

**Welcome Note from the Director of the Quality Assurance and Accreditation Unit**



Mr. Parsa Zoqaqi  
Director, QAAU

Dear Students and Colleagues,

**"If you educate a man you simply educate an individual, but if you educate a woman, you educate a whole nation". Dr. James Emman Kwegyir Aggrey**

You have made a choice to study at RUW. You have made a choice to learn more, understand more, and eventually become a better, more informed citizen. The path you have chosen to take is not an easy one. There will be many sleepless nights of study, numerous assignments to submit, a range of obstacles to overcome, and an infinite ocean of knowledge to be explored. There is however an upside! You will become a better you! You will find yourself, so to speak. You will develop informed opinions, be armed with knowledge, further shape your personality, make life-long friendships, and learn to question and to not be satisfied with good enough and always aim for better. With the vision of preparing its graduates "to become leaders who are engaged members of their society", RUW strives to arm women with the knowledge and the tools necessary to bring about positive change in the society. Soon, you will graduate from university, entering the workforce, or entering a new chapter of your life, as educated women, knowledgeable mothers, wise wives and individuals with pivotal roles in the making of the future. In an era when education is becoming more and more accessible, it is simple to become educated and forget about the task of giving to others. Make it a point in your life to touch other people's hearts, make them feel better in this world, help them learn something new, help them learn how to learn, and help them become what they want to be. I look forward to seeing your names among the heroes who spent their lives giving to the society and making the world a better place for others. I wish you success and the power and the will to make a difference.

**RUW Mission**

To offer our students a rewarding and challenging multicultural learning environment that cultivates strong, well-rounded personalities, encourages leadership and builds character, social consciousness and community. To realize our commitment to teaching, learning, research and service through the activities of all members of the University community.

**RUW Vision**

"The Royal University for Women will become the regional leader in academic excellence for women. Programmes and practices that meet international standards will prepare our graduates to become leaders who are engaged members of their society demonstrating initiative & life-long habits of learning and individual development. The RUW graduate will be creative, confident and forward thinking."

**Faculty Of The Month**

**Dr. Mushfiqur Rahman, Assistant Professor, College of Business & Financial Sciences**



Dr. Mushfiqur Rahman

Dr. Mushfiqur Rahman is an Assistant Professor of Human Resources Management (HRM) and international consultant of strategic HRD. He is well experienced in organization and strategic consulting. After completing his Bachelor of Commerce degree, Dr. Mushfiqur obtained an MBA degree and later on another M.Sc degree in Human Resource Management and Employment Relations. He completed his PhD Research in Electronic Human Resources Management (e-HRM) at Brunel Business School, Brunel University, London, UK. Dr. Mushfiqur has conducted numerous formal training and professional development programs which are immensely helpful in terms of planning, directing and coordinating human resources activities of an organization. He has worked on various projects and well experienced in preparing HR budgets. His Research area(s): Human Resource Management, Electronic Human Resource Management, Operations Management and Leadership Development, Strategic Management, and Project Management.

**Pearson Assured Annual Review Visit to CGS**

As part of The Centre for General Studies (CGS) pursuit for quality assurance of its pedagogical practices and administrative systems, an external verifier from Pearson- Edexcel reviews the English for Academic Success (EAS) programme on annual basis. On Wednesday May 4, 2016, Mr. Martin Green, Pearson- Edexcel verifier, submitted a very positive report after his visit to Royal University for Women and reviewing CGS English programme based on Person's forty quality indicators. The indicators were divided into to three different sections; Organization objectives, learning objectives and assessments objectives. The report commended the EAS programme for meeting all the indicators and evidence were in place and effective. The Centre for General Studies is proud of being part of RUW, where "quality assurance is the cornerstone" as stated by Mr. M. Green.



**Academic Programmes Offered at RUW**

- Centre for General Studies
  - English for Academic Success
- College of Art and Design
  - Edexcel Foundation Diploma in Art & Design
  - Bachelor of Arts in Fashion Design
  - Bachelor of Arts in Graphic Design
  - Bachelor of Arts in Interior Design
  - Bachelor of Architecture in Architectural Design
  - Master of Arts in Design Management
  - Master of Fine Arts in Drawing and Painting
- College of Business and Financial Sciences
  - Bachelor of Business in Banking & Finance
  - Bachelor of Business in Human Resource Management
  - Bachelor of Business in International Business
  - Bachelor of Business in Marketing
- College of Information Technology
  - Bachelor of Science in Information Technology
- College of Law
  - Bachelor of Law

**Moda Mist 2016 – 8th Annual Design Showcase and Fashion Show**

Royal University for Women held its annual fashion show and art and design showcase which was held on May 19, 2016, at the university's campus in West Riffa. The design exhibition, which showcased the work of the College of Art and Design students, from the disciples of interior, fashion and graphic design as well as architectural design, witnessed a high number of guests, parents, students and attendees. This year was the 8th edition of this annual exhibition, which was patroned by Prof. Mazin Jumaah, President, Royal University for Women. For this show a total of 12 Graphic Design projects, and 16 Interior Design projects were displayed in the College's halls, and students were present to proudly explain their projects to Dr. Mazin and to the attendees.



**Moda Mist 2016**

As for the Fashion Design students, 10 students presented their graduation projects by showcasing the collections they created on the runway during an elegant fashion show that was highly attended and well-received. This year's collections were diverse and well executed. The event was sponsored by, Aldo, Charles and Keith, Inglot, Awal press and Diva beauty salon. Dr. Janon Kadhim, Dean of the College of Art and Design stated "I am genuinely proud by the dedication, enthusiasm and commitment of our RUW students throughout this experience. It required a high level of professionalism, and the students have excelled and surpassed even our own high expectations of them. I would like to thank them all and the academics of the College of Art and Design".



**Distinctive and Effective Participation of the College of Law - Royal University for Women at the "Youth against Extremism" Conference**

The "Youth against Extremism" conference was held on the 29th and 30th of May, 2016 at the Isa Cultural Hall. The conference hosted students from several universities across Bahrain sharing their research papers throughout four fruitful sessions. The issues focused on the threatening phenomenon of extremism, its resulting consequences, and methods to combat extremist ideologies and behaviours. The Royal University for Women took a great initiative in submitting two research papers, "Extremism: A Transnational Dilemma" in English and "The Role of Bahrain's Penal Law in Combating Extremism" in Arabic, prepared by distinguished students from the College of Law and under the supervision of Assistant Professor, Dr Amer Al Saeedi from the College of Law. The students who co-authored the English research paper are Isra Alaradi, Marwa Ahmed, Raneem Alaradi, Noor Sami Alalawi, Raghad Al Otaibi and Muneera Zubari. The Arabic paper was prepared by Nouf AlMoawdah and Sara Jassim. After a successful approval by the Research Selection Committee at the Isa Cultural Hall, two students were selected to speak on the panel. Isra Alaradi spoke on behalf of her team in English in the first session, while Nouf AlMoawdah spoke on behalf of her team in Arabic in the third session. Additionally, the College of Law created a preparatory committee of active law students to organise a booth representing the university throughout the conference: Amal Sharif, Ameena Ameen, Marwa Ahmed, Hessa Bumjaid and Sharefa Alawadhi. Additionally, excelling students from the College of Art and Design prepared twelve distinctive and creative posters on Extremism under the supervision of Ms Verdian Coetzee, which were exhibited at the conference and received positive feedback. The collaboration between the students displayed exemplary unity and ambition in dealing with the significant issue of Extremism.



**"Youth against Extremism" Conference**

The work of the students was administered by Dr Amer El Saeedi, the Royal University for Women's representative in the conference, who actively supervised the students' efforts, was a member in the Research Selection Committee and moderated the third session of the conference. As a result, RUW, the students and Dr Amer Al Saeedi received twelve out of thirty-eights awards and tokens of appreciation from the conference. The university received a certificate and a token of appreciation for its diligent collaboration with the Center. Dr Amer Al Saeedi received a certificate and a token of appreciation for representing the university and moderating the third session of the conference. Isra Alaradi, Nouf Al Moawdah, Marwa Ahmed, Raneem Alaradi, Noor Sami Alalawi, Raghad Al Otaibi, Muneera Zubari and Sara Jassim, each received a certificate and a token of appreciation for their contribution to the conference for insightful and advanced research papers.



**ISO 9001:2008 QMS Recertification Audit**

The ISO 9001:2008 QMS Second Surveillance Audit took place on 5th May 2016. All administrative departments went through the audit by the Audit Team from AJA Europe with a remarkable achievement of receiving no non-conformances. Observations raised by the audit team have been taken and will be translated into action plans to make improvements. This success was, amongst other reasons, a result of the numerous internal audits carried out by the QAAU for all administrative departments throughout the academic year (cycle 5), which prepared the departments for the re-certification audit, and ensured that administrative processes and procedures were in line with ISO standards and that any shortcomings were detected and addressed. Departments were supported in performing corrective and/or preventive actions to improve their operations.



## Alumna of the Month



### Background Information

**Name:** Ms. Aysa Al Hammadi

**Graduation Year:** 2013

**Professional Occupation:**  
Interior Design Lecturer at BTI

**Involvement at RUW:**  
Graduated from the College of Art and Design – Interior Design

### Her Words:

"After graduating from RUW I figured that this place is more like home to me, at RUW I learned more than what can books teach us from all what I experienced there, of course I have been through some hard time but all of this taught me how to handle things and work harder to achieve what I want, and if someone asked me what is the best thing at Ruw? I would defiantly say my great instructors Dr Mostafa Othman & Ms Amina Harii who supported and never hesitate to guide me on anything I need during my study as well as my colleagues, moreover being part of the student council helped me to improve myself and since we planned and participated in many events. Choosing the field of my current job was easy to me in view of the fact that I already love teaching and helping others to enhance their skills so I decided to focus in this field moreover I'm happy with what I'm doing, however it's a very challenging job but at the end of the day I feel pleased to do something that I love. I'm still at the beginning of my career life trying to learn and get experienced and more professional to reach a higher level and accomplish my goals and dreams."

### Achievements:

- Teaching BTEC Level 3 Extended Diploma in Art and Design
- Bachelor of Arts – Interior Design.

## Ms. Noora Khalid Albenfalah, participates in “Oh My Dress Alicant” Fashion Show, Ritz Carlton, Bahrain

Ms. Noora Khalid Albenfalah, a Fashion Design student who won the first prize for the “Oh My Dress Alicant” competition organized by The Bahraini Women Development Association exhibited her winning design on the runway of the Fashion show of “Danat” organized by the Bahraini Women Development Association on May 16, 2016.

## External Examiners examine CAD Final Year Projects Semester 2 AY 2015-16

As a practice in the college of Art and Design all final year projects of Semester 2 AY 2015-16 of all BA programs and some of the final Design projects from all programs including Architectural Design were examined by external examiners on May 18, 2016, some of whom also participated in the verification of some courses. This year's final year projects included 10 projects in Fashion Design, 12 projects in Graphic Design, and 16 projects in Interior Design. The examiners were invited from UOB and from the industry in addition to members of the College advisory committee who participated as consultants. The panels gave very positive feedback to the students and to the college and all of the praised the good standard of work presented.

## CAD participates in “Youth against Extremism” Conference

As part of the RUW team, represented by Dr. Amer from the College of Law, the College of Art and Design Graphic Design students participated in the “Youth Against Extremism” conference held at the Isa Cultural Center, May 29-30, 2016, by presenting 12 poster especially designed for the conference under the supervision of Dr. Janon Kadhim, Dean of CAD, and Ms Verdian Coetzee, a Graphic design instructor. The collaboration between the students displayed exemplary unity and ambition towards the significant issue of Extremism.

## Students’ Active Involvement Recognition at Senate

On behalf of the management and staff of RUW the President expressed appreciation to the RUW students who were actively involved in university activities during the academic year 2015/16. Student Council were recognized for their proactive term during AY 2015-16. All the designated tasks were achieved with high efficiency. The Student Council and volunteers organised events effectively throughout the year under the guidance of the OSA. The President thanked the outgoing Student Council AY 2015-16 and welcomed the recently elected SC members at the Senate meeting held on May 12, 2016. The SC members and student volunteers received Certificates of appreciation on the occasion. In addition to that the Debate Club students were also commended for their memorable participation in the Royal University for Women and West Virginia University (US) debate on “The West Provides More Leadership Opportunities for Women than the East”. Prof. Mazin Jumaah congratulated the students on their significant participation and thanked them for their excellent representation of RUW students.



## Guest Lecture on Asymmetric Information, Capital market and Financial Institutions

On May 02, Dr. Arpita organized a guest lecture from the industry for Capital Market and Financial Institutions class. The speaker was invited from National Bank of Bahrain Ms. Nayla who is also our alumnae. She holds a degree in Bachelor of Banking and Finance and graduated with a GPA of 3.55. The class had a discussion on Asymmetric Information where two parties, one of them have more information than the other, in most cases they are seller and buyer. She gave live examples and students were excited to discuss the issue.

## Question & Answer Session for CBFS Students - Semester 2 AY 2015-16

On May 04, The College of Business and Financial Sciences conducted a Question and Answer Session which was actively participated by students and faculty members and presided by Dr. Hala Elias, Dean of CBFS. The session opened with an encouraging news for the college who garnered the Full Confidence result of the QAA review on the programs. This connotes the trust of the employers to hire RUW graduates particularly with business degree. Students were motivated to ask questions and air their ideas for to make their studies more meaningful at RUW. Various important topics were tackled during the Q & A Session.

## CAD Advisory Committee Meeting

On May 31, the College of Art and Design held its second College Advisory Committee (CAC) meeting for AY 2015-16. The meeting was chaired by Dr. Janon Kadhim, Dean of Art and Design. The meeting was attended by 4 of its members from the industry in addition to representatives of all the CAD programs. RUW President Prof. Mazin Jumaah, was invited to attend the meeting to meet the CAD CAC members. The main issues addressed in this meeting is the upcoming program reviews of the college of Art and Design. The committee members offered full support to the college in any required area. In addition members offered to support college in providing internship opportunities, feedback on program curriculums, aspects of collaboration between CAD and the industry and others.



## External Verification of CAD Foundation Programme, Edexcel Level 3 Diploma in Art and Design

Ms. Hilary Sleiman, Edexcel's External Verifier (EV) for the CAD Foundation programme, Edexcel Level 3 Diploma in Art and Design, conducted her verification visit to RUW this year on May 15, 2016. In previous years this visit was conducted twice in a year, one in semester 1 and the final verification in Semester 2. However this year the visit was conducted only once since Edexcel has decided that our program is running very well and does not require all the additional follow-up from their side. During her visit, Ms. Hilary verified and approved CAD's foundation program, she examined the course folders and other relevant documents, reviewed the works of students that was displayed, interviewed a number of students, followed by individual assessments of a sample of students' work. The visit resulted in a very positive report with acclamation for the hard work done by the college.



## Project of the Semester College of Art and Design

**Student:** Ms. Dana Mohamed Ahmed Almezza

**Programme:** Interior Design

**Project Title:**  
Interior Design Studio, FYP, Semester 2, AY 15-16

**Supervisor:**  
Arch. Ameena Wahiba Alhariri

**Project Description (Abstract):**

The project is two-floor interior design firm, with a design studio, the aim of the project is to act as an interior design one-stop destination for students and clients. The selected area for this project is 1208 sq.m. The aims of the project is to provide interior design short courses and designing programs courses for students and designers, library related to design space for study, and at the meanwhile this project provides interior design services, the theme of the project inspired by geometric shapes and lines with modernity express clean –line appeal color scheme.

**Value to Business (Impact / Contribution):**

This project will be the student her own studio for her career.



## Project of the Semester College of Business and Financial Sciences



**Student (s):** Ms. Amani Hussain 1636 & Ms. Basmah Murad 1631

**Programme:** Human Resource Management – International Business

**Project Title:** Networking Options of Family Businesses in GCC: The Role of Wasta, FYP, S2 AY 15-16

**Supervisor:** Dr. Georgios Palaiologos

**Project Description (Abstract):** The aim of this research is to study networking options of family business in the GCC and the role of the Wasta. The research's main focus is on the impact of networking on the growth of Arab family businesses. It also seeks to understand the core meaning of Wasta and how they are utilized in Arab family businesses. In addition, the paper aims to clearly explain the perception of Wasta as a form of networking in family businesses and whether or not it can obtain some advantages and disadvantages and to study the relation of other forms of Arabic concepts like Assabiya and Walaa with Networking. Results indicated that networking has an influential power on the growth of family businesses. Results have also showed that Wasta is used by Arab family businesses to obtain benefits or to seek help, it can be an advantage or a disadvantage based on how it is used. Moreover, the research found that most family business owners perceive Wasta as a form of networking through intercession, mediation and trust.

**Value to Business (Impact / Contribution):**

The main impact we are looking forward to achieve through this project is to change the perception of Wasta as a tool of corruption to a tool that can help in the advancement of the business.



## Project of the Semester College of Law



**Student :** Ms. Maryam Ahmed Janahi

**Programme:** Bachelor of Law

**Project Title:** BCDR-AAA's Legislation Section One of Chapter Two. Arbitration or not? - S2 AY 15-16

**Supervisor:** Dr. Maria Casoria

**Project Description (Abstract):** The project analyses the arbitration system in the Kingdom of Bahrain, mainly focusing on the activities performed by the Bahrain Chamber for Economic, Financial, and Investment Dispute Resolution established by the Legislative Decree No. 30/2009 (so called BCDR-AAA Legislation). After a general overview on the characteristics of arbitration as recognized by the international community of legal practitioners and scholars, the study examines the legislation in force in Kingdom in order to verify the compatibility of the Bahraini model with the arbitral proceedings utilized worldwide. The final outcome is that, even though Bahrain adopted at national level some of leading international Conventions on the subject matter, the new local Chamber Jurisdiction by Law diverges from the classical decisional body known as “statutory arbitration” and consequently might be better classified as a form of litigation administered outside the courts.

**Value to Business (Impact / Contribution):**

The project tackles an unexplored territory of analysis on the Bahraini legislation which established the first “Free Arbitration Zone” in the world. Such establishment marked a significant change in the arbitration community, especially with regard to the hybrid functions of the Chamber Jurisdiction by Law, competent for settling disputes originally within the jurisdiction of the Courts of Bahrain.

## What R U saying?

### My Experience in Planning the RUW Carnival

By Ms. Huda Alkhodari

College of Business and Financial Sciences

I have learned many things from being involved in planning the RUW 10th year anniversary carnival, which was challenging yet a great experience. The carnival was fully planned and organized by the Student Council part of which I am currently a member. The first initial step we took when we started implementing our plan was contacting sponsors, we have emailed called, even visited potential sponsors and later on followed up with the sponsors who confirmed their sponsorship. For this event we needed to recruit as many volunteers as possible and we were able to get over 50 volunteers. As part of our planning we had to find reasonable priced contractor for booths because we were inviting vendors to sell their merchandise at our carnival, we contacted vendors to participate at our event, we had food, clothing's, art, accessories, desserts, and many more products being sold. The itinerary also included an Arabic singer that was a success because our guests really enjoyed his music.

Talking about challenges one of the challenges we have faced but we were able to deal with was budgeting, making sure that we stay within the budget and that we are able to cover all expenses without any short falls. Another challenge was marketing our event due to the short time we had till the date of event, we had to think fast and, we had to make sure it will be effective therefore we used social media as our marketing tool we have contacted Instagram accounts with thousands of followers, and snap chat influencers which truly had a huge impact. One of the biggest accomplishments is that our guests have reached over 1500 guests putting in mind our university student body are around 600 students. Lastly the best part of planning and organizing was teamwork this experience has brought the student council members closer. This event also brought a lot of people together the volunteers were very energetic and helpful and full of spirit. They weren't only helpful in organizing the carnival with us but also among one another they offered each other car rides back home at times when we stayed late at the university. Without teamwork and cooperation we, the student council members, would not have been able to do it without our amazing volunteers.

By Ms. Huda Alkhodari  
College of Business and Financial Sciences  
huda1472@ruw.edu.bh

## MABROOK!!

### NEWLY ELECTED RUW STUDENT COUNCIL AY 2016-2017

Ms. Shadya Al-Tamimi, CBFS, Student Council President  
Ms. Layla Al Thawadi, CBFS, Vice President  
Ms. Noora Bin Saleh, CBFS, Treasurer  
Ms. Marwa Ahmed, COL, VP Clubs  
Ms. Esraa Hassan Haji, CBFS, Secretary  
Ms. Maryam Al Fadhel, CBFS, Student Support Officer

### COLLEGE REPRESENTATIVES AY 2016-17

Ms. Routana M. Isyeeed, CAD  
Ms. Hend Bucheri, CBFS  
Ms. Nayla Ramadan, COL