

# UBT

جامعة الأعمال والتكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

# Female Campus Newsletter

May 30, 2017



## UBT Vision

To be a leading university, recognized nationally and internationally for high-quality interdisciplinary education, applied research, and strategic partnerships to develop skilled and competent leaders of the future.

## UBT Mission

UBT is a private university that offers high-quality undergraduate and graduate education responsive to market needs. The university prepares students with transferable skills required to excel as industry leaders and entrepreneurs. UBT is committed to leveraging applied research and provides an environment that helps students, faculty, and alumni pursue life-long learning.

## UBT Values

Leadership - High Quality - Innovation - Integrity and Ethics - Passion - Efficiency - Community Involvement

## UBT Celebrates the Graduation of 470 Students



University of Business and Technology celebrated on Wednesday, May 3, 2017 the graduation of the total of 470 Students majoring in 9 different majors in Business and Advertising. The ceremony was attended by almost 1800 people who shared and celebrated the graduation of the 11<sup>th</sup> regiment of the College of Business Administration, the 8<sup>th</sup> regiment of the Executive Masters of Business Administration and the 2<sup>nd</sup> regiment of the Jeddah College of Advertising.

The ceremony was opened by the Graduation March of UBT Vice Rector HE Dr. Lulwa AlMutlaq, Deans of Colleges and Faculty Members followed by the Graduates' March. HE Dr. Abdullah Dahlan delivered his speech to his graduated daughters by extending his sincere congratulations and salute them for their outstanding achievement. After that, HE Dr. Lulwa AlMutlaq addressed the guests and graduates by welcoming and congratulating graduates and their families and communicated her pride on seeing graduates ready to enter the labor market and put the knowledge and skills learned in practice and excel in their career and become a role model for their successors. She also thanked all who have contributed to develop graduates' competence and plan to make the graduation ceremony a success.

The Guest Speaker, HE Ms. Sofana Dahlan, the Deputy Governor of Small and Medium Enterprises Authority presented her speech and highlighted the issue of having SMEs as an opportunity for all students to start their career life. She also identified the market essentials and advantages that the entrepreneur can gain in the Saudi Market.



At the end of the ceremony, all the graduates were honored and received their certificates presented by HE Dr. Lulwa Al-Mutlaq, the Vice Rector for Female Branch, HE Dr. Yussra Jamjoom, the Dean of College of Business Administration, HE Dr. Haneen Shoaib, the Associate Dean of Jeddah College of Advertising and HE Dr. Randa Al-Madah, the Executive Director of MBA program. Finally, HE Dr. Lulwa announced the graduation of 2016 - 2017 Batch as UBT Graduates.

## UBT Female Campus Participation "Technology Quality Forum"



HE. Dr. Lulwa AlMutlaq, Vice Rector of UBT Female Campus and the CBA Lecturers Ms. Kholoud Bajunaid and Ms. Houria Hamiduddin have attended the Technology Quality forum which was held at Saudi Standards Organization (SASO) on Saturday 15th April 2017. The forum speakers discussed different topics such as quality in strategic transformation and change management, quality driven digital transformation, Mechatronics quality, quality of life and technology balance, quality in managing technology projects, quality of Crowd management and other related topics. The forum was very enlightening and provide new insights and practices from real life experiences. Participants stated that it was a good opportunity to get updated information through attending such forums.

## CBA Business Days



The College of Business Administration organized “CBA Business Days” on 23 – 25th April 2017. It involved three days programs students exhibit their projects, business leaders and influential speakers provided lectures and workshops about various topics relevant to all the seven business majors offered at CBA. This event was pioneered by HE the Vice Rector for Female Branch, Dr. Lulwa AlMutlaq, HE the Dean of College of Business Administration, Dr. Yusra Jamjoom and HE the Vice Dean of College of Business Administration, Dr. Ghada Nasseif and supervised by the CBA Heads of Departments, Faculty Members and Staff.

The exhibition was opened on Sunday April 23, 2017 by HE UBT Vice Chairman of the Board, Dr. Shihab Jamjoom and HE the UBT Rector, Prof. Hussein Al-Alawi. It was attended by the respected UBT Vice Rectors and Deans. The exhibition includes graduation projects presented to the respected visitors by students. The aim of the exhibition is to provide CBA’s graduates the opportunity to showcase their final projects. Also to encourage and support those students who have business ideas to be the future entrepreneurs by displaying and promoting their business startups.



HE Prof. Hussein Al-Alawi has concluded the exhibition opening event by a word to his CBA daughters where he extended his sincere gratitude and acknowledgement for their outstanding achievement and wish them all the best in their future career.

Workshops and lectures were conducted throughout the second and the third day of the event. Where, they were delivered by leading speakers who presented and discussed the Saudi Vision 2030 great requirements and opportunities, structuring the labor market, Human resources new skills and new practices in addition to the Saudi Entrepreneurs behind the success of “Section B” who spoke about their secret recipe for success.



## JCA 2<sup>nd</sup> Graduates' Exhibition



The University of Business and Technology (UBT) held the second exhibition for graduates by Jeddah College of Advertising titled 'FORWARD' in "L'Evento Hall", Alrawasi Hotel, Jeddah on Wednesday the 17th of May, 2017. The exhibition officially opened by the Chairman of the Board of Trustees HE. Dr. Abdullah Sadeq Dahlan, who expressed his gratitude and appreciation for the event organizers "JCAs" who contribute to the success of the exhibition.

The ceremony showcased the works of 33 male and female graduates majoring in Creative Design, Advertising Communication and Advertising Management. The student's projects varied between creative projects, Marketing strategies, awareness and corporate social responsibility campaigns. One of the most prominent works presented is an awareness campaign for Okaz newspaper, which aims at motivating millennials to read.



Dr. Suliman Fakeeh Hospital adopted two Corporate Social Responsibility campaigns, one of which is about Alzheimer's disease and giving the caretakers support in an emotional and practical level, while the other project raised awareness of the importance of blood donation for the donor and society. The hospital provided distinguished job opportunities to the two female students.

During the exhibition, Associate Dean of Jeddah College of Advertising Dr. Haneen Mohammad Shoaib expressed her appreciation for the faculty members who worked hard in educating this group of students. She expressed her happiness for seeing the graduates equipped with the knowledge and skill required to advance the advertising industry in Saudi Arabia and the Gulf Region.



Finally, graduates were honored to receive the International Advertising Association's diplomas in Marketing Communications from His Excellency Prof. Hussien Al Alawi, UBT Rector and the Vice Rector of the Female Campus Dr. Lulwa AlMutlaq.

## UBT Hosts Reading Challenge Exhibition

University of Business and Technology hosted Reading Challenge Exhibition from April 9, 2017 till April 13, 2017. This exhibition was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, the Vice President of the United Arab Emirates and was adopted by HE Dr. Al-Issa, the Minister of Education. This event was attended by HE Dr. Haya Al-Awad, the Deputy Education Minister in participation with HE Dr. Lulwa AlMutlaq, the Vice Rector for UBT Female Branch, HE Dr. Yussra Jamjoom, the Dean of College of Business Administration, and HE Dr. Najwa Salem, the Vice dean of Student Recruitment.



HE. Dr. Abdullah Al-Thaqafi, Director General of the Department of Education visited the exhibitions accompanied by HE Dr. Mahmoud Baissa, the Vice Rector for Academic Affairs, and Dr. Weam Tunsy, the Vice Rector for Quality and Development in addition to a large group of the university's Deans, Vice Deans, Faculty and staff.

UBT participation in hosting the reading Exhibition came from the support and guidance of HE Dr. Abdullah Dahlan, the UBT Chairman of the Board and HE Prof. Hussein Al-Alawi, the UBT Rector with an aim for this challenge to cope with issue of the current generation who are being less engaged with reading.



HE the Deputy Education Minister concluded the opening event by writing a gratitude word to UBT for its cooperation with the Ministry of Education in hosting the exhibition and its keen interest of developing a new generation of authors. Also, HE Dr. Alawad thanked HE the Vice Rector for Female Branch and the University's staff for their hospitality and excellent organization.

## HR Students Field Trip to NCB Training & Development



Human Recourses Department has arranged a field trip to the NCB Training and Development Centre on Sunday 30th of April, 2017. NCB is well known for their excellence in Training & Development as it became one of their strongest competitive advantage. Ms. Nadra Tawfig, the course instructor, stated that the aim of the field trip is to give the Human Resource Development students a real life example of excellence and enhance their learning of HRM training and development practices at work place and be able to link between theory and practice.

Students got engaged in an enriching presentation by Mr. "Mohammad Bukhary". He explained the training process and programs used by the NCB. It was a fruitful presentation, students were engaged and raised lots of questions. Both Ms. Nadra Tawfig & Ms. Afanan Nawar accompanied the students on their educational trip.

## ELA Cultural Day



The English Language Academy organized on Monday, May 8, 2017 the Cultural Day, where around 175 Students participated and presented different countries. This event was pioneered by Ms. Lamees Al-Alawi, the Director of English language Academy and supervised by ELA staff and faculty members. The event involved selling traditional food of the countries that the students presented like Saudi Arabia, Lebanon, China, India, Egypt, Italy, France, England and Turkey. And all the event revenue were given to "Open Skies" to support the kids with special needs.

HE Dr. Lulwa AlMutlaq, the Vice Rector for Female branch has visited the students' booths, where they were dressed up with the country traditional costumes and they gave a brief presentation to talk about each culture's traditions, customs, food, religion, landmarks etc.



## KAUST STEAM Challenge

The Entrepreneurship Center in KAUST collaborated with Dow Chemicals for a three days innovation challenge for students from a range of universities in the Western region of Saudi Arabia. The event was held on three consecutive days 19 to 21 January 2017. It took place on KAUST's campus from 8:00 a.m. to 8:00 p.m. every day. Five brilliant UBT students participated in the competition: Ms. Lama Khabeeeri, Ms. Tasneem Mitwali, Ms. Hazar Tariq, Ms. Mariam Bakhshwain & Ms. Rana Redha. The Challenge of Dow Chemicals had three themes. It was a very tough but rewarding experience for the students. Each of them received a Certificate of Completion from KAUST as well as a chance to compete to win the overall team prize of \$10,000 on Saturday evening.



Our students' performance was among the top three teams in each category and even though they did not win the grand prize, two of our students managed to get actual job offers from KAUST and Dow Chemicals after they observed the students in action. UBT will continue its participation in such enriching competitions with the collaboration of KAUST to broaden the students' horizons and give them the opportunity to be a part of a once in a lifetime experience.

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