

Welcome Note from RUW President



Prof. Yusra Mouzughhi
President
Royal University for Women

I am honoured to welcome new and returning students and colleagues back to campus. I can assure you that RUW remains committed to a learning and working environment that allows our students, staff and the communities around us to feel secure. Safety has always been our main priority and a huge thank you to all who ensured that the semester is off to a good start to enable the safe resumption of activity at the university. Over the summer, the Office of the President worked on projects connecting with our international partners and local industry planning new programmes and events and our footprint, both physical and digital, is getting stronger by the day. The start of the year is always a special time at RUW, and this year, even more so. Departments prepared to welcome back both staff and students physically after almost 18 months of online work and study. Thus, though socially distanced; our staff and student orientation events in September were highlights for us all. Though these are undoubtedly challenging times, we must all reflect carefully on what this last year has taught us and engage the opportunities available to us fully and passionately to build the futures that we want for us and for our next generations.

At RUW, students are our main focus and our facilities support an exceptional standard of teaching including spacious classrooms and a well-equipped library available to help develop research skills with access to a vast quantity of databases that may be accessed remotely. As technology advances, we have also been conducting upgrades to our internal systems to ensure that we maintain the highest levels of efficiency. Believing that a healthy body leads to a healthy mind, we encourage staff and students to fully utilise our cutting-edge facilities including the gym and fitness centre and explore the classes and sessions that are available.

I am honored to be a part of such a remarkable and talented team and with our collective efforts, we can make this the best year yet!

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

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

Academic Programmes Offered at RUW

Academic Programmes Offered at RUW

- College of Art and Design
 - Pearson 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 in Architectural Design
 - Master of Design Management
 - Master of Fine Arts in Drawing and Painting
- College of Business and Financial Sciences
 - Bachelor of Business in Banking & Finance
 - Bachelor of Business in Human Resource Management
 - Bachelor of Business in International Business
 - Bachelor of Business in Marketing
- College of Law
 - Bachelor of Law

We want your talent!
Are you looking to join a forward-thinking team who want to deliver results and make a difference? Then how about joining one of the top universities in the Kingdom of Bahrain? RUW is looking for several positions to be filled with talented, aspirational and driven individuals. For more information please visit: <https://ruw.edu.bh/jobs>



His Highness Shaikh Nasser bin Hamad Al Khalifa Receives a Number of Volunteering Students from RUW



His Highness Shaikh Nasser bin Hamad Al Khalifa, Representative of His Majesty the King for Humanitarian Works and Youth Affairs, received a number of volunteer students from Royal University for Women, in the presence of the Minister of Youth and Sports HE Ayman Al Moyyaed. His Highness Shaikh Nasser bin Hamad Al Khalifa affirmed that voluntary work is an important symbol of progress and prosperity under the support of His Majesty the King. He praised the great role of volunteer students from Royal University for Women and their initiatives in creating social events and activities which reflects Bahraini youth contributions locally and internationally, adding distinguish marks in many forums during the last period. His Highness Sheikh Nasser bin Hamad Al Khalifa emphasised that volunteer work has a positive impact on society in addition to its benefits for the youth through acquiring more experiences and skills while advancing the society in its various fields. His Highness indicated that he is always keen to provide full support to Bahraini youth and highlighting the role of volunteer work and supporting them to achieve the goals. His Highness Sheikh Nasser bin Hamad Al Khalifa wished all success to the volunteering students from Royal University for Women. His Highness Sheikh Nasser bin Hamad Al Khalifa extended his sincere congratulations to the Custodian of the Two Holy Mosques, King Salman bin Abdul-Aziz Al Saud and His Royal Highness Prince Mohammed bin Salman Al Saud, Crown Prince of the Kingdom of Saudi Arabia on the occasion of the Saudi National Day and wished the kingdom further progress and prosperity under the leadership of the Custodian of the Two Holy Mosques.

Minister of Education Receives RUW President



His Excellency Dr Majid bin Ali Al-Nuaimi, Minister of Education and Chairman of the Board of Trustees of Higher Education Council (HEC) received Professor Yusra Mouzughhi, President of Royal University for Women (RUW). The minister welcomed her on the occasion of her appointment to this position and discussed the most important topics related to higher education as well as the regulations and decisions issued in this regard. This includes the higher education strategy and the scientific research strategy. His Excellency emphasised the support of the Board of Trustees of the Higher Education Council for all efforts that would advance this sector and provide the best academic programmes per the HEC terms and conditions, wishing her success in her work.

Secretary General of Higher Education Council visits RUW



Dr Shaikha Rana bint Isa bin Daij Al Khalifa, Secretary-General and Vice-Chairman of the Board of Trustees of the Higher Education Council (HEC), visited the Royal University for Women, where she was received by the University's President Prof. Yusra Mouzughhi and members of the administrative and academic bodies.

During the visit, the Secretary-General inspected the university's classes, facilities and residence, noting its readiness to provide the educational services with the required quality and in line with the current circumstances of COVID-19 and ensuring the health and safety of all. Dr Shaikha Rana Al Khalifa expressed her appreciation for the efforts of all those in charge of this educational institution and the role it plays in the higher education system in the Kingdom of Bahrain. The General Secretary also praised the university's accredited programmes and wished them continued success.

RUW and Al Baraka Islamic Bank Sign an Agreement



Royal University for Women (RUW) has signed an agreement with Al Baraka Islamic Bank (AIB), to provide education financing that caters to students wishing to enroll at the university. The signing ceremony which was held at Al Baraka headquarters was attended by Mr. Tariq Kazim General Manager – Business Group of Al Baraka Islamic Bank, and Professor Yusra Mouzughhi, President of Royal University for Women, Ms. Aysa Murad, Ms Sumaya Al-Sayed and other senior officials from both parties. During the event, Professor Yusra Mouzughhi, President of Royal University for Women said: "We are pleased to be partnering with Al Baraka Islamic Bank to invest in promising students' futures by providing them education financing offers to support them in attaining a higher education degree." Prof Mouzughhi added that "As part of RUW mission in providing quality higher education and contributing to the women empowerment agenda, we are keen to partner with leading institutions in the Kingdom of Bahrain from differing sectors to provide students with an exceptional learning journey at RUW. This partnership with Al Baraka Bank will allow students to benefit from financial solutions while focusing on their academic excellence".women in the Kingdom a pathway to success and excellence.

Royal University for Women Successfully Passes the ISO



Royal University for Women has successfully completed the ISO 9001:2015 surveillance audit conducted by AJA Europe with an outstanding result of no non-conformances raised for the seventh consecutive year. This confirms the university's commitment to achieving excellence and providing the highest levels of quality in all aspects of its operations. The President of the Royal University for Women, Professor Yusra Mouzughhi, praised the efforts demonstrated by the university's staff and the Quality Assurance and Accreditation Unit to meet the ISO standards and continuing to achieve the highest levels of quality year after year. She stressed the university's commitment to providing its services with quality and professionalism, despite the repercussions of the COVID-19 pandemic. The audit team's visit was coordinated by the University's Quality Assurance and Accreditation Unit. The visit began with an opening meeting attended by the President of the University, Ms Mona AbdulJawad, Manager of the Quality Assurance Unit, in addition to the directors and managers of the university's various departments.

Royal University for Women Welcomes New Students for the AY 2021-22



As part of the university efforts in preparing students for university life, Royal University for Women held the orientation day event for the academic year 2021-2022 on its campus in Riffa which was attended by first-year students and their parents. The event was held according to the green level requirements of the Traffic Light System with the presence of the President of Royal University for Women, Prof Yusra Mouzughhi, the Acting Academic Vice President, Dr Madina Hamiane and members of the university's management. The President of the Royal University for Women, Professor Yusra Mouzughhi, welcomed the first-year students and their parents and expressed her joy for the return of student life on campus. Professor Mouzughhi indicated that continuing higher education is a privilege and students need to embrace it by working hard and participating in the university extra-curricular activities. She stressed the importance of engaging with the wider RUW through the committees, clubs, competitions, sports activities and opportunities to volunteer which will help the students to grow as an individual and becoming an active member of the society. Moreover, Professor Mouzughhi emphasised students on becoming role models starting with having pride in being a citizen of a country that supports women empowerment and advancement and belonging to a university that is dedicated to that through higher education and to carry the responsibility of reflecting these efforts and achievements to the world. This was followed by presentations on academic content and student life, presented by the colleges and departments of the university, in addition to the participation of RUW Student Council members to talk about upcoming events and activities.

Royal University for Women Welcomes the Staff in the Orientation Day AY 2021-22



Royal University for Women welcomed its academic and administrative staff for the new academic year 2021/2022 in the orientation day event. This event marks the return of all RUW employees to their workplace after a year and a half of working remotely, taking into account health and safety measures of (Covid-19) pandemic and in alignment with the Green level of the Traffic Light System applied currently. During the event, RUW President Prof Yusra Mouzughhi, expressed her deep appreciation to all the university employees who demonstrated their excellence in managing the educational process and administrative work at the university during the pandemic and their perseverance in achieving the highest standards of efficiency and quality, which resulted in many achievements made throughout the previous academic year.

RUW Celebrates KSA National Day



An initiative was taken by RUW Student Ms Shahad Salman from College of Business and Financial Sciences, in collaboration with the Office of Student Life to mark the National Day Celebration of the Kingdom of Saudi Arabia. The celebration was organized at the RUW campus and the arrangements were made in accordance with the Green Level requirements of the COVID National Taskforce Team Bahrain. The event consisted of the traditional dance "Ardah" and the participation of many famous food and coffee vendors. Student Council members distributed giveaways for more than 200 visitors who came to the event. The visitors included RUW Staff, influencers and the general public from the Kingdom of Bahrain and the Kingdom of Saudi Arabia.

RUW Celebrates Breast Cancer Awareness Month



The Office of Student Life organized a series of activities across the month of October in support of Breast Cancer Awareness. RUW Student Council also collaborated with OSL in organizing some activities that included flower sales at RUW Student Center. Staff and students participated actively and the revenues of the event were dedicated to supporting cancer patients. RUW Student Council also organized a Ribbon Sale and an Early Detection Lecture was presented by Prof Ghufuran Jassim, Senior Lecturer in Family Medicine at RCSI Bahrain. The lecture provided insight into the detection and prevention of breast cancer. It was attended by RUW students, faculty members. Moreover, Al Salam Hospital attended the event and provided free Medical check-ups to students and staff. The closing event was arranged for fundraising and included fun activities to support this cause such as games, a pink photobooth, and Pink Coffee and Cookies sale. The proceeds of the event will be handed over to the Bahrain Cancer Society.

RUW Organises Cybersecurity & Security Awareness Workshop



RUW College of Law and E-Venture Business Solutions organized a workshop titled "Cybersecurity and Security Awareness". The workshop was attended by Law students, external participants including employees of companies, banks and financial institutions as well as other administrative staff. The workshop included several topics on security, cybercrimes, cybersecurity regulations, Data Classification and the User Profile, The Daily Operations and Responsible Communication. Attendees were able to develop their awareness of cybersecurity policies and measures aiming at protecting corporate assets and data.

College of Law meets the students in "Coffee with the Dean"

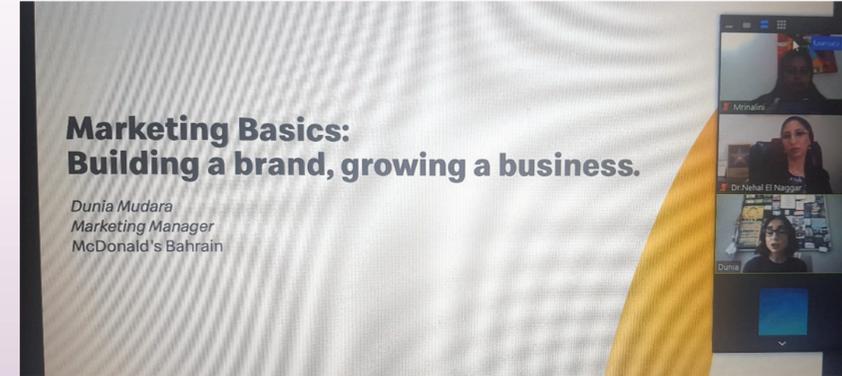
The event "Coffee with the Dean", held at the RUW student center and organized by the Law student's representative in order to have a question & answer session with the Dean of the College of Law in an informal setting. Law students addressed questions on academic and non-academic matters.

CBFS Faculty Member Leads RUW Student Team to Win 2nd Place in Hope Fund Hackathon



Dr Nehal El Naggar mentored a group of volunteer students from all three colleges of RUW to participate in an original competition with an entrepreneurship theme at BIBF organised by Hope Ventures. Students developed an idea over the weekend and competed against five other teams representing other universities in Bahrain, RUW team won second place at the Hackathon. Hope Ventures aims to empower and invest in the next generation of promising Bahraini entrepreneurs. Their mission is to identify ambitious entrepreneurs and provide them with the necessary tools, resources and networks to scale and thrive in the regions' entrepreneurship landscape. RUW involvement with Hope Finds will continue through other initiatives.

Marketing Class Students Inspired by the Youngest Marketing Manager in McDonald's Bahrain



Students from the Principles of Marketing, Retail Management and Consumer Behavior Classes with their respective faculty members, Dr Mrinalini Choudary and Dr Nehal El Naggar hosted Ms Dunia Mudara, the Marketing Manager of McDonald's, for an informative lecture. Ms Dunia Mudara currently serves as the Marketing Manager at McDonald's Bahrain and is the founder of Creator of Professionally Young. Having started with after-school jobs at age 15, Dunia believes in the power of starting a professional career early and became the Marketing Manager of the local franchise of a global brand at only 22 years old. She comes armed with experience in the creative, F&B, and FMCG industries, and is constantly looking for the "selling story" potential of everything around her. Her passion to support the development of successful careers of others is what led her to create Professionally Young, an online community of Millennial and Gen Z working professionals sharing stories, failures, and tips & tricks for everyday professional life. Students enjoyed the real practice of Marketing and PR in McDonald's model.

CGS holds the 1st Cross-Cultural Virtual Session with Kobe Women's University for AY 2021-22



The Cross-Cultural Virtual Program between Royal University for Women (RUW) and Kobe Women's University (KWU) in Japan has successfully started its second year. The collaboration between Royal University for Women (RUW) and Kobe Women's University (KWU) aims at fostering students' global awareness. Students enrolled in the Women Across Cultures course met virtually with their peers from (KWU) to discuss cultural stereotypes and gender norms. Mr James Crocker from KWU along with Ms Hager Faisal from RUW facilitated the dialogue. During the meeting, students were able to exchange ideas and understand cultural differences.

RUW and Italian Embassy in Bahrain Celebrate the 700th Anniversary of Dante Alighieri



On the occasion of the XXIst Week of Italian Language in the World, Royal University for Women (RUW), the leading university in the Kingdom of Bahrain dedicated to women empowerment and advancement through higher education, in cooperation with the Embassy of Italy in the Kingdom of Bahrain, celebrated the 700th Anniversary of the death of the Italian poet Dante Alighieri who's widely known as the "Father of the Italian Language". The celebration was held virtually via Zoom on October 20 and attended by H.E Paola Amadei, the Italian Ambassador to the Kingdom of Bahrain and Prof Yusra Mouzoughi, President of the Royal University for Women and more than 70 students, faculty and professionals from the community. The Centre for General Studies at RUW organised the celebration virtually by hosting Prof Leyla Livraghi, Post Doctoral Fellow for the Italian Nationally Funded Project (PRIN) 'Hypermedia Dante Network' (HDN) from the University of Pisa, Italy. The event started with a welcoming speech from Prof Yusra Mouzoughi, President of the Royal University for Women, in which she emphasized the special cooperation with the Italian Embassy in the Kingdom of Bahrain. From her part, HE Paola Amadei, the Italian Ambassador to the Kingdom of Bahrain thanked the Royal University for Women for organizing this event with the Embassy team and reiterated the embassy commitment to the cooperation with the Kingdom of Bahrain in the field of culture and education.

Sustainable Fashion: Talk and Workshop



The American University of Bahrain (AUBH) Student Sustainability Club organized an event on Sustainable Fashion with RUW Fashion Design student Ms Layla Ahmed Darwish at the AUBH campus. The talk and the workshop were conducted by Ms Darwish who is in her 3rd year of Fashion Design and under the supervision of Fashion Design programme team members. Ten students from AUBH attended the event and enthusiastically participated in the project of recycling an old T-shirt into a tote bag.

Royal University for Women Launches the 1st edition of "Fashion Week: Paris to Manama"



Royal University for Women concluded the first edition of the "Fashion Week: Paris to Manama", organised by RUW in cooperation with the French Embassy in the Kingdom of Bahrain. The series of events were conducted from October 24 to October 30, 2021. The launching event took place at the Pearly Path Visitor Center in Muharraq, in the presence of Her Excellency Shaikha Hala bint Mohammed Al Khalifa, Director General of Culture and Arts at the Bahrain Authority for Culture and Antiquities and His Excellency Mr Jerome Kochard, Ambassador of France to the Kingdom of Bahrain as well as Professor Yusra Mouzoughi, President of the Royal University for Women (RUW). The week included many events, as the second day of the event included a fashion exhibition and hosted a talk about the visions of Bahraini designers for the field of fashion design in Bahrain. The third day also included a lecture that highlighted media documentation and marketing efforts in the field of fashion design by the projection of a documentary about one of the most important international leading magazines, ELLE magazine, which has become a global icon of journalistic work in fashion design. The event included the presence of Ms Valeriane Van Der Noorda, Dr Madina Hemiane, Vice President for Academic Affairs and Dr Jean-Pierre El-Asmar, Dean of the College of Art and Design as well as the Fashion Design team and students of RUW. The fourth and fifth days included talks with inspiring personalities in the field of fashion design on the topics of sustainable fashion, the speakers included Ms Valeriane Van Der Noorda, who worked in many prestigious fashion houses in Paris, and Ms Shereen Fekri, Co-Founder of the "Undressed Company", a platform to promote the practices of Sustainability in fashion. Also, in preparation for the closing event, Casting Manager and Fashion Consultant Ms Ines Jourde and Ms Valeriane Van Der Noorda held a workshop on managing and organizing a fashion show at RUW. The first edition of the "Fashion Week: Paris to Manama" was concluded with a lecture on "The Influence of the Arab-Muslim World in Parisian Haute Couture" presented by La Sorbonne researcher Mr Khemais Ben Lakhdar, and a wonderful fashion show at RUW in the presence of more than two hundred guests that included prominent personalities in the educational, diplomatic and art sectors. The collections and preparations were RUW alumnae and students' projects, done under the supervision of the instructors from the Fashion Design program at the university and included modern fashion pieces that featured artistic touches combining Arab, Eastern and Western heritage styles.

RUW Students Spot-Light Edition

Fashion shows: What makes them successful?



By RUW
Fashion Design
Students



Zainab Salim



Ayisha
Parakkattil

RUW Students Spot-Light

Sustainability in Fashion Brands: What does it mean?

Rendezvous with Valériane van der Noordaa, Press Relations and Communications Director

By: Ayisha Parakkattil
Fashion Design (Year 4), College of Art and Design

Parakkattil: What are the challenges of sustainable fashion?
Valeriane Van Der Noorda: Producing less is the hardest part because we live in a world where we are always looking for new things, and especially the young generation get bored very easily. In my opinion, digital and metaverse can help them find an equilibrium because metaverse and gaming are booming and many of the younger generations are creating online second lives. Digital is still a sustainable problem because it is incredibly polluting, and nobody knows it because you can't see it. But it needs a huge amount of energy and the blockchains which are the systems that help create NFTs which are non-fundable tokens. It is a complicated issue, but I believe the balance can be found through digital objects.

Parakkattil: How does a fashion brand become truly sustainable?
Valeriane Van Der Noorda: Production, supply chains, and material innovations are the three most important things to me. I think most of the brands are trying to tackle this issue of the supply chain because they are very opaque today and we need transparency. Production is important too, but big data is going to help a lot. It helps to produce clothes in less quantities because algorithms can calculate things. I think brands are already watching out when they order fabrics when they produce, etc. and also I think a lot of the big brands will be able to set certain parts of their collection in only production on demand because they have the strength, capital and infrastructure. Ms Gabriela Hearst, creative director Chloé is already doing it. Sometimes for some of her clothes, she does her prototypes completely in 3D and produces only that are ordered. And that's a real solution. And also I feel that big luxury brands need to invest in research labs that are doing research on new materials, e.g. bio designed materials.

Parakkattil: What can brands do to move towards a sustainable future?
Valeriane Van Der Noorda: Well, I feel that the young newcomers are already very much into sustainability, so they are already setting the example. It would also be great for a country like Bahrain, as many of the young designers are trying to bring forward a tradition from their country. They are pushing forward ways of making clothes, embroidery traditions, textiles, etc. that they grew up with. COVID-19 was instrumental in keeping production local.

Parakkattil: How can we bring sustainable fashion into our lives?
Valeriane Van Der Noorda: Firstly, don't put pressure on yourself because nobody is perfect. As humans, we cannot stop evolution, we cannot stop technological progress, it is a part of who we are. I think it is about finding the right balance and finding ways you feel comfortable in doing sustainable things. And once you catch on to those comfortable things the rest will come naturally. I started just like anybody else, I started by just watching out for simple things like my water consumption, buying fewer clothes and finally things come naturally and then the trends will help too. That is what trends are for; trends help to reach a larger public.



RUW Students Spot-Light

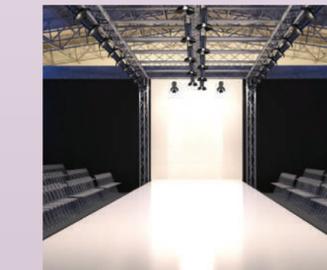
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By: Zainab Salim
Fashion Design (Year 2), College of Art and Design

During my interview with Ms Ines Jourde, casting manager and fashion consultant (Paris), I had the opportunity to learn about what it takes to produce a successful fashion show. From our conversation, here are 5 important points.

VENUE: "The venue should be beautiful, the runway should be special with the lights, flowers & decor". An important element of fashion shows that grabs the attention of the audience is the venue. It is important that the venue has good lighting, beautiful decor pieces that represent the theme of the designer's collection and runway design. This sets the mood and creates an exciting environment for the audience.



MUSIC: "The music is really important because it makes a difference in the mood of the show." In fashion shows, music plays an important role. Besides setting the mood for the show, it is like the cherry on top of making it visually and aurally appealing. It lifts the mood and makes a fashion show lively.



LIGHTING: "Light is very important! It should be beautiful, not too bright, and not too dark". Light indeed is one of the most important elements for a fashion show. Lighting that is too bright is not good for a fashion show since it will make the audience uncomfortable. Having a good ambience starts with a good and well-lit lighting.



HAIR & MAKEUP: "Hair and makeup are super important. According to the collection, what kind of twist do you want to give to the collection? you can either put on a very nude face or dramatic makeup with a bold lip colour. In the same way for the hair, even natural hair will be difficult to leave just as it is, so it should be styled naturally even if it is natural hair."

Hair and makeup are elements that express the designer's collection and add depth to its theme. This brings out the collection's inner beauty and makes it look more glamorous.



WALK OF MODELS: "The rhythm of the walk by models is very important. How fast do they walk, what attitude do they have? It all makes a difference."

The models are usually trained by the designers to walk a certain way and differently for each type of collection. A strong theme will require the models to walk powerfully, confidently, and fiercely to express the theme of the collection. If the designer's collection is designed in a subtle, calm manner, then the models should walk in an elegant and pretty manner. garments.



For a successful fashion show, the above points are essential. By participating in the backstage of Fashion Week: Paris to Manama in year 2, I was able to experience how fashion shows are organized, with the Fashion Design team and Ms Ines. Everything was fascinating and dreamlike, from lining up the models, training the models for the walk, fittings, lights, music, makeup, and hair. Making a fashion show is a lot of effort and dedication. craftsmanship in the district and empower your neighbourhood designers to develop.