

UBT

جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

WWW.UBT.EDU.SA

DATE 09 April 2017

ISSUE 2

UBT MONTHLY

Female Campus

March 2017

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UBT Launches Makkah Volunteering Gate



University of Business and technology has launched on Monday, March 13, 2017 Makkah Volunteering Gate in cooperation with Makkah Chamber of Commerce. This gate aims for developing the voluntary work in Makkah City through providing volunteers for the Hajj event annually as well for Umrah throughout the whole year. The agreement was signed by HE the Chairman of Makkah Chamber of Commerce & Industry Mr. Maher Jamal, HE UBT Rector, Prof. Hussein Al-Alawi and HE the CEO of UBT Co. Dr. Mohanad Dahlan.

The ceremony was opened by HE Prof. Al-Alawi who expressed his sincere gratitude of launching the gate, which can serve the whole community. HE Mr. Maher Jamal, Chairman of Makkah Chamber also delivered his welcoming speech and thanked UBT for their magnificent effort. He stressed the importance of the gate in supporting the volunteer work, especially that Makkah City is visited

by millions of pilgrims annually. HE Dr. Mohanad Dahlan extended his sincere thanks to Makkah Chamber and to all attendees. He pointed out that UBT is heading to Riyadh volunteering gate. Moreover, Dr. Dahlan clarified that this initiative is an open gate for all the other universities and education entities to collaborate in order to better serve the community.



Female Campus Sports Club Participation “Women’s International Day

The Sports Club of UBT Female Campus has participated on Thursday March 09, 2017 at the first All-Female Event held in the King Abdullah Sports City under the patronage of HRH Princess Reema Bint Bandar Al-Saud titled “WeAreTheJewels” Event, which was



organized by Dar Al-Hekma University. It has been launched with an aim to show and highlight the women’s capabilities in Saudi Arabia. This event was attended by 20 UBT female students. The Sport Club students teams including basketball team, volleyball team and the badminton team were awarded for their participation in different sports competition, where the students represented the university in an honorable image in the Award Ceremony. Furthermore, the Basketball Team Coach, Ms. Deema Fatani was awarded for the best scorer among all the other teams, Ms. Rawan Al-Amoudi was awarded for the most effective player and Ms. Yara Moumina was awarded for the best player.

JCA Students Participation in Dubai Lynx



Jeddah College of Advertising Students has participated in Dubai Lynx 2017 on March 5, 6 and 7, 2017 in with 3 full days' programs of influential speakers from Google, WPP, J. Walter Thompson Middle East Africa, STC, Framestore, Uber, seeper, FP7, Forsman & Bodenfors and many more. There were big ideas on the Inspiration stage, eclectic speakers on the Regional stage, insightful conversations on the Networking stage, kick-starting talks in Startup Alley and cutting edge tech on the Data X Innovation X Tech stage (Dubailynx, 2017).

More than 50 students from JCA along with 7 chaperons participated in the festival. 3 JCA Students participated through Facebook, 2 JCA Students participated through Leo Burnett, and 8 JCA Students participated through STC. The JCA Student Raghad Ghalib was awarded for the 1st place in the Facebook Student Awards and the JCA Student Mohammed Sultan was among the finalists in STC Students Awards.

The students attended Portfolio Review Sessions. A 15 minute one-on-one session with professionals in the industry. Also, The delegates participated in the activities and engaged with the talks in the 3 days festival. Among the speakers were: Samuel Akesson from Forsman & Bodenfors, Ahmed Al Sahhaf from STC, Christian Andersen from IBM, Islam Eldessouky from Coca Cola, David Ham from Uber, Charbel Khoury from MBC and the singers Balgees Fathi and Mohammed Assaf. Finally, JCA was among the top 5 social media influencers by interactions according to crowd Analyzer. JCA delegates also participated in the different interactions by Getty Images, Leo Burnett, 360 VUZ, Instagram and Facebook.



Dr. Mohanad Dahlan & Mr. Kamil Rouzi Honoring Ceremony



University of Business and Technology has honored on March 21, 2017 Dr. Mohanad Dahlan, CEO of UBT Co. for his efforts and dedication during his tenure as Director General of Finance & Admin Affairs and Mr. Kamil Rouzi, Director of Admission for their his role and devotion as the Rector Office Manager. It was attended by UBT Vice Chairman of Board of Trustees, Rector, Vice Rectors, Deans, Vice Deans, General Directors, Directors, in addition to some of the staff and

faculty members. The ceremony was opened by HE UBT Rector, Prof. Hussain Al-Alawi, where he extended his sincere gratitude for their genuineness. Moreover, HE the Vice Chairman of Board of Trustees Dr. Shihab Jamjoom, HE the Vice Rector for Academic Affairs Dr. Ali Al-Tawati, HE the Vice Rector for female Branch Dr. Lulwa Al-Mutlaq, HE the Vice Rector for Quality & Developments Dr. Weam Tunsi have also participated with gratitude and acknowledgement words and extended their best wishes for them in their new posts.



CBA Hosts Joy of Giving Bazar

CBA Marketing Department has hosted 2017 the Joy of Giving Bazar on March 19, 20 and 21. Forty entrepreneurs were participated and introduced their handmade goods. The bazar was organized to raise funds for charity institution support. The revenue of this bazar will be used to offer educational, emotional support to one of the elderly people institution in Jeddah. This event was opened by the Dean of College of Business Administration, Dr. Yussra Jamjoom. The idea of the Bazar was initiated by Head of the Marketing Department, Ms. Maha Abdulghani and supervised by Ms. Kholod Aggad. The overall aim of this bazar was to support and encourage the female entrepreneurs from productive families according and applying to the vision of 2030.

Fakeeh Award for JCA Students

Jeddah College of Advertising celebrated on Wednesday, the 22nd of March, 2017 the Contract Signing Honoring Ceremony at Fakeeh Hospital. The ceremony was pioneered by HE Dr. Mazen Fakeeh and it was attended by HE the Associate Dean of Jeddah College of Advertising Dr. Haneen Shoaib, the Head of Business Relations Ms. Salwa Bankhar and Ms. Maram Al-Sehli the supervisor of the Advertising Communication Department. The students' projects will be sponsored by Fakeeh and are predicted to launch within the year 2017. The student Ms. Deema Al-Bathi's project is about Alzheimer she tried through her



advertising campaign to raise social awareness about this major health issue. is an advertising campaign to promote for blood donation and she highlights the importance of the blood donation and its role in supporting patients and blood banks in Saudi hospitals. And they were awarded by Dr. Mazen Fakeeh certificates and internships and full time job opportunities, for their CSR initiatives.

JCA Flower Power Week

Jeddah College of Advertising Students has participated in the 11th Flower & Garden Festival in Yanbu City. More than 90 students were participating in addition to JCA staff and faculty members. It was pioneered by HE the Associate Dean of Jeddah College of Advertising Dr. Haneen Shoaib. The students enjoyed seeing the largest flower carpet in the world and exploring about the social awareness advertising campaigns. Where, it was a preparatory visit to plan the next year participation with effective social awareness campaign.



JCA students decided to apply what they have experienced of the spring spirit in their Jeddah Campus through the "Flower Power Week". The event was opened by HE the Vice Rector of the Female branch Dr. Lulwa Al-Mutlaq. The Female campus members were invited to participate the joy of the spring season by a sparkling colorful outfit for the whole week. Where, the students were participating their creativity of designing a wedding dresses using the Flower petals. Moreover, the students are heading into new initiative of recycling the trashed magazines and newspapers to new flower shapes.

Microsoft Campaign at UBT Female Campus

College of Business Administration has launched on March 7, 2017 the Microsoft Campaign under the supervisor of Ms. Halah Nasseif, and



the Management Information System Department in cooperation with the IT Department. It was a two weeks campaign where the MIS volunteer students welcome walk-in visit to answer questions on how to use the UBT email, MS online application and collaboration tools, the use of one Drive and the social networking Yammer and more. This campaign aimed for encouraging the students to use their university email addresses and to explore more about the advantages of the latest UBT technologies.

UBT Participation “Kingdom Education Innovation 2017”

University of Business and Technology has participated in the Kingdom Education Innovation Conference which was held on March 6-7, 2017 in Riyadh, Saudi Arabia. The overall aim of the conference is to make education universally available for global competency through the collaboration of international Universities for upgrading Educational Infrastructure. It was attended by Ministries and Government Authorities, Colleges and Universities and Research Centers. Dr. Lulwa Al-Mutlaq, UBT Vice Rector for Female Branch, Dr. Hanaa Taha, Assistant Professor in CBA and Ms. Sara Alzuhairy, Lecturer in JCA, Dr. Faisal Alotibi, Assistant Professor in CEIT, Mr. Abdullah Eljaroudi, Lecturer in CBA and Dr. Aseel ALghamdi Lecturer & Head of Advertising Management Department in JCA have attended the conference.



HE. Dr. Lulwa AlMutlaq, UBT Vice Rector for Jeddah Female Branch, has participated as a key speaker in the Education Conference. She delivered a workshop titled “Drivers of Blended Learning| Adaptive Engines for Learning. She discussed how university can cope with the new challenges in education and how to enhance student’s outcomes in the digital era. Furthermore, she explain the role and impacts of blended learning on students’ engagement and motivation. Finally she present how UBT has provide educational resources that ensure that variety of teaching and learning approaches are used to maximize students outcomes. The conference was sponsored by HP and Parthenon-EY. And, Tatweer Co. for Educational Services was the official supporting partner.

Unilever Company Offers 20 Internship Opportunity to CBA Students

Unilever Company, the world's largest consumer goods is offering 20 co-op opportunities to CBA female students majoring in Finance, Accounting, Marketing, MIS, HR and Supply Chain for 7 months duration. And the co-op test was held on Wednesday, March 22, 2017 by Unilever Company at the UBT Female Campus. This opportunity fall under the Future Leaders Programme which is designed by Unilever Company to prepare the



Future Leaders by giving them challenging jobs/roles that prepare them for business leadership roles.

STAY TUNED FOR THE UPCOMING April 2017 NEWS!

- UBT 11th Career Fair & Entrepreneurship
- UBT Hosts Reading Challenge Exhibition
- Jeddah Municipality Council Meeting at UBT Female Campus
- Business Week at UBT Female Campus
- UBT Students Participation Environment & Education Forum by JCC

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