

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



Mr. Parsa Zoaqji
Director, QAAU

"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"

Dear Students,

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.

Mr. Parsa Zoaqji
Director, QAAU

RUW Mission

To offer our students a rewarding and challenging multi-cultural 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."

Academic Programmes Offered at RUW

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 Architectural Design
- Master of 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 Law

- Bachelor of Law

College of Engineering

- B.Sc. Civil Engineering (West Virginia University programme hosted by RUW)

Royal University for Women Signs a Memorandum of Understanding with the Italian Embassy



In light of the approval of the Higher Education Council (HEC) of the Kingdom of Bahrain, the Royal University for Women (RUW) signed a Memorandum of Understanding (MoU) with the Embassy of Italy for the teaching of Italian language as an elective course at RUW. The event was attended by H.E. Mr. Domenico Bellato, Ambassador of Italy to the Kingdom of Bahrain, as well as H.E. Mr. Essa Najibi, Chairman of the ExCo committee at RUW, and President of the Royal University for Women, in addition to academic deans and administrative managers. The MoU revolved around the initiative to introduce of the Italian language as an elective offered by the Center for General Studies at the Royal University for Women. Reflecting on the signing of the MoU, the Ambassador of Italy stated, "We are happy to sign the MoU between the Embassy of Italy and the Royal University for Women to start teaching the Italian language, as it will be the first course of Italian language that will be taught in a Bahraini university. This is a great opportunity to learn it because the Italian language is the language of arts and architecture and we are proud to incorporate it into the academic life of the Royal University for Women." The President of the Royal University for Women stated, "We seek to bring the world to our students by providing an opportunity to learn about the world's cultures and to acquire new languages in order to put their mark in the local and international terms through their learning of different languages." The Director of the Center for General Studies at the Royal University for Women, Ms. Norhan Abdulrahman, said, "The Centre for General Studies is pleased to add Italian as one of the foreign language courses taught at RUW. Many students at RUW are interested in studying languages like French and Italian. Not only does it help them comprehend and communicate in a different language, but it also gives them access to the culture of the language they are studying."

RUW Alumnae Reunion AY 2017-18



On May 5th, 2018 the Office of Student Affairs collaborated with the Alumnae Committee and organized an Alumnae Reunion at the RUW Student Center. The objective of the event was to reconnect with RUW Alumnae and build a closer relationship between Alumnae and RUW and secondly to recognize their achievements. 66 Alumnae attended the event. Alumnae representatives from each college shared their success stories through speeches. The event was attended by the RUW President, Academic Vice President, Deans, Director of OSA, and faculty members.

RUW Alumnae Reunion AY 2017-18



Royal University for Women Attends "Ghabgat Al Khair" Celebrations



Bangor University Delivers Capacity Building Workshop for RUW and WVU Faculty Members



As per the MOU signed with Bangor University (BU) in July 2017 and as per RUW collaboration plan with BU for AY 2017-18, RUW requested BU to propose a capacity-building workshop in teaching and learning as BU achieved a Gold Award, the highest rating possible, in the national Teaching Excellence Framework (TEF). On May 20-21, Dr. David Perkins, Lecturer & Director of Teaching and Learning for Computer Science, University Lead on Technology and Innovation in Teaching (CELT), and Mr. Joseph Mearman, External Lecturer, School of Computer Science, Bangor University, delivered a workshop on "Innovative Classroom Approaches to Teaching and Learning." The objective was to use innovative classroom approaches for teaching and learning. The workshop presented an opportunity for faculty members to practice the use of video software (vodcast) in their lecture. Audience members reflected upon their ways of teaching and were welcoming new ideas in the delivery. Based on the feedback of the participants and the needs of RUW, other workshops will follow. Both speakers were impressed with the diversity of the backgrounds of faculty from the audience.

Sovereign Art Foundation Student Prize 2018



RUW Team Presents Ramadan Wishes in the Community



In the true spirit of Ramadan, representatives of RUW attended several majlis gatherings of government officials and prominent families during the first week of the holy month. Academics and administrators were warmly welcomed. It was a nice opportunity to show how the tie to community is important for our university and to present the diversity of the RUW family. RUW attended the majlis of H.E. The Minister of Education, Dr. Al Nuaimi, RUW Board members Mr. Khalid Al Doseri, Mr. Waleed Zamil, Mr. Mohamed bin Al Sheikh Ishaq, and the late Abdullah Al Zamil, and M.P. Mr. Dyaib Mohammed Al Nuaimi, H.E. Commander in Chief of the Bahrain Defense Forces Shaikh Khalifa bin Ahmed Al Khalifa, and Shaikh Abdul Aziz bin Atiyatallah Al Khalifa, Prime Minister Security Adviser. A women majlis was hosted by the wife of the US Ambassador at her residence and attended by RUW Acting President, Dr. Mona Suri, where she met with the colleagues from the US Embassy.

Alumna of the Month



Background Information

Name: Ms. Maryam Ahmed

Graduation Year: 2017

Professional Occupation:
Interior design freelancer

Involvement at RUW:

Graduated from RUW with the degree of Bachelor of Arts in Interior Design with Distinction

Ms. Maryam Ahmed

Her words:

"My four year journey at the Royal University for Women was an extraordinary experience as it taught me not only academic lessons but life lessons too. Being part of the RUW family encouraged me to discover my areas of strength and made me who I am today. I had the chance to invest my energy in something useful and participate in several extracurricular activities and events held in/outside the university. Throughout my university years, I tried my best to create unforgettable memories and live great experiences as much as I can, because this is what will last. Meeting new people and building relationships have broadened my networking skills and offered me opportunities in different areas, not only limited to my major. To me, some occasions are just unforgettable. For example, organizing the annual Art Bahrain exhibition where I was honored to meet several global artists and get to know them well; we discussed art, design, and success stories that granted me as a designer, various amounts of knowledge and understanding in my field, which still influences me until the present day. Also participating in BUMUN for two years as a delegate encouraged my self-confidence and gave me the chance to meet inspiring people from different countries, where we had cross-cultural discussions and debates that made me perceive different point-of-views regarding various global issues. As for now, I am working on different freelance interior projects, as well as volunteering for different organizations across the country. My advice for all the students out there: try to balance between both your academic responsibilities and the extracurricular activities, as it will grant you the best university experience. Make the best out of the time you have, because moments may pass, but memories will stay forever. And don't forget to love what you do and do what you love!"

Achievements:

- Awarded as a Dean's list student for three years.
- Participated in Leap program with AIESEC as an exchange student for a cultural project in China.
- Supervised an interior design project for a charity renovation group.

Students' Active Involvement Recognition



On May 16, 2018, Office of Student Affairs organized Certificate Distribution Ceremony to recognize RUW Carnival 2018 organizers and volunteers.

Faculty of the Month

Dr. Mrinalini Choudhary, Board Coordinator, Part Time Assistant Professor, College of Business and Financial Sciences



Dr. Mrinalini Choudhary

Dr. Mrinalini Choudhary, received her PhD. in Business Management in September 2017 from Noida International University, India. Her thesis was on the "Impact of Marketing Strategies on Customer Buying Behavior in Indian Passenger Car Industry." She is approved from HEC as Part-Time Assistant Professor in College of Business & Financial Sciences. Dr. Mrinalini has Master's in Marketing and Information Systems from a reputed University in India. Her research interest relates to the areas of Marketing Strategy and Management, Branding Strategy, Customer Insight and Consumer Behavior, Psychology of Decision Making and Positioning Strategy. She has two publications in an International Refereed Journal, JUMMR, focusing on Consumer Buying Behavior and Marketing Strategies. Since 2011, Dr. Mrinalini has been serving the RUW Board of Trustees, and Executive Committee as the Board Coordinator. In addition, she has gained practical experience in marketing by working in India's leading advertising agency, Lowe Lintas, which is ranked #1 in India and #3 in the World as per the Global Effectiveness Index 2018. It was also ranked the No. 1 creative agency in the world in effectiveness by the World Advertising and Research Council's report. Dr. Mrinalini believes that marketing is a balance between art, science and technology. Considering the evolving market, new technologies, and techno savvy customers, she finds there is an immense potential in learning marketing and its implications on ever changing world of Business Management. She aspires to do research in emerging topics of business management and her dream is to have a successful career in academia.

External Verification Visit for CAD Foundation Program, BTEC Level 3 Foundation Diploma in Art and Design



On May 30th, 2018 Mr. Paul Ryan, Pearson's External Verifier (EV) for the CAD foundation program, BTEC Level 3 Diploma in Art and Design, visited CAD to conduct the verification visit for RUW for 2017-18. His visit was conducted over one day where he began with meeting Dr. Janon Kadhim, Dean of CAD and the faculty member responsible for the CAD foundation program. He later examined the course folders and other relevant documents, reviewed the works of students that were displayed, interviewed a number of students, and examined individual assessments from a sample of students' work. The visit resulted in a very positive report with acclamation for the hard work done by the college. For this academic year, CAD had a total of 35 students in the Foundation Program and was distributed as follows: GRD (17), IDN (10) and FAD (8). During his official visit, Mr. Ryan verified and approved the grades with no changes. In total, the results were Distinction (14), Merit (12), Pass (8) and Referral (1). Mr. Ryan will soon send his report upon which we will be able to claim our certificates. Once they are received they will be distributed to students as per the traditional CAD event.

External Examination of CAD Final Design Projects



As a practice in the College of Art and Design, all final year projects of all BA programs were examined by examination panels which include the instructor, an internal examiner from the college, and external examiners. This year our EE came from UOB and the industry. Also members for the CAD Advisory committee were invited to join as part of the internal examination panel. As for the final year (graduation) projects for 2017-18, this year's final year projects included 6 projects in Fashion Design, 29 projects in Graphic Design, and 16 projects in Interior Design. Final year projects in all three majors focused on addressing design issues from the local and regional community, enhancing the close relations between RUW and the local community and industry. In addition, final projects for Architectural design 4 and 5, and Interior design project 2 and 4 and 2 Fashion Design studio courses were reviewed by external examiners. The examination panels gave very positive feedback to the students and to the college, and all of them praised the good standard of work presented.

Project of the Semester

College of Art and Design

Student: Ms. Zainab Habib Ebrahim
Programme: Interior Design
Project Title: "RUW DORM" – Semester II – AY 2017/2018
Supervisor: Dr. Hadeel Mohamed

Project Description (Abstract):

As it is known, the most important thing in our life is the way of living, sleeping, playing, and eating; and the quality of these depends on the buildings we are using to satisfy our needs. To design a building, it is important to know all of these activities to find the best solutions that suit people. This project is titled, "Dorm of RUW" and it is located in Riffa, Bahrain. The main aims of this project are to re-design, re-furbish, and add functions that would attract the students and give them an unforgettable dorm experience. The idea is to create relaxing living spaces that encourage socializing and foster curiosity among students. For the private zones, like bedrooms, the simplicity would be the perfect concept to provide a calm space that give the students the ability to design it as they wish. The chosen style is the contemporary style, more specifically, parametric style. The reason behind this style is to give life in RUW dorm, especially in common zones. The chosen color scheme is the neutral including white, beige, and brown for the relaxing zones, and the analogous colors like purple and green, for the common zones. In order to show these ideas, there are several steps will be presented in these papers including, zoning, mood boards, furniture layout, interior sections, reflected ceiling, and perspectives.

Impact on Society (Contribution):

Due to our Middle Eastern culture, dorms are a newly induced function but a necessary one as well since the number of abroad students from neighboring countries is seemingly increasing in Bahrain. Dorms act as a home for the resident students all through the academic year. Therefore, it should be a place where they feel comfortable, while also providing an atmosphere that helps them carry on their daily functions and excel in their life.



Project of the Semester

College of Business and Financial Sciences

Student: Ms. Lulwa Ali Abdulla Mohamed Ali Alkhalifa
Programme: Human Resources
Project Title: "The Impact of Training & Development on Women Entrepreneurs of Bahrain" – Semester II – AY 2017/2018
Supervisor: Dr. Matthias Bode

Project Description (Abstract):

Training and Development (T&D) is an essential function in every organization and an important tool to cope with new technologies and new job requirements due to dynamic market changes. The significance of T&D is manifested in being one of the major human resources functions. In line with the goal of further developing entrepreneurial activities in Bahrain, T&D also plays an important role in the national support for local entrepreneurs. However, there is a practice and knowledge gap, when it comes to adjust to diverse needs of T&D clients. In this research, the role of T&D in supporting young female entrepreneurs is theoretically and empirically analyzed: what are the experiences of young (actual and potential) entrepreneurs with T&D; what are the experienced benefits and what are experienced gaps in adjusting to the needs of female entrepreneurs? A key finding of this research is that 52% of the female participants have avoided T&D programs, assuming they do not deliver to their specific needs. From the 48% of women who participated, half of them had a mixed or more negative evaluation, which corresponds to a felt lack of link to the role of female entrepreneurs. However, at the same time, respondents predominantly emphasize that risks are more person based than gender based, although certain cultural, social, and economic barriers might exist.

Impact on Society (Contribution):

To support female entrepreneurs in their career is part of the general future oriented economic strategy of Bahrain. T&D plays an important role, as it was also confirmed by participating female entrepreneurs. However, this research shows that existing T&D programs should reach out to a wider group of potential participants and should also reflect their special needs to increase the potential contribution of female entrepreneurs to the Bahraini economy and society.

MABROOK!!

NEWLY ELECTED RUW STUDENT COUNCIL AY 2018-2019

Ms. Sharifa Al Kuwari, CBFS, President
Ms. Asma Khalifa Al Mulhim, CBFS, Vice President
Ms. Lana Ziyad, CAD, Student Support Officer
Ms. Razan Al Saud, CBFS, VP Clubs
Ms. Noor Al Fadhel, CAD, Treasurer
Ms. Aisha Hamza, CAD, Secretary

COLLEGE REPRESENTATIVES AY 2018-2019

Ms. Nawara Mandeel, CAD
Ms. Bayan Salman, CBFS
Ms. Latifa Althawadi, CoL

Project of the Semester

College of Law

Students: Ms. Isra Abdulkarim Alaradi
Programme: Bachelor of Law
Project Title: "The Protection of Human Rights in Business and Employment: The Duty of States and Responsibility of Enterprises" – Semester II – AY 2017/2018
Supervisor: Dr. Pasquale Borea

Project Description (Abstract):

Following the 2011 UN "Guiding Principles" for business and human rights, greater attention has been placed on the dual role of states and corporate entities in safeguarding human rights and guarantees. The government's "duty to protect" human rights and the corporate's "responsibility to protect" human rights is the cornerstone of the discussion on who is responsible for business-related human rights abuse. Although the Guiding Principles are considered as "soft-law", a new treaty on Business and Human Rights is being contemplated. In this research, the role of the State and private actors will be carefully analyzed according to international standards. Secondly, a national approach to the protection of human rights in business will be conducted on the Kingdom of Bahrain. Finally, a case study on the Kingdom of Bahrain will be conducted to assess the rights afforded to private sector employees (with particular focus on women and expatriates) in accordance to national laws and international standards.

Impact on Society (Contribution):

The Project addresses the needs of research on the topic of Human Rights in Business which has been highlighted recently by the International Forum on Business and Human Rights held in February in Bahrain and organized by the National Institution of Human Rights of the Kingdom of Bahrain. The Project recommended the adoption at international level of a specific convention regulating Business and Human Rights in order to reinforce the "Soft Law" provisions already available.

COL Advisory Committee Meeting

The second meeting of the College of Law Advisory Committee took place at RUW on Thursday, the 10th of May, 2018. The committee discussed the outcomes of the Employer Survey and the status of Alumnae Employment. Members also discussed plans for future events to be organized by the College of Law in the next Academic Year.

COL Students Present Final Research Projects

On May 17th, College of Law students enrolled in the course LAW 487, Final Research Project, presented their research projects to a panel comprising of their supervisors, an internal RUW COL member, and an external examiner, Dr. Abdelgadir Warsama Ghalib. Projects covered different topics from Human Rights, Law of International Organizations, Commercial Law, Criminal Law, and Civil Law. The feedback received by the external examiner was excellent.

