



Mrs. Hunaida Alaali  
Registrar

### Welcome Note from the Registrar

The Office of the Registrar and her team welcome all new and returning students. It gives us great pleasure to welcome all students to another promising Academic Year at RUW. The Academic Year 15-2016 is poised for exciting challenges and new achievements.

As for our prospective students who are seeking admissions for the Academic Year 2016/15, I welcome them at RUW and hope they are motivated to experience the university life. As the majority of you join the university life for the first time, there is information that you need to gather about us, in order to make your transition to RUW successful.

The Office of the Registrar is the main entry point for all new students at RUW. The Office of Registrar will provide you with useful and important information including the admission process and procedures, applications, all the way through enrolment and the overall experience of attending RUW. Additional information on university requirements, policies, amenities and resources, is available on the RUW Website. We assure you that you will find University life very different to what you have experienced in high school. The Registrar and her team welcome you to experience a well-rounded education and wish you a successful and enjoyable Academic Year. Welcome to the Royal University for Women and best wishes for success in your new degree program.

As for our returning students, I would like to request them to add the date of early registration for the first semester of AY 15/2016 and remind them that the first day of classes for the upcoming academic year will be on 13 September 2015. It gives us great pleasure to welcome all students to another promising year at RUW.

As for our Graduates of Class of 2015, I would like to express my best wishes to them and I wish them a bright future. As they join the industry, they are well representing the Royal University for Women.

### RUW Vision

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

### RUW Mission

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

### Academic Programmes Offered at RUW

Centre for General Studies  
• English for Academic Success

College of Art and Design  
• Edexcel Foundation Diploma in Art & Design  
• Bachelor of Arts in Fashion Design  
• Bachelor of Arts in Graphic Design  
• Bachelor of Arts in Interior Design  
• Bachelor of Architecture in Architectural Design  
• Master of Arts in Design Management  
• Master of Fine Arts in Drawing and Painting

College of Business and Financial Sciences  
• Bachelor of Business in Banking & Finance  
• Bachelor of Business in Human Resource Management  
• Bachelor of Business in International Business  
• Bachelor of Business in Marketing

College of Information Technology  
• Bachelor of Science in Information Technology

College of Law  
• Bachelor of Law

# Faculty of the month:

Mrs. Verdian Coetzee, Lecturer, Art & Design, College of Art and Design



Mrs. Verdian Coetzee

extremely important for students to experience the combination of theory and rules of Graphic Design as done in industry. She avers to prepare students with oral and visual communication skills that are vital to the development of private and public institutions and enterprises. As she had a business for ten years in Graphic-, Fashion- and Interior Design, whilst teaching part time, she experienced that communication between client and designer is an art in itself.

Mrs. Verdian Coetzee is a South African born European, her mother being from German descent and her father being from Italian and French descent. Mrs. Verdian's belated husband, a medical professor, who specialized in Chemical pathology and Histology, was very inspirational and influential, especially with regards to academic performance. Being a rather big influence in her life, he shared with her the passion one needs to develop for one's occupation. His infinite contribution to her life cannot be replaced.

Mrs. Verdian Coetzee's hobbies include figure drawing, music, classical guitar and horseback riding. She mastered the clarinet and formed part of an orchestral band for seven years also frequently played the church organ.

Mrs. Verdian Coetzee joined RUW in September 2014. She currently teaches Graphic Design in the Art & Design department. She completed three degrees in Graphic Design, the latest a MFA with original work as a terminal degree. Whilst she was working for the Audio Visual Department of MEDUNSA (the Medical University of Southern Africa) as a graphic medical specialist, her passion for Medial Illustration and Information Design kept growing. In turn, this encouraged her to finish her honours degree - “Visual Presentation of Numerical Data” . Currently she is busy with a PhD in Graphic Design, which focuses on the use of Magnetic Resonance Imaging (MRI) in order to verify the viewer's decision making in viewing an advertisement, because the empirical approach is one of the main reasons for spending millions of pounds/dollars on ineffective advertising. This aims to revolutionise the advertising market.

Even though she was involved in academia, she was steadily involved in industry work. Her current mission is to balance theory and practical, whilst incorporating the ideas and concepts of the contemporary industry. This ensures that all of the aspects of Graphic Design are covered, because it is

### RUW Students Attend the Ceremony of 2013-2015 Isa Award for Service to Humanity

Thirteen RUW students were invited to attend the ceremony of Isa Award for Service to Humanity held on June 3, 2015. His Majesty the King's Representative for Charity Work, Youth Affairs and Chairman of the Supreme Council for Youth and Chairman of the Board of Trustees of the Royal Charity Organization (RCO), Shaikh Nasser bin Hamad Al Khalifa has lauded the Isa Award for Service to Humanity aiming to raise awareness on humanitarian work, encourage people to engage in it and honor persons and organizations with pioneering initiatives. He praised the key role played by His Majesty King Hamad bin Isa Al Khalifa to boost charitable and humanitarian work. Shaikh Nasser made the statements as the winner of 2013-2015 Isa Award for Service to Humanity, Prof. Achyuta Samanta, from Odisha, India, in the presence of the Secretary-General of the Isa Award for Service to Humanity.

The thirteen students were chosen because of their leadership role at RUW. The Students enjoyed the presentation and valued the exposure to other cultures which will help develop their means of charity and humanitarian issues. The Isa Award for Service to Humanity lauded HM the King's interest in charitable and humanitarian work in Bahrain and abroad, and constant care for orphans, widows and the poor.



### 360 Degrees Appraisal Workshop Held at RUW

The College of Business and Financial Sciences organized a two day workshop entitled 360 DEGREES PERFORMANCE APPRAISAL held from June 9-10, 2014. The speaker during the workshop was Dr. Rashed Al Jahama, an expert in Quality Management and an Assistant Professor at RUW. The event commenced with a warm welcome from the Dean of the CBFS, Dr. Hala Elias, and an overview of all the topics to be covered during the workshop. The HR specific workshop is an innovative method to evaluate employees' performance in 360 degrees approach, which provides TNA and Improvement Strategies. The evaluation process utilizes a software and online survey that delivers fast results. It focuses on the relevant indicators to address the need of organization in conducting accurate performance evaluation.

The participants were represented by prominent sectors of ministries, private organizations and academia. Reflecting on the workshop during the closing ceremony, Ms. Mai Salman said she has gained relevant knowledge and a practical approach that is applicable to her workplace and will add value to organization. The success of the event was adjourned with the Distribution of Certificates by RUW President, Prof. Mazin Jumaah, who thanked that participants and the organizers for all their efforts and reiterated the ambition of RUW to host such high caliber workshops and events on a regular basis. The College of Business volunteer students play an important role in this event as they provide efficient support in the marketing, organization and implementation of the workshop. The enthusiasm of the students' volunteerism and leadership was encouraged and supervised by Dr. Arpita Mehrotra, Dr. Ilene Agana and Dr. Rashid Aljahlama.



### Institutional Listing Site Visit by NAQQAET

The Quality Assurance and Accreditation Unit at RUW coordinated a review visit by the National Authority for Qualifications and Quality Assurance of Education and Training (NAQQAET) on Sunday 28th June as part of their procedure for listing universities on the National Qualifications Register. This visit is the final stage of the listing process and is of great importance as becoming listed allows RUW to undergo reviews and apply for accreditation.

The visit was successfully concluded and positive verbal feedback was received from the panel. RUW is awaiting the receipt of the formal report and the official announcement of the result by the NAQQAET.

# Alumna of the month



Name: Ms. Reema Al Mushcab

Graduation year: 2013

Professional Occupation: Forensics Assistant Advisor at KPMG AlFozan & AlSadhan

Involvement at RUW: Graduated from the Faculty of Information Technology in the Academic Year 2012/2013- with High Distinction. Part of the RUW Soccer team that participated in the GCC University Women Football Tournament, 2010. Part of RUW Delegation at the Bahrain Universities Model United Nations 2010, 2011, and 2012.

Her Words: “Thinking of my time at RUW brings back so many fond memories of the challenges I overcame, the things I have learned, and the people I have met along the way. I would suggest to everyone at RUW to get involved in some kind of extracurricular activity as I can honestly say that I have learned as much from my participation in

BUMUN as I would have in any normal classroom setting. I look at RUW as the start of my journey rather than the end of it; it was during my time at RUW that I realized I wanted a career in digital forensics and with such amazing support from the instructors, I became motivated to pursue a higher degree. After I graduated from RUW, I completed my MSc degree in Digital Investigation and Forensic Computing from University College Dublin and graduated with First Class Honors. I am now working for KPMG as part of the Forensics Team. One of my papers just got accepted for publication by IEEE and I just submitted a second paper to another conference. I do not know where this journey will lead me but I am glad it started at RUW”

## Achievements:

- 2015: R. Al Mushcab, P. Gladyshev. “Forensic Analysis of Instagram and Path on an iPhone 5s Mobile Device”. Third IEEE International Workshop on Security and Forensics in Communication Systems. IN PRESS 2015.
- Master of Science in Digital Investigation and Forensic Computing (First Class Hons) from University College Dublin, Ireland.
- Bachelor of Science in Computer Science (High Distinction) from RUW, Bahrain.

## A Note from the Editorial Board

Dear Colleagues, RUW Members, and Students. The university has taken great strides over the past few months and as we have grown accustomed too, regularly hosts high caliber events, workshops, and activities among many other happenings. It is our duty as part of the editorial board to document, portray and proudly exhibit all the work that is regularly occurring at our esteemed campus. The level of professionalism and high standards that the university has set itself to achieve is a credit to the efforts of each member of the RUW family and we would like to thank you all for your continued teamwork and cooperation. The editorial board will continue to publish and portray your achievements as it is certainly merited and we look forward to the new term with vigor and great enthusiasm. As always the editorial board is here to serve the RUW family and to welcome any suggestions, improvements or general input.

The Editorial Committee has the honorable responsibility of dictating the direction the monthly editorial takes. The expert professionals play an important role in the success of the editorial, since you credit us with your valuable opinions, thoughts and views on contemporary happenings. The aim of the editorial is also to inform people of the University’s accomplishments and events, thereby inviting everyone to share in the unique and prestigious vibe that The Royal University for Women has to offer. It is a priority to us that the visual elements neatly compliment the accompanying text. We look forward to your cooperation and support in our journey to completing an editorial every month in order for us to share our positive sentiments and achievements with each other in the Royal University for Women spirit.

Thank you once again for your continued assistance and we commend you all on an excellent 2014-2015 Academic Year at RUW. Have a great summer and we look forward to seeing everyone in the new Academic Year 2015/2016!

## Royal University for Women Honors its 7th Graduating Class

Her Royal Highness Princess Sabeeka bint Ibrahim Al-Khalifa, wife of His Majesty the King and President of the Supreme Council for Women, delegated SCW Deputy President Dr. Shaikha Mariam bint Hassan Al-Khalifa to patronize the 7th Royal University for Women (RUW) graduation ceremony at the Gulf Hotel Convention Centre held on June 4, 2015.

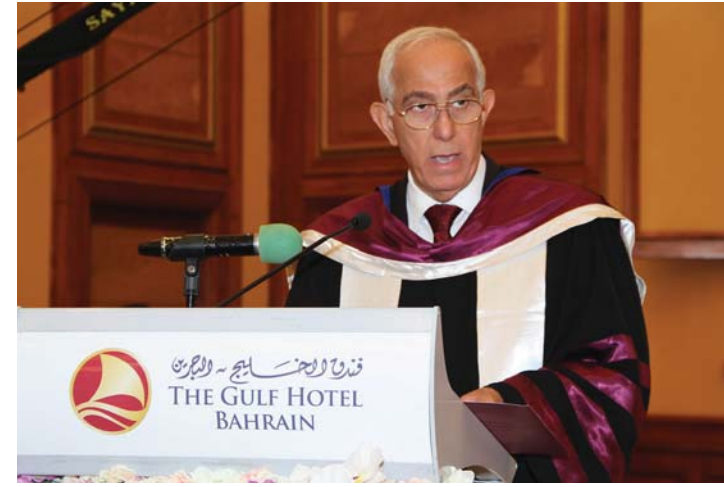
Royal University for Women honoured 122 BA graduates – 68 of whom graduated from the Faculty of Business and Financial Sciences, 13 from the Faculty of Information Technology, 41 from the Faculty of Art and Design and 4 MA graduates. She commended the Royal University for Women (RUW) for providing outstanding law, art and design business and financial services academic programmes, to postgraduate studies. Dr.Mariam Bint Hassan, hailed the university as an outstanding milestone, congratulating students on their excellent academic achievements.

Dr. Shaikha Mariam hailed the importance of the successive batches of graduates in different academic specialties in enriching the labour market, promoting women’s status in all fields and sectors and anchoring the principle of gender equality and equal opportunities. “These batches of graduates contribute in integrating women in the national development to promote women as a worthy nation-building partner”, she said.

She hailed the efforts of the Royal University for Women (RUW) administration to promote the status of the academic establishment as one of the best specialized universities in Bahrain. RUW chairman and board of trustees’ chairman Mr.Waleed Al-Zamil presented HRH Princess Sabeeka with a memento. Dr. Shaikha Mariam received the gift on behalf of HRH Princess Sabeeka.

RUW President Professor Mazin M.A. Jumah extended deep thanks and appreciation to HRH Princess Sabeeka for patronizing the 7th graduation ceremony, and the great strides and commitment witnessed during the Academic Year 2014-2015. He praised Bahraini woman’s competence in keeping abreast of modern specialties and achieving academic excellence towards establishing herself in the labour market. Professor Mazin mentioned the activities that occurred during the academic year, including the workshops, distinguished guests, celebrations and academic awards received by the university as a testament to the constant hard work of the university to ensure quality education while shaping the female leaders of the future.

Student speeches supported the graduation ceremony and Ms.Dana Al-Alawi, outstanding student from the Faculty of Business and Financial Sciences spoke on behalf of her classmates describing the day as a day of pride for all the students and expressing her appreciation of the experience of studying at the Royal University for Women and for providing all the qualifications in a personal and professional to enter the labor market and become educated future women leaders.



Ms. Shadya Al Tamimi, Student Council President

## A Note from the President of the RUW Student Council

Hi! It’s Your Student Council President speaking (not literally) anyways, I want to go give a warm RUW welcome to all the new students, and to the other students welcome back!

We at the Student Council Office are working real hard to make year 2015/16/ as innovative and fun as possible, what can you expect? well, We are working on making campus life as fun, and comfortable as possible, with adding more seating areas, and creating a club room, which will host the clubs and their activities, we are even working on adding a sharing board, which will be located next to the canteen, the sharing board will have a topic that will change regularly, and will allow students to share their thoughts on them , we’re also working on bringing the best Guest Speakers, like book readings with Arab novelist and cool Workshops to RUW, we’re even collaborating with Event Organizers to try and give you amazing Exhibitions.

The student council recently just finished our first project “Memory Flyer”, we asked this year’s graduates to share their thoughts advice and memories, and we added them up, and made them into flyers, and gave them to the graduates on their graduation day. Some of them we’re very deep and heartfelt, and some were light and fun like “The thing I’m going to miss the most are the s’mores from Butter” – Dana. The graduates gave really good advice, which will be shared with you throughout the academic year in future newsletters.

What else you can look forward to? Well! We are planning a huge meeting with YOU the students of RUW, to give us your thoughts and insight on the events we are working on, the meeting will be held on the second or third week of the first semester. Because your thoughts and words are powerful, and we care.

If you have anything you want to share or have any questions, feel free to visit us at our office located next to the Students Affairs Office, or contact us via phone, you can find our numbers on the board outside the Students Affairs Office, our doors are open anytime.

# Mabrook!

## RUW BABIES

Dr. Alessandro Della Valle, Assistant Professor, College of Business & Financial Sciences, and his spouse were blessed with a newly born baby in June 2015.

## RUW WEDDING BELLS

Ms. Noor Abbas, Secretary to the Director of Administration, got married on June 12, 2015.