities and attitudes to encourage research activities in the national interest.

We also continuously worked hand-in-hand with the Office of Development and Alumni Affairs to successfully deliver two major events. The first one was the third annual AUS Alumni Reunion Dinner, in which four of our alumni received full scholarships and three received partial scholarships to pursue their Masters degrees at AUS.

The second event was the initiation of the First Alumni Business Forum, which hosted 16 industry leaders who participated in discussions consisting of four panels and the Career Fair that hosted more than 50 companies. The event attracted hundreds of AUS alumni and students.

I hope our alumni were satisfied with all the events and the forums that were held throughout this past year.



The first elections since the endorsement of the Constitution and By-Laws, which took place on May 29, 2010, proved that this fledgling Alumni Association is a trustworthy and reliable voice for all alumni.

Finally, I would like to thank all of you who have been participating and serving our beloved association and alma mater as well as those who have never ceased to believe in the power of our alumni. I would also like to take this opportunity to congratulate all members of the new board and wish them luck in their new assignments.

Sheikh Mohammed Al Qassimi
AUSAA Founding Board President

Maritime Industrial Services Establishes Pioneer Scholarship Fund at AUS

AUS signed an agreement with UAE-based Maritime Industrial Services Co. Ltd. Inc. (MIS) to establish "The Jerry M. Smith Pioneer Scholarship Fund for Innovation" through a gift of AED one million to the University's Endowment Fund, on May 30, 2010. The fund honors Jerry M. Smith, one of MIS' founders and an important figure in the development of the company. The scholarship will give students considering engineering as their field of study, the opportunity to study at AUS.

The AED one million consists of the principal base kept in perpetuity by AUS under the name "The Jerry M. Smith Pioneer Scholarship Fund for Innovation" with the revenues accrued used to finance student scholarships. The Scholarship will be open to students entering the University in the Fall 2010 semester. Commenting on the occasion, Dr. Peter Heath, said "we see this scholarship as a way to help finance student scholarships for

generations to come. We are grateful to MIS for this generous gift and look forward to continuing the strong relationship between MIS and the AUS for years to come."

In addition to that, Mr. Kevin Hudson, MIS Managing Director, emphasized that engineering is the heart of work at MIS. "There are parallels between MIS and AUS. Both entities play a strong role in Sharjah's development. We see this scholarship in innovation as a continuation of MIS' commitment to Sharjah, to the region and to the community at large," he commented. Attending the signing ceremony were Dr. Nada Mourtada-Sabbah, Vice Chancellor for Development and Alumni Affairs; Jerry M. Smith, Special Advisor to the MIS Board of Directors; Ossama Bader, Vice President, HR, Admin & IT, MIS; Andrew Calvert, Group CFO, MIS; Rana Said, Director of Corporate Communications, MIS; and other senior officials.



15

Shamma Al Qassim selected as NASA Intern

Computer engineering student at AUS, Shamma Salah Al Qassim, was selected on June 2, 2010, to participate in a 10-week training programme by the US National Aeronautics and Space Administration (NASA).

Al Qassim will be serving on the mission team for analysis and modelling of multispectral satellite data for earthquake prediction during the internship programme at NASA's Ames Research Center in California. She is one of three students from the UAE selected as the first non-Americans to take part in the NASA internship programme. The other students selected were Hamad Rajab from UAE

University, Al Ain, and Hazza Bani Malek from the Higher Colleges of Technology in Ras Al Khaimah. The students were selected based on their academic qualifications, research interests, career goals, and interviews with NASA, as well as their passion for the aerospace industry.

The students' participation came about as a result of an agreement between NASA and the Arab Youth Venture Foundation, a non-profit group based in the UAE that promotes educational programs. The students are being sponsored by the Abu Dhabi government-owned Mubadala Development Company.

AUS Alumnus Fareed Mohammad

“Best Manager for

AUS Alumnus Fareed Mohammad (CAS, Class of 2008) was recently named Standard Chartered Bank's “Best Manager for the First Quarter of 2010.” He spared a few moments of his busy schedule for *AUS Connect* to speak about his professional experience and life post-AUS

Tell us briefly about yourself– your education and work experience.

I graduated in 2008 from the American University of Sharjah with a Bachelors degree in International Relations. You may ask why International Relations (IR)? Well, I discovered my passion for it when I initially enrolled in an IR course taught by Dr. Nada Mourtada-Sabbah in which I came to realize that this is the field that best suits my personality and what I would like to be involved in for the rest of my life.

After my graduation, Standard Chartered Bank approached me asking if I was interested in working in the banking industry (a field obviously different than what I studied at university) and I said ‘Yes’. I believe that life is full of challenges and you will never be able to discover your full potential until you put yourself to the test; so I trusted my instincts and I went for it and it turned out to be a very fruitful experience.

I am currently a branch manager at Standard Chartered Bank in an area that provides many facilities provided to and linked with trade, priorities, corporations as well as small-and-medium sized segments.

Describe your typical business day in your position?

My typical day is filled with much excitement and challenges because no one day is the same as the other. I find myself dealing with a happy customer at times and with an upset one at other times. I also have to confront and handle high-profile individuals who my bank expects me to build long-lasting relationships with.

What do you consider to be the most challenging aspect about being a manager in business today?

Managers have the responsibility of taking the final decisions and this is why I always have to consider the ‘Dos and Don’ts’ as well as all the positive and negative consequences of my decisions. As a manager, I am expected to be accountable and responsible for my decisions as well as support



my staff in doing their jobs and maintain customer satisfaction because after all, our customers are the core of our business.

How has your management philosophy evolved as you have gained more management experience?

I have learnt that any decision made must always be justified and backed up with sound reasoning in order to ensure operations in the bank continue to run smoothly and that is why I have become more patient in the decision making process.

“AUS gave me a lending hand and pulled me through during the tough times of the economic recession”

Named as Standard Chartered Bank's First Quarter of 2010"

In addition to that, I now rely more on statistical analysis and research results and recommendations. I always try to learn more about the background of the issue rather than jumping to quick conclusions that I may regret later. I tend to listen more to all the parties involved and try to be wise in forming my opinion. Once my decision is made, I never look back and I always, always think how to move forward.

What is working in Standard Chartered Bank, one of the leading banks in the world, like?

Standard Chartered Bank is a university of its own! It's a learning centre where you are always taught something new due to the extensive amount of training they regularly invest in.

As a leading bank, it ensures that it seeks to hire the most qualified individuals without any bias to which environment they belong to the background they come from and they always make sure that their staff is continuously trained. I personally find that this approach leads to a great opportunity for every individual who thrives for success.

How did your AUS education help you succeed in your job?

AUS gave me a lending hand and pulled me through during the tough times of the economic recession. As a graduate of AUS, I found that I have a comparative advantage to other individuals who were not, and once I got my chance, the rest was on me.

I started as a management trainee with Standard Chartered Bank and not a lot of my peers were able to be as successful as I was in this program due to the high potential I had as an AUS graduate. Furthermore, I was chosen by our company's management to be part of one of the critical programs the bank was working on. The reason why I was chosen to be among those activists to take part in this crucial project was mainly

attributed to my hard work as well as the high level of education that I acquired during my days at AUS. The fact that I was chosen to facilitate workshops for Standard Chartered Bank senior employees is a reward itself and I was recognized for this recently by being awarded a certificate for being such an activist for participating in this project and I am proud to say that this is mainly due to my affiliation to AUS.

It is obvious that AUS graduates are of a high caliber and have proven so by leaving their mark and making a difference across various industries. Even though I didn't have any academic background in banking and finance, I still managed to break the record of becoming a manager within one year, which is considered a huge achievement in the organization I am currently working in.

To me, AUS was a passing gate to get into a leading corporation. I believe this was the case for me and for my fellow alumni as well, as I personally know many graduates from our University who were able to successfully secure a job through the tough times of the recession.

What advice would you give your fellow AUS alumni and new graduates hired for similar positions?

It would be simple: you are all high potential individuals who are highly qualified. For this alone, you should have great confidence in yourselves. When you go to interviews, show your true self and your true knowledge. Believe in your degree as well as in your University and you have to have patience; this is very important.

Do not live in fantasies of starting your career paths with high positions and high salaries; instead, start as a beginner and be content with what you have and focus on your work and always try to prove yourself. Once that happens, you will see that the doors of opportunities will open for you and from there, the sky is the limit!

Alumna Fatima Shuwaihi Fulfills her Dream at MBRF

AUS Alumna Fatima Shuwaihi, works in the Executive Marketing and Communications department at Mohammed Bin Rashid Foundation (MBRF), and speaks to AUS Connect about her experience.

I have always wanted to join an educational institution that encourages spreading knowledge throughout the Arab world. The Mohammed Bin Rashid Foundation (MBRF) not only does that through its programme called Oktub which means “write”, but also translates prominent books from nine foreign languages into Arabic. The foundation produces a translation of one book per day which adds up to 365 books per year through the program called Tarjem, which, literally means “translate”. The foundation also encourages education by offering scholarships to any student from any Arab country who needs financial help in order to equip seekers of knowledge with education in various fields. Through Oktub and Tarjim programs and the offering of scholarships, MBRF encourages the spread of education throughout the Arab region.

My dream came true when I joined The Mohammed Bin Rashid Al Maktoum Foundation in 2009. Through this giant educational institution, and in a short period of time, I was able to gain a lot of experience in the fields of education and mass media. This knowledge and experience has tremendously influenced my work in the foundation.

Some of the projects and tasks I am responsible for so far include: Al Muntada Television Programme

This is a television programme consisting of a series of educational debates between individuals from all over the Arab region. The Arab Strategy Forum, the intellectual platform of MBRF, and Dubai TV, owned by Dubai Media Incorporated, have jointly produced this programme. The aim of Al Muntada television programme, by hosting 51 intellectuals and decision makers from all around the region, is to disseminate knowledge and freedom of expression through the development of cognitive knowledge and human abilities in the Arab region and take advantage of these capabilities to create a new generation of leaders capable of supporting the overall developmental efforts in various parts of the Arab World. This programme is being presented by Dr. AlHatlan, CEO of the Arab Strategy Forum, and co-produced by Fatma Salem AlShuwaihi and Mazin Olaiwi. I have gained great experience by working with the Arab Strategy Forum team through the preparation of topics for the programme together with Dr. Sulaiman AlHatlan. The most outstanding topics that were discussed in the program include the quality of education in the Arab region, overpopulation, and the knowledge economy. I have also worked as a coordinator for Al Muntada programme by communicating with many well-known Arab intellectuals throughout the Arab region. During the



filming phases of the program, I worked with the director, the producers, and the team of Dubai TV channel. This helped me gain relevant experience in working with television.

A Guide for Children

I was given the task of creating and writing a guide for children in the Arab world by getting in touch with them and their parents to increase their educational and scientific awareness.

Bait Alhikma (House of Wisdom)

I was responsible for receiving all enquiries regarding the Bait Al Hikma website. The website has studies and research that are considered an important source of information for seekers of knowledge and it provides its visitors with job opportunities and scholarships. The website also includes Maktabat Al Arab, which is the largest electronic library consisting of a vast number of books from various fields.

Tawasal Ma'ana (Contact Us)

I work with Tawasal Ma'ana and was responsible for receiving all visitors' inquiries through the MBRF website. I receive over 100 emails every week.

Covering news

In addition to the above, I'm responsible for covering the news of all MBRF events by attending meetings with the Vice Chairman and Managing Director of MBRF as well as writing and sending the news of the events to Arabic and English newspapers and media channels inside and outside the country.

A Media Guide for media channels

I worked on preparing a media guide for the different forms of media in the Arab region, which is considered a reference to all those who are interested in knowing the most important programmes and media channels all around the Arab region.

Designing a Plan for Oktub Programme

This was done through making a list of the different forms of media that will aid in distributing the programme's books.

Preparing a Complete Marketing Plan for Al Muntada Television Programme

One of my tasks also includes preparing a complete guide that includes the most important Arabic newspapers around the Arab region as well as coordinating with all forms of media to prepare interviews with Dr. Alhatlan, the presenter of Al Muntada programme.

Member of the New MBRF Website Development Committee

I am also a member of the website development committee, which is responsible for developing and enhancing the new website of MBRF. Finally, we are continuously working on many new projects for the near future that go in accordance with the work in a productive foundation like MBRF. We aim to reach our goals through successful educational and media strategies.

AUS Alumnae Honored at International Environmental Conference in Vietnam

Environmental Science students and alumni from AUS were honored at the first International Conference on Environmental Pollution, Restoration and Management held in Ho Chi Minh, Vietnam, recently.

Sara Badoura, who graduated in May, received a student research award following a presentation she gave on her research entitled "Chemical Characterization of Ground and Surface Water Quality at the Waste Nature Reserve, Sharjah, UAE, and Implications for Management." Badoura attended a training workshop prior to the conference on ecological and human health risk assessment and the application of environmental quality guidelines.

AUS Alumnae Laila Abdullatif and Jenny Haverila also received praise for their research. Abdullatif, who is currently working at Emirates Wildlife Society—WWF, presented her research on "Heavy Metals in Two Regionally Important Fish Species, the Hamoor and the Shari, from UAE Coastal Waters." Haverila, who is employed by Bee'ah, Sharjah's Environmental Company, presented her research on "Fecal Contamination of Ground and Surface Water at the Wasit Nature Reserve, Sharjah, UAE." Dr. Sandra Knuteson, Assistant Professor of Environmental Science and Faculty Research Advisor at the University, accompanied the

student Badoura and alumnae, Abdullatif and Haverila to the conference. "Being the first conference of its kind, AUS students and alumni had the opportunity to apply what they learned in the classroom to real world issues as well as interact in a similar atmosphere to their future workplaces," she said. Dr. Knuteson pointed out that the international community was very impressed with the quality of research, style of presentation and knowledge of the AUS team members.

The conference aimed at increasing public awareness of environmental issues and promoting change in the currently ineffective regulations on the environment in developing countries. the AUS team interacted with scientists from industry, government and academics from over 50 countries.



Dean Malcolm Richards Urges

1. What is the role of the School of Business and Management (SBM) in innovation?

Our international accrediting body, AACSB International, recently organized a task force on Business Schools and Innovation. Among the conclusions from the work of the Task Force was a recommendation that "...individual business schools should develop and regularly evaluate their contributions to innovation in society." Another of the recommendations was that "business schools should advocate for their role in innovation." I firmly believe that organizations and firms must innovate if they are to survive. The same could be said of business schools and universities. We must innovate if we are to retain our reputation as a leading institution in the region and one of the measures of our success will be how effectively we prepare our students to contribute to entities and society—including contributions through innovation.

2. Is there an increase in demand for business education?

The demand for business education continues to grow for a variety of reasons, including the competitiveness of today's world markets and the recognition that better skills and understanding are needed if organizations are to survive and prosper. Other contributing factors include the growth in the number of business schools, particularly in areas like China and India, and the increasing role of women in the work force. Strong technical skills within an organization will not necessarily lead to success if management skills are lacking and entrepreneurial ventures cannot survive if there is not a sound business plan. Having a great idea is not, in and of itself, enough and too many entrepreneurial ventures fail for lack of a good business plan.

3. How do you think the masters programs at SBM contribute to the students' skills of leadership?

I do not believe that our graduates can be successful leaders if they do not first have strong communication skills, sound analytical and critical thinking skills, and self-confidence. Such skills engender the confidence that is necessary to merit leadership positions in organizations. Leadership, however, involves much more than just the skill sets that I have mentioned. Hopefully, through in-class discussions, case work, working in groups, and preparing for presentations, our students also develop the interpersonal skills that are an essential



part of leadership. Graduate business education that follows several years of work experience prepares students to be leaders as they come to understand how organizations operate and how people interact within those organizations. We encourage work experience prior to graduate studies because students are then able to bring into the classroom their own experiences and better relate the concepts they study to actual business situations.

4. Have you introduced any new programs recently, and does SBM have any plans for doctoral education?

The program introduced, or should I say re-introduced, most recently within the School was our Executive Master of Business Administration (EMBA) program. We believe that this is a highly innovative program that can enable young business leaders to advance further in their careers. The program is presented in integrated modules rather than the traditional three credit hour courses and the program content was developed with the goal in mind of providing graduates with the skills that they will need to help lead their organizations to participation in markets beyond our region of the world.

I would like to see doctoral education come to the UAE and to AUS, but only if we are able to commit the necessary resources to produce graduates who are capable of becoming successful researchers and successful academics. I believe that a PhD degree is a research degree. Not all PhD graduates will choose to pursue an academic career, and that is okay, but, nonetheless, I believe that the goal of PhD programs should be to prepare graduates for academic/research careers. The School has been working hard for several years now to achieve AACSB accreditation and that process should be completed within the next 12 months.

Alumni to Give Back to AUS

The school is also looking forward to moving into a new building next year and the additional space will contribute greatly to our development and to our programs. With the move to the new building, we are proposing a reorganization that will result in six academic departments rather than the current four.

5. What are the School's primary initiatives over the next few years in the midst of certain factors like new demands from students, global issues, and the demands from recruiters?

Such a reorganization will enable us to provide more rapid development within several of our disciplines and will contribute to efficiency as the School continues to grow. The Sharjah Islamic Bank Center for Islamic Banking was recently created and the development of initiatives and programs for the Center will be an important activity for the School. We will continue to emphasize the critical thinking and analytical and communications skills that we believe will enable our students to be successful and become business leaders. One of the initiatives we would like to pursue, as resources are available, is the creation of a Center for Leadership, and overtures have already been made to external organizations for funding for such a center. Our goal will continue to be that of preparing our graduates to make contributions and be successful in a global marketplace.

6. What are, in your opinion, the strengths of SBM?

I believe that our competitive advantages evolve from our strong faculty and from our capable students. When I arrived at AUS in January of 2006, I was somewhat surprised by the overall quality of the faculty and their eagerness to help move the School forward. Our graduates are destined, I believe, to be the future business leaders in this region of the world and that too is a significant strength for AUS.

The fact that we have received strong support from His Highness and from the University is also important. Business organizations have been growing and prospering in this part of the world, so our timing has been good as the opportunity has been there.

7. In your opinion, what distinguishes AUS' School of Business from its peer institutions?

Here I will be somewhat redundant, as I believe that it is the faculty strength, student strength, and

administrative support that has made (and continues to make) a difference. Our students know that they have to produce to succeed within the University—nothing will be handed to them without effort coming from their part. Any of our students can succeed, through hard work, but, also, any of them can fail (and have) by virtue of not doing the work.

8. Why were you interested in the deanship of SBM here at AUS?

When I was considering the move to SBM and to AUS, I saw an opportunity to gain experience in a dynamic part of the world and to contribute to the development of a young university and a young business school. I was attracted to the opportunity to be part of what I considered then, and still do, the leading business program in this region of the world. Another important factor was that I was impressed by the commitment from His Highness to build higher education in Sharjah and within this region.

9. How would you like alumni to help SBM achieve its goals?

The greatest strength of any university is the alumni and the alumni will make the difference in our ability to achieve our full potential. The reputation of a university over time will not be strong unless the alumni are successful—and unless they give back to the programs from which they graduated. Our alumni will help us by being our “eyes and ears” off campus and by helping us ensure that our programs are relevant and current.

The alumni can also play an important role in introducing us to their companies and organizations and to opportunities to participate in significant activities off campus. The most effective “advertising” that a university can do is through the alumni and *their success. We need our alumni to demonstrate the value of their education through the contributions that they make after graduation.*

10. Any additional thoughts (or figures) that you might wish to share with our readers?

I would simply remind us all that education is a life-long process and that the more we learn, the more we recognize how much there is out there that we know so very little about. Education is a process and in our pursuits, we will never reach, hopefully, a final destination.

AUS Alumnus becomes an Associate Editor for a Prestigious US Journal

Recently Dr. Engineer Wael Mouin Saleh, the first AUS graduate (graduated with honors) and the first AUS graduate to receive a doctorate degree, has been assigned as an associate editor for *ASCE Journal of Pipeline Systems Engineering and Practice*. He is the only associate editor from the GCC. The main responsibility of journal editors and associate editors is to establish and maintain the highest possible standards of technical and professional quality of all contributions to ASCE journals, in accordance with the obligations of editors in the Ethical Standards for ASCE Journals. To meet this responsibility, journal editors need the help of competent referees and, therefore, must give careful consideration to selecting them to review the papers submitted for publication. The editor selects the reviewers for particular submissions, monitors the review process, and resolves differences of opinion among reviewers and between reviewers and authors. The editor also determines the summary review decision, which normally follows from the reviewers' evaluations. Journal editors should be experienced and knowledgeable professionals in the fields of research or practice they represent.

The Journal of Pipeline Systems Engineering and Practice is a professional, authoritative technical resource that reports on a broad range of topics pertaining to the planning, engineering, design, construction, renewal, safety, operation and maintenance, asset management, environmental aspects, and sustainability of pipeline systems. An important technical reference for researchers and practitioners from academia, industry, and government, it presents in-depth information

on water distribution and transmission systems, wastewater collection systems (gravity and force mains), storm sewers and drainage structures/culverts, oil, gas, industrial, slurry, pneumatic and capsule pipelines, as well as conduit applications for power and communication cables.

Dr. Saleh is the development manager and the technical consultant of Drilltech Boring and Installation, Abu Dhabi, UAE. He is developing strategic plans that create guiding principles over critical projects designed to shape the Emirate of Abu Dhabi. His PhD research was sponsored by His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council and Ruler of Sharjah. Through out his career, Dr. Saleh received a number of awards and accolades for his research, including UK Honorary University Fellow, the Young Scientist Bursary Award at the 2004 Conference on Precision Electromagnetic Measurements, London, UK, where only 20 scientists were chosen worldwide; he was a presenter at the Britain's Top Younger Engineers conference, where he was among 95 of Britain's top young research engineers from university and industrial research laboratories who presented their work at the House of Commons, UK; and he was the only scientist from the UAE to receive an invitation letter from the conference chairman to attend the International Symposium on Microwave Technology, Fukuoka, Japan. Dr. Saleh got his PhD in Electrical Engineering from the University of Exeter in 2007 and he won UK Advanced Technologies Research Institute Award for the best PhD thesis.

Where Are You Now?

Laila S. Dahan, CAS, '05

I am an instructor in the Department of Writing Studies at AUS. I have been teaching writing at the University since 2003. I received my MA in TESOL from AUS in 2005. Obtaining the degree was a very important step in helping me become a full time instructor at the University. The courses were interesting, the work rigorous, and the professors excellent. My MA TESOL degree is an accomplishment I am very proud of. I am currently pursuing my PhD in language education. I enjoy researching and writing about international education, global English, language and identity and cross-cultural communication. Along with a job I love, my most rewarding role is that of mother to my two wonderful sons.



AUS Signs MoU with Bee'ah to Serve the Emirate of Sharjah

AUS signed a Memorandum of Understanding with Bee'ah aimed at enhancing cooperation between both parties in a number of areas that will be mutually beneficial, on May 30, at the AUS campus.

The agreement, which was signed by Chancellor Peter Heath and Khaled Al Huraimel, General Manager of Bee'ah, is a multi-stream partnership through which AUS and Bee'ah will collaboratively serve the Sharjah community. The three-year agreement aims to foster collaboration in a wide variety of areas between the two institutions, which include: recruitment and internships, sponsorships and lectures, recycling programs, events and functions, research and development, as well as mutual cooperation on the State of the Environment Report (SOTER).



SOTER is a research study that was compiled by Bee'ah in 2009 to review the state of the environment in the emirate of Sharjah. Through this partnership, SOTER will be transformed into a web-based tool whereby students conducting environmental research in Sharjah may upload data and research findings online.

Anisa Awad Represents UAE at Roger Hatchuel Academy

Anisa Farouk Awad, AUS Alumna '10 with a Bachelor of Arts in Mass Communication and a concentration in Advertising, represented the UAE at the prestigious Roger Hatchuel Academy during the Cannes Lions Advertising Festival that was held in Cannes, France, June 20–26.

Anisa, who had the highest grade point average in the Spring Class of 2010, was named the UAE's student representative during the UAE Young Lions Competition ceremony held on May 18 at Dubai Media City and was the only Arab to participate in the academy. The event was initiated by Motivate Val Morgan, the official representative of the Cannes Lions International Advertising Festival in the United Arab Emirates.

"As an AUS alumna, I want to showcase the great potential this region holds. By engaging actively in the academy's classes and activities, I aspire to contribute to the ever-growing reputation of AUS as a reputable institution offering excellent academic programs in the Middle East," Anisa stated. "AUS' effect on me is demonstrated through an accumulation of four years of hard work and perseverance to excel in all aspects of life, and being the only student selected to represent the



UAE at the Roger Hatchuel Academy is both a great honor and a challenge," she added.

The Roger Hatchuel Academy allows a select group of international advertising, communications or marketing students to interact with industry leaders. Participants attend seminars presented by key industry figures and observe exhibitions of the most successful work across all forms of advertising during the week-long festival, which is one of the most prestigious international advertising awards festivals.

AUSAA Founding Council Elects Officers for its New Leadership

The American University of Sharjah Alumni Association (AUSAA) held its first election on May 29, at the campus of the American University of Sharjah (AUS), after completing a year-long process of creating a self-governing alumni association.



The recent elections were the first held since the approval of its Constitution and By-Laws by the AUS Board of Trustees and the signing of the governing documents by His Highness Sheikh Dr. Sultan Bin Mohammed Al Qassimi, Supreme Council Member, Ruler of Sharjah, and President of AUS.

In cooperation with the AUSAA Board, the Office of Development and Alumni Affairs (ODAA) administered the election of representatives to

the Council. After a quorum was established, the following officers were elected by the members of the AUSAA Council to represent the next phase of the AUSAA and the 5,500 alumni of the University for the next two years:

- Eisa Al Ali, President
- Sheikha Azza Al Noeimi, Vice President
- Karim Abu Ajram, Executive of the Council
- Firas Hammad, Treasurer
- Khadija Al Madhoon, Administrator



AUSAA Founding Council Elects



26

Before electing the new board, former AUSAA Vice President Anita Akkawi highlighted the numerous achievements of the Association this past year. A few of the significant successes of this first year included the organizing of an Alumni Reunion which brought back 1,870 alumni to campus; launching new chapters in the UAE and elsewhere in the GCC; and creating the Alumni Business Forum and Career Fair, in which leading figures of industry presented seminars on the pressing issues of UAE business. The AUSAA Business Forum and Career Fair also brought in AED 2 million in contributions

towards scholarships for AUS alumni to pursue graduate studies. Founding Board President Sheikh Mohammed Faisal Al Qassimi, thanked all for “the unique opportunity to serve his alma mater and his fellow graduates in heading the AUS Alumni Association Founding Board.” He said that “AUS has given its graduates a solid and well-rounded education and the chance to participate in many extracurricular activities, so that they could handle a constantly changing world smoothly.” He was honored to be able to contribute to serving the University on so many different fronts.



Officers for its New Leadership



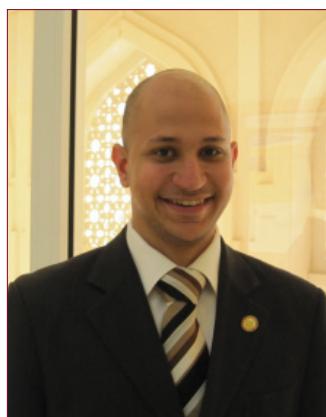
In addition, Chancellor Heath, extended his congratulations to the members of the newly elected Board and wished them well in fulfilling their responsibility of taking the AUS Alumni Association to higher heights of excellence, distinction, and achievement. He expressed his satisfaction at the high level of participation and involvement of the AUS alumni, and in "the dynamism that characterized the electoral process where a number of outstanding candidates competed. I am pleased at the great sense of community and cooperation, which shows the strength of AUS academic training and tradition as demonstrated by the election," said Dr. Heath. He also emphasized that the dynamic association reflects very positively upon its alma mater.

Dr. Nada Mourtada-Sabbah, Vice Chancellor for Development and Alumni Affairs, said that "this election marks a significant historical milestone, being the first exercise of the electoral duties of the Council since the adoption of the AUSAA Constitution and By-Laws and their ratification by His Highness the Ruler of Sharjah."



Chancellor Heath and Vice Chancellor Mourtada-Sabbah also expressed their sincere gratitude to members of the AUSAA Founding Board for their exceptional achievements during the past year. These members were: Sheikh Mohammed Faisal Al Qassimi, Founding Board President; Anita Akkawi, Vice President; Eisa Al Issa, Executive of the Council; Firas Hammad, Treasurer, and Kawthar Al Saulaimani, Administrator.

AUSAA's purpose is to connect and reconnect graduates with the University through powerful experiences and meaningful communication in order to provide multi-faceted support for the University. The association, one of the first of its kind in the entire Gulf region, is unique in that it regularly involves several thousand of its members in its governance and in many activities. The elected President, Eisa Al Eissa, expressed his gratitude for the overwhelming confidence that his fellow alumni placed in him. He stressed that he would not spare any effort in continuing to make AUSAA the most dynamic and active alumni association in the Gulf.



AUS Alumni in the News

Alumnus Saud Al Nowais



AUS Alumnus Saud Al Nowais (International Studies, Fall 2006), who is currently the UAE Commercial Counselor to the United States, appeared in national newspapers on September 29, 2010, on the occasion of a dinner he hosted in Washington, DC of a delegation of senior executives from the Advanced Technology Investment Company (ATIC), including Ibrahim Ajami, CEO of ATIC.

Ibrahim Ajami, (left) and Saud Al Nowais, (right) hosted a delegation of senior executives from the Advanced Technology Investment Company (ATIC) at a dinner with leaders from the semiconductor industry. Part of ATIC's mandate includes developing the semiconductor industry in the UAE, United States, and around the world. Ibrahim Ajami, and US executives from Global Foundries briefed participants on the company's objectives and the UAE leadership's vision for a global semiconductor industry. During his

remarks, Ajami highlighted the UAE's commitment to building a sustainable and diversified semiconductor industry. "Electronics continue to drive demand for advanced technology, and this expansion reflects that demand and the competitive position of this company," he said.

Saud Al Nowais, articulated the importance of ATIC's progress in relation to the UAE's burgeoning information and communication technology industry. "The UAE has shown particular interest in developing its ICT sector. In fact, the UAE is ranked first among Arab states," noted Al Nowais. The vice-president and general manager of Global Foundries also commented on the status of the semiconductor manufacturing facility in the state of New York and noted that Global Foundries has fabrication facilities in Germany, Singapore, and most recently announced plans to build a semiconductor plant in Abu Dhabi.

AUSAA Gives Green Light to the “Research Chapter”

In line with the AUS Alumni Association's (AUSAA) Constitution and By-Laws, the AUSAA Executive Board recently approved the formation of the new Research Chapter.

Proposal

The AUS alumni who are either masters, doctoral students or who have already earned their doctoral degrees propose to create a Research Chapter of the AUS Alumni Association. The purpose of the chapter is to formalize a group where doctoral students or doctorates can discuss and collaborate on research issues relevant to their respective fields. Serious research, almost by definition, requires a cadre of skilled people to evaluate ideas, identify strengths and weaknesses in the research field, and offer leads on where to obtain corroborating or other relevant data through professional networks or in published research. It is important to belong to a social-research group that provides camaraderie and support, as serious graduate students embark into the lonely world of creating original research and pushing the frontiers of their respective fields.

Rationale

An active alumni research chapter will not only serve the needs of individual doctoral students for a mutually beneficial support group, but it will also enhance the visibility of AUS as a serious potential doctorate granting research institution. The activities of the research chapter will appear in printed news items and will create a “presence” within the different professions and disciplines and especially at conferences and symposia. We would anticipate a particularly strong presence of the chapter within professional associations in the UAE and those throughout the GCC. AUS will increasingly be perceived as a research oriented university, whose mission is to create research relevant to the needs of the Gulf region. The research alumni will also serve as appropriate role models for bachelors and masters degree holding alumni, reminding them that they might also pursue doctoral work to advance their careers.

Officers

The doctoral students at AUS are ready to proceed with establishing the chapter. Dr. Wael Saleh, AUS Alumnus (CEN, Class of 2001), has volunteered to serve as the representative on the Alumni Research Chapter, who in turn will provide members of the research chapter with information from the wider Alumni Association that may relate to their mission.

Official Responsibilities

As a start-up chapter, the primary duty of the Council representative will be to serve as the liaison between the AUSAA Council and the members of the research chapter. This duty calls for keeping the members informed of all activities of the associations initiated by the Council.

As with any professional chapter, the main purpose is to keep the alumni membership involved in activities and information that will serve their needs, especially in advancing their research. By the time new doctoral degrees are offered, for example in the physical sciences, English, translation or other field, we anticipate that subgroups will form around respective disciplines or related fields (e.g. engineering and physics/chemistry). The graduate alumni would also want to be involved in all professional activities and events on campus and in professional gatherings throughout the country and beyond. They would want to know more about job opportunities that may arise through the chapter “grapevine.” Getting a few of them together to informally discuss ideas and ways of dealing with various obstacles will also be of great help.

To contact the Research Chapter Representative or to know more about how to be active with the Alumni Association, please contact ODAA by sending an email to: odaa@aus.edu

29

AUS Alumna Recognized

Alumna Raghda Shihab (CAS, '09) was recognized as the Sharjah Chamber of Commerce and Industry's employee of the month this past October 2010. Shihab was recognized for her dedication and professionalism in carrying out her duties at the Sharjah Training and Development Center (STDC). Miss Shihab received a prize from his Excellency Mr. Ahmed Mohammed Al Midfa, the Chairman of the Sharjah Chamber of Commerce and Industry.

Raghda Sakr Shihab graduated in 2009 from CAS with a degree in International Studies. She began working at AUS in July 2010 as a Sales and Marketing coordinator in the School of Business and Management. Her job duties include working as a coordinator between the Sharjah Chamber of Commerce and Industry and SBM.

The Sharjah Training and Development Center (STDC) is a joint effort of the Sharjah Chamber of Commerce and Industry (SCCI) with the School of Business and Management at the American University of Sharjah established to provide learning and development opportunities for businesses in Sharjah and the UAE.”



SCA signs MoU with AUS

The Emirates Securities and Commodities Authority (SCA) and the American University of Sharjah recently signed a Memorandum of Understanding (MoU), to boost bilateral cooperation in various areas, including professional advice, institutional support and development, scientific research, human resources and administrative development and training.

Abdullah Al-Turifi, Chief Executive Officer, SCA, signed the agreement with Dr. Peter Heath, Chancellor of AUS, at a ceremony that was held at the AUS campus on May 13.

Speaking on the occasion, Al-Turifi said that this is a very important partnership for both institutions. He indicated that according to the agreement, the SCA will offer internship and summer training programs to AUS students, and facilitate scientific research and field studies for AUS faculty and students in areas related to SCA activities.

In a step to boost partnerships between AUS and a number of local and federal institutions, Dr.

Heath said that AUS was looking forward to this mutual cooperation between the two institutions and strongly believed that this partnership will prove very fruitful.

According to the MoU, the two institutions will cooperate in a number of areas, including areas of institutional support and development, in general, and administrative and human resources development, in particular. They will also collaborate in organizing conferences, workshops, forums and training programs, which will feature and discuss the latest developments and best practices in areas of mutual interest. In addition, they will also collaborate on joint programs and projects.

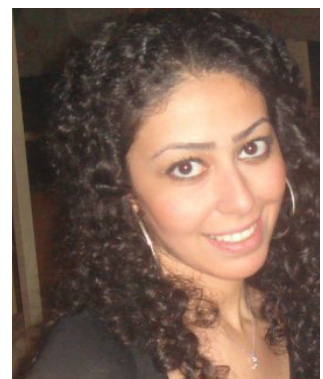
AUS will, among other things, provide SCA staff the opportunity to benefit from training programs and professional advice by offering access to on-campus conferences and events as well as research facilities such as the University library. The SCA, on the other hand, will provide training opportunities related to SCA activities and operations to AUS students, in the form of summer internships.



Where Are You Now?

Arezo Samimi, CAS, '04

I graduated from AUS with a BA in International Relations and a minor in Mass Communications in 2004. After my graduation, I joined a private equity firm called Abraaj Capital in Dubai and worked as a Personal Assistant to the investment team, including senior vice presidents, for a year. After that, I got married and moved to Kuwait with my husband. In Kuwait, I worked at the American Bilingual School as a Social Studies teacher. I am currently pursuing my Masters in Human Resource Management and Development at the University of Leicester, UK, by distance learning. Thus, I'm spending most of my time focusing on my studies, readings, and research.



AUS Alumni Association Board Appoints Alumnus Abo Jarad as AUSAA Treasurer

Alumnus Musbah Abo Jarad, AUSAA Treasurer (CEN/'04).

Musbah graduated from AUS with a degree in Mechanical Engineering and holds a Masters degree from Wollongong University in Quality Management. He is currently working as a pre-qualification engineer at Aldar Properties. Musbah previously worked as a field engineer at Schlumberger. He nominated himself for the position of Treasurer, which has recently become vacant upon Firas Hammad's resignation, as he has a strong passion for alumni development and believes it is important that the AUSAA Board is filled with active alumni who represent the alumni body and bring their ideas to the forefront.

Serving as a Treasurer is not new to Musbah as he has served in this role for the charity club at Schlumberger. He was also one of the founding members of AUSAA and has consistently participated and assisted in many alumni activities at both AUS and regional levels.



National Oilwell Varco Holds a Recruitment Open Day at AUS

In collaboration with and support from AUS' Office of Development and Alumni Affairs (ODAA), worldwide integrated oilfield technologies company, National Oilwell Varco (NOV) held its recruitment Open Day at AUS' campus on April 29, 2010. Following a presentation about its profile and nature of its operations, NOV conducted a series of one-on-one interviews with 23 AUS graduates and alumni during the one-day event.

The initiative is part of NOV's ongoing efforts to identify promising talent and skills among AUS graduates and alumni and develop such competencies into exceptional careers. The interviewers all praised the technical, interpersonal as well as communication skills that some of our alumni possessed. According to Ms. Jeanette Aazan,

HR and Employee Development Officer at NOV, "I thought the AUS graduates were great. The fact that they all speak multiple languages is a big plus for them. I would encourage them to work on "marketing or selling" themselves to companies. While some were great at this, others could use some work that will usually come with more interviews. Most of them (AUS graduates and alumni) had internship experience and obviously the more internships in our industry, the better."

According to the company's website, *Fortune Magazine* recently named NOV as one of the "World's Most Admirable Companies" and fourth most admired in the industry category Oil and Gas Equipment, Services.



A Message from the Director for Institutional Advancement



Dear fellow Alumni,

32 | I would like to take this opportunity to congratulate all members of the Alumni Association and the Office of Development and Alumni Affairs (ODAA) who worked hard on organizing this year's AUS Alumni Business Forum and Career Fair. It was truly a great success!

The Alumni Business Forum not only brought in various high-profile senior executives, CEOs, and chairmen of companies, but also connected them with one another. This event was the first of its kind in the history of AUS and the magnitude of its success was really off the charts. The alumni, students, and staff really enjoyed the interactive panels that took place during the forum and found it very beneficial to discuss contemporary issues with such intellectuals.

Additionally, ODAA recently organized the first elections of the AUSAA board after the signage of the Constitution and By-Laws. The elections took place during the council meeting on May 29th. I am proud to say that the electoral process went very smoothly under the leadership of the AUSAA Founding Board, where a number of outstanding

candidates competed. Congratulations to the members of the new board!

Moreover, we are in the process of updating the Alumni Information Database in order to maintain our relations with all our alumni through continuous communication. We have various small-scale projects in the pipeline that are targeted to enhance the services that ODAA provides to its alumni and which we will communicate to you in due time; so stay connected.

With a vision to be the best Institutional Advancement operation in the region, our office contributes to the mission of AUS by providing comprehensive and life-long support and services to AUS' alumni. In terms of clarity, an Institutional Advancement division is a unit of an institution that is focused on the improvement of the entity. Our division does that primarily via five areas: Alumni Affairs, Development, Corporate Relations and Outreach, Career Services, and Marketing and Communication.

I would like to urge you all to send us your queries, opinions, and comments as your suggestions matter to us and will positively contribute in making this office focus more on the services that our alumni demand. So please, never hesitate to approach us whether it is by visiting our offices that are located on the mezzanine floor of the main building next to the cashier, or calling any member of our team or even sending us an e-mail at odaa@aus.edu.

Finally, we, the Office of Development and Alumni Affairs are a fairly new entity and ask for your support and patience. We look forward to your continuous cooperation, as without your help, our office will fail to function effectively.

Abdullah Elshazly
Director for Institutional Advancement

AUS Alumna, Tahmina Mehdi, Completes Internship at the White House

Tahmina Mehdi, AUS Alumna '09 with a degree in Mass Com. and a concentration in journalism, recently completed a prestigious internship at the White House in Washington, DC.

She is the first AUS graduate and resident of the UAE who has been offered this internship, among hundreds of American candidates. At the White House, Tahmina worked in the First Lady Michelle Obama's Correspondence Office.

Upon her return to the UAE, Tahmina was offered an internship at the US Mission to the United Nations in September. She has postponed her graduate program to take up this exciting offer. After that, Tahmina will be joining Syracuse University in a joint MA/MS program in Public Diplomacy at the Newhouse School of Communications/Maxwell School of Public Affairs. Tahmina is the daughter of Dr. Haider Mehdi, adjunct professor, and Laurial Mehdi, Associate Director of the Achievement Academy at AUS.



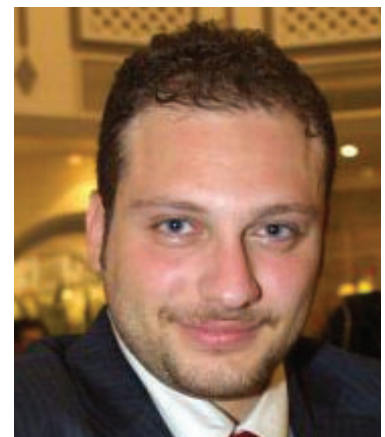
Where Are You Now?

Salim El-Naaj, CEN, '05

Since I graduated from AUS in 2005 with a Bachelors degree in Computer Engineering, I have been introduced to a world of opportunities in the realm of information technology, specifically in the fields of computer and data networking. I have worked for the IT outsourcing giant, EDS (now an HP company) as an Infrastructure Associate. In that capacity, I was introduced to the world of IT outsourcing, and how global multi-national companies address the challenging task of IT delivery and support across their highly variant functions.

Fascinated by this field, I decided to further my knowledge and experience by undertaking a Masters Program in Computer Networks at Dalhousie University, Canada. During my studies, I received the prestigious Cisco Scholarship for Academic Excellence, as a high achiever. Furthermore, after my graduation I came back to the UAE and joined Injazat Data Systems, one of the IT outsourcing leaders in the UAE, as an Infrastructure Analyst within the Network Operations Team. I have progressed from entry-level support to High Tier Operations Support personnel. After several initiatives for improving the operational environment, I was promoted to be the Network Operational Engineering team leader, leading all activities pertaining to network operations management, policy/process definition, and other standardization initiatives such as "ISO 20000". I also serve as a focal point for many of the business related initiatives within the Networking and Security Department such as service level agreements, statements of work, resource management, and mentoring.

I believe the strong technical and soft skills foundation that AUS provided me with has enabled me to take on all kinds of challenges with an arsenal of knowledge, leadership and pure passion for further educating myself. I owe much of my professional progress to AUS, and hope that one day I will be able to give back to the University.



AUS Corporate Friends Contribute to AUS Alumni Success

The first AUS Alumni Business Forum was held on April 13, 2010. Like any other event that aims towards the development and growth of our alumni and alma mater, our corporate partners or “friends”, as we at the Office of Development and Alumni Affairs (ODAA) prefer to call them, play a very crucial role in helping us sustain this vision. One such corporation that we are very proud and honored to call our friend is Mubadala Development Company (Mubadala).

Mubadala is a catalyst for the economic diversification of the Emirate of Abu Dhabi. It brings together and manages a multi-billion dollar portfolio of local, regional, and international investments. The company partners with leading global organizations to operate businesses across a wide range of industry sectors including aerospace, energy and industry, healthcare, information communications and technology, infrastructure, and real estate.

According to the company's Senior Advisor on Learning and Development, Mr. Zouheir El Jarkass, the country's talented and well-trained labor pool is perhaps the most important asset of the UAE as the company collectively grows from a largely extractive economy of the earth's natural resources, to be refined elsewhere, to an informational economy where ideas and new concepts are developed here for export.

As the top ranked university in the UAE by many measures, Mr. El Jarkass believes that AUS is renown for its alumni, who know how to solve problems by applying the theoretical concepts of engineering, architecture, business, and the arts and sciences to real life problems that they encounter at work. Mr. El Jarkass states that “AUS has become, not only a full partner but a leader in its own right along with the private and public sectors in transforming the UAE as the major idea-producer for the Middle East”.

By inaugurating the AUS Alumni Business Forum this year, Mubadala feels that AUS alumni show innovation in connecting well-trained and enthusiastic young personnel with the production, marketing, and distribution processes and are now well positioned to help push companies forward with leadership to where they need to be.

ODAA appreciates the platinum support that Mubadala provided in helping the Alumni Association and this office secure the success of the first ever business forum organized at AUS. However, we also wish to thank our other corporate friends who continuously believe and trust in AUS:

- Gold Sponsors: Crescent Petroleum, Al Habtoor Leighton, Masdar Institute of Technology, and Al Faisal Holding
- Silver Sponsors: Petrofac, Abraaj Capital, and Fast Building
- Bronze Sponsors: Bee'ah, Kharafi National, EIAST, General Electric, and Sun Engineering & Construction.

If you are a corporation that wishes to partner with the Office of Development and Alumni Affairs in any of its programs or events, please send us an email on: rgaber@aus.edu

AUS Alumni Recruited in Top Companies

The Office of Development and Alumni Affairs (ODAA) recently conducted a study to determine the top 15 employers of AUS alumni. The results of this study are below:

- American University of Sharjah (AUS)
- Petrofac
- Consolidated Contractors International Co. (CCC)
- Abu Dhabi Distribution Company
- Etisalat
- MBC Group
- Deloitte & Touche
- Dubai Electricity & Water Authority (DEWA)
- Roads & Transport Authority (RTA)
- du
- Abu Dhabi Transmission & Despatch Company (Transco)
- National Petroleum Construction Co.
- Sharjah Electricity & Water Authority (SEWA)
- Standard Chartered Bank
- HSBC Bank

AUS Alumni Hold Highest Positions

The Office of Development and Alumni Affairs (ODAA) would like to convey its pride in all its alumni who continuously prove and demonstrate the success of our Association and alma mater. Thanks to our alumni, AUS graduates now hold some of the highest ranking positions in the marketplace. Some of these alumni who continuously let us hold our heads high include:

Name: Humaid Al Ajmani

Designation: Director

Employer: Etisalat

Degree and Class of Graduation: CEN, Class of 2008

Name: Mohammad Bushanain

Designation: Executive Director of Business Centre

Employer: Department of Economic Development

Degree and Class of Graduation: SBM, Class of 2003

Name: Sabah Ismail

Designation: Manager of Projects

Employer: Dubai Electricity and Water Authority (DEWA)

Degree and Class of Graduation: CEN, Class of 2003

Name: Noorah Shattaf

Designation: Manager of Performance Management

Employer: Dubai Electricity and Water Authority (DEWA)

Degree and Class of Graduation: CEN, Class of 2008

AUS Alumni Working at AUS



"I am very fortunate to be a part of this esteemed institution"

Maher Chebli

(Student Recruitment Officer-Office of Enrollment Management)

After graduating from AUS with a Bachelors in Marketing and MIS, I have had the pleasure of working at AUS as the Student Recruitment Officer in the Office of Enrollment Management since 2005. Our department can be thought of as the face of AUS as it's the first impression applicants tend to get before deciding to join the University. This demands that I am always on my toes when dealing with parents, students, and school counselors. It also requires in-depth knowledge of all aspects of the University when introducing AUS to potential applicants locally and internationally. I am very fortunate to be a part of this esteemed institution, which has assisted me in developing my personal and interpersonal skills and helped shape me into the man I am today.



"I was able to implement many concepts that I studied in my masters program"

Diana El-Najjar

(Telecom Engineer-Information Technology Department)

I joined AUS back in 2005 as a Telecom Engineer. My main responsibilities include the provision of the telecom technical services and support for the entire campus. I graduated with a Masters degree in ESM in 2009; where I successfully completed a project on characterizing the IT portfolio management process at AUS that focuses on the IT investments decision-making processes. Due to AUS' continuous-growth, I was able to implement many concepts that I studied in my masters program; this also gives me the opportunity to grow with it. I also love AUS' working environment and appreciate the encouragement and support of my superiors who always emphasize that we continuously learn through application.

“Mozaik” Stems from Mohammed Zaki’s Name

Mohammed Zaki, AUS alumnus, owns Mozaik Design studio

In your own words, tell us about yourself and your business.

I am an architect by profession, but my true passion lies in design and creation; starting from buildings, furniture and landscape to appliances.

What ignited the spark in you to start a new business venture?

What ignited the spark was my constant frustration with the way in which the design process was handled in the large multi-national firms that I worked for. It was dealt with in a manner similar to the way cars are mass-produced. Different people/stations were pigeon-wholed into generating the same task over and over again. The main emphasis was not on the quality, but on the speed with which the final output was created. Unrealistic deadlines had to be met and according to those companies that was the most efficient way to do it. I personally felt that my learning curve was becoming more and more flat. Furthermore, my enthusiasm towards that sort of working environment at that time, started to drop. Therefore, I began putting together a business plan for a design studio that I felt would be my salvation; a way to return to the essence of design and a means of expanding my knowledge through first-hand experience.

How did you come up with the idea for your business?

A friend approached me with the possibility of designing a number of villas for him. I conducted a detailed business plan along with a close friend of mine that entailed everything in terms of costs, revenue, etc. in order to be able to assess if pursuing a personal business was a realistic scenario.

Describe/outline your typical day?

Since I am still in the beginning phases of the start up of my business, I can't really say I have the same day everyday as of yet. Generally, however, I can say that my day would begin around 9 a.m. I follow up on all my administrative paper work such as final municipality stamps and licensing. The next step would be to outline a to-do list to make sure that I have specific tasks to achieve during that day. Then I would start completing all the listed tasks.

Those would typically include liaising with clients, designers, and others. After that, I would move to the



actual design work based on an outlined presentation mock-up of deliverables. So far, I can't really say my day would end at a specific time. My day only ends once my tasks have been completed.

What problems/risks did you encounter during your start-up?

The biggest problem that I faced was obtaining the professional license. The process was a lot more tedious than I had initially anticipated due to the numerous policy changes that were put into effect as of 2010. In terms of risks, the major one was financial. To lose the security of a fixed income coming in at the end of each month from a job is definitely a hard pill to swallow.

What has been your biggest challenge to date?

My biggest challenge to date, without a doubt, was taking the decision to pursue this design studio business, and to ensure that it is correctly set-up right from the start in order to avoid any complications in the future.

What business achievement are you most proud of?

I would have to say the signing of my projects. It's always hard to be able to convince a client to put their trust in a newly formed business.

How do you handle tough business decisions?

I handle tough business decisions with the understanding that mistakes are inevitable; once they occur the most important thing is to walk away from them with the knowledge of how to avoid them in the future. The only thing we can be sure of as individuals is the effort, research, and guidance that we put into every decision.

How did you come up with the name of your business?

The name of my company, Mozaik design studio, has two roots. The first one stems from my name Mohammed ZAKI with a slight adjustment of letter location to create a word with meaning and metaphorical relation. The original word, mosaic, refers to the services that we intend to provide. Not in a literal manner but rather a metaphorical one. A mosaic is a number of smaller pieces that once collected together create the overall picture. Similarly, I intend to bring all the pieces (architecture, interior design, landscaping ,etc.) together in order to create the final piece of art.

If you were starting again, what would you do differently?

I don't think I would do anything differently.

How did your AUS education help you start your own business?

It played a big role. The education that I received, as well as the skills I obtained all played a vital role in providing me with the confidence to pursue my own business.

What advice do you have for AUS graduating students and alumni who want to become entrepreneurs?

If the opportunity arises, take it in stride. Procrastination never leads to a favorable outcome. However, this does not mean to neglect all the careful planning that goes into pursuing your own business.

In one word, characterize your life as an entrepreneur.

Independent.

What do you do in your non-work time?

I generally exercise as well as play sports. I also constantly try to expand my social network

Where do you see yourself and your business in 10 years?

The next phase is to keep pushing the diversity in the design aspects of my studio. Hopefully in 10 years I see myself retired, still designing though, but out of passion only and not out of necessity. With regards to my business, I see the name being synonymous with quality and creativity; I also see it as a canvas for all designers from different fields to showcase their talents in a collaborative and educational environment that focuses on generating a high quality final product.

Where Are You Now?

Ramla Shihab, CEN, '07

I am proud of being an AUS alumna. During my education, I went through many difficulties, but eventually I achieved success by obtaining my Bachelors degree in Computer Science in 2007. Whenever I come back to AUS, I feel I'm at my second home; neither the door of Admissions nor any department turned me down when seeking help or advice. During my study period at AUS, I managed to develop my professional skills. Majoring in Computer Science assisted me in getting a certificate in Microsoft Certified System Administrator, Microsoft Professional, and A+ (Computer Support Professionals). I have been working in the Academic Computing Group at AUS as an IT-Specialist since 2007. As a member of the AC support team, I support both the academic and the non-academic departments. I have been given the opportunity to explore different experiences from several departments, such as the School of Business and Management, the College of Arts and Science, the Intensive English Program, and the Testing Center. AUS is a challenging place, which keeps employees busy and up to date by allowing them to explore new opportunities within their fields. One of the most successful events that took place recently was the Alumni Business Forum. It was organized by the Office of Development and Alumni Affairs. I would like to see more of these events on campus that bring further success to AUS as a high quality educational entity. I am looking forward to continuous success in my career at AUS and to grow with AUS as it enters its golden age.



AUS Signs MoU with Barclays Bank Enabling Students to Join the Bank's Workforce

AUS has signed a Memorandum of Understanding with Barclays Bank UAE, which is aimed at enhancing cooperation in the areas of recruitment, sponsorship, knowledge exchange, and training. The ceremony was attended by Chancellor Peter Heath, and Amal Al Bayari, Barclays Emiratisation Manager, as signatories.

According to the two-year MoU, the University will assist Barclays Bank in meeting its employment targets by encouraging students and graduates to apply for jobs at the financial institution, while Barclays will give AUS students a chance to participate in internships and avail themselves of financial grants to support their education.

Where employment opportunities are concerned, Barclays will give priority to AUS graduates provided they meet the bank's requirements. The two parties will also coordinate on presentations and visits geared towards the exchange of knowledge in relevant areas. Selected students of the University will also be expected to represent Barclays at exhibitions, public activities, colleges, or any other projects done by Barclays Bank.

AUS will also work closely with the bank to promote HR related projects and events beneficial to both parties. A quarterly Performance Indicator will be prepared for benchmarking the progress of the objectives set by both partners.

Where Are You Now?

Hala El-Rahal, SBM, '05

I currently work for SunGard Higher Education as a Solution Centres Project Leader. My job is mainly delivering technical and functional solutions to different higher education institutes all over the world.

SunGard Higher Education (SGHE) provided the American University of Sharjah, as well as more than 1,600 other clients around the world, with the Banner and Banner Self Service systems as well as several other higher education administrative systems.

This is going to sound like a short history lesson, but an interesting one really. In the fall of 2001, AUS announced the launch of an administrative system called "Banner". The purpose behind this system was -among other things- to allow students to register in their courses independently without the help of college staff - unless it was needed of course! Students, at first, were sceptical about the whole endeavour and its purpose but over time, they knew that it was a much better and easier way to register for their courses and check their academic progress.

Two months after my graduation in 2005, I had an interview with SGHE and I was assigned a technical analyst role in the company. I worked my way up the ladder of success and I got to where I am now. I still think that this can never be a coincidence, this must be karma!

Albert Einstein once said "There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle." I would love to live by the latter really because I believe that a lot of the things happening in our lives are in simple terms "miracles".



Hirings through ODAA Career Services

As part of the Office of Development and Alumni Affairs (ODAA) Institutional Advancement strategy, the office engages in offering private and public organizations and institutions several efficient means to recruit highly skilled and talented professionals at different levels of expertise and experience from AUS' high caliber pool of talent. ODAA wishes to congratulate the following alumni on their new assigned job posts:

- Abdul Rahman Hammad (SBM, Class of 2009) now working with Smith & Newpew FZE
- Abdul Wahab Kabani (CEN, Class of 2009) now working with eSolutions Maximo
- Ahmad Al Baw (SBM, Class of 2008) now working with GRMC Company
- Ahmed Barbour (SBM, Class of 2009) now working with Emitac
- Alya Al Dossary (Public Administration, Class of 2008) now working with Schlumberger
- Bayan Al Khatib (MBA, Class of 2008) now working with Schlumberger
- Hadeel Nassar (SBM, Class of 2009) now working with Emitac
- Haneen Al Jaabari (SBM, Class of 2009) now working with Schlumberger
- Jihad Ghaith (SBM, Class of 2009) now working with Beiersdorf East FZCo
- Laila Shawa (SBM, Class of 2009) now working with Schlumberger
- Razan Ishak (CAS, Class of 2008) now working with MBC
- Reem Abdullatif (SBM, 2009) now working with Unilever
- Shafiq Yousef (SBM, Class of 2008) now working with Beiersdorf East FZCo
- Tareq Zaki (SBM, Class of 2008) now working with Schlumberger

Alumni Testimonials

Jihad Ghaith (SBM, '09):

"Thank you for providing us with this great service that gives us great opportunities to start our careers with such huge multinational firms, in fields that are of great interest. I will always remember how you have helped me out and I appreciate your hard work".



Laila Shawa (SBM, '09):

"I want to thank you deeply for the help you gave me; starting with your guidance on how to conduct a successful interview, to helping me get the Schlumberger job opportunity as well as all the follow up you did afterwards. You staying in touch with me to make sure that everything was going fine meant a lot to me".



To learn more about the Career Services offered by ODAA, please contact Ms. Yara Libzo (ylibzo@aus.edu)

AUS Launches the AUSAA Ramadan Event Season

The American University of Sharjah Alumni Association (AUSAA) and the Office of Development and Alumni Affairs (ODAA) organized a series of events throughout the month of Ramadan. The objectives of these events were to build on the strong relationship between AUS graduates, their fellow alumni, and their alma mater as well as to enhance their health and social practices during the holy month.

The first event was a Ramadan Iftar that hosted about 550 AUS alumni on the AUS campus on August 23. "[AUS alumni] have mastered the spark of creativity that is the essence of an AUS education... Just as you are all moving forward in life, AUS advances as well," said Chancellor Peter Heath on the occasion.

Dr. Nada Mourtada-Sabbah, Vice Chancellor for Development and Alumni Affairs, welcomed the visiting alumni. "We convene tonight to bring together our alumni... as one might bring together members of an extended family gathering during the holy time of Ramadan to rekindle and nourish relationships," she said. The iftar also included a presentation by Eisa Al-Ali, President of AUSAA, who addressed those present by expressing his happiness to see them. He shed light on the structure of the Association and highlighted the numerous achievements of the Association this past year. These included the organizing of an Alumni Reunion, launching new Chapters in the UAE and in the Gulf region and creating the Alumni Business Forum in which leading

figures of industry presented seminars on the pressing issues of UAE business.

The second Alumni Iftar was organized by the AUSAA Abu Dhabi Chapter on August 28, at the Fairmont Bab Al Bahr, Abu Dhabi. This marked the launch of Abu Dhabi chapter. The event, included an iftar followed by an address by Dr. Heath, who wished the attending 350 alumni and their families well during the holy month of Ramadan. He also expressed his happiness at the active AUSAA and the activities being organized.

Distinguished guest speaker, Mr. Trad Mahmoud, CEO of Abu Dhabi Islamic Bank (ADIB), drew a large and enthusiastic audience of AUS alumni when he began talking about his early days at college and his career path. He has held various senior corporate finance and banking assignments in Canada, Europe, Bahrain, and the UAE.

Reflecting on the basis of Islamic banking, Mr. Mahmoud pointed out the importance of being ethical in the workplace as well as in life. Mr. Mahmoud also advised alumni to do the work they like doing and if they are working in fields of their choice then they should settle in their jobs and avoid changing jobs continuously for that small marginal increase in salary, in order for them to assure growth in the industry. He explained to the audience the concept of Islamic banking and how ADIB produces Islamic financial solutions for the global community.



Al Ali, President of AUSAA, also addressed the alumni expressing his contentment at seeing faces he recognized in Abu Dhabi. Al Ali pointed out that Abu Dhabi has the second largest AUS Alumni community. He also congratulated the Abu Dhabi Chapter on its first Iftar event.

The Abu Dhabi Iftar concluded with a few comments from Mr. Samer El Gamal, AUSAA Abu Dhabi Chapter Representative, who encouraged alumni to join the Abu Dhabi Chapter and promised them more attractive events and activities in the near future.

In addition to that, an AUS Alumni Dubai Suhoor was held at Al Asateer Tent at the Atlantis Hotel on September 2, which hosted about 100 Alumni. The alumni were greeted by the newly elected board of the AUSAA and the gathering was an opportunity for the alumni to meet their old friends and build social and business relationships with new fellow alumni.

The First AUS Alumni Ramadan Soccer Tournament concluded the Alumni Ramadan Events series. The games started on August 25, 2010 at Al Noor Centre for Special Needs in Dubai with qualifying rounds taking place on August 29 and September 1.

The indoor Soccer Tournament, which was inaugurated by Dr. Heath, Dr. Mourtada-Sabbah, and alumnus Al-Ali, aimed to bring together those alumni who share a similar passion for football. Around 80 alumni from different graduation classes and academic backgrounds participated in the games. They organized themselves into eight teams that played enthusiastically in order to be crowned the winner of the tournament.

Four teams qualified for the semi-finals and finals round that was held on September 5. Those teams included "Civil Engineering", "ASP", "InterMilan" and "Moataz's Team". After a breath-taking game, both "InterMilan" and "ASP" faced each other at the finals in which "InterMilan" successfully beat "ASP" (3-2) during the last minutes of the game; making them the champions of the first AUSAA Soccer Tournament.

The crowning ceremony was held at the end of the finals match wherein alumnus Al Ali, AUSAA President, presented the bronze medals to team "Civil Engineering," silver medals to team "ASP," and the gold medals to team "InterMilan" and the tournament's trophy to alumnus Mohammad Zaki Hamdan (InterMilan's Team Captain).

"The tournament was very exciting in the sense that it was great to see alumni who had graduated between 2001 and 2010 all participating together in this healthy competition" said Alumnus Rami Jaber, AUSAA Events Chapter Representative. Jaber added "...even though it was just football, new friendships have been bonded and an increasing interest from all participating alumni on how to be more active in their association was clearly noticed."





AUS Alumna and Entrepreneur Sara Nour

“Charms” Occasions

In your own words, tell us about yourself and your business?

My name is Sara Nour. I'm 23 years old, Egyptian and have lived in Dubai for 16 years. I have a Bachelors degree in Advertising with a minor in Psychology from AUS. Charms is a home-based chocolate business. Charms offers chocolate arrangements and favors for all occasions. Most chocolates are decorated and arranged according to the occasion and some are home-made such as colored chocolate lollipops. Occasions: Baby Showers, Weddings and Engagements, Graduations Easter, Ramadan, Christmas, Birthdays, Valentine's Day Chocolate Lollipops

When and why did you start your own business?

I started my business a year ago. I tried working in several fields such as Marketing and HR but have always felt as if there was something missing. The idea simply started by entering an art exhibition with a friend that displaying decorated chocolates and arrangements. I love decorating things and have an eye for detail. Since then I have been getting positive feedback and felt that this is what I would love to do.

Describe your typical day?

It depends on the orders I get; every day is different than the other.

What problems/risks did you encounter during your start-up?

When you start you take the risk of buying materials and working on them not knowing what will be the feedback you will get and whether it would lead to success or not.

What has been your biggest challenge to date?

At the beginning you spend a lot of money on the business more than you make profit.

What business achievement are you most proud of?

Following my passion, which for me is the key to success.

How do you handle tough business decisions?

It's a small home-based business at the moment so the decisions are not so tough to handle.

How did you come up with the name of your business?

A friend helped me with the name of my business.



If you were starting again, what would you do differently?

Everything is an experience and this is how you learn and grow so I don't think I would have done anything differently.

How did your AUS education help you start your own business?

Advertising – Helps me with the selling and marketing skills. Psychology – Helps me understand people's choices and favors.

What advice do you have for AUS graduating students and alumni who want to become entrepreneurs?

Follow your passion, when you love what you do, you are on a completely different level of your life and you become 10 times more motivated than when you do something because you have to. It may take a while trying different jobs until you figure out what you really want to do, so be patient and be open to new opportunities and challenges.

In one word, characterize your life as an entrepreneur.

Exciting.

What do you do in your non-work time?

Have fun and enjoy life.

What's next for you and your business?

I would love to open many chocolate boutiques which are unique and stand out from the rest and become an international brand one day.

Know Your

The Office of Development and Alumni Affairs (ODAA) at AUS was established in 2007. With a vision to be the best institutional advancement operation in the region, the office contributes to the mission of AUS by providing comprehensive and life-long support and services to AUS' alumni and students, by serving as the liaison between the University and alumni friends and organizations and maintaining mutually beneficial relations with parents, industry leaders, the corporate

Dr. Nada Mourtada-Sabbah **Vice Chancellor for Development and Alumni Affairs**

The VCDA's duties consist of leading the institutional advancement operations of the American University of Sharjah. Institutional Advancement is an umbrella term which encompasses alumni relations, development, corporate relations and career services, marketing, communication, and outreach. The Vice Chancellor is responsible for creating and leading a strong advancement team for the mutual benefit of AUS and the community.



Rania Morsi **Manager, Administrative Services**

I have been serving the University for the past ten years of which eighteen months have been in the ODAA. I have a BA in English Language and Literature and am currently pursuing my EMBA at AUS. Eventually, I will be an AUS alumna which I very much look forward to. I am responsible for the operational and administrative components of this young operation. It is a great pleasure to work in a multifaceted venture like the ODAA.



Rami Jaber **Corporate Relations Officer**

As the University's Corporate Relations Officer, my responsibilities include developing and maintaining professional partnerships with corporations, especially firms run or owned by our alumni or their parents, and building relationships with friends of the University to secure sponsorships of mutually beneficial projects, in a comprehensive effort to facilitate our vision of sustaining development for the alumni, the University, and our society. As the AUSAA Events Chapter Representative, I am also in charge of organizing and managing most of our high profile events. I am always glad to hear your feedback, so never hesitate to approach me if I may be of any assistance.



ODAA...

community, and faculty and staff to ensure the continued growth and financial strength of the institution. ODAA also provides resources and furnishes state-of-the-art services to prepare a broadly educated and talented workforce. It also provides research initiatives, executive capacity-building and training opportunities, and outreach programs. Meet the members of the ODAA team.

Nadia Arab **Senior Administrative Assistant**

My duties begin with providing administrative support for the Office of the Vice Chancellor for Development and Alumni Affairs by managing the calendar, scheduling appointments, receiving visitors, organizing conference calls, arranging travel schedules for the Vice Chancellor's business trips, maintaining the filing system, directing all incoming calls to appropriate parties promptly and efficiently--and the list goes on. It's a very exciting job with one day never like the other.



45

Abdullah El Shazly **Director for Institutional Advancement**

My main task is to develop and manage a comprehensive program of alumni activities and events that retains positive relationships with graduating students and alumni. I also serve as the Director of Alumni Affairs on the AUSAA Board and convey the needs of the alumni leadership to the University and the needs of the University to the alumni leadership.



Mohamed Yassine Otmani **Manager, Alumni Career Advancement**

I assure liaison between the University and the corporate world by providing multiple services to our students, graduates, and corporate partners. We attract sponsorships to enhance the provision of services to students and the University community through the organization of several events like the Alumni Business Forum and Career Fair, Job Search Preparation day, and training and workshops in collaboration with partners and AUS faculty.



Know Your

Firas Hammad **Corporate Relations Officers (Parent Council)**

My position entails that I develop plans to engage parents and alumni in multi-faceted support for the University. I coordinate all the activities that seek the involvement and support of alumni parents, and I develop an extensive database of companies owned or run by AUS students and alumni parents. Furthermore, I seek ways to involve our alumni and parents in the intellectual life of the University. I also develop proposals for University projects that are relevant to the interests of parents while enhancing career networking and affinity groups.



Rawya Abuhijleh **Gift Data Processor**

I directly interact with Friends of the University as a permanent liaison to ensure that the terms and purposes of their gifts are properly carried out. I inventory all gifts, pledges, and contributions, and maintain the calendar of payments for each contribution, and acknowledge each installment. The position entails aspects of public networking as well. As a holder of a Masters degree, my skills allow me to help fulfill other functions of ODAA.



Yara Libzo **Career Coordinator**

I have been working at AUS for the past four years. I worked two years in recruitment in the Human Resources Services Department at AUS, and then I moved to the Career Services Division. I am responsible for providing career services to our alumni and graduating students to secure professional careers through providing insightful long-term career-planning advice, job search and interviewing skills, employment contract negotiations, career-change management, and corporate networking.



ODAA...

Mohamad Khairi Al Mufti **Information and Communications Specialist**

I am responsible for all the Information Technology related issues at the office, including the Alumni Database, alumni email accounts, the ODAA website, communication channels between the AUS alumni and ODAA, and all other alumni as well as office resources. I also chair the ODAA Affinity Circle Committee, the ODAA Documentation Committee, and the ODAA Information and Technology Committee. In addition to our alumni database, I also maintain a comprehensive database of companies in the UAE, the GCC, and beyond.



Rola Habr **Researcher**

I joined ODAA last March in the capacity of a researcher. My work responsibilities entail providing research on potential sources of funding (e.g. philanthropies, companies, and friends of the University) for ODAA's portfolio of projects. Besides that, I'm also a member of the *AUS Connect* committee. I graduated from AUS with a Bachelors degree in International Relations and I also have a Masters degree in International Business.



Dana Abu Aisha **Alumni Affairs Coordinator**

It has been a pleasure for me to work at ODAA for almost three years. I graduated from AUS in 2007 with a Bachelors degree in English Language and Literature. My job responsibilities allow me to interact with AUS alumni on a daily basis and to attend to all their requests. Part of my duties include organizing alumni events and trips, which I enjoy doing the most. If you are an AUS alumna or alumnus, please don't hesitate to contact me with any requests you may have.



AUS Alumna Distinguishes Herself at Sharjah Business Women Council VIP Function



Alumna Khuloud Al Houli (INS, 04), PR and Media Executive, Sharjah Business Women Council, was instrumental in organizing a recent VIP cultural event that was held under the patronage of Her Highness Sheikha Jawaher Bint Mohammed Al Qassimi, Chairperson of the Sharjah Supreme Council for Family Affairs and Honorary Chairperson of the Sharjah Business Women Council, in honor of Her Royal Highness Princess Benedikte of Denmark on Wednesday December 1,



2010. The occasion showcased the rich heritage of Emirati fashion from the past through to the present time. The meeting was also attended by H.E. Najla Al Awadi, member of the Federal National Council (the UAE parliament), H.E. Ameera Abdelrahim Binkaram, Chairperson of the Sharjah Business Women Council, and Dr. Nada Mourtada-Sabbah, AUS Vice Chancellor for Development and Alumni Affairs.

WE WANT YOU TO STAY IN TOUCH!

The AUS Office of Development and Alumni Affairs is keen to stay in touch with all of our alumni. We hope that you will take the opportunity to tell us about what is happening in your lives. Had a promotion at work? The joy of a new addition to your family? A major move across the globe, or a minor move around the corner? We want to know and share your news with your AUS friends and colleagues.

AUS Connect is a wonderful way to stay in touch with your fellow alums, teachers and mentors. It is also a great way to show our friends in the community how proud our wonderful alumni are making us.

Send us an email. Our address is ODAA@aus.edu. We look forward to hearing from each and every one of you.

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