

# COLLEGE OF BUSINESS YEAR BOOK 2021-2022









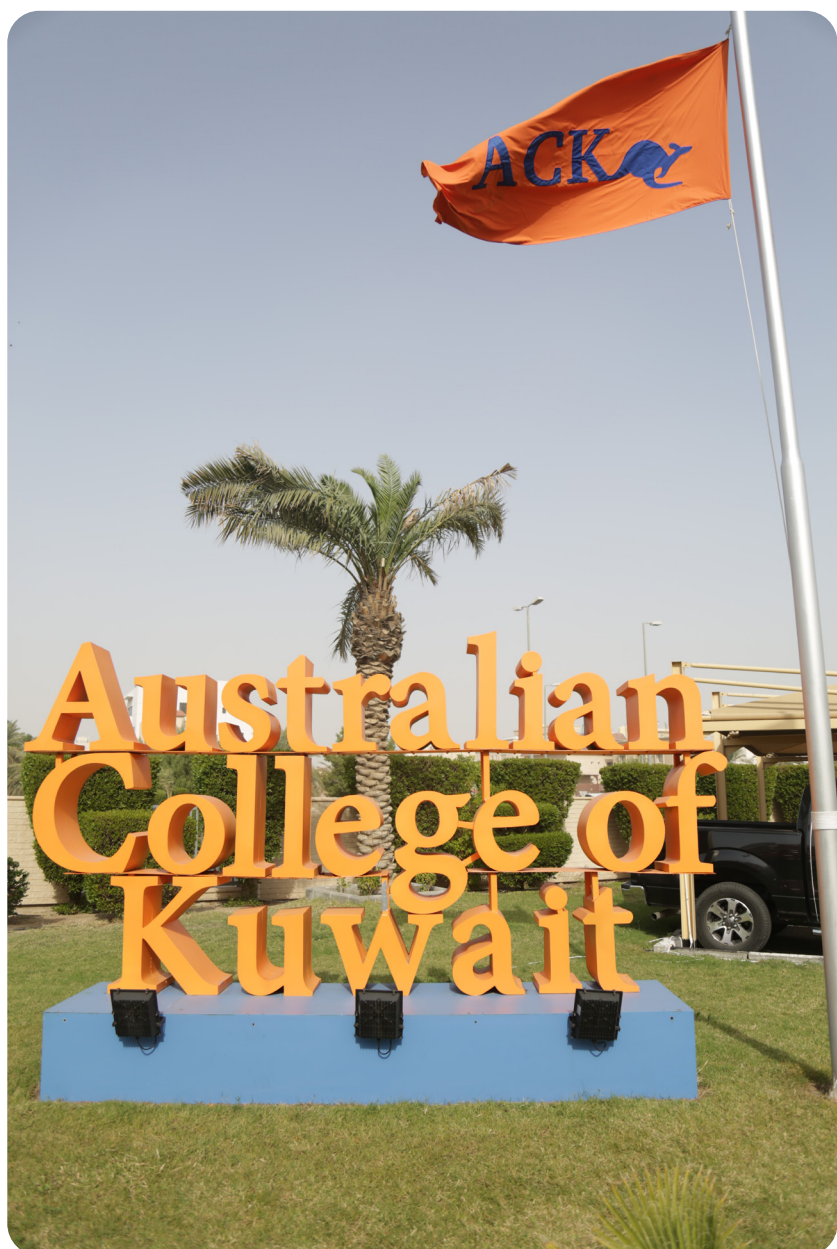




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# Welcome to the College of Business

SCHOOL OF  
AVIATION





COLLEGE OF  
BUSINESS



COLLEGE OF  
ENGINEERING

الجامعة  
الأسترالية

AUSTRALIAN  
UNIVERSITY





# A Welcome Message from the Dean



**Dr. Farid Abdallah**  
**Acting Dean – College of Business**

Welcome to the College of Business at the Australian University (AU).

With our prime objective being to providing excellent student education, we pride ourselves on being among the most diverse business universities in Kuwait. With a body of faculty and students with various nationalities and backgrounds, you will encounter an international educational experience at the College of Business.

Our recent change of status from being a college to that of a university carries with it many exciting and beneficial aspects to our students. We now offer a diverse number of degrees at the Diploma and Bachelor level, in the disciplines of Human Resources, Management and Marketing.

Our programs have been designed to meet the needs and skill requirements of employer organizations at local and international levels. Thus, the College of Business differentiates itself by combining theory with practice, through the adoption of a Project-Based Learning (PBL) approach. We aspire to stimulate students to think critically, communicate effectively, utilize technology, develop problem-solving skills and behave with virtue and accountability. Hence, our students will experience a combination of classroom learning, case-study problem-solving exercises, research, the use of industry-related software and internships at leading organizations. This will prepare them to identify and solve real business and social problems faced by firms and communities. Throughout their studies, our students receive the support and guidance of instructors who work collaboratively with industry and community partners to deliver practical curricula.

As AU is a higher education institution that promotes research capacity, our students are given the opportunity to work very closely with faculty members on a wide variety of research projects, while they benefit from top quality classroom instructions. We are proud of our business faculty members as they are known for their commitments to excellence in teaching, research and service, and for their efforts in advancing human capacity and preparing our students to become future business and community leaders.

At the AU College of Business, we educate tomorrow's leaders and entrepreneurs with today's leading management knowledge and tools.





# College of Business



# College of Business Administration Staff



**Ms. Ayah Barakat**



**Ms. Maha Mahmoud**



**Ms. Rawan Alayan**



# Department of Management/HR

**Dr. Steven Telford**  
**Head of Management Department – College of Business**

## **A Welcome Message**

At the Department of Management, we prepare students for rewarding careers in the world of business. In line with our move to becoming the 'Australian University' we have endeavored to widen and deepen our course offerings to be in sync with what one world typically expects of a modern university. Our courses provide the opportunity for students to acquire critical skills and knowledge in organizational behavior, leadership, strategy development, planning, finance, entrepreneurship, and international business that meet the ever-changing needs of today's immensely competitive market. Drawn from a diverse berth of nationalities and cultures, our faculty is comprised of a highly qualified team of individuals with experience that encompasses both traditional academia and contemporary industry – each of whom looks forward to helping to develop the bright young minds of modern Kuwait.







**Dr. Farid Abdallah**



**Prof. Alper Erturk**



**Dr. Richard Rutter**



**Dr. Oualid Abidi**



**Dr. Andri Ottesen**



**Dr. Dieter Thom**



**Dr. Omar Alhussainan**



**Dr. Wael Dabboussi**





**Dr. Yamen Nissi**



**Dr. Muath AbdelQader**



**Dr. Mirna Safi**



**Dr. Bashayer Alkhalifah**



**Ms. Aleksandra Jovanovic**



**Ms. Rupali Bhagat**



**Ms. Sapheya Aftimos**



**Ms. May Khafash**



# Department of Marketing

**Ms. Marcelle de La Roche**  
**Acting Head of Marketing Department –**  
**College of Business**



## **A Welcome Message**

We would like to welcome all students who decide on an exciting career in Marketing. Our department will ensure that students are fully prepared for the business world. We've designed our curriculum around the critical skills and knowledge required by industry in Kuwait and internationally. Courses related to Marketing Principles, Digital Marketing, Retail Marketing, Marketing Research, Social Media Marketing and Market Planning guarantee students have contemporary knowledge that can be applied once they graduate. Our university prides itself on ensuring that contemporary majors and knowledge are offered to students, thereby ensuring that graduates are productive and add value on the first working day.

Both programs will support students in careers and occupations such as Marketing Manager, Digital Marketing Specialist, Public Relations Specialist, Advertising Account Executive, Sales Manager, Retail Merchandising Manager, Brand Manager, and Market Research Manager. Our diverse faculty is highly qualified and presents a mixture of both academic and industry experience.

The Department of Marketing provides students with an innovative and applied education in management and marketing to prepare them for positions in public and private organizations.

Marketing is considered one of the most exciting and challenging functions of any organization. Whether you plan to pursue a career in marketing or not, understanding its role in business is critical to your success in any profession or position.





**Dr. Faidon Theofanidis**



**Dr. Vladimir Simovic**



**Dr. Sam Toglaw**



**Dr. Stephen Singaraju**



**Dr. Bodour Alshakss**



**Dr. Doha Almutawaa**



**Ms. Rola Mourdaa**



**Ms. Dania El Achmar**



**Ms. Hamsa Sarhan**



**Ms. Massouma Rahat**



**Ms. Nadeen Abbas**



**Ms. Fatima Allougman**





# Dean's List







# College of Business

## Dean's List Fall 2020-2021

### Major Name: Diploma of Management

| Seq | Student Name                        | Semester GPA |
|-----|-------------------------------------|--------------|
| 1   | Abdalghafour Amer Abullah Khuraibet | 4            |
| 2   | Wadha Mohammad Shukri Mohammad      | 3.93         |

### Major Name: Diploma of Marketing

| Seq | Student Name                       | Semester GPA |
|-----|------------------------------------|--------------|
| 1   | Elham Abdulrazzaq Mahmoud Abo Noor | 3.93         |
| 2   | Ahmad Abdullah Othman AlOthman     | 3.93         |
| 3   | Almas Naeem                        | 3.93         |

### Major Name: Bachelor of Business (Management)

| Seq | Student Name                    | Semester GPA |
|-----|---------------------------------|--------------|
| 1   | Awrad Khaled Mohammad AlMatrouk | 3.92         |

### Major Name: Bachelor of Business (Marketing)

| Seq | Student Name                | Semester GPA |
|-----|-----------------------------|--------------|
| 1   | Shahed Yousef Ahmad AlRakam | 3.87         |



# College of Business

## Dean's List Spring 2020-2021

### Major Name: Diploma of Management

| Seq | Student Name                   | Semester GPA |
|-----|--------------------------------|--------------|
| 1   | Wadha Mohammad Shukri Mohammad | 4            |
| 2   | Alizaa Mian Zeeshan Hassan     | 4            |

### Major Name: Diploma of Marketing

| Seq | Student Name | Semester GPA |
|-----|--------------|--------------|
| 1   | Almas Naeem  | 3.93         |

### Major Name: Bachelor of Business (Management)

| Seq | Student Name                 | Semester GPA |
|-----|------------------------------|--------------|
| 1   | Qutaibah Sami Saad AlHuwaiti | 3.92         |





# Graduation

2021







# Graduation Ceremony









# Graduation Speeches

**Dr. Sa'ad AlOmari**  
**Chairman of AU's Board of Trustees**

Graduation Speech at the 19<sup>th</sup> graduation ceremony for Diploma students and the 14<sup>th</sup> for Bachelor students.



"My Colleagues Members of the Board of Trustees  
Our Graduands and their parents  
Distinguished Guests

Peace be Upon You

On behalf of the Australian University's Board of Trustees and myself, it is a privilege and an honor to welcome you all and thank you for participating with us today in celebrating our graduands.

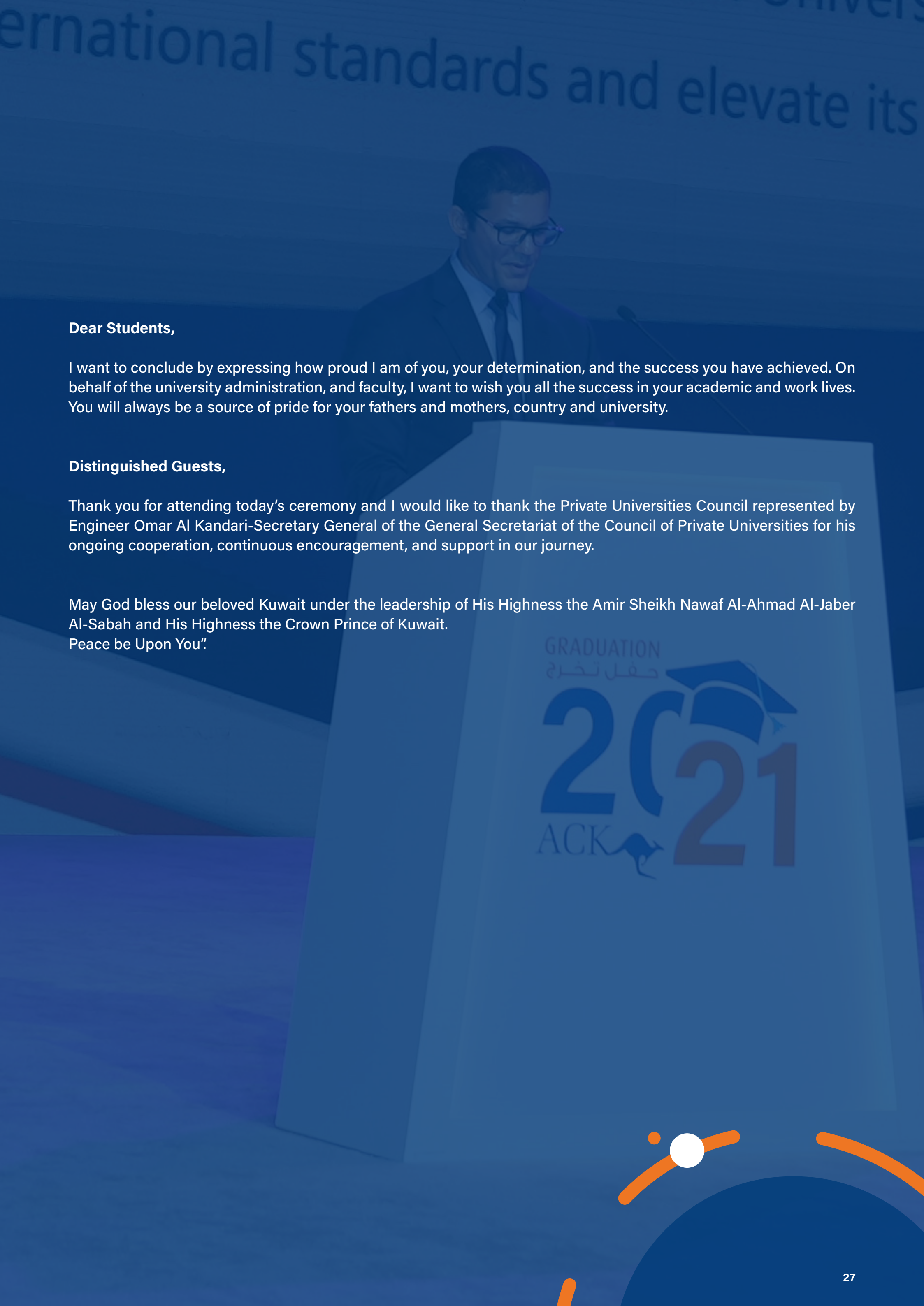
**Ladies and Gentlemen,**

Throughout our educational journey, the Australian University has designed its programs of study to meet international standards and elevate its administrative operations. The University provides advanced facilities and technology to keep pace with worldwide development and to cover its educational needs that resulted from the pandemic.

We are here celebrating a new generation of our graduands who have persevered and triumphed over a historic challenge and succeeded. We are proud to introduce our graduands to the labor market equipped with the necessary professional and technical skills.

Today marks the beginning of a new journey for our sons and daughters as they embark onto their next successful endeavor and contribute to building Kuwait's vision. We are certain of their ability to handle this next challenge with the required competence and confidence.





**Dear Students,**

I want to conclude by expressing how proud I am of you, your determination, and the success you have achieved. On behalf of the university administration, and faculty, I want to wish you all the success in your academic and work lives. You will always be a source of pride for your fathers and mothers, country and university.

**Distinguished Guests,**

Thank you for attending today's ceremony and I would like to thank the Private Universities Council represented by Engineer Omar Al Kandari-Secretary General of the General Secretariat of the Council of Private Universities for his ongoing cooperation, continuous encouragement, and support in our journey.

May God bless our beloved Kuwait under the leadership of His Highness the Amir Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah and His Highness the Crown Prince of Kuwait.  
Peace be Upon You".





# Graduation Speeches

**Professor Isam Zabalawi**  
**President of the Australian University**  
**Graduation Speech 2022**

*In the Name of Allah, the Merciful*

Dr. Sa'ad Al Omari Chairman of the Board of Trustees

Members of the Board of Trustees

Diplomatic Missions

Strategic Partners

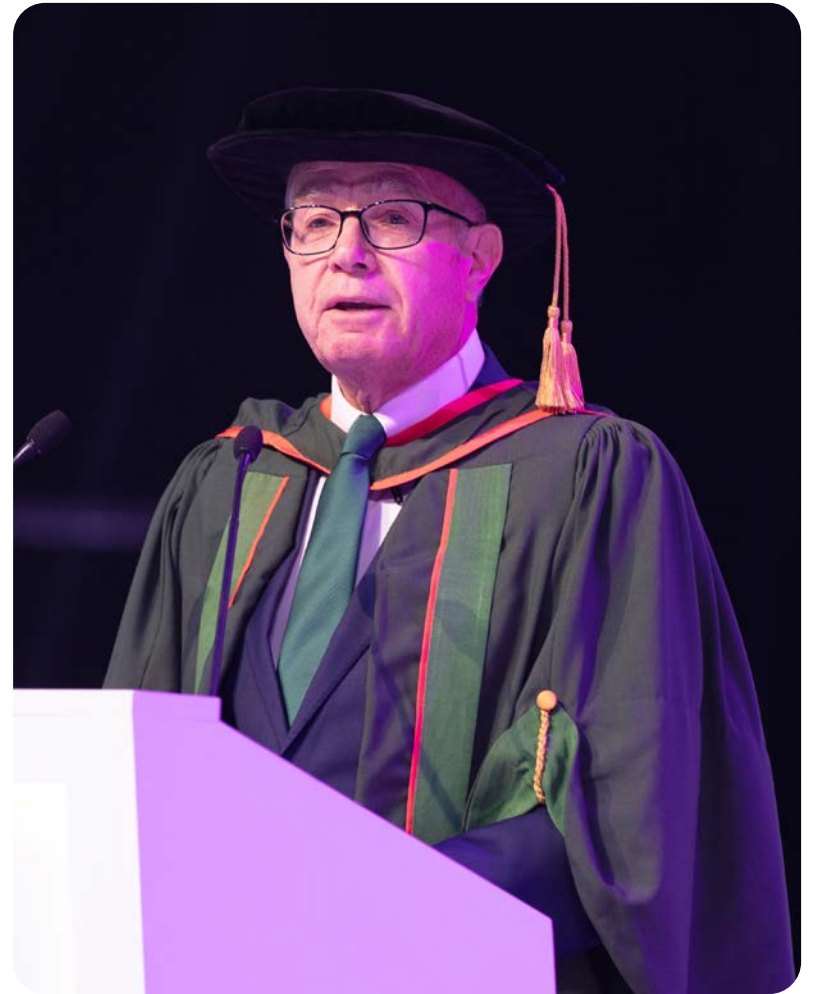
Academic and Administrative AU Members

Parents of our Graduands

Our Graduands

Distinguished Guests

Ladies and Gentlemen,



We are gathered here tonight to celebrate the graduation of the Australian College of Kuwait graduands under the umbrella of the Australian University. I want to extend a special welcome to the Chairman Dr. Saad Al Omari and thank him for his patronage and presence tonight. This group of graduands has faced immense challenges and difficulties resulting from the pandemic. Through it all, they have demonstrated incredible determination, confidence and resilience. Today, they follow in the footsteps of our alumni who are now working all over the country in various private and public institutions building Kuwait's vision and future.

Tonight's celebration is not only for our graduands, but also for their families, friends, and everyone else participating here with us today: our strategic partners, faculty, and administrative staff who have provided unlimited support and motivation for our graduating students.

**Dear Distinguished Guests,**

Since its establishment, the Australian University, through its articulated vision, mission and student-centered philosophy, has built a nurturing and interactive learning community for its students, faculty and staff. Our values, as a university, are centered around pride, integrity, loyalty, diversity, leadership, transparency, a sense of belonging, positivity and social responsibility.



The University is dedicated to achieving excellence in teaching & learning, scientific research and community service to ensure it produces in-demand graduates with the right skills and abilities ready for the workforce. All of our programs of study are designed in collaboration with industry and the University's Industrial Advisory Board at the University and Colleges' levels. These boards provide the University with advice in strategic areas necessary for program development, scientific research and training as well as internship and job opportunities while taking into account the requirements of the labor market locally, regionally and internationally.

The University has worked hard to expand its collaboration network locally and internationally, in particular with our strategic partner CQUniversity in Australia where we exchange knowledge and share the best quality assurance practices while preserving the University's local identity.

### **Dear Graduands,**

Through your journey at AU, you were trained in different methods of learning such as face-to-face, distance learning, hybrid learning, project-based learning, research-based learning, problem-based learning, case studies, teamwork, simulations, debates and learning through active and analytical discussions. These modes of learning implement the principles of learning to know, learning to do, learning to live together, learning to be, learning to transform oneself and learning to get employed.

The University is so proud of you for acquiring the skills, knowledge and competencies that will allow you to be distinguished and will enable you to work successfully in an environment driven by change and uncertainty.

Our dear graduands, your graduation today marks the end of a chapter, but the beginning of an exciting journey filled with new experiences. I urge you to continue on your path of success, excellence, and distinction as I have every confidence that you have what it takes to succeed and achieve your goals.

### **Dear Parents,**

Before I wrap up my speech for the evening, I want to thank you for your trust in AU. Your contribution and continuous support have allowed our students to reach this proud milestone. I want to assure you that your children will remain at the center of our university.

On behalf of the University, I once again, extend my sincere congratulations to all of our graduands and wish you a life full of success and outstanding contributions.

Last but not least, I want to extend my appreciation and gratitude to our faculty and administrative staff for their continuous efforts and to our strategic partner CQUniversity, the Private Universities Council represented by Engineer Omar Al Kandari, our organizing committee and to everyone who contributed to the success of our graduands.

God bless Kuwait and its people under the leadership of His Highness the Amir Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah and His Highness the Crown Prince of Kuwait.

Peace be Upon You.



# Bachelor Graduates



**Fatima Mohammad Iftikhar**  
Bachelor of Business (Management)



**Aisha Sami AlKharji**  
Bachelor of Business (Management)



**Albatoul Naser AlYousefi**  
Bachelor of Business (Management)



**Aljazi Sultan AlHablal**  
Bachelor of Business (Management)



**Amnah Jamal AlHuwaishel**  
Bachelor of Business (Management)



**Awrad Khaled AlMatrouk**  
Bachelor of Business (Management)



**Dana Yousef AlRoomi**  
Bachelor of Business (Management)



**Dima Ahmad AlEnezi**  
Bachelor of Business (Management)



**Fatmah Abdulmajeed Faraj**  
Bachelor of Business (Management)





**Haya Abdullah AlAbduljader**  
Bachelor of Business (Management)



**Hesa Nazeeh AlDhameid**  
Bachelor of Business (Management)



**Loulwah Ebrahim AlBannai**  
Bachelor of Business (Management)



**Mariam Adel Swayed**  
Bachelor of Business (Management)



**Marwah Hassan AlQattan**  
Bachelor of Business (Management)



**Maryam Saad AlHajeri**  
Bachelor of Business (Management)



**Noor Khalid AlHarbi**  
Bachelor of Business (Management)



**Norah Sami AlTamimi**  
Bachelor of Business (Management)



**Nouf Meteib AlAjmi**  
Bachelor of Business (Management)



**Nour Raed AlAhmad**  
Bachelor of Business (Management)



**Retaaj Naser AlRashid**  
Bachelor of Business (Management)



**Sabika Khaleefa Al-Kharafi**  
Bachelor of Business (Management)





**Selwan Anwar AlDabbous**  
Bachelor of Business (Management)



**Shaimaa Waleed AlDawood**  
Bachelor of Business (Management)



**Sheekhah Mohammad AlOtaibi**  
Bachelor of Business (Management)



**Taibah Abdullah AlOmran**  
Bachelor of Business (Management)



**Wadha Mazyad AlMutairi**  
Bachelor of Business (Management)



**Zainab Abdulaziz Abu Jaber**  
Bachelor of Business (Management)



**Abdulrahman Ali AlSaad**  
Bachelor of Business (Management)



**Ali Tawil**  
Bachelor of Business (Management)



**Ali Hasan Al-Hasani**  
Bachelor of Business (Management)



**Bashar Jamal Abdullah**  
Bachelor of Business (Management)



**Talal Talal AlMouli**  
Bachelor of Business (Management)



**Yousef Ali Ali**  
Bachelor of Business (Management)





**Faryal Mohammad Yasin**  
Bachelor of Business (Marketing)



**Aliah Salem AlFaraj**  
Bachelor of Business (Marketing)



**Abdulrahman Abdullah AlRuwaili**  
Bachelor of Business (Marketing)



**Afnan Fahad AlSoulah**  
Bachelor of Business (Marketing)



**Aya Magdi Shehab**  
Bachelor of Business (Marketing)



**Fatimah Fahad AlAli**  
Bachelor of Business (Marketing)



**Habiba Mohammad AlBloushi**  
Bachelor of Business (Marketing)



**Mirna Bichkar**  
Bachelor of Business (Marketing)



**Nawal Nawaf AlNewaem**  
Bachelor of Business (Marketing)



**Shahed Khaled AlZayer**  
Bachelor of Business (Marketing)



**Shaikhah Sultan AlMutairi**  
Bachelor of Business (Marketing)



**Zahra Abdelkader Idris**  
Bachelor of Business (Marketing)



# Diploma Graduates



**Ali Khaled Hasan**

Diploma of Human Resources Management



**Fahad Faisal Hussain**

Diploma of Human Resources Management



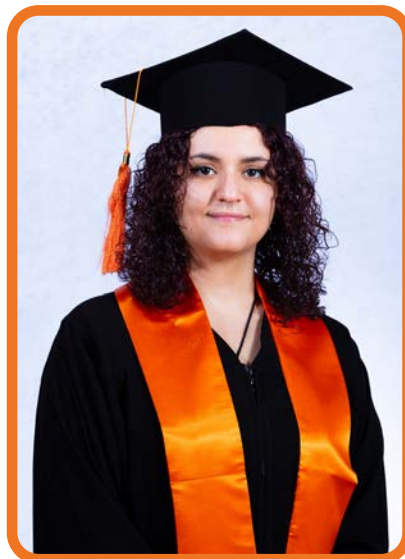
**Maryam Meshal AlFoodery**

Diploma of Human Resources Management



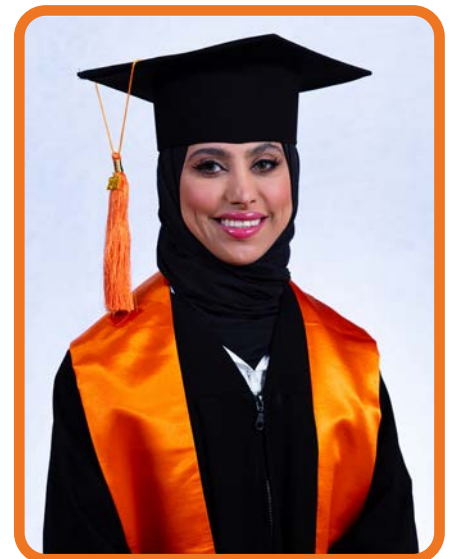
**Ayah Ahmad AlSayegh**

Diploma of Management



**Amelia Abdullah**

Diploma of Management



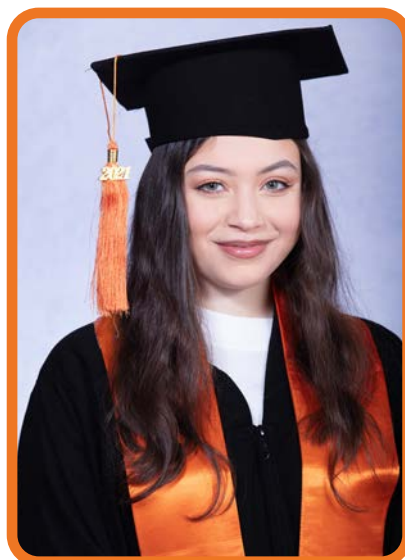
**Asrar Faisal Hussain**

Diploma of Management



**Danah Waleed AlKhashti**

Diploma of Management



**Jumana Khaled AlHarbi**

Diploma of Management



**Maryam Abdullah AlAsmawi**

Diploma of Management





**Narjes Fadhel Abbas**  
Diploma of Management



**Nour Bashar Hassan**  
Diploma of Management



**Shamlan Majed AlKhamees**  
Diploma of Management



**Athoub Jamal Ahmadi**  
Diploma of Management



# Graduates List



**Fall 2020-2021**

**Bachelor of Management**

Ahmad Fahad Abdulaziz AlMasaied  
Basma Jamil Ur Rehman Jamil  
Loulowa Amjad AlAhmad AlEbrahim  
Sheekhah Mohammad Habes AlOtaibi  
Zainab Abdulaziz Abdulkareem Abu Jaber  
Dima Ahmad Abdulrahman AlEnezi  
Fajer Ali Bader Malek  
Dana Yousef Khalifah AlRoomi  
Bashar Jamal Najem Abdullah  
Zaid Sameer Fahad Shehab  
Retaaj Naser Meshari AlRashid  
Maryam Saad Mohammad AlHajeri  
Shaimaa Waleed Fadhel AlDawood  
Amani Eid Ayyad AlOtaibi  
Sabika Khaleefa Musaед Al-Kharafi  
Abdullah Sulaiman Ahmad AlMohanna  
Ebraheem Kazem Moahmmed Mahusseин  
Rashed Husam Rashed AlRashid  
Fatmah Abdulmajeed Abdulhameed Faraj  
Mariam Adel Abdullah Swayed  
Nassimah Rumaidhin Jassim AlRumaidhin  
Ali Tawfeeq Taher AlMousa  
Ali Abdalamir Mansour AlQallaf  
Ameera Abdullah Abdulrahman AlQabandi  
Mahmoud Mohammad Mahmoud Aseeri  
Shaikah Bader Jasem BnJasem  
Layali Waleed Khaled Makki AlMatrouk  
Mahdi Hadi Habeeb AlSafar  
Ltefah Saud Amer AlAjmi  
Selwan Anwar Bader AlDabbous  
Awrad Khaled Mohammad AlMatrouk  
Bashaer Fahad Awwad AlMayas  
Mohamad Imad Nasef Maki  
Thamer Meshal Mohammad AlAjeel  
Mohammed Azzam Abdullah AlRoudan  
Bader Yousef Abdullah AlAnsari  
Afnan Mohammad Yousef AlShuaib

AlFaisal Khaldon Barakat AlJa'fari  
Mounirah Eifan Abdullah AlAifan  
Taibah Abdullah Ibrahim AlOmran  
Faisal Ahmad Khalfan Saeed  
Abdullah Q A A AlAbduljader  
Fatmah Tareq Ali AlBeloushi  
Ghaida Saleh Musaед Al-Husaini  
AlJazi Abdulaziz Ahmad Farhan  
Abdullah Khaled Jaafar Mohammad Ali  
Wadhha Naser Awad Saeed  
Nourah Abdulkareem Abdullah AlMedlej  
Aljazi Sultan Mubarak AlHablah  
Aisha Sami Saad AlKharji

**Bachelor of Marketing**

Shahad Amer Haidar AlWathiqi  
Basmah Ali Fahad AlHawal  
Sara Tareq Mohammad AlAli  
Meshari Osamah Salem AlBaker  
Noorah Waleed Khalefah AlEssa  
Fatemah Najeeb Abdulmohsen AlEssa  
Hessah Abdullah Yousef AlRadwan  
Nour Saad Mohammad AlBusairi  
Abdullah Waleed Mohammad AlBaghdadi  
Nawal Nawaf Kraidі AlNewaem  
Abdullah Hamed Khaleel AlSeyarfi  
Zahra Abdelkader Ahmed Idris  
Afnan Fahad Abdullah AlSoulah  
Zahrah Abdullah Ahmad AbdualShaikh  
Abdulaziz Mahmoud Abbas Jumah  
Ahmad Wael Othman AlMesbah  
Fatimah Fahad Hamzah AlAli  
Reham Mohamed Said Ahmed Fahmy



## Diploma of Human Resources Management

Menwah Abdullah Yousef AlSouree  
Lian Hasan Ihsan Mansour  
Maryam Meshal Abdulmajeed AlFoodery  
Azhar Mohammad Fadhel BouAbbas  
Mohammad Redha Mohammad Huseen  
Nouf Saud Aziz Anbar  
Fahad Rashed Ahmad AlKhdher  
Yahea Ahmad Yahea AlAyoub  
Hadis Mahdi Tamir  
Faisal Bijad S Bin Shmilan  
Aseel Emad Abdulwahab AlMuhaiteeb  
Mohammad Fahad Khalaf Hamadah  
Hamad Ali Hussain AlShatti  
Jenan Yousef Ali AlShati  
Saud Reyadh Mubarak Boresli  
Farouq Ali Abdulkareem AboAlHasan  
Khalil Hasan Kabiri

Sayed Ali Najeeb Sayed Ali AlMoosawi  
Naser Mohammad Bader Murad  
Fajer Ali Abdulaziz AlHweel  
Amnah Mohammad Mubarak AlAjmi  
Aayah Ahmad Hasan Abdullah  
Bader Naser Abdullah Naser  
Abdullah Fahad Salem AlHashash  
Nevin Mahmoud Ahmed Abouzeid Ahmed  
Munirah Khaled Mubarak AlMeshoot  
Rasheed Zafar Iqbal  
Abdulateef Meshal Abdullah AttAllah  
Abdulrahman Nayef Jabr AlShemeri  
Ebraheem Salah Jasim AlLanqawi  
Ahmad Basel Ahmad AlKandari  
Abdullah Tareq Ahmad AlKandari  
Bebe Talal Soud AlAjran  
Fahad Emad Saied AlQuraishi  
Shooq Jamal Ali AlQeelani  
Sarah Tareq Samhan AlSamhan  
Danah Abdulaziz Ahmad AlHoolan  
Eathar Yousef Abdullah AlKandari

## Diploma of Management

Maryam Abdullah Yaqoub Saif Husain  
Zahraa Abdulkareem Ghabash Al-Hashimi  
Qutaibah Sami Saad AlHuwaiti  
Alaa Adnan Sadaf AlBahrani  
Mohammad Hamed Yousef AlQattan  
Maryam Abdullah Yousef AlAsmawi  
Hala Mohammad Nasser Sharrar AlMutairi  
Hamad Adel Khaled AlHadlaq  
Dhaen Mohammed Dhaen AlSamdan  
Zahrah Mostafa Ali Akbar  
Maraheb Adel Yaqoub AlMutawaa  
Yousef Abdulhameed Ghuloum Husain  
Abdullah Mansour Ghuloum Jamal  
Aisha Mohammed Hattem  
Ayaat Ahmad Eissa Mohammad  
Afnan Saad Mohammad AlHarbi  
Jasem Mohammad Bader Murad

## Diploma of Leadership and Management

Faisal Fares Mohammad AlWaqaian



## Diploma of Marketing

Sondos Abdulaziz Redha Redha  
Dalal Ali Sulaiman AlJaber  
Omar Mubarak Basheer Nasaeb  
Shatha Abdulwahab Ibrahim AlOstad  
Talal Mubarak Basheer Naseeb  
Khaled Derbas  
Abdallah Abdul Raheem Samih Al Refai  
Tasneem Abdulhameed Abdullah AlHamad  
Sara Bader Naser AlRashed  
Khadijah Nawaf Saad AlMakaimi  
Aseel Saleem Mostafa AlMahmeed  
Athoub Jamal Mahmoud Ahmadi  
Mais Meshal Mohamed AlHuwashel  
Mohammad Abdullah Redha  
Ali Salman Abdullah AlQallaf  
Saad Ahmad Saad AlHashan  
Abdullah Ali Abdulwahab AlRoumi  
Fatmah Osamah Saeed Buareki  
Fatemah Shaker Taha AlMaghrebi  
Alya Khaled Kadhemi Othman  
Hamad Anwer Khamees Mohammed  
Danah Abdullah Ali Murad AlKandari  
Mohamad Amer Yehia

## Spring 2020-2021 Bachelor of Management

Noor Khalid A AlHarbi  
Abdulrahman Ali Faraj AlSaad  
Dhuha Waleed Mohammad AlQattan  
Ban Ahmad Jumah Masoud  
Marwah Hassan Ahmad AlQattan  
Fatima Mohammad Iftikhar  
Shaikhah Khaleefah Jasem AlSabah  
Sulaiman Zaman Shaker AlQanaee  
Yousef Ali Yousef Haidar Ali  
Rahaf Adel Musaad AlKhurafi  
Maryam Khaled Khalifah AlMejaibel  
Fatimah Mahmoud Eissa Bahman  
Haya Abdullah Salem AlAbduljader  
Fatema Harun Al Rashid  
Ahmad Abdullaah Esmaeil Mohammad  
Salem Talal Salem AlBaker  
Maryam Abdullateef Mohammad AlSabeeh  
Athari Sameer Hasan AbdulWahab  
Ghaneemah Waleed Saleh AlBannay  
Aisha Adel Abdullah AlMulla  
Abeer Hadi Mohammad AlMarri  
Nouf Meteib Fahad AlAjmi  
Amnah Jamal Hashel AlHuwaishel  
Talal Talal Saleh AlMouli  
Maryam Saleem Ebrahim AlOtaibi  
Hajar Abdullah Ali AlHaddad  
Dalal Mohammad Ebrahim AlBidli  
Ali Hasan Ahmed Al-Hasani  
Ali Tawil  
Yasmeen Talal Mohammad AlSarraf  
Shahad Nasser Saad AlHabad  
Albatoul Naser Ali AlYousefi  
Souheil Moghnieh  
Mariam Ahmed Majeed Ali

## Bachelor of Marketing

Abdulrahman Abdullah Thani AlRuwaili  
Ghanem Waleed Ghanem AlGhanem  
Mirna ò Bichkar  
Najoud Mohammad Hasan AlAsfour  
Rawan Kareem Mezal Jarrah  
Fatemah Ali Hasan Kamshad  
Aya Magdi Taher Mohamed Shehab  
Sabya Ahmad Mohammad AlMeshary  
Abdulrahman Mohammad Edrees  
Athoub Abdulaziz Majeed AlGhareeb  
Hamed Hael Hamed AlHashem  
Shahed Khaled Abdulwahed AlZayer  
Shaikhah Sultan Baddah AlMutairi  
Aliah Salem Mubarak AlFaraj  
Faryal Mohammad Yasin

## Diploma of Human Resources Management

Rashed Mohammad Khalaf AlRajbani  
Jaber Mubark Fahad AlSabah  
Bader Abdullah Ahmad Bader  
Nour Mohammad Saad AlRashidi  
Kawthar Naser Yousef Faras  
Ali Khaled Ahmad Hasan  
Hutham Tareq Dawoud AlBader  
Abdullah Yaqoot Sulaiman Mobarak  
Fahad Faisal Fahad Hussain  
Basil Adel Hussain AlKhudhur  
Salem Mohammad Ahmad AlAmiri

## Diploma of Management

Mariam Nayef Sulaiman AlSaeed  
Farah Wael Hamad Alloughani  
Salma Saud Abdulrazzaq AlHashem  
Loulwa Abdullah Mohammad AlBader  
Mohammad Naser Mousa AlArbash  
Turki Nabil Ebrahim Juhail  
Meshal Mohammad Khalaf AlEnezi  
Ebrahim Yousef Ebrahim AlShatti  
Salah Yousef Abdullah AlManaei  
Ahmad Mohsen Eissa Merza  
Daniel Nammour  
Saud Abdulaziz Jassem AlAwadh  
Huseen Saleh Mohammad AlBlooshi  
Muhammed Fazil Vettannur  
Maryam Mohammad Ali Afzali Nafchi  
Ali Mohammad Yousef AlAli  
Osama Jamal Mohammad AlEnaizi  
Fahad Osamah Eissa AlHasawi  
Shahad Ahmad Attiya AlBatini  
Abdulrahman Abdullah Fahad AlSebiti  
Nour Zaid Abdulrazzaq Ibrahim  
Nour Bader Abdullateef AlKouh  
Asrar Faisal Fahad Hussain  
Shamlan Majed Sultan AlKhamees  
Khulood Waleed A AlMandeel  
Haya Saud Mubarak AlHuraiti  
Dina Bader Radhi AlOthaina  
Mohammad Ali Hussain AlOmran  
Nour Bashar Ahmad Hassan  
Athbah Khaled Abdullah AlMushaiti  
Jana Hani Rumi Alenezi  
Abdulrahman Hussain Ahmed AlNaser  
Mohammad Ali Mohammad Hajiah  
Mahmoud Nader Yousef AlAnsari  
Jumana Khaled Humoud AlHarbi  
Ahmad Anwar Ahmad Allahdan  
Sarah Meshari Mohammad AlBader  
Mansour Faraj Othman AlNoubi  
Abdulrahman Hisham Ahmad AlYousef  
Abdullah Yahia Ali Ahmad  
Dhari Hussain Farhan Alenezi  
Ahmad Hassan Ahmad AlMhana  
Danah Waleed Khaled AlKhashti  
Amelia Abdullah  
Mishari Adel Ahmad AlAmeeri



## Diploma of Marketing

Essa Abdulwahab Essa Binhajji  
Kawthar Jassim Mohamad AlFadhli  
Abdulrahman Shakir Abduljaleel AlRashid  
Farah Naser Redha Dashti  
Husain Mohammad Abbas Bahzad  
Danah MHD Hussam Mreish  
Elham Abo Noor  
Mohammed Ali Mohammed AlShemeri  
Bader Hasan Abdullah AlEedan  
Fatmah Anwer Habeeb Abbas  
Nour Maan Ahmad AlNafisi  
Murtaza Abbas Ali Untalawala  
Nour Reyadh Mohammad AlTawary  
Fawaz Ayas Saleh AlKhubaizi  
Abdulla Waleed Ali Abul  
Jori Raed Mahmoud Mohammad Mahmoud  
Teba Adel Jassim AlBerjes  
Hamad Sameer Naser Al-Mutawa  
Abdulwahab Ahmad Thunayan AlEmairi  
Ahmad Hamed Ahmad AlFarsi  
Maryam Naser Abdulrahman AlJamil  
Haneen Ali Saleh AlKhars  
Ashaq Yousef Hussain Alenezi  
Farah Naser Sulaiman AlMehaiteeb  
Abdullah Ali Hussain AlQallaf  
Shmlan Refaa Mohammad AlRoomi  
Fahd Jassim Fahd AlBalool

## Summer 2020-2021 Bachelor of Management

Khlood Ameen Hajeyah Mataqey  
Narjes Mansour A Saif  
Wadhha Mazyad Saaran AlMutairi  
Mohammed Nabeel Faraj  
Nour Raed Ahmad AlAhmad  
Norah Sami Abdulmohsen AlTamimi  
Loulwah Ebrahim Abdullah AlBannai  
Fahed Saad Motlaq AlAradah  
Razan Meshaal Ahmad AlHajji  
Hanan Kamel Abdulaziz AlSheikh Ali  
Yousef Hussain Abdulaziz AlMatrouk  
Hesa Nazeeh Jassim AlDhameid

## Bachelor of Marketing

Khaled Meshari Khaled AlHaqan  
Farah Mohammed Ali AlMukaimi  
Alaa Sayer Bader AlSayer  
Fajer Abdullah Hafeth AlHafeth  
Habiba Mohammad Hamzah AlBloushi

## Diploma of Human Resources Management

Mohammad Ahmad Hamad AlAjmi  
Maryam Abdullah Dekheel AlJassar  
Faisel Adel Khaled AlYaqout  
Amal Hasan Ahmad AlAli  
Waleed Hilal Farhan  
Maryam Ahmad Ali Abbas  
Abdulwahab Meshal Ali Karam Huseen  
Omar Abdalnaser Salah AlRayes

## Diploma of Management

Musab Sami Saad AlHuwaidi  
Taha Abdulamir Hassoun Taha  
Reem Hussain Mohammad AlKandari  
Ahmad Naser Saleh AlQaloushi  
Salma Ahmad  
Fajer Khalid Nouri AlAdsani  
Yousef Sager Abdullah AlSharhan  
Batol Hussain Ali AlNajar  
Bader Ahmad Hashem AlKandari  
Razan Theqel Saud AlAjmi  
Awrad Abdullah Monther AlMutawa  
Abdullah Safdar Aziz  
Laila Qais Saheb Akroof  
Abdulaziz Ali Mubarak AlSaleh  
Jarrah Fawaz Yousef AlShallal  
Fai Khaled Zaid AlAjeel  
Haneen Yousef Saleh AlRifai  
Fadayl Wael Ebrahim AlYaqout  
Mohammad Ahmad Al Refai  
Omar Zakaria Mohamed Reda ElAbrashy  
Katouf Faris Isam AlKamil  
Huseen Monther Abdualaziz Bouabbas  
Denah Rashed Abdulrahman AlBader  
Narjes Fadhel Abbas Hasan Abbas  
Abdulateef Abdulrahman AlBedaiwi

## Diploma of Marketing

Rghd Sayed Mohammad Sayed AlNaser  
Bashar Abdullah Ahmad AlTabtabaei  
Yaqoub Ahmad Khalil AlShatti  
Fatema Anwar Saud AlObaidan  
Awrad Faisal Jassim Rayes  
Laila Essameldin Ahmed Talaat Nasr  
Barrak Hesham Abdulmalik AlNouri  
Mohammed Khaled Mohammed AlBader  
Hamad Ahmad Hamad AlKhader  
Maryam Abdulsalam Khaleel AlFodari  
Noura Sulaiman Othman AlKouh  
Mansour Fahad Abdullah AlRashid  
Esraa Mansour Ayesh AlSalamen  
Ahmad Abdullah Othman AlOthman  
Jude Aws Ali Osta Ahmad





# Faculty Contributions in College of Business







# Research

## Dr. Vladimir Simovic

In their constant quest for knowledge and for the ways to offer College of Business students with the cutting-edge competences and skills in different areas of business, COB faculty spent a busy academic year in conducting research. Besides the fact that, during this academic year, COB faculty members were performing current research and presenting and publishing their research results in scientific conferences and academic journals, a significant effort was invested in preparing some future research and creating teams of dedicated people who believe that better research leads to a better education and a better world.



Some of the topics COB faculty members are gathered around and working on are:

- Electric Vehicles
- Spillover effect of supervisors' misfit with the organizational culture on subordinates through LMX
- The Influence of Social Media Marketing on Brand Community Membership:
- Digital Entrepreneurial Competences of University Students
- E-Education and Accounting Courses
- The relationship between Digital Readiness of Human Resources and organizations' successful Digital Transformation
- Adoption of Mobile Banking Apps by Youth
- Transformative Marketing - AI, VR, AR, Blockchain and other emerging technologies in marketing
- An Experimental study on Game-Based Learning in Kuwait
- Knowledge workers' response to technological change during COVID-19
- Digital Marketing Capacity Building for Disabled People

Whether it is an e-learning system, or a tool to measure the competences of students or a game simulation to be deployed in a class, a significant portion of COB faculty members' research is student-oriented: to find scientific knowledge on the ways to improve the efficiency and effectiveness of the educational process and to provide a better learning experience to our students.

During this year, significant efforts were made to improve the visibility of the scientific output of every COB faculty member by creating public profiles on scientific platforms, establishing cooperation with academic entities from all over the world, creating international research teams, applying for projects with domestic and international bodies, and participating in workshops and forums.

In 2021/2022, the College of Business started the preparations for the Scientific Conference which will be held at the Australian University on November 17th, 2022. The topic of the conference is Digital Transformation in Business: New Challenges and Opportunities.

The ultimate goal of all of our research related activities is to position COB and the Australian University on the global map of institutions which conduct research that makes a difference.

# PBL-Project Based Learning

## Dr. Dieter Thom

What are the criteria for PBL courses in the College of Business? By agreement with the College Council, a PBL course must contain at least one project that satisfy the following criteria:

1. Students need to use a theoretical framework (business theory) and apply it in practice using critical thinking, problem solving, collaboration, and various forms of communication. Groups of students (from 3-5 members) working together, must do the project work.
2. Students work on a project over an extended period of time (i.e., starting from at least six weeks up to a whole semester) that engages them in solving a realistic business problem or situation/scenario.
3. The project is at the heart of the curriculum for the course and the execution of the project is directly linked to the student learning outcomes of that course.
4. The project is preferably sourced from the real-world/industry, but not exclusively.
5. The project is driven by key practical questions, which lead students to in-depth exploration of authentic and important topics. Students must consider the practical application of the theory in commerce and industry, as well as gather, analyze, synthesize, and summarize the data. Some primary research (like interviews) and some secondary research (like literature study) shall be encouraged. Reports, which are purely descriptive, should not be considered PBL.
6. As the semester progresses, the course work will decrease, and the group project work will increase.
7. The major assessment shall test the group on the project by means of a verbal presentation (recommended) and/or a written report. The verbal presentation, if used, shall allow for questions and answers for individuals to ascertain their knowledge and understanding. The use of an individual project-based journal is also recommended, with weekly entries to document academic progress. In addition, the use of peer evaluations is recommended, to safeguard the equal contribution of all members to the project. Furthermore, it is suggested that project-based coaching sessions shall be provided by instructors to guide and support students during the implementation of their projects.
8. There needs to be a clear majority of at least 60% project-related assessments in the course for it to be considered PBL. This allows 40% flexibility to use other appropriate assessments (e.g., midterms and final exams).





# ICDL- International Computer Driving License

## Ms. Massouma Rahat

I would like to share with you some information about a valuable qualification that is recognized worldwide. It's called the ICDL (International Computer Driving License) and from the name you can guess that it is a qualification related to computer skills.



We at AU, started our journey as a certified ICDL training and testing center in 2019. ICDL candidates are expected to know the content of 7 modules that we offer in our trainings in preparation for the following 7 tests. The modules are:

- Computer Essentials
- Online Essentials
- Word processing
- Spreadsheets
- Presentation
- Cyber Security
- Online Collaboration

The above-mentioned topics equip candidates with the knowledge and practical skills that one needs to maintain productivity at work. Speaking of the difficulty level of these modules, it is worth mentioning that they are considered the basic computer literacy level that anyone should have nowadays. In Kuwait, the ICDL certification is an entry-level requirement for employment within many government and private sector organizations.

Knowledge is power, indeed, and I enjoy hearing the success stories of our candidates who worked hard to gain this qualification in order to secure a position in a well-known organization. My students always reflect back on how the information that they learned helped them work efficiently and thus they could do more in less time. They feel productive and certainly consider themselves successful in adding value to their departments after learning tips and tricks for using Word, Excel, PowerPoint and Outlook. I noticed that the majority of the candidates find 'Online collaboration' and 'Computer essentials' particularly simple. As for the Cyber security course, you can see the importance of this knowledge in our current digital world. I hope you will consider ICDL too and join us and allow me to take you into this beautiful journey. University on the global map of institutions which conduct research that makes a difference.

# Graduation Projects

## Dr. Sam Toglaw

“Graduation Project” is a capstone course that serves as a culminating academic and intellectual experience. Students are required to apply the underpinning knowledge acquired in their bachelor program, demonstrate graduate attributes and utilize various skills related to analysis, design, planning, writing proposals/reports, time management and implementation.



Graduation projects follow the project-based learning approach (PBL), so students work in groups, use interdisciplinary and critical thinking, apply cross-sector collaboration to develop a complete startup business based on innovative, ethical and sustainable solutions.

During the ideation stage, the lecturer provides scaffolding support to each group of students as they learn the concepts and develop the operational and business plans for their new startup business. At the end of this exciting journey, students submit their complete project report, a portfolio that includes their biographies, five progress reports (Weeks 5,7,9,11,13) and supporting data. In addition, they are required to prepare a PowerPoint presentation to pitch their business idea in front of their instructor and a panel of judges. In the Spring semester 2022, graduation project students participated in the 3rd competition for innovation, entrepreneurship sponsored by the Australian University to foster a culture of entrepreneurship among the students and raise the quality of their submitted projects. The top three projects were:

1. 404-Box which is related to the gaming industry.
2. Dana Alzheimer Center tackles a pressing need in the Kuwaiti society for specialized treatment and care centers for Alzheimer patients.
3. Female Force is a diverse sports center that enables females to practice their favorite sports in a controlled environment.

Finally, the College of Business encourages its graduation project students to take the next step to execute their projects and benefit from the services and facilities provided by the Center for Innovation and Entrepreneurship as well as the incubation and acceleration services provided by AU strategic partners. Failure should not be feared, it is the condiment that gives success its flavor. Winners usually fail until they succeed.



# Internship

## Ms. Rupali Bhagat

At College of Business, we offer internships to all our graduating students from all majors as part of their curriculum. Each registered internship student either looks for his/her own internship in various private companies or they are supported by their AU mentor in finding internship opportunities. We highly motivate our students to find opportunities based on their majors and preferences. At AU, we take these internships seriously, as we believe that it helps our future graduates to test and apply the academic skills they have gained in classrooms while studying various business courses. Internships allow them to use these skills in real-life scenarios, strengthen them as professional as and increase their employability in the market.

In this process, we have always received full support from different companies all over Kuwait. Many companies from banking, retail, hospitality, health, real estate and academia are eager to take our interns. Even during the challenging times of the pandemic, our students were offered online internships, partial online, or face-to-face internships enabling them to complete their course and graduate on time.

We are thankful for these collaborations with the industry, and we further look for ways to support our students in the future by offering more meaningful internships related to their majors. The aim is to ensure that our students are employable once they graduate.





At the College of Business, we believe in empowering our students through activities inside and outside the classroom. We try our best to collaborate with industries, NGOs, and civil society. The purpose of these collaborations is to be able to find ways to develop and enhance our students' employability skills as well as their life skills. To fulfill this mission of student empowerment, we have collaborated with INJAZ in past and recent years to offer career development opportunities at various levels.

- AU students' participation in the Company Program (CP) at national and regional level:  
Every year, an AU team inclusive of students from different majors (mostly business) participates in the INJAZ Company Program (CP) which is a renowned business competition in the MENA region. AU and INJAZ mentors prepare the students for this competition by completing the CP course book in sessions spread over a year and running customized business incubators on the AU campus over weekends. The students also attend communication workshops to develop individual presentation skills and then meet industry mentors to develop business ideas as part of CP. AU teams have represented Kuwait at national levels and have won trophies & awards in these events in the past years.
- AU students' participation in certified Head Start workshops:  
This program is mostly organized for Diploma students in semester 1 and 3, however, in April 2022 the program was organized for graduating project students from bachelor's program as well. The students were given special tips on CV building and how to achieve success in interviews. Each participant appeared for a mock interview with people from the industry. After completion of the program, a completion certificate was awarded to each participant.
- AU student visits to companies in Kuwait (Job Shadows):  
INJAZ assisted the College of Business in organizing job shadows in reputed companies all over Kuwait. The job shadows were organized for various courses across all majors. These job shadows support students academically and professionally. In the past few semesters, students visited Alghanim Industries, Gulf Bank (Head Office and Branches), KAMCO, KIPCO, XEROX to name a few.
- INJAZ has also offered AU students the opportunity to participate in prestigious events like the Jahez Pan Employability Forum (at the regional level) and started offering internships to eligible students. In the past, students have participated in certified Google workshops hosted by Google. AU has also supported these activities, hosted CP rehearsals in past years at AU campus and offered volunteers from the university. We appreciate this support and look forward to creating more opportunities together for our students' all-round growth and development.





# Students Interviews





# Sharing Learning Experience Post COVID-19, Success Stories in the Australian University and Advice to New Students.

**Student name:** Fahad Alshammari

**Major:** Marketing

In 2021, the Corona Virus still prevailed in the country and most of the countries were unstable and under pressure. Millions of people were dead from this disease and their minds were full of negative thoughts. Being a part of this new (online and offline) learning environment, I have learned how to depend on myself to study and explore the different aspects of business, because initially it was very difficult to understand why we cannot have one mode completely. It wasn't easy but with planning, time management, patience, hard work and our instructors' and family's support, I started to enjoy the experience.

AU truly is our second home, having witnessed the majority of our encounters, successes, and challenges. At AU, we were prepared to learn, explore, and get to know ourselves and this helped me learn how to organize my business in the right way. I have to mention that coming back to campus to teach at the end of the semester and the various interviews we did with different companies as part of projects made me more confident and well prepared for my business which I am currently operating.

I'm the Marketing Manager of 'Wawan Protein', I own 'The Italian for Import and Export company' and the 'Ertugrul Bow' for the Archery online store. The success of each can be attributed to the learnings I have grasped from AU Instructors over the semesters.



**Student name:** Reem Aljuhmani  
**Major:** Marketing

My name is Reem Jamal Aljuhmani, this is my first year at AU as a freshman, studying Marketing. My advice for freshmen is to pay attention to the little details about the university such as your attendance, homework, and assignments as these add up and have a significant effect on your grades. AU has a friendly environment making it easy to socialize and make friends, which you will need throughout your semester. The highlight of the year for me was the 'Fill the Gap' event, it brought out the best in me and showed me what I'm capable of and how far I can go, the end results were beyond our expectations, and all group members of 'Urban Shades' gave out the best of themselves and we had to overcome all difficulties as we collaborated as a team. I'm honored and proud that we were able to make a profitable business. I would like to thank all the lecturers and staff who supported me through the course, my fellow students for the amazing and informative chats, and I would especially like to thank Ms. Massouma Rahat for making our class very engaging, fun, and teaching us in the best way we could ask for as well as delivering all the information we need and more. I am highly interested in running a business, especially how big brands set up very smart marketing strategies. I see myself after 10 years owning my own business as well as a creative director for brands. My biggest supporter through this journey was my family. I see my dad as a school that I learn from every day, business-wise and personality-wise, and my mum helped in the times I needed help the most especially during the 'Fill in the gap' event and she was there for me spiritually. I would also like to thank my sister Bushra for always pushing me forward and my brother Saeed for believing in me and always helping. I'm happy and thankful for the supportive environment I have. I'm inspired by my dad as he is a very loving and dedicated person who wishes the best for people around him. Another person who inspires me is Ahmed Alshugairi, as he strives to show people positive change and teach them how to change positively in all aspects of life.





## Student name: : Abdelwahab Almuaili

First, my advice for the new students is always ask around if you have any problem or if he/she does not understand any of the topics. Ask the students or your instructor; they will surely help you and please never say I cannot do that; never give up and always try your best!

We had many highlights this year, but the greatest highlight is that AU was ready for everything during and after COVID-19. The good news is that AU was the first university which applied the online classes, demonstrating that they are prepared for anything.

Hopefully in 10 years I will have my PhD and I aim to be one of top scorer PhD holder at AU or any other university. I am always happy to see when someone is working hard and doing his best even if he/she makes mistakes, but we learn and that is what make us humans.

I am most grateful first to my family for supporting me and always encouraging me to do my best and finish my degree. Secondly, I am grateful for my instructors. They played a big part in supporting us as students, they never said no, even if we asked them about anything other than the course or if we needed advice during our hard time.

Finally, I would like to thank all of my friends and a special thank you to my teachers for helping me in everything in my life, by changing my mind for the better and for pushing me to do my best in everything in my life.

## Student name: Ashwaq Almuwaizri

### Major: Human Resources Management

The first advice to give the freshmen is to think of academic life in a different way than school or the pre-university life. The quality of life at the university depends more on the efforts exerted by the students, who are supposed to conduct research and write reports according to certain procedures. The second piece of advice is to be obedient to their instructions and follow the university rules. In addition, they shouldn't delay today's work till tomorrow and shouldn't be absent from their classes in order to catch up with the inspectors' instructions guiding them to success. As for the most important highlight of this year, it is me studying Economics which enriched my knowledge concerning how to understand economies and how to manage money and the second highlight is resuming physical classes at the campus.



By the end of a ten – year period, I am planning to go on post-graduation studies. I have dreams of being my own boss. Therefore, I am planning to have my own business. I want to change the idea that women can't own a business and achieve success. I am always happy to see students who are punctual and respect their appointments and promises, as I believe that the university is the only place where students learn both subjects and moral lessons along with values. I am always grateful for the efforts exerted by our inspectors and university management as they cooperate with us and consider and observe all our social and health circumstances. I'd like to share a photo from the Job Shadow event, which shows that life has gradually returned to normal after COVID-19.

**Student name:** Ellie Mather  
**Major:** Management

I have really enjoyed my time at AU and I think it is a really wonderful university. The main highlights are the Professors; they are amazing, and I really appreciate them all for everything they have done for me, I cannot thank them enough.

For new students, I have some advice: find people who you know you will be able to work well with and stick with them throughout the semesters. Allow no one to take advantage of you or your work; most importantly, take pride in your work; this is a time in your life when the fewer distractions you have, the better, as your entire future depends on these 2-4 years.

New students will be lucky to not study online, as it was honestly very difficult; it was so easy to just get distracted by your phone or things around you. Whereas on campus you can be focused, it helps not to feel lonely as there is a full class and people around you, and it is so much easier to learn.

I just want to wish current and future students the best of luck with their work and their futures, and don't forget to just be proud of yourselves!

**Student name:** Fay Al Qaoud

My experience studying and learning online during COVID-19 felt unusual at first as it was a new experience, but as the days went by, I got used to how somewhat relaxing it was. I found studying through MS Teams an accessible way of learning, as you have access to recorded lectures that you can go back to at any time if you didn't understand something or catch up on notes you might have missed. Being able to message my instructors through Teams has given me the space to ask any questions I had, and I've found that instructors will usually promptly answer back. Communicating through MS Teams was a way of staying more connected.

The advice I have for the upcoming freshmen is to not hold back from asking questions, as instructors are always open to receiving them. Review what you have studied on a frequent basis as a form of active recall, and take notes in the class as it helps you stay focused and you'll find that it will help you a lot when studying for exams. As well as the significance of starting your assignments early, it will save you time and stress. Lastly, do not depend on anyone for your own success.







**Student name:** Nouf Al Ajmi

**Major:** Management

I always wanted to be successful in life, especially in my studies to gain higher positions. I was excited to join the Australian University. It was the start of my career. My parents always encourage me to keep going and never give up, no matter how many times I fail. This makes me feel motivated and gives me the power to reach success. However, achieving success is not an easy step to reach if students keep neglecting their assignments until the end of the due date. Therefore, there are some tips that I personally follow to keep me going and pass every semester.

Firstly, students should manage their time for each subject. Time management helps reduce pressure if they have various assessments to finish. By organizing the time schedule, students can have more leisure time. The second tip that can help students achieve success and pass university is to study regularly. To explain, if the professor introduced a new chapter in class, students should go back home and study it again. Repeating the course again helps students memorize, understand, and get high marks in any exam. Lastly, and perhaps most importantly, confidence is the key to passing every semester. For instance, some students get shy when presenting in front of the class. So, avoiding such things means not looking into people's eyes; instead, they can stare at their foreheads to reduce stress. I think that there is nothing in life that is hard to achieve. People can achieve the impossible, so always believe in yourself. I advise students and freshmen to always attend the class, never be late, and constantly take notes to help them reach their dreams and goals.

**Student name:** Shaimaa Alshemmari

**Major:** Management

Ambition, passion, love of learning, and determination to succeed, all of these pushed me to move forward and were the reasons for becoming who I am now. Despite my young age, I have achieved a lot and am still striving to achieve bigger goals and pursue my dreams. After a difficult period, due to COVID-19, we returned to campus life to continue our journey at AU. University life is a new chapter of my life, and I am so excited for a new experience and many more adventures. Although starting university is an exciting step in a person's life, it can be confusing for some. Anyway, incoming freshmen should set their goals and follow their dreams. If you have the courage to pursue your dreams, they can definitely come true. Pursuing what we love and what we are passionate about is an effective way to become truly successful, as my teacher advised me. I am so grateful for everyone who has given me valuable pieces of advice which made a lot of difference in my educational and personal lives. The best piece of advice I have ever received came from my best teacher in high school; she said, "Never lose hope, everything turns out for the best". This advice has stuck with me throughout my life, and it has proven so true with time. Having hope means there is a light at the end of the tunnel, which made me believe that things would get better at the end and helped me overcome whatever obstacle I am going through. For example, the sudden change from physical school attendance to online learning was undoubtedly a challenging adjustment, but with hope and a strong desire to reach my goals, I was able to cope with the new adjustment. Just keep striving for your best and keep persisting when challenges get in your way.

**Student name:** Wadha Mohammad  
**Major:** Management

My advice to freshmen would be to focus on yourselves and cultivate a routine, where you have a healthy balance between your university life and personal life. This is especially helpful because university schedules may give you different pockets of time in your day where you are left to decide what to do with your time. Fitting in a gym session between morning and evening lectures or meeting a friend for a coffee can really change your day. Ensuring to stay on top of your university work and not let it all pile up till the end is also something you'll need to consider, as when you stay on top of your work and work on assignments as they get assigned, you'll evade unnecessary stress. A healthy, balanced routine is the key to maintaining your well-being and ensuring that you have time to do the things you love and enjoy, such as going on coffee runs with your friends and seeing new movies at the cinema. You should also ensure that you participate in events and activities at the university in order to interact with the community and make the most of your university experience. At the end of the day, just make sure to make the most of your university life and have fun while staying on track with your studies, as the university is different but a very fun and enjoyable environment if you decide to utilize and embrace all that is offered to you.





## Student name: Wafa Shaikh

As per my personal experience, I would like to thank AU for giving me all the opportunities and giving me full exposure in every way. The main highlights of my full 4 years have been the Injaz Al-Arab Company Program competition, representing Kuwait in the Regional Competition in Oman, and competing in the Research Challenge at CFA.

My advice to freshmen is to seize every opportunity that comes their way. The reason for this is that you would be able to gain so much self-confidence, motivation to work your way up, and understanding of what it means to be valued by everyone. I got most of my inspirations from my professors and my colleagues. They forced me and pushed me to move forward in life. This gave me the motivation to work my way up. I can proudly call myself an AU alumnus. However, this would put you under a lot of pressure and stress. But trust me, it would be worth it in the end.

COVID-19 was a struggle due to trying to cope with the hybrid system. It was a challenge, no doubt, but it helped me become a better person now.

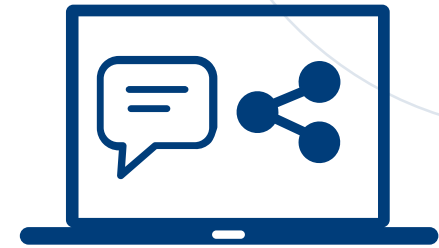


CFA Research Challenge Competition (2021) during the Pandemic COVID-19



Representing AU in Oman (Muscat) For Injaz Al-Arab Company Program (2019)





**Student name:** Yousef Ali Al Rashed

**Major:** Human Resources

The pandemic impacted us all in different ways. For me, finishing school during lockdown was confusing as I had no real closure. I applied to study Human Resources at AU and looked forward to campus life. However, due to the number of COVID-19 cases in Kuwait, my classes were mostly online. I was disappointed, not because online learning was difficult, but because isolation made concentration extremely hard. In March, we were allowed back on campus. Student life was incredible; making new friends, meeting teachers face-to-face and having the ability to mingle and share views and opinions was fun. I had a purpose and even enjoyed completing the group projects we were assigned. I am grateful to have made some real friends who are helping shape my university experience, and, as we share this journey, I hope we can make each other's goals worthwhile. This semester, I was elated to see AU achieve university status and I can now proudly say I am a student at the Australian University. Ten years from now, I hope I am in a satisfying job that I love and can say my time at AU was the best time of my life, as for me, experience outranks everything.

I advise all freshmen to surround themselves with good friends as they will be your support system if ever you need help with something. Also, remember that mistakes are only mistakes if you don't learn from them!





# AU Departments Contributions & Achievements











# Alumni Career & Placement Center

## Overview

The Alumni & Career Placement Center supports, engages, and maintains strong relationships with over 7,000 alumni. It offers a myriad of services to alumni and prospective graduates aiming to enhance their professional development and to assist them in finding the right career path, through facilitating career development workshops, organizing career days and career fairs, providing assistance in job search, networking opportunities, and more.

## Center Objectives

- Increase the interaction between AU and its alumni.
- Establish a good reputation for AU graduates in diverse industries, academic research, and development.
- Encourage alumni related activities and initiatives.
- Assist in achieving the alumni's highest potential by aiding them to become competent, confident, and productive.

## Mission

- The mission of the Alumni and Career Placement Center is to promote bonding relationship with AU graduating students and alumni for a lifelong higher education, learning, giving and mutual supporting relationship.

## Services and Benefits of the Center

The Center offers the following myriad of services:

- |                             |                                  |
|-----------------------------|----------------------------------|
| ▪ Career Placement Services | ▪ Interview Tips                 |
| ▪ Career Days               | ▪ Facilitating Internships       |
| ▪ Career Fairs              | ▪ Supporting alumni business     |
| ▪ Networking events         | ▪ Alumni Awards                  |
| ▪ Resume Building           | ▪ Lifetime Alumni E-mail Account |

## Achievements

Despite the unprecedented circumstances, the staff of the Center never ceased to serve and engage with AU alumni; they have come up with ways to serve, support, and stay connected to them virtually. In addition to the multiple projects that they undertook to provide continuous guidance, daily assistance was provided through different means of communication: WhatsApp, Instagram, Teams, email, etc. Below is a summary of the main projects and accomplishments achieved during the Fall 2021/2022 semester.

## Career Placement

### Industry relations

The Center has contributed to the placement of students and alumni through:

- Collaborating with companies and constantly checking with them regarding any job openings and internships. Throughout the semester, the staff members of the Center never ceased to remain connected to companies they have pre-established connections with or find new ones to connect with, whether through emails, meetings, and attending virtual exhibitions and webinars.
- During the 2021/2022 semester, the staff of the Center managed to collaborate with 10 new companies.



### Job Opening Announcements

- The Center usually announces new job openings by posting them on social media, sending mass emails to alumni and students.
- The Center designed job opportunity announcement templates for each school to maintain AU's brand throughout the profile and make it easier for the target audience to identify the relevant job postings.
- The number of posted jobs announcements on Instagram is 89.

### Career Day

The Center organized three Career Days on-campus that started with a short information session followed by on-the-spot interviews.



WeCare Career Day (November 29, 2021)



Virgin Mobile Career Day (November 7, 2021)



Boutiqaat Career Day (November 18, 2021)



Alumni Relations

AU Alumni Entrepreneurs and Business Owners Exhibition 2021

The Australian University held its Alumni Entrepreneurs and Business Owners Exhibition 2021 on November 14 and 15, 2021, on campus, which provided a wonderful opportunity for alumni entrepreneurs to highlight their achievements, showcase their businesses and serve as role models for students, prospective graduates and future entrepreneurs. The exhibition hosted 15 companies from different sectors in Kuwait. The recorded number of attendees was about 600 during the two days.



Supporting Alumni Business Owners

As part of providing support to Alumni Entrepreneurs and Business Owners, the Center organizes an annual “Alumni Entrepreneurs and Business Owners Exhibition” in 2021 and allows AU alumni to promote their businesses and sell their products and/or services on campus free of charge. Two of our alumni have taken advantage of this opportunity by setting up booths on campus.



Figure 1 Alumni Business: Healthy Food Station

ACK Alumni

CALLING ALL ALUMNI ENTREPRENEURS AND BUSINESS OWNERS

ACK\_ALUMNI

[www.ack.edu.kw](http://www.ack.edu.kw)

ACK Alumni



## Alumni Ambassadors

We have been coming up with innovative ways to connect with our alumni and celebrate their achievements, whether they were creative, academic, or professional achievements. We have received 150 success stories from our alumni so far, and we have been continuously working with the Marketing department team on designs to post on social media on a weekly basis. The stories will be published on the AU website as well.




### ALUMNI AMBASSADOR

**Raheel Azim**  
Bachelor of Business Management Degree  
Class of 2015

**Currently Working at:**  
Greif Inc. Canada  
Production Supervisor

“While I was starting my education in Business Management, the Australian College of Kuwait played a massive role by enhancing my soft skills such as effective communication, teamwork, critical thinking and decision-making.”

 ACK\_ALUMNI
 [www.ack.edu.kw](http://www.ack.edu.kw)




### ALUMNI AMBASSADOR

**Anfal Al-Sairafi**  
Bachelor of Engineering Technology (Mechanical)  
Class of 2017

**Currently Working at:**  
Ministry of Electricity and Water  
Firefighting Engineer

“Engineering at ACK taught me how to expand my imagination and to create. As I experienced digital designing and drawings during my studies, my passion for digital art only seems to be growing.”

 ACK\_ALUMNI
 [www.ack.edu.kw](http://www.ack.edu.kw)




### سفراءنا الخريجون

**عبدالمك هاشم العثمان**  
بكالوريوس في إدارة الأعمال  
صيف ٢٠٢٠

**مكان الوظيفة الحالية:**  
دار العثمان

“بلا شك أن الكلية الاستراتيجية في الكويت كان ولا زال لها أثر كبير على عبدالمك في نسخته الحالية، فقد ساهمت الكلية متمثلة في طاقمها التعليمي وبمناهجها الفعالة في ازدهار حصليتي العلمية وبصقل شخصيتي العملية في ذات الوقت.”

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### أعمال الخريج

**عبد الملك هشام**

 ACK\_ALUMNI
 [www.ack.edu.kw](http://www.ack.edu.kw)


### Discount Card

The Alumni and Career Placement Center has collaborated with Kout Food to provide a benefit package for selected restaurants' discounts for AU family (students, alumni and staff). The recorded number of collected discount cards was about 1000 in 4 days.



### Alumni Page Update on AU Website

- The staff of the Center has been working closely with the IT department, the Administration department and the Marketing department to revamp and update the Alumni Page on the AU Website.
- Some of the major changes applied were updating the overall page design, creating an Alumni Card Application Form that enables alumni to apply for the Alumni Card online, and uploading the Alumni Card Photo Requirements.

### Alumni Engagement through Social Media

- The Alumni and Career Placement Center has a strong presence on social media. The @Alumni\_AU has 9325 followers on Instagram, which could be considered a performance indicator for our engagement and outreach.
- The students and alumni are constantly reminded to keep checking our social media accounts for the latest news and job announcements.



# Health & Safety Department

The Health and Safety Department is the coordinating center within the University to determine health and safety standards and practices, raise awareness and provide relevant training sessions, monitor activities and when necessary, respond to any situation.

## The departmental goals of this department are as follows:

- Goal 1 Safety: We work in making safety and welfare not a program but rather a philosophy.
- Goal 2 Commitment: Committed to maintaining the premier level of safety, health, and welfare at AU. Committed to raising the health and safety awareness levels of the AU community.
- Goal 3 Awareness: Continually increase the knowledge and skillsets of our faculty, staff and students on different topics related to health and safety.
- Goal 4 Collaboration: For continued success, we embrace new ideas and encourage faculty, staff, and students to look for improvements in everything we do.

To place these goals into measurable action, there are policies, procedures and annual planned programs by the department that are implemented and continually monitored.

Contributions and achievements throughout the year 2021-2022 to action the above-mentioned goals are as follows:

### 1. Community Outreach Program:

The H&S team is in a position to offer H&S awareness sessions to external organizations. In collaboration with Kuwait University – School of Engineering, H&S presented an awareness session to KU SOE students on how to build a positive safety culture within the organization.

### 2. Awareness and Training:

Prepared a safety manual specific to the Facilities Department for each job scope for the Facilities team to work safely and reduce likelihood of incidents. Training was provided for the safety deliverables mentioned in the manual.

### 3. Safety Welfare:

Performed a risk assessment for all workshops and labs and sent a documented risk assessment report to rectify observations spotted.

### 4. Corporate Social Responsibility:

To help increase health and well-being awareness in the local community, H&S coordinated with 'We Care' medical company to distribute surveys at AU to help local research on Type-2 Diabetes.

### 5. Awareness and Training:

Delivered an HS orientation to all new contractors on campus including but limited to food outlet staff, security staff and housekeeping staff.

### 6. Return To Campus Project:

Prepared the whole campus with all related HS COVID-19 protocols for the students' return to in-person learning on campus.



### 7. Community Outreach Program:

As the government prepares to reopen in-person learning in the State of Kuwait by September 2021, educational institutions are faced with the challenge of keeping students, faculty, staff, and visitors safe due to the coronavirus disease 2019 (COVID-19) pandemic. AU's Health, Safety and Security offered considerations for ways that KAS school can help protect its community and slow the spread of COVID-19. The plan that will be provided to the school describes a comprehensive approach to preventing and containing the spread of COVID-19 on school campus. AU's Health, Safety and Security team is keen to use their experience with having students on campus to continue their practical sessions in helping the local community with setting up their campuses and limiting the spread of COVID-19. The document refers to risks related to COVID-19 and other safety considerations to enhance the safety system available to the school. A risk assessment for the whole school campus was performed and a risk assessment report was prepared and submitted to the school.

### 8. Community Outreach Program:

In coordination with Kuwait Industries Union, AU's Health & Safety Department delivered a training course titled 'Health & Safety at the Workplace' hosted virtually as part of Kuwait Industries Union's training plan under the project titled 'The Industrials'. This project is to train and qualify fresh graduates for workplaces in the industrial sector with a variety of tools and skills in different areas and health & safety is one of them.

The training encompassed background on workplace health & safety, laws and regulations governing workplace health & safety, elements of a health & safety program at work and helped fresh graduates learn basic tools and mechanisms to identify workplace risks and hazards and propose control measures to lower the risk of those identified hazards in accordance with the hierarchy of the control pyramid. 60 delegates attended this virtual training.

### 9. Annual Health Day Event:

The AU Health Day initiative was instigated in 2016 as part of the ongoing commitment by the university towards the promotion of Healthy Lifestyles for students, staff, their families, and the Kuwaiti community. A different theme is selected each year, with the current focus being on "Healthy Living Lifestyle". For nearly two years now, our physical health, our mental health, and our livelihoods have been turned upside down by COVID-19. People are displaying many health drawbacks because of the pandemic. The University was sincerely delighted to bring our university community together to shed light on how to move forward healthier and stronger from the pandemic. We have chosen the theme of 'Healthy Living Lifestyle' to embrace our determination for a healthier future. Over 13 different activities were organized by student groups from AU School of Business to promote greater awareness among students, staff and their families regarding the importance of a healthy and balanced diet and lifestyle. Many guest participants were invited to share activities and awareness talks on stage during the event to further reinforce the importance of leading a healthier lifestyle. Over 700 people attended the event and took part in this important cause. The money collected for entry tickets was donated to Cancer Aware Nation (CAN). A total of 1,350 KD was donated in all. The World Health Organization's definition of health is: a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity. And as we recover from COVID-19 and, as the world looks ahead, and imagines a healthier future, the university wants this definition to be its benchmark for promoting a positive health culture in its community.





# Security Department

## Mission

The mission of AU's Security Department is to enhance the quality of life at AU by providing a safe and secure environment that is conducive to learning, and an environment that fosters trust, mutual respect, and cooperation. Starting from the pandemic of COVID-19 in March 2020 up to March 2022; Security Department has a key role in achieving the following:

**Starting from the pandemic of COVID-19 in March 2020 up to March 2022; Security Department has a key role in achieving the following:**

- Collaborating with the Health & Safety Department, Facilities, and MyPRINT to adhere to and implement all the precautions and health protocols during this pandemic such as (social distance, wearing mask, and avoiding gathering, etc.) with all staff, students, and visitors.
- Collaborated with HR in controlling the access of staff who have been infected with COVID-19 or have been in contact with positive cases to ensure their entry upon completing the quarantine period.
- A corporation with the IT Department to coordinate with PACI to install the Kuwait Mobile ID- Haiwiyati program in the ID card reader at the campus's gates to facilitate and ease the entrance of visitors.
- Controlling and maintaining the access flow of authorized students, staff, and visitors to the campus-based on the Security System "Visitor Management" and the collaboration with Students Affairs.
- Monitoring the thermal scan at the entrance of buildings to check for any suspicious illness cases.
- Security staff checking temperature by hand-held thermos-scan at all gates.
- Prepare new checkpoints around the campus and gates to help the security staff deal with students who are having technical problems accessing their e-ID, such as adding an extra security checkpoint in Building 3B ground floor.

## Security Department Activities:

**For the "Welcome Back" event of the academic year 2021/2022 for full-fledged AU students, the Security Department made the following preparations:**

1. HSS orientation for security staff was held at the Auditorium and discussed the beginning of the new academic year 2021-2022 and the role that they play in maintaining entry through the campus gates using the new QR system.
2. Prepare new checkpoints around the campus and gates to help the security staff deal with students who are having technical problems accessing their e-ID, such as adding an extra security checkpoint in Building 3B's ground floor.
3. Security staff facilitated the entry for new students applying to the university in collaboration with Student Affairs.
4. Escorting the Kuwait Fire Department's inspection of the campus facilities .

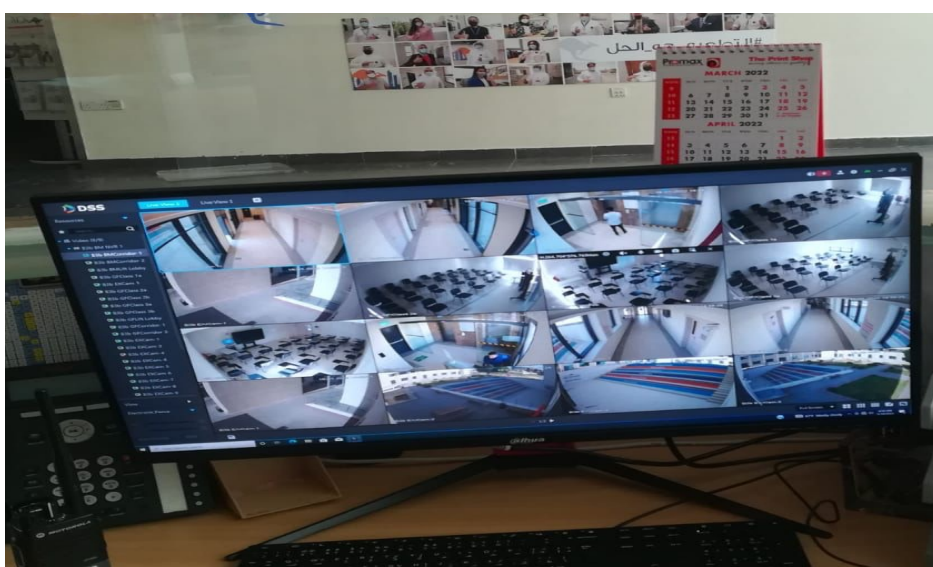
5. Preserve the attendees and secure facilities during AU Alumni and Career Placement Center Exhibition Event; one of the VIP visitors was Excellency Jonathan Gilbert, Australian Ambassador.
6. The HSS Senior Manager & Security Coordinator undertook a campus tour to decide on missing traffic, directional signage, and floor markings.
7. Maintain the crowd's flow and order during the events: "Cultural Day", "Kuwait Tennis Academy Open Day" and "Live Healthy Event" held by Student Life.
8. Control the crowd and the traffic for the Teaching and Learning Center Kuwait Fund Seminar.
9. Supervising the traffic flow and keeping order during the Midterm and Final exams for all of AU's academic schools and departments.
10. Corporate with GUST at the evening hours in controlling the entrance of their graduation guests from gate (3).
11. Preserve and control the crowd on AU Health Day.
12. Preserve and control the crowd in Student's Annual Ghabgah event held by Alumni & Career Placement with AU Public Relations.
13. Coordinating with Purchase and the IT Department for the installation of new CCTV cameras – Phase One.



The Health, Safety & Security Department



Cultural Day held by Student Life



CCTV monitors activated 24/7 around the campus



Ghabgah evening during Ramadhan 2022





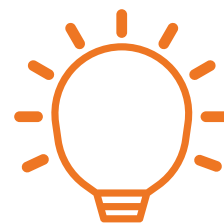
# Events and Achievements







# Entrepreneurship and Innovation Activities



## Students Participation in WGI Middle East Summit in Bahrain



Three AU students and Ms. Nadeen Abbas participated in the William Glasser International (WGI) Middle East Summit in Bahrain in October 2021. The summit provided AU students with a great chance to present to a high caliber audience and receive extremely positive feedback about their work. The students who participated in the conference were Ahmad AlSahhaf, Zainab Makseed and Niga Sultana.

## Injaz Head Start Program for Business Communication Students

The AU College of Business organized the “Head Start” program for all students registered in the Business Communication course in the Fall 2021 semester. The seminar was conducted online by Injaz trainer, Mr. Abdullah AlHamli, in November 2021, and it continued for a period of 2 days. The first day was about preparing a professional CV and the second day was dedicated to mock interviews. The first day was attended by different student groups separately and on the final day, all Business Communication groups attended the mock interview together.

The College of Business representative, Ms. Rupali Bhagat, who organized these sessions, discussed how they are helpful for students to learn important skills like CV and resume writing and how to present themselves in an interview. Ms. Rupali explained that the final training day was about mock interviews, which included representatives from different companies in Kuwait, who mentored students and participated in the mock interviews. Students were divided into small groups and placed in breakout rooms.



## AU Team for INJAZ Company Program (CP) 2021-2022

The team representing AU in the Company Program (CP) was formed by the following students: Syed Ali, Aliza Mian and Athari AlMouli. The team was mentored and prepared by Ms. Rupali Bhagat. The team was also supported by previous year's team members, Talal AlMouli and Wafa Shaikh. Meetings were being held on a weekly basis, especially on Saturdays when the students attended business incubator sessions.

### First Meeting of INJAZ and the Chartered Financial Analyst (CFA) team: Business Incubators



The team met and all rules and regulations were introduced. It was a general brainstorming session and students were allowed to ask questions and clear doubts with their mentor, Ms. Rupali. The CFA team registered with the CFA Society during this meeting and the Company Program team brainstormed different ideas as a group. Teams were also meeting virtually through MS Teams. According to Wafa Shaikh, a Business Management student, "With the help of Ms. Rupali, I've been asked to guide this new team towards the right path. As I have done this before with my team and her in 2019, I would be more than happy to help others too. Our first meeting with Ms. Rupali and the whole team was completely based on team engagement and brainstorming. I see a lot of potential in this team and hopefully they will succeed in this competition. I am more than happy to guide and encourage my colleagues for the betterment of their future." As mentioned by the student, Athary AlMouli, "Well, the meeting was great; we got to share and hear cool ideas and it was educational. It was interesting to communicate with each other, brainstorm and ask questions regarding every idea. It's fun and hopefully we win this."

### Second Meeting: AU Company Program (CP) Team 2021-2022

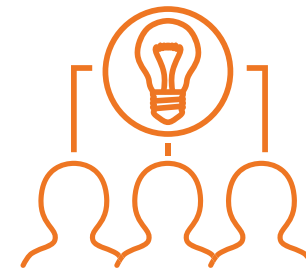
The team met in the second session of physical meetings and further developed their business idea. In these meetings, they worked on the benefits of further developing their business idea. Ms. Rupali also allocated tasks to each member, like doing competitor analysis and scope in existing market. Each member came up with the names of at least one competitor from the local market.

According to Aliza, a Business Diploma student, "Our second meeting was primarily focused on brainstorming various business concepts. Everyone brought a unique business proposal to the table, and we discussed and explored the pros and cons of each idea. We also discussed our next steps in terms of the competition. This will include how we plan on studying our business idea and dividing our tasks and responsibilities among the team members. We were successfully able to plan the future phases during our meeting, and we intend to compete at our best as a team."

Representatives from the AU College of Business (Ms. Rupali Bhagat and Ms. Rawan Alayan) with the Company Program Book. This was received from INJAZ Kuwait and was distributed to each team member and the mentor. The team works on completing all meetings as mentioned. Each participating team in the MENA region must go through the same process and attend all meetings as set by INJAZ Al-Arab.







## AU Team in CFA Research Challenge 2021-2022

### First Kickoff Meeting between participating teams from Kuwait and CFA Society Kuwait:

The first meeting was during the local kickoff session hosted by the CFA society of Kuwait on the 9th of November, 2021, online, the students that are representing the AU in the Chartered Financial Analyst (CFA) competition for the academic year 2021-2022 are Saleh Talal Almouli, Alizaa Zeeshan Mian and Othman Muzher and they were accompanied by their Faculty Advisor Ms. Rupali Bhagat - Instructor in the AU College of Business. The meeting kicks off with Abdulaziz Al Wazzan, who is one of the board of directors of the CFA Society of Kuwait, detailing the local competition requirements and deadlines of the research challenge.

This year's local competitors are the American University of Kuwait (AUK), American University of the Middle East (AUM), Gulf University for Science and Technology (GUST) and Kuwait University (KU). The AU team is excited to work on this challenge. The students are glad that after the pandemic they can again participate and partially meet their team members in the university. According to one of the team members, Saleh Al Mouli, "This competition is going to be fierce, so we as a team must be diligent and passionate in our work."

### The Second Kickoff Meeting:

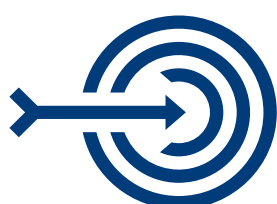
The second Chartered Financial Analyst (CFA) meeting kicked off on the 20th of November 2021, on campus. The meeting objectives were to share our research and plan our next move. The participants of the meeting were Saleh Talal Almouli, Salman Boubtain & Alizaa Zeeshan Mian. During this meeting, we have discussed and analyzed our goals. Another purpose of the meeting is to develop a bond as a team by meeting face-to-face, which forms better cohesion and will greatly benefit the teamwork and effort of the CFA team during the competition. Ms. Rupali Bhagat also met the team and encouraged them to participate in this competition and conduct their research regularly so that they can be ready on time.



**CFA Society  
Kuwait**

### Meeting Bursa - Kuwait as part of the CFA Research Challenge:

The AU Chartered Financial Analyst (CFA) Team met the Bursa Kuwait Team as part of their CFA Research Challenge with other teams. The AU team was represented by the participating students, mentor and faculty advisor Ms. Rupali and accompanied by Industry Mentor Ms. Fay AlBader. The team met the Bursa team along with all the other participating teams from Kuwait. The students were allowed to ask questions; AU team members asked their questions and took notes. The team is preparing for the upcoming CFA Challenge in March 2022, where they will compete with all major universities in Kuwait. One of the members, Salman Boutaiban, mentioned that the meeting with the Bursa team was informative and they were willing to answer all questions we had as a team. I wish we could have more time to ask more questions. Another member of the team Aliza Mian, mentioned that "During the session, we were given a brief overview of several companies' visions and missions, as well as how they operate. Later, we had a Question & Answer session with Mr. Naim Azad Din, a member of their Executive Team. The entire discussion provided a wide range of information on the company and its procedures"





# AU Team INJAZ Company Program Team Booth

The booths were organized to raise capital so the team could use it for expenditures. As per the rules of the competition, they cannot raise more than KD 500. The booths were planned during meetings and were supported by various people within the university. The team received support from AU faculty, employees, and students from different colleges.

## First Booth During National Day Celebrations:

As part of the competition, the team set up a booth to gather funds and investments for the company. In terms of the booth, a pitch was devised to build brand recognition among staff and professors on campus. In exchange, the team was able to not only raise a good amount, but they also had a wonderful time interacting and socializing with employees and students.

The team members thanked their mentor, Ms. Rupali Bhagat, for constantly encouraging, motivating, and being there for the team.

Finally, the team had the opportunity to learn and apply the textbook knowledge in the real world while having fun and making memories.



## Second Booth During March 2022:

The second session of the booth was successful. Many visitors and employees visited the booth. The visitors liked the idea and proposed some changes. They filled out surveys and gave feedback on the product which will be useful for all of them.







The team was also supported by Dr. Wael Dabboussi—Assistant Professor in the College of Business, who encouraged and helped them develop a pitch for the booth. The team members were highly motivated by his support.

The booth was also supported by the previous winning team members, “MEREN” Ali Hasan, Wafa Shaikh, and the CFA team.

We learn from each other.

### Final Booth During May 2022:

The AU INJAZ team hosted their final booth as per the INJAZ company program to collect shares. The booth was supported by current team members, team members from last year’s teams and Ms. Rupali from the College of Business. Many students and employees stopped by the booth to show their support for the College INJAZ team.



## AU Hosted INJAZ Kuwait Rehearsal for Company Program 2022

AU hosted INJAZ Kuwait CP rehearsals, attended by many private schools and universities. The main attending schools were New English School (NES), Al-Bayan Bilingual School (BBS), The American Creativity Academy (ACA) and universities like Kuwait Technical College (Ktech), Canadian Bilingual College (CBS), etc. The team presented their presentations, did mock interviews and shot videos for their social media. The AU team did very well and received positive feedback under the mentorship of Ms. Rupali Bhagat.





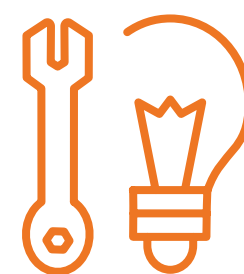
## INJAZ Kuwait Company Program Competition 2022

The AU INJAZ team started working in September 2021. The team was formed by Ms. Rupali Bhagat by inviting students to join through AU live. The students went through team-building activities and attended events like job shadows, head start, and ice breaking sessions organized by Ms. Rupali. After this starting in October 2021, the team attended online and face to face business incubators and trained as per INJAZ Al-Arab Company Program (CP) rules.

Finally, they came up with the idea of a product called Bagster which was presented to the judges during the INJAZ CP program held in May. The idea was appreciated, and the team won "Best Innovative Product". INJAZ Kuwait also handed a Thank you trophy to Ms. Rupali Bhagat for mentoring the team and volunteering her services. Ms. Rupali mentioned that each student worked hard and displayed commitment, hard work throughout this competition. This awards the hard work of our students, and we hope this will also motivate other students to join and participate in such events in the future.







## AU Team in CFA Research Challenge 2022

### The Australian University (AU) Chartered Financial Analyst (CFA) Team Meeting in Jan 2022 with the Industry Mentor (On Campus and Online):

The meeting was online on MS Teams, and the members (students from the College of Business) were Saleh Almouli, Alizza Zeeshan, Salman Boutaiban and our university mentor, Ms. Rupali Bhagat, Instructor—College of Business. The meeting was also joined by the student, Wafa Shaikh who was the team leader of the AU CFA team last year and presented the report and presentations with her team members.

A member of the team stated, "We should prioritize our work during the time before the meeting and put in the effort that our competitors may take in. Ms. Rupali mentioned that the team is working hard and meeting regularly. It's a tough competition, but the team members are actively participating and completing all the given responsibilities, keeping up with the university tradition.

### AU-CFA Team Meeting with Academic and Industry Mentors:

This meeting was online on MS Teams, and the attendees of this meeting were the members of the Australian University CFA team, joined by both our external mentor, Ms. Fay Al-Bader, and our internal academic mentor, Ms. Rupali Bhagat. The meeting plan was to take in feedback from both mentors and work through the problems surrounding different topics in the CFA report. Our mentors were pleased with the report and gave minor feedback on some topics. Ms. Fay stated, "I can see that the members are putting effort into the report. If they could keep this up, the report will be in excellent shape". The CFA report company is considered tough, and words of encouragement from both mentors have motivated each member to work smartly with an extra effort going forward. Ms. Rupali also mentioned, "The team will need to work on the financial summary as this will help them to prepare a strong report."

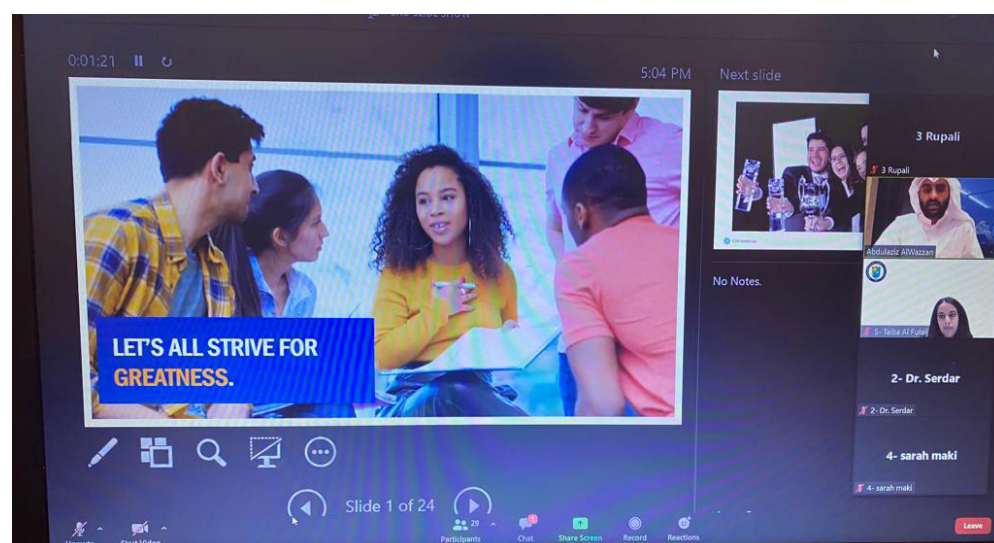
### Rehearsals:

On-campus rehearsals kicked off in February 2022. The faculty advisor and team mentor, Ms. Rupali Bhagat—Senior Instructor, Management and the Industry mentor, Ms. Fay Al Bader, were present during the rehearsals to prepare the team and provide feedback on their performance during the presentation. The official rules of the CFA competition provide for a maximum of 10 minutes to present the research and analysis on the Kuwait Boursa. Moreover, team members practiced their presentation online on Zoom to ensure they kept to the time allowed for the presentation.



The team was supported by Dr. Steven Telford, Head of the Management Department. Ms. Rupali Bhagat mentioned that the competition had prepared the team members to be competent in financial statement evaluations. Team meetings and sessions played an integral part in the development of a cohesive team with astute communication skills. Each team member was committed and worked hard to achieve the given deadlines.

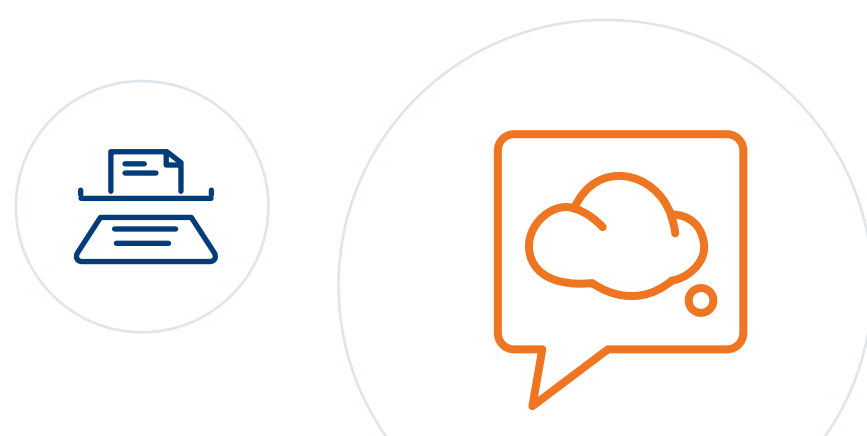
Saleh Almouli, who was the Team Leader, said, "The competition was fierce, and we held our ground as a team. Regardless of the outcome being in our favor or otherwise, I was relieved that the competition was over, and it served as a learning experience which will I anticipate being particularly useful in preparing me for the graduate employment marketplace shortly after graduating with a Bachelor's degree at AU. I have gained analytical and financial skills during the course of preparing for the competition; consistent with my aspirations to pursue a career as a financial analyst in a prominent financial institution in Kuwait. As the team leader, I couldn't be prouder of the team and the support that both mentors have given me, for which I am very grateful. Given that we were one of the few student cohorts with a non-financial educational background in this event, we gave our all and I am elated with the opportunity given to me and the learning outcomes attained as a result of our participation in the competition"



Alizaa Zeeshan added that "As a student, I believe that CFA has offered me the opportunity to not only understand the financial aspects of a business, but also to push my limits and strive to realize my optimal potential. It's a once-in-a-lifetime opportunity for any student to not only analyze different figures and data, but also to present their research. The competition itself was a challenge because at AU we are yet to be offered finance majors, but it has, nevertheless, allowed me to explore areas of finance that I was previously unaware of and to obtain a deeper understanding of the finance discipline with the other members of my team"

Salman Boutiban added as a Team member, "It was a delightful experience and I'm humbled to have the opportunity to work with a member of my team in this endeavor. As for the process, it went seamlessly from the beginning. I am proud of the outcome we achieved as a team as we were the only team with a non-financial background and two of the team members were in undertaking the Diploma course rather than the more advanced Bachelor's degree at AU"

The team was supported by members of the previous year's team. In particular, its team leader, Wafa Shaikh, was extremely generous with her support and encouragement. She shared her experience and journey of being part of this competition.





### AU-CFA Team Final Competition:

At the final stage of the competition, we had mixed feelings; particularly during and after the winner of the competition was announced. Our team was nervous but was committed to the time and effort that have been invested in preparation for the competition over a period of three months. We remained positive after the presentation and met up together to wait for the results of the competition. Though the results were not in our favor, we felt content that we had given our very best and more importantly, we viewed this as a valuable learning experience. We have gained tremendous knowledge in Finance, techniques and models learned which were new, such as the DCF model and the Monte Carlo Simulation. We attribute our success to great mentorship during the competition with Ms. Rupali Bhagat and Ms. Fay Al Bader, who have both motivated and encouraged us to reach our true potential for the competition. The opportunity given to us created a great learning experience for all members of the team. As a Financial Analyst, we can keep our heads high knowing that we have been ranked 3rd despite the financial knowledge handicap attributed to our non-financial educational background. We hope that AU will continue competing in CFA in the time ahead and that future teams will learn from our experiences.

Congratulations to the AU College of Business students for their successful participation in the CFA Research Challenge 2021-2022. The participating team received their award from Dr. Farid Abdallah—Acting Dean, College of Business for their hard work and commitment.



### AU Participation in the Arab Rally Competition

The Rally Competition was established in 2016 by the Arab Academy's Entrepreneurship Center (part of the Arab League Educational Organization) with the purpose of impacting young entrepreneurs and their startups, in the Arab and wider world. The aim of the competition is to provide guidance, mentorship and investment opportunities to individuals and teams to help them realize their business ideas and potential.

In 2019, the AU Kuwait participated in the first Arab Rally after being selected for the final. There were more than 750 applications from the MENA region. This year again, our team of students participated and submitted their business plan to the judges. The team included Omar Zakaria (Bachelors) and Abdullah al Salem (Diploma Graduate).



The team was mentored by Ms. Rupali Bhagat, Senior Instructor— Management. The project was supported by a local NGO, Leanstart, under the supervision of Ms. Sara Al Hubail. She supported the team and provided all the necessary resources for the project. The team prepared a local organic fertilizer from the fish waste which can help with productivity.



## Cubical Services Training to AU Students

Mr. Salem Al Mutawa, Chief Operating Officer (COO), of Cubical Services, provided the students with an effective training session to enhance their experience and awareness of an entrepreneurial mindset.

Mr. Salem focused on the importance of financial projections and their components, as well as the value of developing a successful business plan to establish their own business in the future.





## Innovation & Entrepreneurship Competition 2022 - “Lead Your Future”

The Australian University organized (The Innovation and Entrepreneurship Competition – Lead your Future 2022) event on the 24th of May, 2022. An entrepreneurial culture is the foundation of any economy and society, and SMEs are important contributors to global economic development. To accomplish this vision, the Australian University established a partnership with Cubical Services, to foster and accelerate the growth of our students and alumni, support them as they convert their innovations into successful businesses and develop a new generation of innovators and entrepreneurs. Through our partnership with Cubical Services, we aim to bridge the gap between the industrial sector and academia. To support this vision, a team from the College of Business, led by Dr. Bashayer AlKhalifah, organized and managed the Innovation and Entrepreneurship Competition. The goal of the event was to encourage the students to present their creative and innovative business ideas. Students from both Engineering and Business Colleges presented their business ideas and received valuable feedback from the judges. The event and feedback provided a wonderful opportunity for these young entrepreneurs to grow their ideas into real businesses.









# Business Talks



## “I Wish If I Can”

Mr. Abdullah AlHussainan gave a very inspiring talk titled “I Wish If I Can” on the 13th of October 2021. In the talk, he explained how dreams and wishes can come true by making the first move to change a system, a product, behavior, work, or anything. The students and staff enjoyed Mr. Abdullah’s inspiring stories and the feedback from the students was excellent. Mr. Abdullah is a certified Master Black Belt in Lean Six Sigma and Toyota Production System (Lean Production) level 4. He has 18 years of experience in multiple fields of IT, Change Management and Supply Chain Management.

## “Learnings From Failure”

The AU College of Business invited Mr. Abdulwahab Alzankawi to its business talk session on 20th of October 2021. He is an entrepreneur who has started different ventures in the local business environment. His first business was started in 2014 in Kuwait’s market when he himself thought of laughing at something in the men’s grooming industry. He started “His Essentials” and later the “FinTech venture called Swap” in 2016. Swap won Zain’s “Best Idea” Award. The project also went to Silicon Valley and received the Arab Net Award. Mr. Abdulwahab spoke with the AU students and other members about his entrepreneurial experience, including all the highs and lows.



During the talk, he emphasized that young entrepreneurs start soon and fail fast. This enables them to learn quickly from their own experience and mistakes. The talk was moderated by Ms. Rupali Bhagat from the College of Business. She thanked the speaker for being part of the Wednesday business talk and for sharing an insightful experience with the audience in this engaging session.

## “Success Habits”

The AU College of Business invited Ms. Zdena Hruskova to its Business Talk session on the 10th of November 2021. She is a qualified analyst from the British Academy of Graphology. She is also a certified life coach from the University of Cambridge. The Business Talk topic was “Success Habits”, where she discussed tools and techniques that can later be transferred to habits and lead to success.



The session was hosted by Ms. Rupali Bhagat from the College of Business at AU. She mentioned that Ms. Zdena’s presentation was very useful for our students and everyone attending, as important issues related to stress and being efficient were discussed and these can be used in our daily lives. We would like to thank Ms. Zdena for a very productive and engaging session.

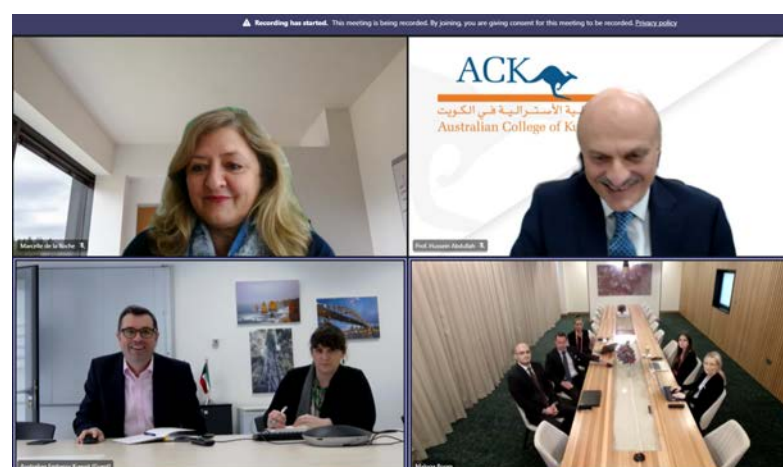
## “Shaping the Future of Digital Economy”

The AU College of Business invited on the 24th of November 2021 Mr. Wafi Mohtaseb, the Chief Information Officer (CIO) of Ali Abdulwahab AlMutawa. He presented a business talk about “Shaping the Future of Digital Economy”. He spoke about how the economy is becoming more digitalized and how everyone should be aware of the data-driven applications and decisions that take place on a daily basis. He urged students and staff to be aware of this digital transition and tap into it by developing more skills within information technology. He talked about how COVID-19 is accelerating the urgency of agility, adaptability, and transformation. Furthermore, how the digitalization of the economy is shaping industry structure and business models. Lastly, he stated that for any company to improve, the managers within it must update their information technology skills and abilities.



## “Australia at Expo 2020 Dubai 60,000 Years of Innovation”

The College of Business in collaboration with the International Affairs Office was fortunate to secure a high-level panel of speakers from the Australia Pavilion at Expo 2020 on the 15th of December 2021. The presentation was extremely informative and provided a really valuable opportunity for our students, faculty and guests to learn further about Australia’s capabilities, the business role of the Australia Pavilion at Expo 2020 and insights into business and marketing. It touched on so many theoretical elements covered in our curriculum – international trade, promotion, innovation, events, etc. Speakers included Mr. McGowan – Commissioner General, Department of Foreign Affairs and Trade; Mr. Sankary- Deputy Commissioner General, Australian Trade and Investment Commission; and Ms. Cooney- Deputy Commissioner General, Department of Foreign Affairs and Trade.



## “Setting Goals and Reaching Them”

The Australian University (AU) College of Business organized a Business Talk on the 23rd of February, 2022, titled “Setting Goals and Reaching Them”. The talk was delivered by, Dr. Fatemah AlMosawi, who is a distinguished guest and a social entrepreneur, innovator and avid learner. She discussed various techniques on how to set goals and reach them using evidence-based practices to prosper scientifically. She also debated many ideas and notions such as the SMART set which is identified by each letter as: Specific, Measurable, Attainable, Relevant, and Time-based. She noted that goals that motivate you should be related to the value that could be added to your either personal or career level. She also encouraged all attendees to write them down so that they could interact with each word and relate to each aspect. Dr. AlMosawi also advised attendees to then plan the pace we must take to achieve our destination and cross off each one as we work through it.

## “From AU to MOO”

Mr. Fahad Al Sanie, the Co-owner and Managing Director of MOO, which has now 4 branches and a franchise in Qatar and Saudi Arabia and is also an alumnus of AU, was invited to Wednesday’s Business talk by the College of Business, AU Kuwait. Mr. Fahad started a food and beverage company in 2014, and MOO was a part of it.

The talk was titled “From AU to MOO” and in this business talk, he talked about lessons he learned as a young entrepreneur and how to avoid failure and lead a business to success. The session was interactive as many students and staff members asked questions. The talk was a good learning experience for all attendees.





## “Technology Leading to Sustainability - Future of Mobility”

On the 18th of May 2022, the College of Business at the Australian University organized a business talk titled “Technology Leading to Sustainability - Future of Mobility”.

Ms. Hamsa Sarhan introduced the guest speaker, Eng. Naser Abu Daqqa, the Founder & Managing Director of Power I.D. GmbH & Managing Director & Co-Founder of eTree mobility GmbH, who discussed the role of technology in developing the various means of mobility and the valuable recent transformations that assisted in establishing sustainable business strategies. He also provided a reflection on international practices adopted by global firms such as Mercedes & Porsche in the mobility sector to emphasize the role of technology in shaping business operations and gaining competitive advantage.

The speech was inspiring for the students as it provided them with an insight into the upcoming trends in electric mobility.



# Internships

## College of Business & AIESEC MOU Renewal

Congratulations to the AU-College of Business for renewing the partnership with AIESEC. AIESEC is a youth leadership development organization that provides AU students with internship opportunities in business studies. AIESEC is a global platform run by youth that allows them to develop leadership skills through projects and internships. AIESEC and AU are collaborating on a variety of projects, one of which is the Youth Speak forum, among many other internship opportunities both locally and globally.



## Business Internship - Presentations to Guests from the Industry

The AU Business Internship 1 students presented their work to external guests from William Glasser International. Ten guests attended, which provided great exposure. Half of the guests joined from overseas, including:

- **Dr. Farida Dias:** Chairman of William Glasser International
- **Ms. Hana ALSanaa:** Chairman of William Glasser Kuwait and Instructor
- **Dr. Ahmad AlShatti:** Member of William Glasser Kuwait and Consultant
- **Dr. Ibtiha Alawadhi:** Member of William Glasser Kuwait and Instructor
- **Ms. Hessa AlHashash:** Member of William Glasser Kuwait and Instructor
- **Dr. Tamadur AlSaeed:** Member of William Glasser Kuwait and Instructor

It was a great experience for our students to present to our guests and the guest feedback was positive. They were very impressed with our students' work, especially that our students did their presentations after studying Choice Theory for only 5 hours this semester.

Dr. Farida Dias and Dr. Ahmad AlShatti offered three of our students the chance to present at the next William Glasser International (WGI) Middle East Summit in Bahrain in October 2021. This is a fantastic experience for our students.

## MOU Signing of AU and AUB

The Australian University (AU) and Ahli United Bank (AUB) signed a Memorandum of Understanding detailing a multitude of collaboration opportunities between the two entities. Currently, AUB hosts interns from the College of Business and is also willing to work with AU on marketing research projects, joint research in the digitization of banking and the establishment of a "Banking Club" for our students. We look forward to a mutually beneficial and long-term working relationship with the bank.





# Class Visits

## Guest Speaker Visit to Digital Business and E-Commerce Class

On 11th of November 2021, Mr. Roland Abi Najem - IT Cyber Security, Digital Transformation Consultant, and specialist visited the students of the "Digital Business and E-Commerce" course taught by Dr. Yamen Nissi, in one of their weekly lectures at AU's College of Business-Management.

During his visit, Mr. Roland discussed all the current trends in digital business and e-commerce and covered topics relevant to the course's learning objectives. The following were the main topics discussed and engaged during his attendance as a guest speaker:

- Building Online Presence
- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- Brief about e-commerce ready CMS
- How to secure your e-commerce website and your online presence.



## Guest Speaker Visit to Change Management Class

Mr. Abdullah AlHussainan gave a very inspiring and practical talk to the Change Management students. Mr. Abdullah is the Head of Change Management at Boubyan Bank. He is a certified Master Black Belt in Lean Six Sigma and Toyota Production System (Lean Production) level 4 and he has 18 years' experience in multiple fields of IT, Change Management, and Supply Chain Management. This talk is part of AU's mission to connect academic teaching to industry practice, and Mr. Abdullah shared with Change Management students how he implemented change in the organization as well as introduced Lean Management. It was a great talk that the students enjoyed and benefited from, as it again showed them that what we learn in the classroom is applied in the business world.



## Guest Speaker Virtual Presentation to Change Management Class

Dr. Ahmad Al-Shatti is the former Middle East Deputy CEO for Zain Telecommunications Group and he is the Founder and Chairman of Global Vision Consultancy and Training, which focuses on Change Management and Corporate Renewal Policies. As part of AU's mission to connect academic teaching to industry practice, Dr. Al Shatti has been presenting a real-life case-study every semester to Change Management students for the past 5 years. Change Management students study Kotter's Eight Steps for Change Management. Dr. Al Shatti presented again how he implemented each of the 8 steps in Zain Jordan to successfully turn over the business. The presentation was virtual and recorded for students to go back to whenever they like. The students highly enjoyed the talk as it showed them the application of what they learn in the business world.

## Guest Speaker Visit to Graduation Projects Students



Mr. Khalid Al Zanki, CEO of Launch Consulting and producer of the first business podcast in the Middle East (Launch on Fire), was hosted to give a workshop for Graduation Project students, both face-to-face and online, over two days. The workshop titled "Under Promise and Over Deliver" covered many interesting points related to customer expectations, differentiation, and product development.

## Class Visit to Graduation Project Students

Ms. Nadeen Abbas, Senior Instructor from the College of Business, was invited to give a talk and provide golden tips on writing effective CVs to Dr. Sam Toglaw's Graduation Project students. Writing an effective CV is one of the requirements of completing a project portfolio and preparing for real-life interaction with the industry. The talk was interactive and engaging. Ms. Nadeen shared interesting tips from her internship experience as well as real-life cases from various industries.



## Guest Speaker Presentation to Change Management Class

Dr. Ahmad Al-Shatti is the former Middle East Deputy CEO for Zain Telecommunications Group. He is also the Founder and Chairman of Global Vision Consultancy and Training, which focuses on Change Management and Corporate Renewal Policies. As part of AU's mission to link academic teaching to industry practice, Dr. Al Shatti has been presenting a real-life case-study every semester to Change Management students for the past 5 years. Change Management students study Kotter's Eight Steps for Change Management. Dr. Al Shatti presented again how he implemented each of the 8 steps in Zain Jordan to successfully turn over the business. The presentation took place virtually through Microsoft Teams and was recorded for students to refer back to.

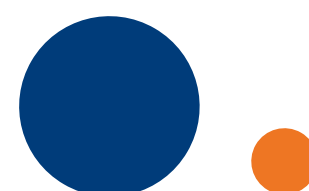


# Workshops

## AIESEC Youth Speak Forum

The IESEC in the Middle East and Africa Region hosted the first physical youth gathering post-COVID between November 25th and 28th, 2021. The theme was “Future of Work Post COVID-19” at De Montfort University in Dubai. It was full of interactions and engagement with young change-makers from over 20 countries in the MENA region, powerful talks, and conversations that sparked real action and change in the region.

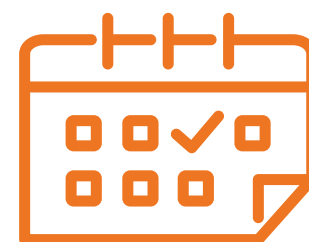
AU sponsored four students to attend this online Youth Speak forum. Students found the event very informative, with inspiring speakers. Abdullah Al Owayesh said, “I met many people, especially from regions in Africa. I had the privilege of meeting people like Pauline who worked at the United Nations. I had the chance to speak and voice my opinions and I learned a lot from the speakers.” Wafaa Shaikh said, “It was a wonderful experience, and the speakers were inspiring.”





# Events

## “Fill the Gap” Event



### “Fill the Gap” Event Fall 2021

On the 20th of December 2021, the AU held its Fill the Gap event, with a focus on sustainability. Every semester, the Marketing Principles students band together and aim to create a novel product to fill a gap in the market. Here, they are able to apply the theory they have learned in the classroom and present their marketing skills to their colleagues. The students did a marvelous job of creating sustainable products, such as eco-friendly tote bags with convenient pockets for college students, soy-based candles in castaway coconut shells, perfumes made of organic oils, and many more eco-conscious products, which were on display for all to come and see! The event was bustling with action as students walked about promoting their products to those passing by, with the music cheering them on in the background. While the visitors toured the students' booths, browsing and making purchases here and there. The students got a taste of a real marketplace.



The event was a huge success thanks to the wonderful Ms. Massouma Rahat, the Marketing Principles Course Coordinator, and Ms. Fatima Allougman, the Marketing Principles Instructor.

We would also like to congratulate the winners of the Fill the Gap event, who are:

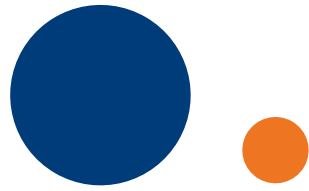
- Third place: DGS silver
- Second place: Zen
- First place: Tropical Destination











## “Fill the Gap” Event Spring 2022

On the 11th of May 2022, the sun shone brightly above AU's campus, highlighting the “Fill the Gap” event. The campus was buzzing with creativity! Students spent several weeks developing and designing their unique products to display and market to their fellow classmates. Products ranged from customizable sunglasses, CSI themed board games in Arabic and eco-friendly caps. The students did a wonderful job of showcasing their creativity and marketing skills during the event, making their instructors, Ms. Massouma Rahat and Ms. Fatima Allougman, very proud!



The best three groups were:

- Urban Shades by Reem Jamal, Shaimaa Shided, Yousef Ali, and Aseil Emad
- Mini Bean Bag Toss by Othman Salah, Essa Abdulraheem, Ghala Faisal, Abdulrahman Ali, and Nour Salah
- The Unsolved Issue by Haya Salem, Salma Nawaf, Hour Abdulrahman, and Shaikha Meshaal



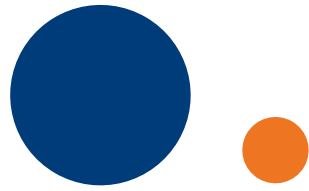


## Event Management Students in “AU Cultural Day” Event Fall 2021

On a clear Wednesday afternoon of the 22nd of December 2021, the AU was alive with action as it held its Cultural Day event. Every semester, the Event Management students get together and put on an exciting event representing a wide array of countries. The students were able to apply their event management skills to the test, and they passed the test with flying colours! The students did a marvelous job of educating those around them about their countries of interest. The students painted a joyful experience for both staff and students alike. Food, drinks and games dotted the whole area, and music drew smiles on everyone’s faces. The event was a huge success thanks to Ms. Aleksandra Jovanovic and Ms. Fatima AlLougman (Event Management Instructors), the team from Student Life, the PR & Marketing, the Health & Safety and the Facilities departments.







## Event Management Students in “AU Health Day” Event Spring 2022

The night sky of the 29th of March 2022 was dotted with twinkling stars that illuminated the “AU Health Day” event. The tennis court was buzzing with life! A magician on stage, entertaining wide-eyed children, workout stations with qualified trainers offering tips, row of Event Management students’ booths; ranging from educating guests on mental health, pollution, obesity and all the way to focusing on dental health care and a healthy lifestyle. The students did a wonderful job of managing the event alongside the wonderful Ms. Mariam Almaraghi, Mr. Abdulrahman Alrefai from the Health and Safety Department, and their Instructors, Ms. Aleksandra Jovanovic and Ms. Fatima Allougman.



The event was a huge success! Especially when it came to raising money for C.A.N. A whopping 1,250 KD was raised.

## CoB Faculty Participating in Derasati Career Fair

Faculty from the College of Business, Ms. May Khafash, Dr. Dieter Thom, Dr. Omar Alhussainan and Ms. Rupali Bhagat joined the Admissions & Registration department at the Derasati career fair in The Avenues Mall and represented the AU Team. The event was well organized and received many visitors due to the good team effort.



## Food Waste Awareness Activity

The Food Waste Awareness Activity was successfully conducted on the 29th of December, 2021, by the Social Innovation students. It included innovative tactics to raise awareness through community activities and an online social media campaign. Students chose an Instagram hashtag (#Otlob ala Gaddik), which means order just enough food for yourself so that it does not go to waste. The activity was part of their PBL course assessment. According to prior arrangements with Starbucks and Pick, the hashtag was put on cup sleeves and on a QR code sticker on the floor. Students demonstrated the practical application of using hidden resources and engaging with people by distributing cards that have world facts about food waste. In addition, they distributed flowers and cookies. Special thanks to Dana Al Bakri who sang the John Mayer song “Waiting on the World to Change” and to Ms. Dana Al Hoolan who sponsored the activity through her cookie family business.





# Industry Advisory Board

## CoB Industry Advisory Board Meeting

On the 23rd of November 2021, the College held a meeting with the Industrial advisory board. The main focus of this meeting was on the Blended Learning and Research. After the College's Strategic Research Plan was presented to the board members, Dr. Adel Al Wugayan suggested a collaboration between the AU's College of Business faculty and the Department of Management and Marketing faculty at Kuwait University. Dr. Bashayer Alkhalifah from the College of Business will be the contact person who will set up the informal visit to Kuwait University.

The external board members include: Dr. Abrar Ebel—Assistant Professor-Kuwait University, Mr. Meshari Al Oud—Head of Upstream-ROF Group, Mr. Abdulaziz Al Turaiji—CEO-TABCO Food, Mr. Andre Botha—Deputy General Manager Group Human Resources-National Bank of Kuwait, Ms. Sahira Al Mallak—Director-Secretarial & Office Administration Institute & NVQ Center-The Public Authority for Applied Education and Training, Dr. Manal Al Hasawi—Managing Partner-Think Tank Management Consulting, Mr. Bader Al Subaie—Managing Partner-Richard's Coffee Co, Dr. Adel Al Wuqayan-Acting Head of Marketing Department/Associate Professor-Kuwait University and Ms. Asma Al Mulla—Social Media Executive-3OUD Company.

## Certificates and Awards



## Choice Theory/Lead Management Basic Intensive Course

Thirteen students took an extra course with Ms. Nadeen Abbas titled "Choice Theory/Lead Management Basic Intensive Level" on the 7th of October 2021. Students completed 25 hours of training and at the end of the course, the students received an International Certificate from William Glasser International (WGI).

## Certificates to Digital Marketing Students

Dr. Vladimir's Digital Marketing students were tasked with evaluating AU's current digital marketing presence and had to formulate a new strategy for the College. The students delivered their findings and proposals to the Office of the Assistant President and Marketing Manager for consideration and approval. Innovative website designs were included, as were ideas for branding and social media posts attractive to the target market. We were very proud of their accomplishments and the students were issued certificates of appreciation.



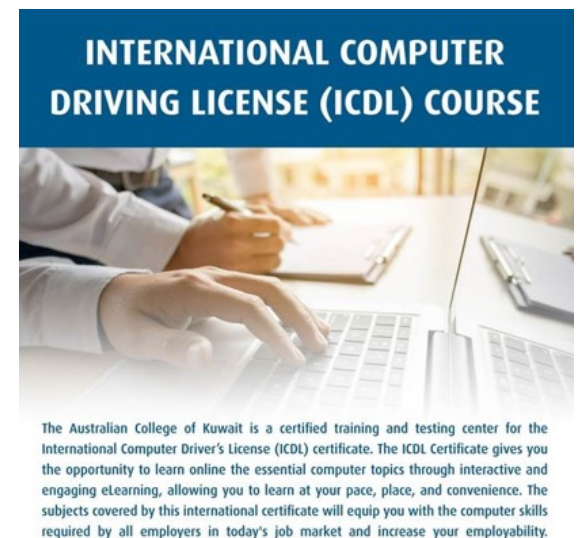
# ICDL

## (International Computer Driving License)

### AU Offering ICDL Course

The International Computer Driving License, also known as the ICDL, is a recognized certification worldwide that helps raise digital competence standards in the workforce. AU is proud to be a certified training and testing center for ICDL. AU started offering training in 2019 and continued during the COVID-19 lockdown. Close collaboration between the AU team and ICDL representatives resulted in success stories among our candidates in the batch of 2019. In summer 2021, AU encouraged its students to attempt the exam.

Ms. Sama Naseem Arrar, our student in the Diploma of Management, accepted the challenge during her endeavor in semester one and successfully passed all seven modules, thus becoming the first AU student to be certified by ICDL. We continue to encourage our students to walk this path and earn a recognized occupational certification which is required by the government sector and many organizations in the private sector today. AU has scheduled two more training groups for Fall 2021, consisting of candidates from students, staff and external ICDL seekers. We hope to see you in the next batch, starting in spring 2021.



# CSR

## (Corporate Social Responsibility)

### CSR Activities - Fall 2021

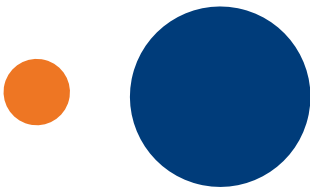
AU's Business Management semester 1 students played an important role in organizing various CSR activities this semester in Week 13. Students have been studying the Management Principles course and had the opportunity to put their new-found management skills into real-life practice by reaching out to the wider community. They were responsible for planning and implementing a large number of activities on and off campus, such as donating clothes and food to the cleaners, gas stations and charities, cleaning the beach, visiting the elderly center, orphanage center and autism center, raising awareness regarding smoking, and breast cancer and many more.





## CSR Activities - Spring 2022

AU's Business Management semester 1 students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course and have had the opportunity to put their new-found management skills into real-life practice by reaching out to the wider community. They were responsible for planning and implementing a large number of activities on and off campus. Some of these group activities included donating clothes and food to cleaners, gas stations and charities, whereas other groups organized beach cleanups and paid visits to the elderly, orphanages and the autism center. Raising awareness was another priority for these students who managed campaigns on the dangers of smoking as well as breast cancer awareness, among many other topics.





# Job Shadows

## Job Shadow at Gulf Bank

On the 1st of November 2021, Gulf Bank hosted a few of our students to attend a job shadow at their head office in Crystal Tower. The job shadow was also supported by INJAZ-Kuwait. The students from AU visited the HR department at Gulf Bank and were mentored by Ms. Rupali Bhagat, Instructor in the AU College of Business. Each attending student job shadowed with one representative from the Gulf Bank HR department. Most of the attending students are completing the Workforce Planning Course at AU (part of their HR Diploma) and the rest were from Ms. Rupali's Injaz Company Program (CP) team for 2021-2022.



One of the students from the AU College of Business who attended the Gulf Bank job shadowing opportunity, Aliza Mian mentioned, "The job shadow opportunity at Gulf Bank has been an insightful experience. We were able to observe and comprehend the various responsibilities in each department. The most impressive aspect was the work-friendly environment and ambiance."

Ms. Rupali mentioned that these extracurricular activities are important for the growth and empowerment of the students. Learning outside the classroom is as important as learning inside the classroom for the overall development of every student. She also thanked AU, Gulf Bank and Injaz Kuwait for this opportunity.

## Job Shadow at Mabanee

The College of Business students taking the Innovation elective course during the Fall 2021 will be sharing their ideas to improve customers' shopping experiences at the Avenues. This comes as part of their PBL project that has been agreed upon by "Mabanee", a real estate company that owns the Avenues Mall and works on developing innovative projects in Kuwait. Mr. Mohammad Al Haddad, the Senior HR & Admin Manager of Mabanee, invited Dr. Sam Toglaw and his students to the first kick-off and awareness meeting that was organized at the Avenues training room.



Students will be divided into groups that will focus on developing tactics and project initiatives to increase visitors' engagement and customers' shopping experiences.





## Job Shadow at NAS Services

On 11th of November 2021, Strategic Marketing students from the AU attended a Project-Based Learning session at National Aviation Services (NAS) Kuwait. NAS is the fastest-growing aviation services provider in emerging markets, with a presence in more than 55 airports across the Middle East, Africa and South Asia. The company's portfolio of services includes ground handling, cargo management, airport technology solutions, aviation training, lounge management and meet and assist services. Led by Dr. Sam Toglaw, the group included students attending online as well as in person. Nita Bhatkar, Sr. Manager – Public Relations and Corporate Social Responsibility at NAS Group, provided an in-depth overview of NAS operations, marketing communication and strategic moves. A lively Q&A session following the presentation also helped engage the students on topics around the aviation industry and the recovery of travel.



## Job Shadow at The Avenues Mall

Semester 4 Retail Marketing students prepare a practical and visual merchandising assessment as part of their portfolios submitted for grading. In order to show them how visual merchandising is conducted in retail stores, a field trip was arranged to The Avenues Mall on the 14th of December 2021. Students were divided into groups and asked to visit a variety of stores within the mall. A questionnaire was provided to students to evaluate the window displays and identify target markets, props, themes and textures.

## Job Shadow at National Fund

The College of Business at Australian University has organized a trip for Graduation Projects students to the National Fund for Small and Medium Enterprise Development at Al Hamra Tower downtown.

Mr. Faris Al-Enizi, the Deputy Director General for the Entrepreneurship Services Sector, gave a valuable talk to our students about the services and facilities provided to the university graduate entrepreneurs. He indicated that they have funded more than 1400 startups since 2015 and that the amount of funds covers 80% of the total value of the project with easy payment loans where repayments start after three years from the establishment of the business.

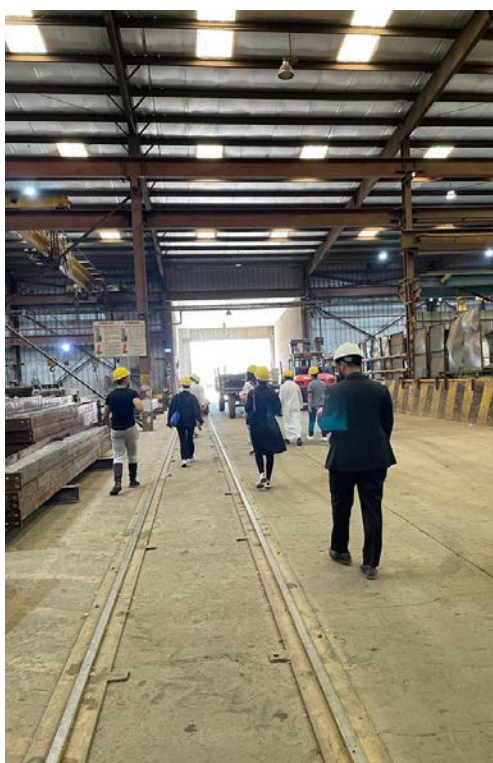
He advised the students to work hard on the feasibility studies and business plans for their projects in order to maintain sustainability and get funded. In addition, the National Fund signed agreements with many co-ops to provide low rent shops for graduate entrepreneurs who would like to convert their projects to real startups. Finally, the students were invited for an open Q&A session followed by an overview of the open electronic resources of the e-library provided by the Fund for all graduates and entrepreneurs.





## Job Shadow at Kirby

On the 9th of May 2022, the Consumers and Markets students in semester 3 were introduced to the Kirby company that supplies steel structures and buildings to companies and government entities in the EMEA region. Students were taken on a factory tour to see the entire process from inception to completion and details regarding the variety of steel structures available were explained. Thereafter, we were addressed by the Marketing and Sales Manager, who explained the B2B sales process and tools used for advertising to Kirby's prospective customers. The typical sales cycle and the setup and organization of their sales team and pre-sales engineers were discussed. This information was very valuable to the students for their upcoming assessments, and it gave them a very good idea of B2B marketing.



## Job Shadow at KAMCO Invest

On the 18th of May 2022, students from the College of Business got the opportunity to visit KAMCO Invest, one of the main investment companies in Kuwait. The event was organized for students of the Economics course to learn about the economic and financial situation in Kuwait and explore investment opportunities. Students attended several presentations about the history and structure of KAMCO, fundamental and technical analysis, macroeconomic considerations, and international effects on the local market. Students were accompanied by AU an instructor, Ms. Rola Mourdaa. Students found the experience interesting, especially in regard to the discussion and Q&A session and many positive feedbacks were received. Certificates for students were distributed at the end of the visit.





# Job Shadow at Xerox

The General Manager of Xerox explained the history of the company to our Consumers and Markets students during their Job Shadow at Xerox on the 18th of May 2022. His passion for Xerox (he has been employed with the company for over 18 years) was very contagious and his clear presentation of the segmentation of prospective companies, the sales cycle, and the added value they provide was extremely informative for the students. The Marketing Manager explained the sales strategies used within Xerox as well as the policies they have in place to ensure ethical transactions. In addition, he explained his personal experience related to employment procedures at Xerox and how the organization trains their sales staff. This information assisted students with their own assessments and provided them with another B2B example.





# “Scan & Go” At the Avenues Mall

On the 21st of May 2022, students of the Social Innovation course completed the Scan & Go treasure hunt activity at the Avenues Mall. Starting from Starbucks at Avenue Phase 1, they scan a QR code to begin the competition, then briskly walk, covering a total of ten points all over the Avenues. At the last scan, they must answer a few questions, send their response and get their score instantly on their mobile screen. Scan and Go is one of the class ideas that have been approved by the Avenues to test at the mall to elevate social engagement and the shopping experience. In total, we walked more than 10 kilometers back and forth.





# Alumni Survey and Presentation

## Alumni Customer Satisfaction Survey - Presentation

Dr. Faidon Theofanidis supervised the “Alumni Customer Satisfaction Survey”, conducted by a Marketing Research student group (Sadeq Abdalrasool, Shahad AlRaquq, Talal AlSadi, Fatima Kashoush, and Nejoud Abdulrahman. On the 6th of January 2022, the Marketing students presented the empirical findings to Dr. Ayad Salhieh-Assistant to the President for Student Relations, the AU Alumni & Career Placement Center and the Marketing Department. The empirical findings were very positive about the quality of education offered by AU.

More specifically, a quota sample of 100 AU students from all majors (40% from the College of Business, 40% from the College of Engineering and 20% from the College of Aviation) participated in the survey and the most important findings are summarized below:

- Alumni are PROUD to have graduated from AU.
  - Alumni are SATISFIED with the overall educational experience at AU.
  - 93% of the alumni were excited about studying at AU.
  - 91% of the surveyed alumni would recommend AU to others.
  - 58% of the alumni did not stay in touch with their professors, whereas 42% of the alumni stayed connected.
  - 75% of the alumni have implemented the theories that they learned in their work.
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- The PBL courses were overall helpful.
  - Exams, presentations and reports were evaluated as equally effective.
  - The role of the AU Alumni and Career Placement Center was evaluated as positive in terms of providing suitable job positions and communicating in a professional and respectful manner.
  - Career fairs received an evaluation above neutral in terms of providing useful job opportunities.
  - The role of internships was evaluated as positive in terms of providing experience, understanding the interview process and understanding the CV standards.
  - All skills provided by AU were significantly appreciated by the alumni, with an average evaluation between 4.1 and 4.39 on a scale from 1=Very Poor to 5=Very Good. This indicates that the AU faculty, learning atmosphere and AU infrastructure are of high quality.
  - Oral communication skills, teamwork & collaboration skills and professionalism and work ethics attributes offered by AU, were found to be the most applicable and used skills during alumni's daily professional lives.
  - The alumni would probably consider enrolling in a potentially offered AU master's program in the future.
  - The alumni took approximately an average of 6 months to find a job after graduating from AU (58% are employed in the private sector, 18% in the public sector and 4% are self-employed, while 20% are unemployed).

Finally, we would like to extend our gratitude to Ms. Marcelle De La Roche (Head of Marketing Department) for providing the opportunity to explore this research topic, Dr. Ayad Salhieh (Assistant to the President for Student Relations) and Ms. May Abdulaziz Al Musallam (Senior Manager – Public Relations & Marketing) for providing valuable insights in the kick off meeting regarding the research problem and the research objectives and to Ms. Deema Azreen (Coordinator- Alumni and Career Placement Center) for approving the questionnaire, providing us with the AU Alumni data base and for contacting alumni to motivate them to participate in the survey.

# Students Projects



## Retail Marketing 3D Model Projects Display

Dr. Faidon Theofanidis supervised the “Alumni Customer Satisfaction Survey”, conducted by a Marketing Research On 20th of December 2021, semester 4 Retail Marketing students studied the importance of “Place” in retail. This not only entails the physical location of the retail store but also its aesthetics, interiors and fittings. Students were tasked with the creation of a 3D model of a new branch for their retailer. These were displayed and external judges judged their work based on a variety of criteria. The students displayed not only their knowledge but also their presentation and communication skills.





# Business Talks



## AU Business INJAZ “Head Start” Training for Graduation Project Students

The INJAZ “Head Start” training was organized for the Graduation Project students on the 28th of March 2022 in the Australian University auditorium. The workshop was arranged and planned by faculty members Dr. Sam Toglaw and Ms. Rupali Bhagat, and almost 59 students attended from the Bachelor’s program in the College of Business majoring in Marketing and Management. Students who participated received certificates from INJAZ Kuwait. Representing INJAZ Kuwait was a team of 5 trainees who visited the AU and organized mock interviews with our students; each student had a mock interview with one of the trainees. Most of the students who have taken the interview have had a positive learning outcome. One student said, “It was a good experience; I learned about my weaknesses during the interview and got feedback from the interviewer on how I can overcome them.” This experience helped the graduating students gain tips from the trainees, which would help them surpass live interviews after graduation and have more self-confidence for the future.



## Risk Management Workshop to Graduation Project Students

During his visit to Kuwait, Mr. Ali Agha, the CEO of Think Cycle Consulting-Memphis Office, USA, was hosted to deliver a workshop on risk management to the business students who are working on their Graduation Projects. The workshop was held at the AU auditorium and included interactive discussions about the 4X4 perspective of managing and mitigating various types of risks encountered by small and medium enterprises.













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