

NEWSLINE

AY 2013-2014

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مرخصة من وزارة التعليم العالي والبحث العلمي
Licensed by the Ministry of Higher
Education and Scientific Research

SKYLINE UNIVERSITY COLLEGE

UNIVERSITY CITY OF SHARJAH

www.skylineuniversity.ac.ae

NEWSLINE TEAM 2013-2014



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Dr. Anthony



Dr. John



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Mr. Jaymar



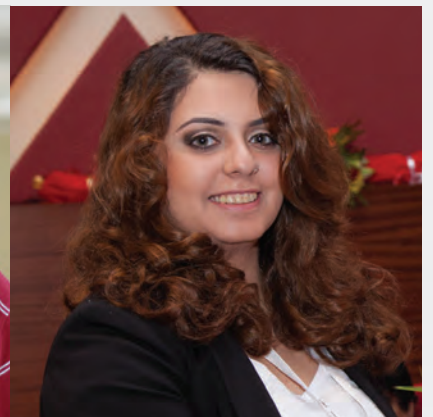
Crystal



Arifa



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Lucy

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سلطان السويدي وأنداد خلال توقيع الاتفاقية

وقعت مذكرة تفاهم مع كلية الأفق اقتصادية الشارقة» تدعم التحصيل العلمي لموظفيها

الشارقة - الخليج

وجاءت المذكرة تعريفاً للجهود الداعمة الرامية إلى دعم مسيرة التحصيل العلمي لموظفيها المتميزين التي سعت من خلالها إلى توفير فرص تمكّنهم من استكمال دراساتهم العليا مقابل رسوم دراسية مخفضة. وأثنى فينن أنداد رئيس المجلس التنفيذي في كلية الأفق الجامعية على حرص دائرة التنمية الاقتصادية في الشارقة على توفير فرص تطوير المؤهلات والقرارات العلمية للعاملين فيها في إطار سعيها لتطوير أدائهم وتوفير الخبرة والخبرة مع التحصيل العلمي.

كلية الأفق الجامعية بحضور كل من عبدالله المحمود مدير إدارة الموارد البشرية والمالية بالدائرة وعبدالعزیز المدفع رئيس قسم الاتصال المؤسسي والعلاقات الاقتصادية بالدائرة، وقراس الطباع نائب المدير العام للتسويق والعلاقات العامة بكلية الأفق. وبعد توقيع الاتفاقية أكد سلطان عبدالله بن هذه السويدي أن المذكرة تخدم الأهداف الاستراتيجية للدائرة التي تقضي بعقد شراكات مثمرة مع المؤسسات المعنية للعمل على تطوير مستوى الأداء، وترسيخ فكر الشراكة ودورها المهم في العمل المؤسسي.

وقعت دائرة التنمية الاقتصادية في الشارقة مذكرة تفاهم مع كلية الأفق الجامعية تهدف إلى توفير منح دراسية للطلاب من موظفي الدائرة، في إطار جهودها الرامية إلى دعم مسيرة التحصيل العلمي لموظفيها وتوفير الفرص التي تمكنهم من استكمال دراساتهم العليا. وقع المذكرة من جانب دائرة الخدمة الاقتصادية سلطان عبدالله بن هذه السويدي رئيس الدائرة، ويثين أنداد رئيس المجلس التنفيذي في

Middlesex, Manipal prevail in Skyline Cup

Source : Khaleej Times / 19.02.13

SHARJAH — Middlesex University and Manipal University pulled off convincing wins over hosts Skyline University and University of Wollongong in Dubai (UOWD) respectively in 14th edition of the Skyline Cup Inter-University cricket tournament being played at the Skyline ground in Sharjah.

The hosts were found wanting as they were bundled out for a paltry 111 against an inspired Middlesex attack.

Middlesex cruised home to win with six wickets in hand.

In another match, Manipal handed UOWD their first loss after compiling a 15-run win. Batting first, Manipal were well served by Hamid as they put up a challenging 149 in 20 overs.

In reply, UOWD tried hard but with the asking rate steadily rising they managed to score 134.

A convincing five-wicket victory over University of Wollongong in Dubai (UOWD) in 14th edition of the Skyline Cup at the Skyline ground in Sharjah, according to a Press release.

Rehan, who opened the AUS innings hit three towering sixes and eight boundaries during his 55-ball knock. Rehan was well supported by Hammad, who scored a patient 23 off 22 balls as AUS knocked off the winning runs with three balls to spare.

Earlier, UOWD, batting first, set up a respectable total of 162 runs for the loss of six wickets at the end of the allotted 20 overs. The UOWD top-order comprising Zeehan (40 of 41 balls), Omer (30 off 22) and Anish (26 off 27) were among the runs. However, the UOWD middle-order failed to capitalise on the good start.

Heriot Watt romp to win Skyline Cup

Source : Khaleej Times / 25.02.13

SHARJAH — Heriot Watt outclassed AUS by a seven-wicket margin to emerge worthy winners of the 14th edition of the Skyline Cup Inter-University cricket tournament held at the Skyline ground in Sharjah.

The chief guest for the finals was Waleed Bukhatir, chairman of the Domestic Cricket Development Committee, Emirates Cricket Board and the guest of honour was former Pakistan cricketer Aqib Javed, coach of the UAE cricket Team.

Earlier in the semi-finals, Heriot Watt defeated Skyline University by 38 runs while AUS got past Middlesex University.

Heriot Watt continued their fine form into the final as well as they first restricted AUS to 131 for 7 wickets in 20 overs and later chalked up 134 runs to seal the win in 17.4 overs and seven wickets to spare.

AUS, who were invited to bat first, found the going tough against some inspired bowling by the Heriot Watt attack. Only



Heriot Watt celebrate after beating AUS in the Skyline Cup final.

Umer who scored 31 off 41 balls showed some resistance.

The other AUS batsmen to shine were openers Rehan (16), Harris (15) and later Musaab (17 not). For Heriot Watt, Shahrulh

took two wickets for 19 runs. In reply, Heriot Watt, openers Aqib and Adnan Khan were in excellent form as they scored freely to keep their team well within the required run-rate. Adnan top-so-

AWARDS

- > Best batsman: Rehan Ali (AUS)
- > Best bowler: Nasir (AUS) and Mohsin (Heriot Watt)
- > Best All-rounder: Salman Babar (Skyline University)
- > Player of Tournament: Adnan Khan (Heriot Watt)

BRIEF SCORES (FINAL)

> Heriot Watt beat AUS by 7 wickets. AUS 131 for 7 wickets in 20 overs (Umar 31, Rehan 16, Harris 15, Musaab 17). Shahrulh 2-19, Heriot Watt 134 for 3 wickets in 17.4 overs (Aqib 35, Adnan 36, Rohit 12, Shahrulh 10-3). Man of the match: Adnan of Heriot Watt

cred with 56 off 34 balls, including seven boundaries and 2 sixes while Aqib's 39 came off 42 balls and included four boundaries and a six. Adnan was later declared the man of the match.

Good weather, great cricket

Source : Gulf News / 01.05.13

PRIZES GALORE SPUR PLAYERS ON IN EMIRATES BOARD AND DUBAI COUNCIL EVENTS

DUBAI
By K.R. NAYAR
Chief Cricket Writer

It seems to be high noon for Twenty20 cricket everywhere. Action in the inaugural KFC Emirates Twenty20 cricket league and the Dubai Cricket Council's (DCC) Superstars Twenty20 cricket tournament is bringing out the best from the cricketers.

Speaking to Gulf News, Mazhar Khan, Head of Cricket Affairs of the Emirates Cricket Board's Domestic Cricket Development Committee, organisers of the KFC Emirates Twenty20 league, said: "This tournament has turned out to be very competitive, and has reached a stage where it is difficult to predict who could be the winner. Fancied teams are being defeated and the event is

poised for an exciting finish." The tournament, which commenced on April 22 at the Sharjah Cricket Stadium, has now moved to Dubai International Cricket Stadium.

"This is the first tournament which is being staged in all our international stadia. Now, the tournament will shift to Abu Dhabi and return to Sharjah for the semi-final and final," said Khan.

The DCC Superstars tournament is equally competitive.

"The intense competition in the tournament can be measured by the close finishes in the tournament. Cricketers are giving their best as we will be presenting a Kia Picanto Car and Dh2000 to the most outstanding player and the winning team can pocket Dh35,000 as prize money, runners-up will get Dh20,000," said Mohammad Lokhandwala, the secre-



Salman Baber

Secretary of the Dubai Cricket Council.

The final of the Emirates Twenty20 league is scheduled for May 12 while Superstars tournament final will be held on May 25.

"The overcast condition in UAE has turned out to be a boon

for cricketers as they are able to perform even better utilising the excellent conditions," said Lokhandwala.

The newly formed Danube Lions cricket team, riding on UAE national team all-rounder Rohan Mustafa, Captain of the Danube team, Mustafa topped with a gritty 48 to ensure his team a 38-run win.

Danube also produced a winning performance in the Superstars tournament sweeping the experienced Nacaf Tellicherry by 36 runs through Yasir Shah's deadly four-wicket spell.

It is not only established domestic players who are producing splendid performances. Young, rising cricketers are shining too in the Superstars tournament. G Force Singapore Strikers, made up of mostly players under the age of 19 and

led by coach Gopal Jasapara, trounced Calicut Tigers by 10 wickets.

Salman Baber, a 20-year-old college student, hit an unbeaten 77 and UAE Under-19 player Zamil Iqbal hit an unbeaten 31 to help G Force chase down target of 111 set by Calicut.

In the clash between the formidable Alubond Tigers and Wings 13 match in the Emirates tournament, Alubond won by five wickets through Karim Sadiq's spectacular all-round show. He bagged four wickets for 30 runs and hit 46 runs.

Meanwhile, Seven Strikers stunning win over New Medical Centre by five wickets with just two balls to spare was another exciting contest. Mohammad Tariq bagged three wickets and hit an unbeaten 46 to ensure his team reach the target and to be rightly judged the Man of the Match.

33 schools compete in cricket tournament

Source : Gulf News / 10.04.13

A total of 45 matches will be played in the tournament stretching to 34 days

SHARJAH

By K.R. NAYAR
Chief Cricket Writer

The seventh edition of UAE's biggest cricket tournament commenced from Al Maxtalent Global schools vying for boys under-13, girls under-17 is the Skyline University ground.

Heriot Watt, Middlesex set up Skyline title clash

Source : Khaleej Times / 23.02.13

SHARJAH — Heriot Watt defeated hosts Skyline University by eight wickets in the semi-final of the 14th Skyline Cup Inter-University cricket at the Skyline ground in Sharjah. Heriot Watt will take on Middlesex University in the final after the latter beat AUS in the other semi-finals.

Heriot Watt were well served by Aqib Malik and Rohit in the batting department while their bowlers Mohsin and Shahrulh and Sohaib picked wickets at regular intervals. Put in to bat first, Heriot Watt lost a couple of wickets quickly before opener Aqib and two-drop Rohit steadied the slide with some sensible batting. Aqib chalked up a fiery 62 off 48 balls containing four boundaries and two sixers.

Rohit, meanwhile, compiled 43 runs off 42 made with the help of two boundaries and six as Heriot

SCORES (SEMI-FINALS)

> Heriot Watt beat Skyline University by 38 runs. Heriot Watt 169 for 5 wickets in 20 overs (Aqib Malik 62, Rohit 43). Skyline University 131 for 8 in 20 overs (Suleman 19, Miliesh 28, Amir 16, Asim 27; Rohit 1-9, Mohsin 3-49, Shahrulh 2-23, Sohaib 1-27). Man of the match: Aqib of Heriot Watt

Watt put up 169 for five wickets at the end of their 20 overs.

In reply, Skyline got off to good start as openers Suleman and Miliesh put up 33 runs in the first three overs. But after the quick departures of Suleman and Miliesh the Skyline chase lost momentum as they managed to score only 131 runs for 8 wickets. Amir (16) and Asim (27) were the other scorers.

Skyline University College is moving towards yet another milestone. We are completing twenty four years of our establishment this year and next year we will be celebrating the silver jubilee year. Over two decades are sufficient a time frame for establishing an identity and be recognized for its distinct character. Skyline now is a brand in its own and believes that each member of the Skyline family develops its own brand that has the mark of its values. Over the years Skyline University College (SUC) has broken several new grounds and treaded newer paths. It has been a pioneer and trend-setter in the field of higher education in this part of the world. Quality has been its hallmark and beacon.



In the academic year 2013-2014 Skyline University College achieved some very important landmarks. A team of faculty and staff members won a prestigious competition conducted by the Emirates ID Government of UAE where the theme was Innovation, Creativity and Institutional Application. SUC received the Best Scientific Award in the field of Advanced ID System.

SUC organized a very prestigious 'International Conference on Tourism Milestones: Preparing for Tomorrow', attracting international tourism experts from government, industry, and academia. The Conference received wide ranging appreciation catapulting SUC to the international scene as an important institution of Travel & Tourism learning.

The ongoing program of training taxi drivers of Sharjah in basic spoken English, Etiquette and Tourism completed its first phase this year. Two hundred taxi drivers were trained over a period of one and a half year. The next phase shall begin in the next academic year. This program is part of SUC's Corporate Social Responsibility and was conducted free of cost.

On the Academic front SUC launched a concentration on Strategic Management and Leadership for its MBA program where as a major in Finance for its BBA program. This year SUC also applied to the CAA Ministry of Higher Education for a new concentration on E Governance for its MBA program and a major in Public Administration for the BBA program. SUC has also proposed to change its BBA Marketing major into Marketing and Retail Management. Qualitatively SUC has now aligned all its courses to the Emirates Quality Framework.

SUC has been expanding its infrastructure on a regular basisv both the learning support and extra-curricular activities. The library, computing and sports infrastructure and services have already seen substantial additions.

I congratulate the Newsline Team for the 2013-14 issue. It is a wonderful effort and I am sure this issue will be able to catch the imagination of all the readers.

Wishing you all a great success,

Kamal Puri
Founder President



Dear Students,

I am happy to present to you the Academic Year 2013-14 edition of the Newslines. It is always a pleasure communicating with you through this vibrant forum where we are exposed to the creativity and imagination of our students. The Newslines team has once again done a wonderful job chronicling the events and achievements of the academic year spectacularly along with all the interesting articles and literary pieces showcasing your talent. My hearty congratulations go to the team on their amazing efforts.

I am always reminded of this saying that 'everyone wants to win, but no one wants to prepare to win'. It is the preparation to do things well that brings in the desired success. If prepared with right spirit and sincerity there are no frontiers that can't be won over. Preparation is a simple word with simpler meaning but carries a lot of weight and

the biggest enemy of proper preparation is hidden in the not so simple word, procrastination. It has been observed that whenever we postpone our preparation to achieve something for whatever pretext, we are moving away from success in geometrical proportion. Experience, intelligence and even will to achieve success, cannot bring success if specific preparation has not gone into it. Simplest of example to prove this is available to you when you have an exam. I am sure most of us have experienced how a weak preparation for exams has resulted in poorer grades. We can always argue whether the examination system is an appropriate method to evaluate the full potential of a student but we do not have much argument to counter the importance of conscientious preparation. So prepare well and I assure you will be a winner of all that you pursue.

I once again appreciate the Newslines Team for the good work and hope that the spirit of creativity and innovation continues unabated at Skyline University College where we always aspire to nurture it.

All the best.

Professor Amitabh Upadhyaya
Dean

Dear Students,

Hi everyone, we are back with yet another interesting issue of Newline – a true reflection of happening campus life at Skyline. The current News Line issue embodies the futuristic approach and positive outlook of Skyline University College while reflecting upon the dazzling repertoire of events that happened here in the past one year. I hope that after leafing through this magazine, all of you will be encouraged to participate exuberantly in the forthcoming events planned for the next academic year. On behalf of the Newline committee, I take this opportunity to thank all the staff and faculty members for their relentless cooperation; contributors for their valuable and spirited submissions. A special thanks is in order for the unstinting encouragement, suggestions and critique extended by Mr Nitin Anand throughout the span of compilation. Lastly, kudos to the student committee members whose zestful participation and optimism added energy and color to this venture.



Happy reading!

Dr. Mohit Vij
Chairman, Newline Committee



“We don’t remember days, we remember moments.”
- Cesare Pavese

Moments. Skyline Newline captures just that; each smiling face, a 1000 pairs of lit up eyes, all of our cherished, bittersweet memories will be relived as each page turns; right from Intro-bash to Ethnic Day, from Cross Fire to International Conference on Tourism.

Among the sea of ingenious students, it is an honor to be selected as the student editor, and I am truly thankful to have been given the opportunity. I’d like to take this moment to extend my sincere gratitude to all the faculty of Skyline University College for giving us the liberty to celebrate our events, even though we did have classes.

A special thanks to Ms. Reshma George, without whom, all events this past year wouldn’t have been as grand as they were; Dr. Mohit Vij, for his never ending support and hard work for bringing out this prodigious magazine, and a big thank you to the entire Newline Committee.

Last, but not the least, our very own Skyliners – without whom these wonderful, golden memories wouldn’t have been made. Each and every single one of you is the best of the best.

Much Love

Crystal June
Student Editor, Newline

STRATEGIC ALLIANCES

Skyline University College (SUC), in its 24 years of existence, has carved out a name for itself in the local and regional markets as a quality business education provider at a reasonable cost. SUC wishes to pay back to the society its achievements by extending scholarships to various associations, consulates, government and private organizations which will help students who are not fiscally stable to fulfill their educational goals.

Mr. Nitin Anand
COEC, Skyline University College



1 MOU With Ministry of Labour

Skyline University College has signed memorandum of understanding with Ministry of labor, UAE to provide scholarships for employees of ministry of labor as part of the efforts to support the academic attainment of its employees and offer them the opportunity to complete their higher education during the academic year 2014-2015. The MOU will benefit around 60 students to get the scholarship between 15% to 50 % of the fee for BBA and MBA programs. SUC has allocated a fund of one million dirham's, AED 1,000,000/- towards scholarships. The MOU signed in the presence of H.E SAIF AL SWAEIDI, The Deputy minister assistant for the support services and Mr Nitin Anand – Chair of the Executive Council, Skyline University College.



2 MOU With Sharjah Economic Department

Skyline University College has signed memorandum of understanding with Sharjah Economic Department to provide scholarships to the employees of the Economic Department of Sharjah in business administration majors. The MOU was signed on 9th January 2014 in the present of Sultan Abdullah Bin Haddah AISuwaidi, Chairman of the Sharjah Economic Development Department and Mr. Nitin Anand – Chair of the Executive Council, Skyline University College. SUC has allocated a scholarship fund of AED1, 000,000/- for the Economic Department of Sharjah and the employee can seek scholarships & fee waiver from 15% to 50% on the fee for BBA & MBA programs.



3 MOU With Al Shaab Sports Club

SUC signed MOU with Al Shaab Sports club, Sharjah, UAE on 14th March 2014. Al Shaab sports club was represented by H.E Sheikh Salim Bin Abdulrahman Al Qasimi, Chairman of the Office of His Highness the Ruler of Sharjah, Chairman of People's Club, a memorandum of partnership and Skyline College was represented Mr. Nitin Anand – Chair of the Executive Council. As per MOU scholarships worth one million dirham's will be offered to the club's players willing to complete their higher education during the academic year 2014-2015. Signing ceremony took place during a press conference, at the headquarters of the conference hall stadium Khalid bin Mohammed club, attended by Mr. Butti Bin Khadim, President of the football club, Mr. Firas Al Tabbaa Dy. Director, Skyline University College and members of the board of directors of the club.



4 MOU With Sharjah Municipality

The memorandum of understanding signed in one accord builds harmony and concord between different organizations. Skyline has entered into an Mou with Sharjah Municipality on 5th May,2014.

Mr. Firas Al Tabbaa, Deputy Director, PR department has initiated this league through which scholarships will be given to government employees. Counseling services, workshop sessions and cost free training sessions will be given. Periodical Management Development Programs also will be offered. SMC will extend invitation to all concerned government events where in SUC can showcase its functioning through brochures and flyers. In addition, SUC will be granted an exposure in the concerned government's website as their educational partner



5 MOU With Pakistan Association Dubai

Pakistan Association Dubai (PAD) recognized the contribution of Skyline University College (SUC) in support of the Pakistan community in UAE by providing scholarships & quality education to Pakistani national in UAE during the "Mera Pakistan-Pakistan Day Awards Distribution Ceremony", held on Friday, 11th April 2014. H.E Muhammad Tariq Wazir, Deputy Consul General & Dr. Zia Ul Hassan President of PAD, presented the award to Mr. Nitin Anand Chair of the Executive Council, SUC, in the best Education Institute category. During the ceremony an MOU of AED 1,000,000/- towards scholarships was signed between PAD & SUC. The scholarships will be offered not only on merit basis but also on need basis to Pakistan nationals who aspire to continue their higher education in UAE and wish to join SUC. Skyline will also be sponsoring school fee of 8 students of grade 12th from 4 Pakistan schools amounted to AED 50,000/-. As per the MOU, Skyline will also be conducting free workshops for students, teachers, Principals and community at large on various topics. SUC will also be contributing AED 40,000/- in supporting various events being organized by PAD during the year 2014-2015.



6 MOU With with Sharjah Police

MOU Signed with Sharjah police for partnership agreement with Skyline University College on 28 April 2014, aims to provide an opportunity for employees of the Sharjah police to study the bachelor's and master's degrees in management and marketing and financial studies & human resources, tourism and travel, as well as information systems, strategic planning and international business, as well as included agreement the ability to make training courses in the fields of management and marketing of English and several other majors, including the administrative side and develop skills of the employees of Sharjah Police, and enable them to complete their studies

Maj. Gen. Humid Mohammed Hadaidi Commander in Chief of Sharjah Police, and Mr. Nitin Anand CEO at Skyline university College



7 Esteemed Dignitaries Visiting Skyline University College



H.E. KUBAN OMURALIEV - Consul General
CONSULATE GENERAL OF THE KYRGYZ REPUBLIC
Dubai, UAE



H.E. FRANK R. CIMAFRANCA
Consul General, Philippines



DR. SALEH H. AL SUHAIBANI The Cultural
Attache ROYAL EMBASSY OF SAUDI
ARABIA - The Cultural Attache in the UAE



H.E. MPJETANE KGAOELO LEKGORO
Ambassador, South Africa



H.E. Manabile Shogole
Consul General South African Consulate General, Dubai



H.E. Abdulrahman Ayoub
Consul General of Tajikistan in the UAE



H.E. T.P. SEETHARAM
Ambassador, India

Skyline goes International.....

A report on Articulation Agreements



Sarika Kunder

Internationalization of higher education is the need of the hour and has become a significant strategy for Universities to attain a world class standard so as to remain ahead in the race. This international articulation is essential to remain competitive and collaborate for improving higher education in terms of content delivery and methodology. The knowledge economy is a global network and universities across the world are encouraged to indulge in various networking activities in order to reap the benefits of global interconnectedness, as well as to avoid the peril of parochialism. From the rapid growth in internationalization initiatives over the past two decades and a half, it is obvious for Universities to identify globalization tools which provide the most value for institutions' own vision and mission.

Collaboration between Universities from different parts of the World can be considered as one of the best method for achieving globalization of Higher Education. This collaboration provides a scope for student exchange with study abroad programs, faculty exchange, exchange of learning support resources and exchange of expertise, information and best practices.

Study abroad programs provide students the privilege of exploring a new country for understanding issues related to globalization, development, poverty, the environment and finding solutions to problems in a different way. Such programs enhance intercultural competency, thematic understanding, and cultural understanding through field-based and independent research. Students are more open to new knowledge and expertise when abroad, and that knowledge is often more easily applicable and it prepares students to be adaptable to situations requiring international interaction setups making them more competitive in today's era of globalization.

Faculty exchange programs provide the faculty members with the opportunity to teach or conduct research for one semester or an academic year at an overseas university and benefit from exposure to a culturally varied and diverse faculty interactions, with an opportunity to exchange ideas and observe a variety of styles. The benefit will be immediate, and students will have the opportunity to learn concepts and ideas presented in an entirely new and different manner.

Joint research projects, joint courses, contribution to curriculum development and mutual participation in community engagement programs, seminars and conferences could be some of the additional features of such collaborations.

Skyline University College has established partnership agreements with universities from different countries like UK, US, Canada and Asian countries. The University has initiated plans for materialization of the exchange projects internationally thus making the agreement more dynamic. The University also welcomes proposals from the partner institutions for conducting collaborative projects.

Collaboration has obviously been a significant part of academic life, but within the context of an increasingly globalised research environment the ability to link into or build international collaborations becomes all the more important.

Thus articulation opens up plethora of opportunities to faculty, students and staff to learn the best practices from global educational institutions and helps in putting into applications for solving problems in a unique manner so that organizations stand to gain in the long run. In nutshell the objectives of such agreements are to encourage exchange of expertise and knowhow of the best practices followed at each institution that provides a conducive environment for learning, faculty and student exchange programs, international internship for students/ international educational tour, exchange of information and best practices in the areas of community engagement, professional development, learning support services, entrepreneurship and innovation management, exchange of contribution in journal publications, participation in conferences, facilitating program review by providing expert opinion on new courses and collaboration in research and project work.



Department of Corporate Affairs

Globalization has enhanced the scope of learning and also pressures of performing. Business graduates are expected to learn about the technical skills of business and management and also the eco-system in which they will do business regionally and globally.

Department of Corporate Affairs is established to facilitate a proactive interaction between the academia and corporate world. The continuous effort of Corporate Affairs has built a fruitful and long lasting relationship with various private and government organizations which increases community engagement opportunities.

To further reinforce the efforts of Corporate Affairs, feedback is obtained formally & informally from the industry, where the students are working. Feedback is obtained on performance of students during project training, conduct and discipline of the students.

Feedback is thoroughly compiled analyzed and discussed thoroughly. Corrective actions, if required are initiated against the students. Response from the companies about students of Skyline University has been very promising



Kirit Shah

Functions of Corporate Affairs:

- Assist students for Internship
- Assist students for placements
- Organize Technical Visits
- Arrange for Guest lectures
- Signing of MoU with the Corporates for MDPs and Professional Courses
- Articulation Agreements with Universities
- Community engagement
- Alumni Representation
- PSDP

New Initiatives

- Live Projects for students
- Arrange for International Internship on merit bases.
- Meet the CEO series
- Student Exchange programs
- Foreign Language training Centre.
- Encourage students to network by attending seminars/ conferences
- Encourage students to visit exhibition and trade fairs
- Participation of students in International conferences
- To develop the Alumni Network





ALUMNI PICNIC
TEACHERS
DAY

HOSTEL
STUDENTS PICNIC
BREAST CANCER



NIGERIAN
INDEPENDENCE DAY

DRAMA CLUB

TS

ER AWARENESS DRIVE

42nd UAE National Day

27th November 2013

Skyline University College celebrated the 42nd Anniversary of UAE National Day on 27th of November, 2013.

The building of the university was decorated with lights and a huge national flag adored the building. Students from the events committee decorated every nook and corner of the university building livening it up with the colours of the flag.

Local Arabic music was played from a week prior to the event to create a buzz.

Humaid Al Dahuri, a student of SUC volunteered to create a village atmosphere within the university. He brought along animals, reptiles, birds for display and even brought a camel which was the star attraction of the evening! The eatables included local sweets cooked and served by local women, harees was served with bread, date and coffee was also available. Little siblings of the locals were brought, dressed up in local attire and added life to the event. Henna ladies were called and all the girls enjoyed the artistic abilities of the henna artists. A yolla dance was performed by students and a fashion show displaying the local wedding clothing was also conducted.

At the end was the cake cutting which marked the culmination of the event. After the cake cutting students were called out for a surprise fireworks show which went on to become a huge hit amongst students.

“ The building of the university
was decorated with lights
and a huge national flag...”





“Both the evening and morning students gave a great surprise to their teachers by celebrating the day with custom-made cakes...”

Teacher Appreciation Day was held in accordance with UNESCO World Teacher Day. Both the evening and morning students gave a great surprise to their teachers by celebrating the day with custom-made cakes and cup-cakes. Evening students under the leadership of Ms. Zubeida Al Ghasani also presented the teachers with mugs with thank you message on them. Freshmen student, Ms. Hind Ritualo sang a beautiful song to celebrate this glorious day.

3rd October 2013



Theme for Introbash 2013 was
 “MAFIA NIGHT – ROARING 20’s”
 and the dress code was
 black and white, formals...



This year the freshmen were welcomed in a glamorous way. The theme for Introbash 2013 was “MAFIA NIGHT – ROARING 20’s” and the dress code was black and white, formals. All the freshmen with the seniors had decked up to have fun and remember this for the years to come. Seniors organized Mister & Miss Freshmen competition in which Mr. Sameer was crowned as Mr. Freshman and Ms. Amal was crowned as Ms. Freshman. After their dance together, the party was opened for everyone to enjoy. Student DJ rocked the night with popular English and Arabic tunes and everyone grooved on “Moves like Jagger”.



The and along day competi-

was crowned as Ms. Fresh-

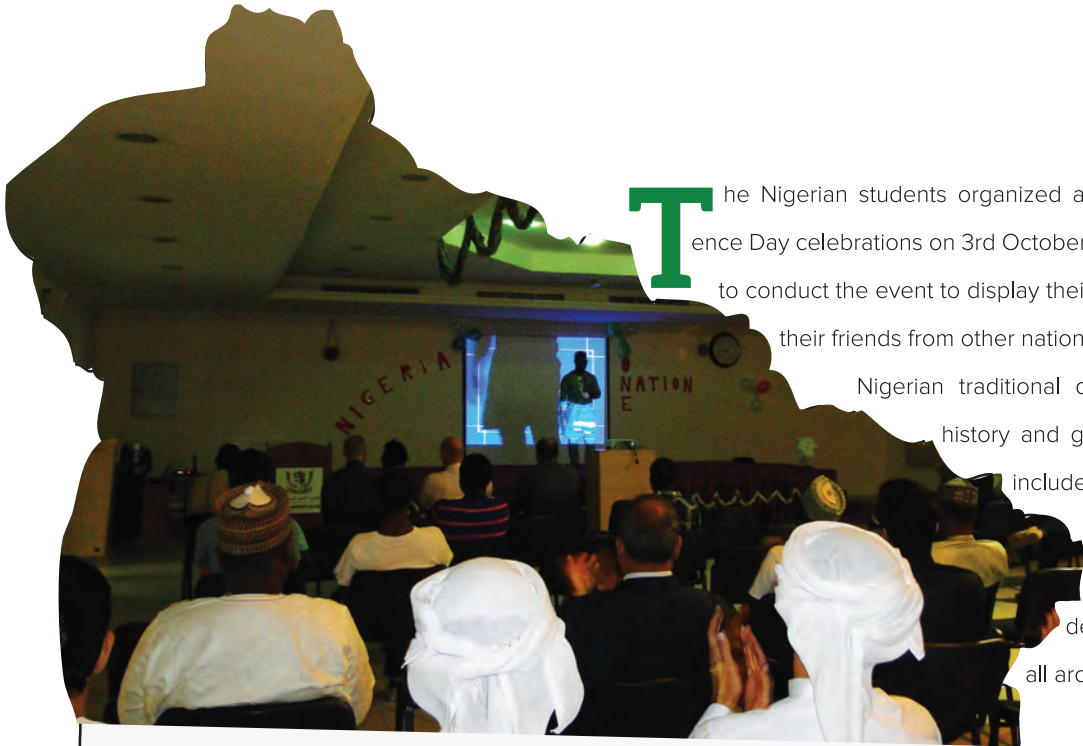
Breast Cancer Awareness Drive

The Community Service club at SUC organized the Breast Cancer Awareness Drive in partnership with Pink Caravan-Friends of Cancer Patients. The students organized treasure hunt where the participants had to pay for the participation tickets. They also organized bake sale as well as selling breast cancer related awareness products and brochures. The money collected was sent to Friends of Cancer Patients.



The money collected was sent to Friends of Cancer Patients...





The Nigerian students organized and conducted the Independence Day celebrations on 3rd October, 2013. They were enthusiastic to conduct the event to display their culture, tradition and story to their friends from other nationalities. The event included the Nigerian traditional dance, a video showing the history and growth of the nation and also included a small display of local artifacts and products. The students served traditional delicacies to their friends from all around the world.

Nigerian students were enthusiastic to conduct the event to display their culture, tradition and story to their friends...



Nigerian Independence Day

3rd October 2013





This year the students from Sophomore, Junior and Senior level attended the PSDP session which was conducted by Ms. Rukhsana Kausar- Founder of Liquid of Life and Mr. Osman Rohail, Human Resources Professional at Tecon Limited and serves as a ‘Learning & Development’ Specialist at the Albatha Group. Separate sessions were conducted for morning and evening students. Sessions included various topics which enhanced their knowledge about interview skills, on-job skills and progressive skills required within the corporate world.

Professional Skills Development Program

... 2013



“Separate sessions were conducted for morning and evening students, sessions included various topics which enhanced their knowledge...”

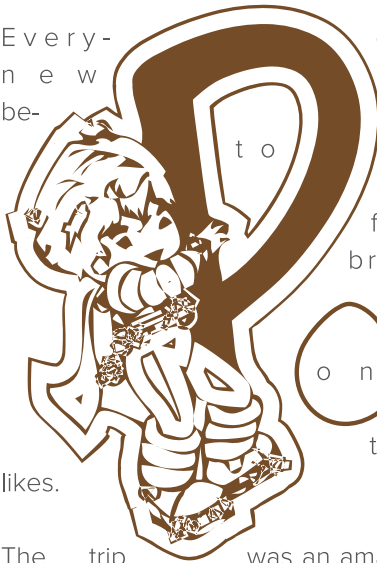
International Trip

to



April 5, 9, 2014

Every-
one w
be-



t o

one enjoyed the trip to the top of Eiffel tower and watch and compare the old Paris to the and modernized one. Trip to Versailles Palace was like walking back into the history and coming a part of it. The mysteries and secrets of the royalty was a sight to watch and listen from the superb guide- Sophia. Disneyland was a joy in itself and brought out the child in all the adults on the trip. The view of Notre Dame Seine river and from under the statue of Charlemagne was taking.

o n

Many students enjoyed the local food of France, right from eating the streets and tasting the historical Crepe to walking into Café de la Paix and enjoying the mouthwatering Fashion Pasteries. It was completely amazing to sit on tables and chairs once occupied by Madame Simone, Monsieur Jean Paul Satre and the

likes.

The trip was an amazing journey into a completely different world which the students enjoyed and will surely remember for many years to come!



CROSS FIRE 2014



Skyline University College organized the 14th Intercollegiate / Inter- University Cross Fire Championship. This is an annual academic event organized by the SUC with a purpose of engaging the student fraternity into thinking critically on various social, political and economic issues, which needs the attention of the youth of today. Understanding, evaluating and discussing such issues enables them to participate in the process of development and contribute to the changes at a time when they are in the decision making capacity.

This year seven well known universities namely American University of Sharjah, BITS Pilani Dubai, Manipal University, Skyline University College University Of Wollongong and SP Jain participated in the competition.

The topic for debate was 'Social Media and its effects: Boon or Bane?' The lively and thought-provoking debate covered every aspect of the topic. The issues discussed in the debate were ranging from social media as a platform for spreading awareness, to its contribution to melancholy in the life of young people.

“This year 7 well known universities participated in the competition...”



The judging panel comprised of multiple influential personalities like Malavika Vardhan, Breakfast Show presenter with the popular radio station RJ-101.6 FM, and Lokesh Dharmani, RJ and Film Critic of the same station; one8one magazines' own editor, Sofia; Dr. Mary John, successful and renowned psychologist and, last but not least, Peter Davos, Founder and Managing Director of Carian College Advisors.

All the participants put up a tough fight and presented remarkable ideas but unfortunately lost out to AUS. Regardless, it was an enriching experience for the students to interact with the well-regarded judges and the students participating from other universities.



Alumni Picnic

8th November, 2013



2nd Alumni picnic was conducted to Sandy beach resort...

The 2nd Alumni picnic was conducted to Sandy beach resort on 8th November, 2013. 41 alumni enjoyed the bus ride all the way to Fujairah along with the Alumni club members. All the new and old friends along with their faculty played tug-of-war in the swimming pool and have loads of fun. They also played volleyball and enjoyed the day out on the beach. Some of them even walked it out to the snoopy island which is famous for the rich marine life it preserves nearby. There was gala lunch organized at the resort for all the alumni after which it was time to return and get back to our normal lives!





Around 46 of the hostel students joined the picnic to Iceland Water park in Ras Al Khaimah on 7th December 2013. Everyone was overjoyed with the absolutely delightful weather and the right temperature for the water added even more fun to the whole event! Students splashed and played along with their hostel mates. International students bonded with the others and enjoyed the day to themselves.

Hostel Student Picnic

7th December



GRADU

Commemorating two decades since its inception, Skyline University College hosted its 23rd Graduation Ceremony at the University City Hall in University City of Sharjah. Students majoring in different fields at BBA and MBA level were awarded degrees today. This year's prestigious ceremonial entourage included the Chief Guest HIS HIGHNESS SHEIKH SULTAN BIN AHMED AL QASSIMI - Chairman of Sharjah Media Corporation. The Business Leaders from the Diplomatic Protocol to the Business community, Principals, Counselors from leading schools in UAE and parents of the graduates also graced the occasion



GRADUATION CEREMONY



The ceremony commenced by the playing of the UAE National Anthem played by the Sharjah Police Academy followed by a recital from the Holy Qur'an by Mr. Haris Manattil. Both the students, visitors and parents viewed the flag march and Skyline video very enthusiastically. Congratulating the graduates, Mr. Kamal Puri, the Founding President of Skyline University College, expressed his deepest gratitude and praised the leadership of H.H. Dr. Sheikh Sultan Bin Mohammad Al Qassimi, member of the UAE Supreme Council and Ruler of Sharjah for his initiatives towards making Sharjah as a city of Culture and Education. He said: that the college has seen the swings of the education sector right from its establishment in the year 1990. Starting from a modest strength of 40 students at the Sharjah Airport to a four acre of land in Sharjah and now situated in the University City of Sharjah on a forty acre land, Skyline has successfully graduated more than 5000 students. Mr. Puri's address was inclusive of an introduction to the weekend BBA & MBA programs.

The formality of certifying the students for the graduation was completed by the Dean- Dr Amitabh Upadhya while on behalf of the Board of Governors; Founder President Mr. Puri conferred the degrees.



"We are preparing students to meet the challenges of the 21st century by constantly developing programs that suit the needs of the future graduates for the industry. From the 19th century of agriculture to 20th century of industries, the world today in its 21st century is not only a century of knowledge but of Innovation! Skyline University College has Innovation and Entrepreneurship Courses in its curriculum which is duly sanctioned and recognized by the UAE's Ministry of Higher Education and Scientific Research",

Mr. Kamal Puri

The Conferral of Degrees was followed by an Award Ceremony. The Chief Guest His Excellency Sheikh Sultan Bin Ahmed Al Qassimi awarded medallions to toppers of each Major of BBA and Emphasis of MBA area of study. Achievers of academic laurels were also honored with the summa cum laude, magna cum laude, and cum laude certificates.



Speaking on behalf of the Students Shrouq Sayed S Ali, topper, MBA, emphasis on Marketing, said "First we should all be grateful to Allah who has gathered us here today to celebrate this special moment in our lives, we are thankful to be here with our families, friends, and faculty. To our families, who have supported us all the way throughout our lives. Obviously we wouldn't have reached this level of success without their love and support. To our University and faculty who have provided us the knowledge and skills to aim for the highest and we are now proud to say that we will be moving on to a higher stage in our lives and enter the real world. And for this we thank you. It is extremely pleasing to stand here and witness this highlight in the careers of future leaders from this university."

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As a gesture of appreciation for the gracious presence of His Excellency Sheikh Sultan Bin Ahmed Al Qassimi a memento was presented to him by Mr. Kamal Puri. The award ceremony was concluded by a vote of thanks, given by the Dean, Dr. Amitabh Upadhyaya whereby he congratulated all the graduates and wished them success in all their future endeavors and also thanking the Chief Guest and other Dignitaries, Business Leaders, Principals and Parents for gracing the occasion.

Interestingly something unique was witnessed and a record was created during this 23rd Graduation ceremony, where three married couples attended graduation together - their own. Husband and wife teams (AHMED ABBAS AL ANSARI, and SHROUQ SAYED S. ALI, ADNAN ABDUL-RAHMAN AL MARZOOQI and HANAN SAMEER MASOUD SAEED AL KHARUSI, EISA IBRAHIM AHMED ABDULLA ALHAMMADI and NOORA AHMAD SALEH ALATOobi) all graduated on the same day at Skyline University College, instantly setting a University and possibly a national record for married couples graduating together. Interestingly, the blessing of marriage seems to be good for educational achievement with half of these married students graduating Cum Laude. Skyline University is a place where people collaborate to achieve their educational goals and that collaborative spirit clearly paid off for these happy couples.

The family support for undergoing an undergraduate or graduate program has always been acknowledged but it is rare that a married couple pursue a particular degree program together with ambitions to marching ahead in life. It is the liberal and progressive environment of the UAE that encourages these young men and women to plan their futures with shared vision of successful life. The feat also speaks highly of both the zeal and tenacity of the Emirati youth equipping itself with education to face the global challenges of a knowledge economy that the rulers of UAE had envisioned previously. The effort also is a testimonial of a woman’s status in UAE society. They are receiving full support of their spouses and are preparing themselves to tend their offspring well, in addition, to take up careers hitherto unheard of within Middle Eastern Societies.



Skyline University College is proud to part of and being a catalyst to such gender or encapsulating culture-educational transformation.

The solemnity of the occasion was further highlighted when overwhelmed with emotions displayed by the graduates as they were influenced by nostalgia with reference to the time they had spent at the University College. The ceremony concluded with a group photograph of all the graduates along with the Chief Guest and VIP’s.

STUDENT AWARDS

TOPPERS AT THE MBA LEVEL



SHROUQ SAYED S. ALI
Topper of Marketing & SummaCum Laude



DALAL EDMOND MANSOUR
Topper of Marketing & SummaCum Laude



**THABIT SALIM OBAID
AL TURAIFI AL SHAMSI**
Topper of Human Resource Management
& Summa Cum Laude

TOPPERS AT THE BBA LEVEL



SAHAR MOHAMMADI SHAH
Topper of Travel and Tourism Management
& Magna Cum Laude



KHOLOUD MOHD SAEED BORGHOL
Topper of Information Systems
& Magna Cum Laude



NAIMA ARA KHANUM
Topper of Marketing & Magna Cum Laude

HAITHAM HAMAD MEHAD MOHAMED AL MUHAIRI
Topper of International Business
& Summa Cum Laude



FACULTY AND STAFF AWARDS



DR. MANUEL FERNANDEZ

Overall Excellence in Academics



DR. NADIR

Excellence in Teaching Effectiveness



DR. RIKTESH

Excellence in Research



DR. SHIVAKUMAR

Excellence in Services



MR. ABDULHALEM

Decadal Excellence Award



MR. FIROJ KUMAR RAUTA

Best Head of Department



MR. RAKESH

Best Operational Staff



MR. RAVEENDRAN

Best Support Staff





International Conference on Tourism

The 3 day International Conference on “Tourism Milestones – Preparing for Tomorrow” organized by Skyline University College, Sharjah commenced today with its inaugural ceremony held at Sharjah Chamber of Commerce. The ceremony was attended by more than 200 guests including Government officials, corporates and academicians from all over the world.

The Chief Guest of the inaugural ceremony H.E. Mohammed Khamis Al Muhairi, Director General, National Council of Tourism and Antiquities, UAE in his address said that such conferences provide a lively platform for tourism stakeholders to present their findings and insights and to exchange ideas in the fields of Travel and Tourism. “several hundred thousand jobs have been created in the sector with an eye to creating a sustainable, green tourist industry supported by upgraded infrastructure, communications and knowledge bases to create a strong and safe tourist market” he added.

H.E. Khalid Al Midfa, Director General, Sharjah Commerce and Tourism Development Authority (SCTDA) spoke eloquently on the many development projects which make Sharjah the cultural heart of the U.A.E. “These developments have seen a steady increase in tourist numbers from 1.5 million in 2011 to 1.9 in 2013, a jump of almost 25%.” he said

H.E. Marwan Jassim Al Sarkal, CEO, Sharjah Investment and Development Authority (SHUOOQ), in his address presented valuable information on Sharjah infrastructure and investment opportunities, particularly in travel and tourism. “Sharjah is gaining attention from investors all over the world and SHUOOQ is committed to provide state of art infrastructure and investment opportunities” he said.

The key note speaker, Prof. Jafer Jafari from the University of Wisconsin, spoke on the importance of the science of tourism studies and how it is now a research driven field which has moved beyond the concept of famous monuments and hotel infrastructure to the realization that it is the workforce culture that fuels competitiveness.

The second key note speaker, Prof. Tej Vir Singh, Center for Tourism Development, Lucknow, India, spoke about the “doomers and dreamers” of the tourist industry, drawing on his wide reading and long years of experience.

The conference patron, Mr Kamal Puri, Founder President of Skyline University College in his address spoke about growth of Skyline University College in the last 24 years and the core strength of the University in Travel and Tourism Management courses. “UAE is all set to be a leading tourism destination with its ongoing ventures and developments in Abu Dhabi, Dubai and Sharjah”, he added.



m Milestones Preparing for tomorrow

March 31 - April 2, 2014

The Conference Chair Prof Amitabh, Dean of Skyline University College while briefing about the conference said that “we have been organizing international conferences in the past but this is the first time that an exclusive conference on tourism and travel is being initiated. United Arab Emirates has emerged as one of the fastest growing international destinations in the world thus attracting attention of researchers and academicians to study its business model and the role of government sector in destination development”. “The conference is well supported by United Arab Emirates National Council of Tourism & Antiquities, SHUROOQ (Sharjah Investment and Development Authority), Air Arabia, Hilton Sharjah, IFT Macau and Marco Polo Holidays as strategic partners to organize the event.”, Dr Amitabh Upadhyia added.

“The response was overwhelming and more than 70 delegates from all over the world shared their researches in the field of travel and tourism in the conference” said Dr Mohit Vij, conference convener and Associate Professor at Skyline University.



Conference Partners:



ACADEMIC UPDATE





Skyline University College bags **IT Innovation Award from Emirates Identity Authority**

Skyline University College, represented by Dr Riktesh Srivastava, Dr Deepak Kalra and Mr Firoj Rauta won 2nd place in Innovation, Creativity and Institutional Applications Award by Emirates Identity Award, 2014. The award was launched in 2013 with the aim of encouraging individuals and government and private entities to participate in scientific researches and applications in the area of advanced ID in order to support the smart ID system in the UAE.



The work titled “Blueprint of improving University services through Emirates ID Card: A 360 degree approach”, aimed at providing the links between various university department with Emirates ID card. The research will be used to provide high quality services in line with its new strategic plan 2014-2016 of EIA through providing advanced technological applications, to serve the different segments of the AUE society.

The award was presented by HE Dr. Eng. Ali Moahmed Al Khouri, Director General of Emirates ID.





Skyline joins hands with RAK TDA to conduct Tourist Guide Training

Skyline University and Ras Al Khaimah Tourism Development Authority (RAKTDA) welcomed a fresh intake of students on the emirate's Tour Guide Training programme as part of His Highness Sheikh Saud Bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras Al Khaimah's vision to encourage local talent and development opportunities through tourism and to improve awareness of the emirate's historical and tourism attractions.



In the eight day Tour Guide Training programme, one third of the 17 trainees were female and 18 per cent were Emirati. The course was opened to residents of Ras Al Khaimah with joint Arabic and English proficiency looking to enhance their skills and expertise for current or prospective employment in the tourism sector. The qualification was recognized by all Ras Al Khaimah tourism entities including hotels, tour operators and attractions.

The course, taught by Dr Amitabh, Dr Mohit and Dr Osama followed a carefully designed syllabus covering general knowledge of the emirate; organization and control of groups; presentation skills; customer service and first-aid. Trainees were evaluated by course participation, teamwork, written examination, research and on the ground presentations. Successful completion of the course with a minimum score of 65% resulted in formal accreditation and the receipt of an official tour guide license and completion certificate from Ras Al Khaimah TDA.

Skyline Business Journal-2014 Issue



Dr. SHANMUGAN JOGHEE | Associate Editor-Skyline Business Journal

In contemporary world, research activities for professionals and academicians become vital to encounter various business & management issues thereby enhancing the intellectual growth of society. Thus SBJ provides platform for academicians and management professionals from industries to share their expertise through explorations in the form of research papers. SBJ reader's community drastically increased consistently for the consecutive years. Especially from the western countries the usage statistics are in alarming rate. The current issues of SBJ definitely fulfill the reader's expectation in greater note. This particular issue is contributed by academicians from various countries and the coverage is relatively interesting to gauge the research experiences worldwide.

The current issue has eight research papers and one case study. It may be difficult to classify these papers into definite management categories since it's a mix of human resource, marketing ,finance and general management .The paper on 'macroeconomic determinants of bank credit in Malaysia' , ' stock market efficiency of Muscat securities' represents the domain of finance and its impact on the economic development of respective countries. The business graduates perceptions about 'compatibility of business curriculum in Palestine universities' demonstrates the requirement and necessary steps for the intellectual growth of the economy .The other article 'To what extent the consumers trust towards blogging as a source of information' is characterized by the research paper belongs to marketing area.

HR issues and its impact on organizational development like job satisfaction in banking sector, work-life balance& work-life conflict in UAE, changes in employer-employee relationship: highlights the significant factors influencing the HR issues. The final case study from great African insurance company breaks the monotony and investigates the 'Regulation, interpersonal relationship and demise of a promising company in Ghana'.

The focus of the editors /reviewers has been on a thoroughly researched paper with empirical evidence. It was hard work, the selection of research papers, especially when it was bouncing back and forth between reviewer's comments and author's revision and or explanation, and time consuming too. The editorial team was aware of the anxiety of authors and was trying hard to keep its cool and patiently facilitate the process. I would like to thank all the members of the editorial team specially to the chief editor Dr. AMITABH UPADHYA., our honorable & respected founder president Mr. KAMAL PURI, our distinguished Chair of Executive Council Mr. NITIN ANAND, for their motivation to bring at this scholarly work on time. Finally my special thanks to our reviewers for their continuous support.



SBJ Release

Encouraged by the a tremendous response from the students in the previous years, the Faculty of Skyline University College, Dr Mahesh Agnihotri and Dr K. Shiva Kumar , organized 2014's edition of Creative Advertisement Talent Competition , (CAT) on 17th March, in its University Campus. This competition was organized for both morning and evening sophomore students. The aim of the competition was to create, develop and enhance the creative marketing and advertising skills of the students. The competition was organized in two parts.

In the first part students were asked to design an advertisement for a product that was announced just before the competition started. They were given for-ty-five minutes to give a name, brand logo and punch line for their product as well as plan their marketing strategy.

In the second part of the competition, a popular advertisement was displayed on the screen and the students were asked to express their views on the strengths and weakness of the advert. Students ably demonstrated their abilities pounding charts and graphs out of their laptops to complete the task in time.

As many as 12 teams in the morning and 6 teams in the evening session participated and demonstrated their skills.

A renowned panel of experts from the industry, which included Mr. Muaz Shabandri from the Khaleej Times, Mr Krishnendu Chakraborty, Manager advertising Sales for STAR TV and Ms Sarah Doherty, Advertising Manager of TimeOutDubai.com and Dr Antony Miller Judged the performance the students. This was possible due to the constant efforts, of the Head Corporate affairs, Department, Mr Kirit Shah.



The Dean Dr Amitabh Upadhyay, who addressed the gathering, HOA Dr Parag, HQA Dr Sudhakar Kota, and Dr Anthony Miller, gave away the prizes to the winners and runners of the Competition. Students learned the value of creativity under pressure an important element of the formula for success in a competitive business world.





WIT COMPETITION WINNERS

Skyline University Students prepared a Research Video for a World Level competition on “It’s all about ME – understanding the Middle East traveller”. The students team under guidance of Dr Mohit went on to take video interviews, analyzed data and derived meaningful conclusions on a number of aspects such as tourists demographics, frequency of their travel, favourite places visited, preferred booking mechanism, payment method and usagen of internet while making travel decisions.

“The Video was sent to the Head Office in Singapore and after certain rounds WON as the Best Students Video!”



Skyline Conducts

ERP in Tourism Operations Workshop

With an aim to connect industry with the academia, Skyline University College conducted a week long workshop on ERP in Tourism operations at its campus in the University City of Sharjah.

The workshop was designed exclusively for the tourism students to get hands on knowledge and training in travel operations.



The workshop was conducted in conjunction with Data System International, a company that develops software for Travel Agencies and their software is being utilized by more than 150 travel agencies in Dubai. Dr Fasihi, CEO of Data System International said that the workshop was aimed at creating a mock environment of a travel agency where the students could act as Tour Operator handling various operations on the system as per the tourists’ requirements. “The ERP software was uploaded in the computer labs where the students had first-hand experience to use it. This workshop made the students familiar with the tasks and operations; they would be entrusted with when they start working with tourism organizations”, said Dr Fasihi.





Dr. Osama Ali Thawabeh | Registrar

Welcome to the Office of the University Registrar. Our functionality comprises of processing and retention of student files inclusive of class and faculty schedules, examination conduct as well as result declarations. Within our students' service unit, our mandate is to facilitate the smooth transition of new students from Secondary to Higher Education in addition to their respective university orientation to their counseling. A student events' coordinator arranges events continuously to enhance a student's skills beyond the classroom arena. In conclusion, we as an administrative team at Skyline University College are here to provide a relaxing new atmosphere for new arrivals, and to continue facilitating/ guiding established students through the maze of academic life. Wishing you all a pleasant period with us and we will try our best to assist any given need.

SKYLINE Case Study Center

Business Education is always considered a solution to corporations. Teaching management sciences by way of case studies can get a competitive edge for Business Schools. Skyline University College, a reputable education provider has also incorporated case based approach to provide quality management education in UAE. In this regard, Case Study Center has been established to develop Case studies on all domains of Business Management. The main kudos goes to COEC, Dean, HOA and all members of the faculty for special support in establishing such center at the University. This Center collaborates with corporations to offer the solutions to critical situations and also facilitate Faculty to develop cases on regional & global contexts. This Case study center started its functions in Fall 2013 and has delivered many activities to enhance the competency level of Students and Faculty. The main goal of the Center is to develop new cases based on academic & corporate contents, develop faculty skills in Case writing and provide a competitive edge through Case based teaching methods.



Dr. Nadir Kolachi
Incharge, Case Study Center
Associate Professor (Management & HRD)
nadir.kolachi@gmail.com

Progress of the Center for Academic Year (13 & 14)

Cases developed by Faculty

- Dr. Calvin Lee (Leadership Strategy: A Case of Huawei Company (In progress)
- Dr. Beena Salim (A Case study on ADIB with UAE perspective (In progress)
- Dr. Nadir Kolachi (Completed & Accepted)

- o Basic Approach in case study evaluation: Developing two mini case situations for less exposure students. (International Journal of Case Res. & Application, USA)
- o Troika Directions of HRD: A Case of Emirates Airline (Journal of Business Case Study, USA)

Case Study Center coordination with Faculty

The Center is in close coordination with Faculty members and their students who are writing cases on Business contexts.

Skyline Case Study Center Collaboration & Membership

- o HEC Case Center (Montreal) in progress
- o North American Case Research Association (NACRA), USA
- o World Association of Case Research & Application (WACRA), USA

Faculty Workshop on Case Writing & Evaluation

Many reputable Case experts and Case Centers have been consulted for conducting a Case training workshop for Skyline Faculty. The focus remained only on USA, UK and Some European Associations. The Skyline University is in communication with UK based center named The CASE CENTER, UK. Skyline University is also in discussion with other top experts of Case writing to conduct workshop at the University.

Note: All of the Students, Faculty members and other Educationists who have an interest in Case writing & evaluation are most welcome to Skyline Case Center.

Bridging the Theory and Practice

There is often a gap between theoretical knowledge and its application. To bridge the gap between these two, the teachers at Skyline take the students to many industries to show the relevance in their learning in the class rooms and to extend their knowledge to more practical aspects.



Visit to LACNOR

Dr. K. Shivakumar, who teaches Principles of Marketing Course made it possible for his students to see the functioning of Lacnor Company. Accompanied by Dr.Ravi Sharma, Dr.Shiv Kumar enabled the students to get firsthand experience as to how the company produces Lacnor milk and Lacnor juice products to meet the requirements of local as well as international customers. Mr. Alfred Fernandes, the Production Manager, and Ms. Kathaleen Topp, the Head of the Quality Department, made presentations on the various activities carried out in the plant. Students were taken around the plant to the store house, the different product assembly lines as well as the packing, labeling and loading areas. Mr. Kirit Shah, the Head of Corporate Affairs Department has coordinated this visit. Dr.Beena had accompanied Dr.ShivKumar with a different group of students on a different day.



Essraa Abdulla & Hanan Taha
|Lebanon |Jordan

“It’s always an opportunity to go on site industry visits as we not only learn about the various industrial operations but also get a chance to break the routine monotony. A visit to Lacnor was truly and unforgettable experience.”



Visit to JWT

To enable the students to know the operations of an advertising agency, Dr.Shiva Kumar along with Dr.Manoj Kumar took the students of Marketing Communication Course to an advertising agency, J. WALTER. THOMPSON AT DUBAI. Michiel Hofstee the CEO of JWT, extended a warm welcome to the students and made a presentation giving an overall picture about the various activities carried out by his organization. After his presentation, there was interaction between the CEO and the students. The interactive session was followed by the display of a number of creative work done by the agency. On the completion of screening of the creative works, presentation was made by Ms. Nathalie Gevresse, the Head of Account Management, who dealt in detail the work done by her department. This was followed by the presentation made by Ms. Donya AbdulHadi, the Strategic Planner who highlighted the role played by her department. On completion of her presentation, Mr.Michael Fillon the Creative Director showed how his department worked by actually involving the students present in a creative exercise. He made the students as two groups one as artists and the other as the creative team and taking an example demonstrated how both their work gets blended together to create a nice advertisement. Students were highly benefited by this visit. Thanks to Mr. Kirit Shah for arranging the visit.

Visit to Sharjah Airport



The Operations Management students under Dr. Sharon Mendoza went for an Educational Tour at Sharjah International Airport last March 11, 2014. The purpose of the said tour was to enhanced and exposed the students to the actual operations of the different departments at the airport. Ms. Mey Obaid Al Hajri, the

Quality and Organizational Planning Manager and Mr. Abdallah Shuhail, the Public Relations Manager of Sharjah International Airport were very accommodating and shared valuable information that helped the students had a deeper understanding about the course.



With a similar motive, Dr. Manoj Kumar has taken his students of Marketing to E Max Sharjah, the biggest store in Sharjah of Landmark Group. It was very productive visit in terms of exposure and learning to students about retailing world.

Visit to EMAX

Store Business Manager made the presentation on different topics and the students learnt about In store marketing and promotional activities, Product category, Visual merchandising or product display, Inventory management, Ways to increase the footfalls, Role of HR in the store, How to stop pilferage and USP of EMAX.

“It was a unique experience to visit one of the largest electronic stores in the Middle East and gain exposure of the various departmental activities performed by EMAX towards electronic retail business.”



Zain
Kenya



Visits to SATA



Two visits to the leading tour operator SATA (Sharjah Airport Travel Agency) was organized by Dr Mohit Vij and Mr. Amit in Fall and Spring 2014 respectively for Tourism students. The initiative was taken to familiarize tourism students with the travel and tour operations

conducted by a tour operator. The students were received by Ms. Susha, HR Director and later were taken to a tour to different departments of the company by Mr John who was kind enough to explain the various operations in details.

The students were also given special access to the back end operations. SATA is fully owned by the Department of Civil Aviation, Government of Sharjah and was established in 1984. “Started as a small agency to service the passengers travelling through Sharjah International Airport, it became a fully accredited IATA Travel Agency in 2001. SATA is also the General Sales Agent for Nas air, a privately owned low-cost carrier originating from the Kingdom of Saudi Arabia.”, Mr John said. The students found the visit quite helpful. “In the current semester, we have subject TAT 303 which is all about Travel Operations and Tours. The visit to SATA has enabled us to connect class room learning with the real business environment” - Zoya and Binshida.



Visit to GULF & SAFA DAIRIES

Educational tours give the students an opportunity to visit happening sites to know what it's like to be there and the efforts of the employees behind the products which are readily available to us for our use and consumption. Moreover, it is a part of their learning process to acquire more practical knowledge through the actual exposure to the different logistics activities and system operations.

To observe and understand the practical use of the logistics and supply chain processes being practiced in Gulf & Safa Dairies LLC Dubai and provide a brief report of our experiences, students studying Logistics & Supply Chain Management from the morning & evening batches visited Gulf & Safa Dairies LLC Dubai organized by Prof. Dr. Shivakumar Krishnamurti.

They could contact several important personnel like Rajeev Menon, Chief of the Plant, Mr. Ravindra P. Kadam, Production Manager & HACCP Team Leader at Gulf & Safa Dairies Co. LLC, Ms. Sand Ibrahim.

Mr. Rajeev Menon, the Chief of the Plant and Mr. Ravindra P. Kadam, Production Manager & HACCP Team Leader at Gulf & Safa Dairies warmly welcomed all the students and led to the factory's conference room. They then eloquently briefed about the company's background, operations and maneuvers performed and the logistics and marketing functions of the company. Mr. Rajeev Menon replied to students' questions and queries very satisfactorily. He explained that Gulf and Safa Dairies is one of the oldest dairy companies with over 40 years of successful presence in the UAE.

A progressive company with dynamic management, Gulf and Safa is renowned for its popular brands like Laban UP, Sterilac and Safa. With years of experience in the field of production, it has specialized itself in being one of the largest manufacturers and exporters of Dairy and Juice products. He further explained that the company's long standing leadership position in the UAE dairy and juice industry is a testimony to its products quality. The company is committed to ensure quality in all aspects be it production, distribution, or procurement. The company is ISO 9002 certified reflecting its excellence all across.

The distribution and logistics of the company is acknowledged as one of the best in the industry and is a major strength for the company. Every day over a million packs are sold. The distribution network covers the smallest grocery outlet or cafeteria in the emirates. The company supplies not only reach Hypermarkets and Groceries but also exports to countries like Iraq, Bahrain, Qatar, and Oman.

At Gulf and Safa Dairies, marketing is all about understanding the changing consumer needs and innovating to fill in the gaps in the market. The detailed tour of the factory was very much edifying.

“Mr. Rajeev Menon, the Chief of the Plant and Mr. Ravindra P. Kadam, Production Manager & HACCP Team Leader at Gulf & Safa Dairies warmly welcomed all the students and led to the factory's conference room.”

In an expedition to build leadership qualities among the students of Skyline, the faculty members have made a sincere attempt by inviting Dr. Adnan Chilwan , CEO of Dubai Islamic Bank to address the MBA students on March 11th .

MBA students found this awe inspiring speech on Leadership in Inspiring leaders to be very interactive and dynamic and it gave them many insights into what a leader is and is not. The students from BBA finance of also participated in the session. One of the students from MBA, Mr. Mike Niskan said , “this is the most interactive and the best session that I ever attended and I will carry these to my future work place.” Dr. Beena salim, Professor Human resource management, had invited Dr. Adnan Chilwan to share his valuable and inspiring leadership insights with students of Skyline University College and the results were very rewarding and added value to the development of leadership qualities among students of the university.



Acquiring Practical Skills...

Mr. Vijay Gandhi, Director Rewards management, MENA from Hay Group Dubai shared his expertise and knowledge with students on March 4 2014 at Skyline university college. Mr. Gandhi's statistics and trends related to salary and reward management in the region arose a keen interest and curiosity among the students. This led to an interactive session pertaining to practical methods of salary, benefits and compensation in regional organizations. The session was technical and included impressive Hay guide method of job evaluation. Getting impressed by the keenness of the students, he suggested them to try for a career opportunity in Hay group and particularly compensation management which is one of the electives for MBA . He agreed that many of the models especially the Milkowich model that is being used in Skyline University College is used in Hay group and is valid for the industry. Industry academia interaction which was planned by Dr. Beena for the HR specialist group in MBA gave many valid points to future compensation and performance managers of the region. It is encouraging for MBA students about the knowledge that they are gaining in the class room is being practically implemented by international consultants like Hay Group.



Success Stories of Mc Donalds

Guest lectures delivered by the eminent people of various industries have become an important part of educational experience for students with real world ences, insights, and their particular fields this aim, on 27th of November, 2013, Dr. Anil Roy Dubey along with his Corporate Affairs team has organized a guest lecture



industries have become educational experience for students with real world ences, insights, and their particular fields this aim, on 27th of November, 2013, Dr. Anil Roy Dubey along with his Corporate Affairs team has organized a guest lecture for MBA students at SUC.



MC Donald's CEO, Mr. Yusuf Abdul Ghani MD middle east development interacted with the all the students of MBA . Students Participated actively in the discussion with Mr.Yusuf and Mr.Noah , the GM . They discussed about various aspects of running business in UAE. This kind of first hand interaction with CEOs help them to understand practicalities of doing business in the region. Success story of Mc Donalds and learning about their continuous sustainable actions were interest- ing to students.

LECTURES

Know-how of Consumer Behavior

Apart from the theory of knowledge, every student at Skyline wants to take away from his/ her degree program is the practical application of what he/ she needs in the real business world. This is where the guest lecture programs come in for our degree programs. Bringing students close to practices and to support Skyline's claim "Our Students never take time on the runway ; they fly up from first day of induction." A well-known speaker and researcher, Rajeev Kumar Jain, Manager Planning and MIS, Management Representative, Falcon Pack has delivered a lecture on "Understanding Consumer Behavior through Behavioral Research" which helped in broadening their horizons and also in giving confidence decision making. Dr. Anil Roy Dubey made this happen with a good coordination and zeal for the benefit of the students.



World of Digitalization

It is an undeniable fact that the digital marketing is growing by leaps and bounds. This visible growth became a compelling thought to call on an Expert from industry for the students of MBA. This lecture was given by Mr. C. Muneer, CEO, Al Wafaa Group, Dubai, ISO Certified Company and Google Certified Partner, which gives number of presentations and seminars in Social Media Marketing and Search Engine Optimization.



This enabled the students to update their knowledge with latest practices and applications of Digital marketing and their subset like internet and social media marketing.

Students received the lecture with a positive note and appreciated the delivery and its relevance.

Dr. S.S.N. Raju Indukoori , with an objective to allow the MBA students of Financial Management to make their class room concepts practical and logical, has arranged a lecture on UAE Banking and Corporate debt financing issues. Mr Ramanujam Raghunathan ,Head – Finance and Accounts, Euro Star has shared his insights. His qualitative interaction with students has benefited them to a large extent.



Siddiqullah, Hussain & Usman
|Afghanistan |UAE |Pakistan

“ Guest lectures are integral part of Skyline Campus Life! We as students love to attend guest lectures which are normally delivered by known figures from the commercial sector.”

“ Skyline University College is best university I’ve attended, Skyline has the highest quality of education and best Professors. Skyline has helped me develop my interpersonal skills and also has helped me gain so much confidence.”

April Jade Perez
|Philippines



LECTURES
GUESTURES



Dr. Victoria Verna
President, Skyline Toastmasters Club

Nothing succeeds like success,
according to the old French
proverb.

And for job seekers nothing
succeeds quite like success
stories.

Are you sharing yours?

If not, why not? The secret is in
how you share your successes.

Foster your Self-Confidence and Personal Growth

@ Skyline Toastmaster Club

Skyline Toastmaster Club helps to tell your success stories. It does a lot more to provide a mutually supportive and positive learning environment. Every member has the opportunity to develop communication and leadership skills.

Skyline Toastmasters Club, with charter number 2165361 comes under Area 30 of Division J – District 20. It started functioning from Dec 2011 with twenty six students including staff and faculty members. The members of the club meet fortnightly. Students are given equal opportunity to deliver their prepared speeches and extemporaneous speeches. Students who won the prizes in international and extemporaneous speeches will bear the witness by sharing their success stories.

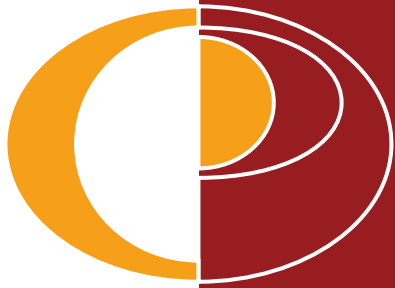
Here are the toastmasters of Skyline:

MTM. Victoria Verna
TM. Mahesh Agnihotri
MTM. Reshma George

MTM. Raquel Tabirara
MTM. Iman Rtazi
TM. Anish Chacko
TM. R. Senthil Kumar

TM. Manoj Kumar
MTM. Heba Abdallah Mohammad
TM. Sheik Maideen Abdul Rafik





CENTRE FOR PROFESSIONAL DEVELOPMENT



Amit Verma Head

The Specialized internationally linked department of Skyline University which caters to the need for globally recognized qualification and international career possibilities. The centre for professional

Development striving continuously from past 24 years to enhance the professional skills knowledge and values. CPD firmly believes in employment-oriented education. Therefore, industry inputs in form of guest lectures, industrial visits and internships and placements keep developing interest of our students as well.

CPD has recently introduced the **Events Management Program** with industry linked curriculum and trainings associated to keep adding the major job oriented qualification in CPD bouquet of Travel, ~ Montreal, CTH UK and ACCA UK for all of them we are authorized training centre or approved CBE.

As a result of this effort, SUC has extended the streams by bringing in courses related to hospitality, front office, Travel, Tourism, Air Cargo, Logistics Management. Additionally SUC covers the most of the streams like Finance, ACCA, Accounting, Banking, Cargo, Logistics, Airport, Airlines, Computing and HR Management etc specifically with short duration courses.

The SUC has been awarded as the TOP Performing IATA ATC (Authorized Training centre) 2013 after continued Top ranking in past three years in a row. SUC has recently become approved Centre for CTH, Confederation of Tourism and Hospitality (CTH) which is the UK's leading professional awarding body for professional qualifications.

Additionally SUC remained the computer based examination centre for ACCA since 2009 onwards.

The centre is also listed in the recommended college and training institute from the Directorate of HRD and the government of Sharjah employees receive attractive discounts on admissions. Moreover we enjoy very good relation with Ajman, Sharjah and National Tourism Authority UAE.

CPD is committed to develop more vocational and professional courses for student, In process of same we are planned to launch several fashion film and designing courses in upcoming year.

CPD is ever growing departments with its new curriculum and increasing network of students and alumni who enjoy the great career growth throughout. The department is committed to support students to be placed in the industry and is actively working to place the maximum number of students through various attempts like internships and on Job training and campus selection etc.

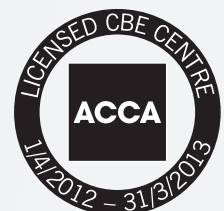
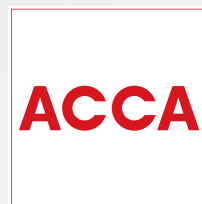




Authorised
Training Center



هيئة العامة للطيران المدني
GENERAL CIVIL AVIATION AUTHORITY



SKYLINE UNIVERSITY COLLEGE COMMUNITY SERVICES

“For a community to be whole and healthy, it must be based on people’s love and concern for each other



Dr. Sharon (Shaimah) Mendoza Dreisbach
Chairman, Community Services

“The Skyline University College, in its existence for years in the academia continues its thrust to reach the par excellence in providing services not only in education but to all the stakeholders that made Skyline University College, as it is today. Community service is a passion. The services to the community program of the University provide every employee and its stakeholders an avenue to be committed in giving back to the society. The voluntary willingness and eagerness of every employee inspires each one of us. It also encourages students to take active part in delivering services to the community with enthusiasm. A humble community service is a noble act of gaining wisdom, memorable experiences and builds a unique trait that makes a difference in people lives.



SUC Embraces Special Children

S kyline University College was invited to participate in the Al Manzil Carnival, an event organized by Al Manzil Sharjah to create awareness about special need children and raise funds for the same. SUC was invited for sending a team of student volunteers to assist various stalls and the special need children. Dr Mohit Vij, Associate Professor and In-charge of Community Services Club, assumed the responsibility and accompanied the volunteers on the day of the event.

The students not only helped at various junctures but also actively participated in the event. Hind, a student from CTH sang two songs and caught everyone’s attention. Her beautiful voice impressed the audience. The volunteers stayed there for 3 hours and kept motivating people around them.



WORLD WATER DAY

DAY

2014

March 20, 2014



2014 UN World Water Day fell on the fourth week of March 2014. As an initiative to create awareness among the public in UAE community, Skyline University College Faculty, Staff, and Student's team once again initiated an awareness walk along with painting competition in the Piazza area, Al Majaz Waterfront, Sharjah on 20th March 2014. The strategic event partner for the Walk was Shurooq (Sharjah investment and development authority). The event had a participation of above 150 volunteer students, faculty, staff, and Government officials and corporates. The dignitaries of the event were Engineer Mr. JAFFAR ALI JAFFAR, Director for the Department of Sanitation, Mrs BADRIA ABDULQADER AL KAMALI, Chief, Division of Laborator, MR IQBAL AKHTER, Chief, Division of processing work stations and H. E. Marwan al Sarkal CEO of Shurooq.



SUC TRAINS TRANSPORTATION FRONT LINERS...

Sharjah is fast becoming a tourist destination in UAE. The Sharjah Taxi Drivers, one of the front liners in the tourism industry plays an important role in giving positive impression to the tourists as well as the entire society. SUC recognizes their role. Enhancing their communication skills and educating them about their important role are mainly the reasons, that Dr. Mohit Vij and Dr. Victoria Verna trained many of them. Every training session made each one of them build confidence and boost their morale. The positive and assertive-ness of Dr. Shivakumar Krishnamurti made the training program possible and successful.





Disaster can happen anytime and anywhere. Everyone needs to be vigilant for anything that will happen in unavoidable circumstances. Mr. Sanjay Benjamin, the Head of Sport Office in collaboration with Dr. Hesham Shekib, the HR & Admin Manager of Emirates Fire Fighting Equipment Factory LLC (FIREX) Group of Companies, organized the Emergency Lecture and Drill to some of the employees and students. Those employees and students who participated in the lecture and drill will have the responsibility to be at the front-line if in case any disaster occurs. They will assist everyone in the university to evacuate and to ensure everyone's safety. The drill will be regularly conducted in every academic year.



Enhancing the employee's soft-skills leads to customers' satisfaction. Dr. Manoj Kumar, Professor in the field of Marketing, conducted employees' developed or worked on developing a series of trainings and workshops with the employees of FIREX Company. He develops the employee's competence in understanding the customers, how to deal with tough customers, the etiquettes in sales and marketing, as well as the negotiation skills.

SUC educates teen agers about Cyber Bullying



Cyber bullying is one of the biggest dilemmas in today's world. The danger of not being aware about it costs many teenage lives. Dr. Riktesh Srivastava, Professor in the field of IT conducted a workshop on Cyber Bullying at the Leaders Private School and United International Private School. A total of 210 students in different venues attended the workshop. The timely approach of Dr. Riktesh in giving the workshop helped the students psychologically and emotionally. It matured their attitude towards the usage of social media.

A total of 210 students in different venues attended the workshop...

SUC eye-vision for health

The eyes are one of the most crucial or indispensable parts of our body. Constant care and keeping the eyes healthy is what SUC desires to achieve by providing health care to the employees as well as to the students. The “Corporate Vision Screening and Seminar” was conducted in collaboration with Optica, arranged by Optica’s country manager in UAE, Mr. Sai Kumar Venkataraman. Almost 129 employees and students from the junior and senior level benefited the 2-days long free consultation for the eyes. The students from freshmen and sophomore level attended the seminar on Computer Vision Syndrome, wherein Mr. Shigil Nair, the Eye Care Manager of Optica in Manama, Kingdom of Bahrain was the guest lecturer.



Almost 129 employees and students from the juniors and seniors benefited...



FACULTY CO



Promoting Entrepreneurship and Innovation at Skyline

Dr. Parag Sanghani

The development and encouragement of entrepreneurship is an important ingredient in UAE's economic development. Start up's and small business have become key contributors to the UAE's economic and employment growth, as entrepreneurship do not create only jobs, but also generate new wealth and new growth.

When all other business schools are focusing on creating managers, as a visionary leader, Founder President of Skyline has envisaged promoting entrepreneurship and innovation among the skyline students.

To serve this purpose SUC has established entrepreneurship and innovation club at SUC campus.

This is a initiative to encourage students to explore their entrepreneurial skills and prepare business plans which they wish to pursue as a career. This club will driving force behind the entrepreneurial and innovation management resources at University. SUC Professors and Practitioners will bring cutting-edge research and years of entrepreneurial experience to help and guide student's entrepreneurial initiatives. This club will support students in venture development and entrepreneurial career paths. The club will help students to establish long-term relationships with banks, venture capitalist, Chamber Commerce, Government Agencies and other Entrepreneurial development organizations of UAE.



CONTRIBUTIONS

To support student in new business idea generation, innovation lab has been developed. It is equipped with latest business plan software's, simulations, and business resources. The club will organise various motivational talks from successful entrepreneurs , movies and video shows , mentoring services and funding support for budding entrepreneurs.

In the era of business @ speed of thought, entrepreneurship, innovation and creativity is central to business success .

In the context of dynamic market places, shorter product life cycles and ever demanding customers developing entrepreneurship is a challenge and SUC has accepted this challenge.

I invite all the students to join this skyline initiative of Promoting Entrepreneurship and Innovation in UAE.





A sense of being Educated in Modernity

Dr. Antony D. Miller

In today's world of social networking, blogs, clouds, and all manner of hyper connectivity, it seems as if anyone can be educated to a level of higher education. However, one begs the question: how useful is this tuition via many institutions for the future for the ambitions of our students' community?

As a practicing educator of some two and a half decades within fourteen countries, one has seen marked (noticeable) changes in the modus-operandi (way) that education has become more techno-revolutionary which could pose a real threat to the basic skill sets of both Secondary School as well as University Graduates.

Allow me to elucidate (explain); since the reduction of both student discipline and basic literacy skills' standards, the use of the human mind to memorize basic tool concepts such as the learning of "times tables" and spelling within the native students' mother-tongue languages inclusive of grammar has virtually been removed. To elaborate further, (more explanation) in the West in the late 1990s liberal minded thinkers affected western governments to implement damaging reforms in respective state education systems. The results, were that school pupils were allowed to bring calculators into examinations thus eliminating mental arithmetic skills. Later, Grammar was removed from the core curriculum of English in the United Kingdom effecting a generation.

What has been the result? In fact today's parents of the said generation lack the basic mental decision making tools, as an example, these former students (who are parents of their own) cannot use basic mental calculations to add-up a simple shopping receipt from the supermarket. Moreover, as for their use of the English Language, they can neither spell nor speak English with clarity and diction of intonation... I am referring to Native-speakers here.

To illustrate further how the past has embodied both the present and future outcomes for the current body of University students, I will try to provide you with a scenario that would possibly shock or a lesser word -surprise you. The future of our species is at threat from evolving no further, this is connected to brain development in a sense of how much we could retain data in the future therefore the lack of this cognitive usage both in the workplace and for life in general.

We now depend on the silicon chip for everything these days from mobile phone technology and tablets to driving cars which are highly dependent and sensitive on device orientated assistance. My argument is not related to the above and its progression, however it should not be used as an assistance in grass-roots education for our future generations to come. The situation is that alumni lack specific fundamental skills to enact decisions -especially fast live saving decisions. The most important professions one could relate to, are those of the medical profession and engineering. Both of these cited professions and many more rely on quick accurate reflexed decisions from how many milligrams or CCs of a lifesaving drug to be administered in a hospital's accident and emergency department. A young resident doctor after hours of sleep deprivation would have to calculate the size, age and weight of a patient mentally as there is no time to view their notebook due to a subject's failing life-threatening condition. Secondly, a Civil Engineer would have to quickly modify the stress analysis of a structure on a building site and on-the-spot away from the office. Both of these mentioned examples are being performed by a generation who lost-out on basic arithmetic skills in their failing education systems to only make life-threatening decisions "on-the-spot" but they are solely dependent on computer based assisted calculations...Now can you see why one is deeply concerned?

We could blame to advent of capitalism and institutional monetary policy, however, are the key decisions makers in educational reform the governments themselves?

How has this effected the United Arab Emirates and other countries? Well the largest evidence to be seen now is the viewing of Western Educators that has invaded the GCC. In proven calculations of western generational education: Teachers, Professors and government advisers under the age of 43 are the result of the “missing-out” programs which were omitted (deleted) or western modernization from their respective education. This has culminated in their lack of basic knowledge to be imparted onto their respective students in the classrooms today. Another noticeable factor, is that the way they indeed both view and deliver the English Language. Both their heavily regional accentuated voices are confusing to students and colloquial English is more important than the intellectual conservative voice of English, hence many complaints have arisen within many schools and institutions alike, in relation to western teacher performance. In addition, some of these said educators have made consistent spelling errors within board work practice. We can see now how this poorly adopted practice which was introduced in western state education in the late nineteen-eighties, –especially in the United Kingdom. Which now affects future generations in other foreign countries. Permit me to provide you with a stunning but for me, an unsurprising one: In 2013 the United Kingdom’s examination results table was released and showed that Britain came “THIRD from BOTTOM” in the developed countries listings in both Mathematics and the Sciences. Thus, there seems to be a clear correlation from past U.K. government policy mistakes which has affected both the country itself and the other countries being attributed to failing levels of education. Not a coincidence?

Take a look at this famous quote “The only thing that interferes with my learning is my education” Albert Einstein ...Could he be right? As computer intervention occurred within assistance to learning and contributing to a student’s knowledge, it has been quite clearly felt, that too much has saturated into the core valued fundamental mentally challenged subjects. As stated previously it has affected both mental arithmetic and basic leadership skills. Many of the world’s commentators have seen this rise of unintellectual development in fact one wrote:

“My mother said I must always be intolerant of ignorance but understanding of illiteracy. That some people, unable to go to school, were more educated and more intelligent than college professors” Maya Angelou. I would easily the students to this statement. One question is would you the professor wish to redirect and nurture students into more mental skills education whence we came? And one would like to ask the student, would you like to be lacking the fundamental or basic skills upon completing your formal education and be judged like the Angelou quote above?

A suggestion to all aspiring students alike is a simple one: Please use the notebook as a matter of double-checking not learning and do not be too dependent on “word” and its applications when drafting documents. Please try to engage yourselves on free writing and then check the errors. As a potential manager you may not have the time to prepare anything on the laptop, so it would look ridiculous to your workers or employees if you cannot write a basic paragraph or to spell badly. Be involved in debates and clubs to develop your argumentative skills with speech coherence development. And finally, return to the times-tables, -in fact up to the 15 times tables 15x15, 12x15 and so on. Then try to develop your mind in adding, subtracting and dividing lists of simple numbers so your brain can adapt to mental calculations. Remember the doctor’s scenario in the fifth paragraph... yes this is really happening. In short, keep your computers available for professional/academic task writing and data only, but please go back to mental basics like spelling vocabulary lists for example. Incorporate these words in sentence structure so learning with context is achievable.(especially learners of English as a Second Language) Another excellent task for literacy is to select an article from a magazine you like, -then read aloud and copy-write it at the same time. This will give your visual, auditory (hearing) and nervous system related to the brain, to collect data at a more slower pace for you to even remember items such as spelling, structure and punctuation effectively. As you undertake this task, try recording your voice on you mobile phone to see how your voice is clear enough... try it and see. Keep to a 500 word paragraph once every weekend and try to mix the topics of the articles for the building of technical related words. If you can return to the basics of a self-studied enhanced development regime, you would definitely be a force to be reckoned with in the employment sector and therefore progress quickly within your chosen profession.

Who knows, you could show the lost western generations how to deal in a business arena. This is the main goal of a Teacher and a University Professor: to nurture, inspire and motivate his/her student body.

Moving onto the UAE specifically, it has been noticed that when senior secondary school students from all schools generally visit education fairs, when questioned, the majority simply have no idea of which majors to choose at university as they have not been guided in a career sense.

Faculty Contributions

One has personally conversed with these said students of cluelessness and dismayed also to ascertain that they have not received any instruction from an in-house or in this case, in-school careers' adviser. Considering the expense parents have made in their children's tuition fees at well-known schools within the UAE, it is beyond reasoning that there is absenteeism of counselors to take the students to the next phase of respectability in their respective educational welfare. Unfortunately, since the advent of capitalism within the mantra of so-called modern educational reformation, things have become worse systemically.

On the whole while drafting this document, one would suggest to the educational decision makers or establishment, that if you were to validate teachers of the West prior to arriving at any institution, one should explore an educator's voice clarity (preferably a neutral/softer accent) coupled with their ability or inability to both present and manage a class of pupils or students professionally, as it's the very same so-called professionals who are the quality inspectors of today in the GCC.

As for the lack of career counselling at secondary school age group, this has to be realistically addressed. If we were to lose sight of what is occurring throughout education, we would have the danger of not evolving for the better, therefore, we would not have conducted our moral fundamental duty for our nations' generation to come...

One will leave you with this quote from the late Nelson Mandela:

"Education is the most powerful weapon which you can use to change the world."

"Education is the most powerful weapon which you can use to change the world"





On the Relevance of Business Ethics Course

Dr. Sven Dahms

It is my pleasure to teach the course business ethics at Skyline University College for the second semester.

In my classes and even from faculty members I often get a rather confused and even suspicious look when I am introducing the subject. Business ethics is considered a vaguely defined concept from the ivory tower with little relevance to business practise.

Firstly, I would like to make one point very clear: the business ethics module is not so much about philosophical questions or to induce good ethical behaviour in our students. It is much more about creating awareness of ethical issues in businesses around the world and providing students with approaches on how to deal with such issues.

This point is very important, because philosophical questions might be seen as indeed rather abstract and not relevant to business practise. For any streamlining efforts concerning character of the students about what is right or wrong are our university students too mature. Often our students have already a considerable amount of work experience for example.

What I try to do in class is to raise ethical issues that students are mostly aware of already. For instance, the recent discussion in the media concerning ‘whistle blowing’ is certainly helping in this endeavour. Instead of telling my students what to do if a company is doing something that might be considered as outside the modus operandi of the industry, I show them the negative impacts of bad practise on company performance firstly. In the famous US cases of Enron or Lehman Brothers it has even led to bankruptcy and has whipped out billions of dollars in shareholder value. I then introduce tools and processes that can help companies to prevent such a disastrous outcome.

Another important notion of the course is to make students understand the value of stakeholders. That includes not only shareholders and customers, but also their suppliers, media or interest groups. It is important for students to understand that a sustainable business relies on a wide range of entities in the business world. Stakeholders can function as an early warning system. If students understand the value of their stakeholders, I believe they will be less likely to make decisions that will hurt their businesses.



Our students might become future managers and leaders in their careers; creating awareness of ethical issues is crucial and will be helping students to succeed in their careers. Thereby the university contributes to the region to develop more sustainable businesses, which in turn will have positive impact on economic development.

Therefore, I believe the business ethics module is relevant for any business school.





Social Responsibilities of Teachers Shaping the Mind of Students

Dr. Mahesh Agnihotri

As a teacher who has served in various institutions, for more than 30 years, I would like to share some of my feelings and experiences about teaching as a profession. At the outset it can be stated that teaching is a life- long vocation. Every teacher, either a novice or retired remains a teacher until she or he dies. Everyone can give something to others. This is particularly important in shaping the young minds.

There are different types of teachers. The first category belongs to those who only teach. The second category belongs to those who transmit the knowledge, and the third belongs to those who inspire with their exemplary knowledge, character and commitment.

Needless to say, the student community needs teachers who inspire the young minds who assume important roles and responsibilities in their lives.

A good teacher can always impress upon his wards, with his exemplary character, in depth knowledge not only in the classroom but also outside the classroom. Notwithstanding the fact that a good teacher basically needs two things. Clarity of speech and clarity of thought. Needless to say teaching does not begin or end in the classroom. A teacher can leave an indelible influence on the young minds who are the future citizens of a country. In addition to the academics, teachers should inculcate the values of Compassion, Cooperation, Character, Commitment, Love and Peace which are healthy values, in the young minds. If they do not have these values / virtues, it could be due to the fact they were not molded properly in their formative stages. Similarly scientific temperament and critical approach to life and education and not blind obedience, strengthen the faculties of the students.

Let us see how teachers/ professors can promote quality education.

Importance of Teaching programs and material Needless to say that Quality education depends on the academic qualification, knowledge and experience and personal traits of teachers.

When I say this, I do not under estimate or underscore the teaching programs, course contents, teaching material and assessment tools involved in the teaching and learning process. The kind of teaching material to be presented to the students depends on what we expect from the students, what are the program attributes and what the job market expects from the graduates produced by the institutions.

The students should be presented with the study material which makes them ponder on the topics learnt. The study material could be prepared in different ways. One way would be to have a set of comprehensive questions at the end of the topic which also provides an opportunity to the students to think, ponder and answer questions. This is both informative and inquisitive as well. Again this is a matter or the school of thought one belongs to and is debatable.

Well, teaching is not an easy proposition. This could be due to the fact that there are different types of students in every group / class. This is particularly true in the UAE, where there is a large number of expatriates students in all the educational institutions.

On the basis of IQ there are 3 types of students in a class in any part of the world and UAE is not an exception.

The first category is one which is highly intelligent, and is always well aware of the knowledge of the modules. This category of students constitutes around 10-15% of the class strength.

The second category is that of those students who are average in terms of their IQ. The % of this category of students hovers around 70-80%.

The 3rd category of students is of those students who are least aware of the expected knowledge for their level of education. Teachers need to classify these categories in their first 2 weeks of the academic semester and pay attention to them accordingly, which is a difficult preposition.

In another classification of the student community it can be said that there are a number of students who are handicapped or challenged. And of course there are different levels of handicap too, which include orthopedic, optical hearing and speech deficiency. Some of them are belong to the category of mentally challenged including spastic or autistic. I happened to teach some of the students of these kinds in my career as a teacher / professor. I felt that they are capable of performing well, given the attention, care and love.

It is not enough mentally, physically and psychologically challenged, to take care of the normal students with normal abilities, but professors should also take care of the mentally, physically and psychologically challenged students as well.

Yasser A. , Kourtland R., Sheldon , in their article “Enhancing Services for Students with Mild Disabilities in the Middle East Gulf Region: A Kuwait Initiative” published in TEACHING Exceptional Children Plus, suggested that we as teachers should, stress the importance of designing and implementing IEP’s with special emphasis on counseling, educational services as well as related services concerning the care and education of the Child.

Role of teachers

In a class- divided society a teacher should identify herself / himself with the work climate / culture. This is irrespective of the level of education, personal, economic standing in the standing in the position. This is I feel essential because Education influences on the entire society.

People are our ultimately pay masters in some way or the other. By this, I mean we as teachers have the responsibility of giving back to the best of our abilities, what is good for the student community, I had witnessed teachers involving parents in the development, shaping of certain type of students who have improved their academic knowledge significantly.

Senior teachers including those who have retired should bear this responsibility. This will make us better teachers and better human beings as well.

“It can be said that, we as teachers, need to cater to the needs of not only normal students with normal abilities but also those who are physically, mentally and psychologically challenged.”





Importance of Co-Curricular, Extra-curricular and Service Activities in Students' Life

Prof. Dr. Shivakumar Krishnamuti

"Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it." - Plato

Dear Students,

As you may all be aware, in today's competitive job market, it has become necessary for an individual to display some distinct quality or skill which others competing for a particular job may not have. Apart from the grades that you get in your academic activities, active participation in co-curricular, extra-curricular and service activities can really make a difference in getting a bright future. Over the years, all of you must have been motivated and persuaded by your parents, school teachers, family and friends to participate in co-curricular, extra-curricular and service activities. Many of you might have even participated in some of these activities and also gained some experience and benefits. However, for others who have not participated in these activities, I wish to highlight benefits and advantages. As you are probably aware, co-curricular activities are those activities which fall outside the regular academic activities yet are a part of a student's academic life. Educational institutions all over the world facilitate these activities for their students and they are often considered to be very important for the overall development of young men and women like you.

Some of the common co-curricular activities are inter-class competitions, inter-university carnivals and festivals, various clubs activities, annual functions such as Debate and Quiz competitions, while extracurricular activities include sports such as being part of a basketball team, soccer team, track events team or volleyball team. You could even be a member of the chess club, environmental club and so on, representing your institution.

In addition, as a student volunteer you can involve yourself in activities for the well-being and benefit of the community or the society where you live.

Advantages and benefits that you get by taking active part in co-curricular, extra-curricular and service activities can be immense and are psychological, social, and cognitive. They prepare you for the future, helps you to learn about time management and team work, to accomplish a goal and develop social skills by encouraging you to interact with one another. Many of these activities involve physical activity which keeps you moving and healthy and expose you to practical tasks. Additionally, you get opportunities to develop your leadership skills, self-confidence, and relationships with the members of the community by making a small contribution which not only helps them, but also can give you a sense of achievement and happiness that you have done something positive for the needy.

Before I conclude, I wish to reiterate that, in order to successfully survive and compete in today's competitive job market, these experiences can make you stand out from the others and draw potential employer's attention. Even after you take up a job it becomes easier for you to be a team player and also use the leadership skills which you might have gained when participating in co-curricular activities, extra-curricular and service activities. In case you have not yet participated in any or many of these activities, I earnestly urge you to start participating for your overall development, happiness and future.



STUDENTS' CONTRIBUTIONS



Each year Skyline students make contributions to Newline Magazine showcasing their many talents as artists, writers and innovators of the future. 2014 is no exception; Skyline students have produced a variety of interesting, informative and exciting contributions for our reader's enjoyment. In many of the following contributions our students provide differing prospective on life as a student at Skyline, as local and international students in the U.A.E., what it is like as women students, the challenges of working while studying and many more. I'm sure you will enjoy looking through the great work our students have done.

Dr. John Senior
Associate Professor



HI!

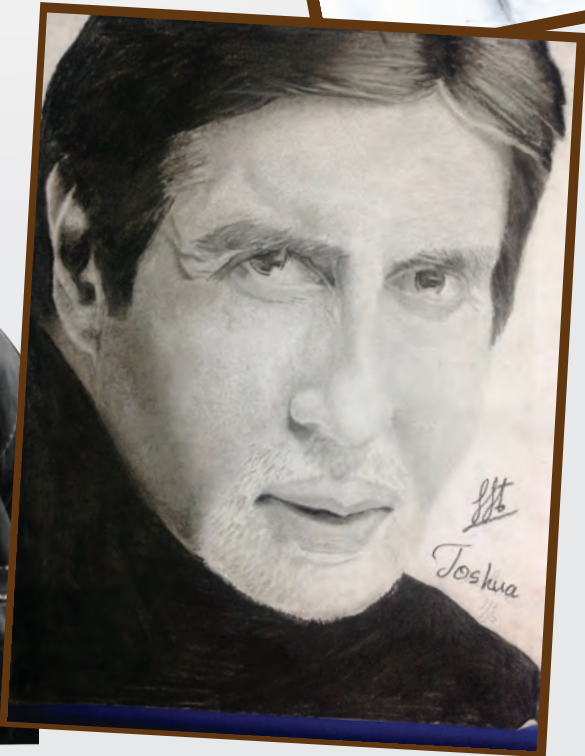
I am Joshua Thomas.

Life is a beautiful phenomenon, and words are just sufficient to bring out the true essence of it. This is why I resort to nothing but my no.2 pencil and sketch whatever my mind is able to capture. Following are sketches which I drew to help act as a sample of my work. These characters are what I see, and what I put down on paper.

Sketching itself is an art, and I was able to explore different dimensions by using tools such as graphite pencil (which is used to sketch Al Pacino from Scarface), or by using a combination of graphite pencil and charcoal (which are used to sketch Amitabh Bachchan).

The beauty of the sketch is observed in the scales that pencils and charcoal pour, in order to shade, tone and highlight the brightness and simplicity of the sketch.

I enjoy sketching using such tools, and will continue to surprise everyone (and myself) by using further such vivid and new tools.





Sh..h...h... GHOSTS

ARIFA

Researcher Sharon Hill of the Doubtful News blog counted about 2,000 active amateur ghost-hunting groups in America.

Ghosts have been a popular subject for millennia, appearing in countless stories, from "Macbeth" to the Bible, and even spawning their own folklore genre: ghost stories. Ghosts are perhaps the most common paranormal belief in the world. Part of the reason is that belief in ghosts is part of a larger web of related paranormal beliefs, including near-death experience, life after death, and spirit communication.

The idea that the dead remain with us in spirit is an ancient one, and one that offers many people comfort; who doesn't want to believe that our beloved but deceased family members aren't looking out for us, or with us in our times of need? Most people believe in ghosts because of personal experience; they have seen or sensed some unexplained presence.

The evidence for ghosts is no better today than it was a year ago, a decade ago, or a century ago. There are two possible reasons for the failure of ghost hunters to find good evidence. The first is that ghosts don't exist, and that reports of ghosts can be explained by psychology, misperceptions, mistakes and hoaxes. The second option is that ghosts do exist, but that ghost hunters are simply incompetent. Ultimately, ghost hunting is not about the evidence (if it was, the search would have been abandoned long ago). Instead, it's about having fun with friends, telling stories, and the enjoyment of pretending they are searching the edge of the unknown. After all, everyone loves a good ghost story.



In traditional belief and fiction, a ghost (sometimes known as a specter, phantom, apparition or spook) is the soul or spirit of a dead person or animal that can appear, in visible form or other manifestation, to the living. Descriptions of the apparition of ghosts vary widely from an invisible presence to translucent or barely visible wispy shapes, to realistic, lifelike visions. The deliberate attempt to contact the spirit of a deceased person is known as necromancy, or in spiritism as a séance.

There are many references to ghosts in Mesopotamian religions – the religions of Sumer, Babylon, Assyria and other early states in Mesopotamia. Traces of these beliefs survive in the later Abrahamic religions that came to dominate the region. Ghosts were thought to be created at time of death, taking on the memory and personality of the dead person. They traveled to the netherworld, where they were assigned a position, and led an existence similar in some ways to that of the living. Relatives of the dead were expected to make offerings of food and drink to the dead to ease their conditions. If they did not, the ghosts could inflict misfortune and illness on the living. Traditional healing practices ascribed a variety of illnesses to the action of ghosts, while others were caused by gods or demons.

If you believe in ghosts, you're not alone: A 2005 Gallup poll found that 37 percent of Americans believe in haunted houses, and about one-third believe in ghosts. Tens of thousands of people around the world actively search for ghosts as a hobby.



YOUSSEF EZZEDDINE

The Door

As I lay my sight at the door from afar, I look away and ignore it. Thinking that I'm not ready to go for the door alone, waiting for a hand to hold and to take, me to the door that lies across; that is awaiting my arrival, with a welcoming air surrounding it...

Doors in the heart

Many have spoken of their hearts as a locked door that cannot open and only be unleashed by a key.

Give a thought about your heart. Is it enough to express a heart as a door, a single door? Personally I don't, but that's just an opinion after all.

If the heart is a complex organ inside us, then I would think of it as a number of doors that represents whatever the heart feels in different situations. You open some and you close some.

And there are ones who would think of it as an apartment or a house or whatever it may be. A place full of doors, And a door to access. It is rather interesting and it might explain why the heart is represented by a door. Labelled or kept unknown is an option to the wielder of the heart.

As for the "Key", now that's another subject...

The Prison of the Heart

A Prisoner in a jail would tally the days he spends...

I would compare myself to that Prisoner, for I am a prisoner of my own heart and it is difficult to break free. A prisoner with no comprehension and knowledge of the end, life goes on; a prisoner inscribing his feelings that are limitless.

There is an existence of a key that opens up this prison, but this key is without an owner; A key that is not in the hands of a person, a lady, a mistress, a princess, or even a Queen.

However, "Could that person possibly be locked in his/her own Prison?" With an existence of a similar key that opens the feelings to someone. But, "A key with no owner?" It is a possibility...the key to the heart.

"Could we share each other's keys?" It takes courage and trust to do so. Sometimes one shares the key to unlock the heart but the other may forget to do the same. It is sad and could hurt most of the times...

"Could I be holding the wrong key to open up your heart?" That's another possibility.

It is a complicated prison, the "Heart" prison, the complex Organ. Difficult to understand and hard to act towards, but it's not impossible as one would say "Give it a try!"...



A Dream or a Nightmare

It was just a nap but it seemed to be more than that. I felt I was sent into an unknown world. Dark, is what most might call it. Through the whole time in this world, there was not once a sunny or bright sky.

It felt like I was bound to that world, stuck to live in the unknown consequences that occur within that world. I had to live on in this world like it was my own and it became a more familiar place for me as I got used to it time by time. The kinds of people within this world are just uncomprehend-able and anything can happen. Yet, time after time I experienced little to no surprise with every encounter.

Like all the dreams and nightmares, one would remember just a few moments of their dreams. And I know from where this kind of dream was made from. People and places that we visit and see, are brought into a dream with little changes to the details.

It has never occurred in my mind to try escape from this world. Maybe, it was a kind of world I would've wanted to go through and experience in the first place. Yet, one way or another I had to be brought back to my old world, the reality, the world of the AWAKE. I suppose the only way that I was to be brought back is to be awoken by someone other than me.

And it happened, or I wouldn't be able to have written or even shared this experience. After, waking up, I was experiencing some aftereffects of this dream or nightmare, a feeling of dizziness. The details of this dream are still not fully explained for my intension was to explain how I felt to be in another world other than ours.

The details of the dream are not necessarily to be explained as what exactly I saw. However, You, the reader, could use your imagination in putting the details that fit to your feelings of being in an unknown world.

A Dream or A Nightmare...

The Recall Button

The Recall Button is the one which takes a person back to relive a memory in his/her mind. But what if that button disappears?

The disappearance of the Recall button is like losing a link to the memories of the past. And the mind will be filled with empty gaps to be filled. So the person would be filled with the desire to fill such gaps as a feeling for adventure but with a realization of having no past.

However, the recall button cannot disappear entirely, for there is another. But it cannot be reached by the same person, the wielder, as it is only reachable for another to push it. An invisible link to the memories that is the "Heart".

Heart and Dictionary

Your Heart can also be a dictionary. The more the concern, the bigger the meaning it defines...



WHY Skyline?

We as U.A.E. nationals and Arabs have asked ourselves, why Skyline? For Aisha Bin Thani, Maitha Awad Al Kitbi and Abdulla Al Khmari the answer came from their inherent desire to follow the path set out by the wise and able leadership of the United Arab Emirates. Gaining admission to the institution was deemed to be the best option to further our destinies and career paths. Skyline is the oldest private college established in 1990 in Sharjah under the patronage of H.H.Sheikh Dr Sultan Bin Mohammed Al Qassimi, member of the UAE Supreme Council and the Ruler of Sharjah. As Emiratis we do believe that leadership plays a very vital role in determining the path that a state or nation takes and as a premier educationalist Sheikh Sultan has taken major strides and initiatives in the Emirate of Sharjah which resulted in a UNESCO recognition of the city as a hub for education, culture and heritage. Furthermore keeping in mind the visionary ideals and aspirations for the citizens of the UAE as laid out by the leadership, especially Sheikh Mohammed Bin Rahid Al Maktoum, Ruler of Dubai and Prime Minister of the UAE who firmly believes that investment in education is the one way forward. Their vision leads the way for young Emiratis.

However, education is not only about knowledge, but more effectively being able to put skills and expertise to more professional use. At Skyline both aspects of this educational philosophy are blended effectively to fill in the much needed gaps in various industry sectors such as aviation, hospitality, travel & tourism and many more. This creates unique and meaningful opportunities for graduates to fit into any professional roles and careers in a rapidly growing and changing economy.

University is a major player in shaping any person's future. It gives him/her the basic initial start one needs to survive life. Skyline in the U.A.E. is a perfect example of this kind of institution. It provides a certain standard of education that few other universities can match. The high standard of education, high standards set for students and teachers ensure the validity of its certificates and degrees, and that led us to join Skyline and share our experiences with you.

My name is Essraa Abdallah; I'm a BBT student in Travel and Tourism management. I'm from Lebanon and living in Sharjah. When I joined Skyline, everything was new to me, everyone was facing the same new situations and atmosphere problems and it was sort of difficult for almost all of us to start socializing.

But then I engaged myself with the events the university hosts. I joined the events committee and that made things a lot easier. In fact one of the most important parts of the student experience is getting involved in activities and events. However, the best part about studying is not only the interesting courses, but also getting to know more about different cultures by meeting and socializing with people from so many different nationalities.

My name is Hanan Taha, I'm originally a Palestinian, but I have lived in the UAE my whole life, so leaving the UAE wasn't an option. Skyline was the best option for me because it offered me a high scholarship plus, it provides Travel and Tourism studies that are not readily available at other universities in the U.A.E. During the two years I have spent at the university, my personality has changed a lot. Thanks to Toastmasters Club which helped me get over my shy personality. Also, I had the best memories of my life in the International College trip I had to Malaysia with my classmates, and it was an amazing opportunity that happens once in a lifetime.

My name is Dina Rabadi, I'm from Jordan and I'm a BBA student majoring in International Business. I joined the drama and music club because it was the only way to get me to interact with other students. It was very important to get involved in student activities, as I was a shy person and joining different clubs helped me grow out of it. I also found that I can express myself more through music which resulted in me joining plays and musicals. What made me join Skyline besides the great facilities they offer such as student visas, hostel and scholarships, is that it's the only university in the U.A.E. that allows you to pay through monthly installments, so for working students like myself, I found it a great advantage as compared to other universities.

Therefore, in our opinion studying abroad is challenging and teaches you to be independent. So, if you're able and thinking about it, Skyline is the best option since it also offers flexible timings for classes especially for those who would like to work part time or a full-time job. They even offer an option to accelerate your degree and finish college in 3 years. So, join us in creating new opportunities for yourself while you help create a better world. Become part of the network of ambitious achievers, compassionate leaders and socially aware citizens at Skyline University College.

HANAN, DINA & ESSRAA



A Chinese Student's Perspective

My name is Yingying Hong, I am from China and this is the second year that I am studying at Skyline University. Actually, the first time I came to university I found that it is a beautiful business university which was great and provided a lot of advantages for me.

First of all, the university offers a Bachelor of Business Administration (BBA) degree with majors in Travel & Tourism Management, Information Systems, International Business as well as MBA programs. As a sophomore studying at Skyline, I study finance and like to gain knowledge about finance. I hope that I can work in an investment company when I graduate.

There are five days that I study in the university during the first week. Fortunately, the university has not only morning, but also evening class as I work in the daytime. I chose the evening classes and study from seven to ten o'clock in the evening. Each semester has five subjects and the first two years are dedicated to general study. Study in my major area of study will begin next year in junior year, so I need to work hard to pass all my subjects to get there. The professors from the university are great, they teach a lot of knowledge to us which we can use not only in university, but also in the business. The students come from different countries, that also provide me an opportunity to learn different customs from different countries. Because some students also live in Dubai the university also serves school buses for us to get to university.

In addition, the university also has several events and parties to celebrate festivals in the U.A.E. We also had a great party for freshmen who have just joined the university, which made us feel warm and welcome at the time. There were many kinds of food and drinks for people, professors celebrated the festivals with us. We sang and danced and played together at the party and, of course, took photos which were shown on Facebook! Those photos really kept the best memories for everybody.

Thirdly, the university also offers many kinds of food in the canteen, not only bread, but also salad, cake, rice and so on that can satisfy the students' different tastes for food and provide good nutrition for students. It was a big surprise that I found Chinese noodles in the canteen, and I love it!

Fourthly, there is a big library in the university, students can find different categories of books. In other words it serves a lot of knowledge for students and they can borrow the books from the library instead of buying books in a bookstore. This provides a lot of convenience for students.

Personally, I think it is a great place for students who want to learn business majors. Since I spent two years here already, I should know, I have really enjoyed it and skyline has turned out to be a very good choice for me.

Students Ready to Face the World

As students of Skyline University we can confidently say that we are ready to face the professional world. After spending one year we have become socialized and courageous to act perfectly throughout our lives. This is a result of the university providing suitable study times for working people.

In addition, at Skyline we deal with different nationalities from all over the world. It helps us to learn about different cultures, languages and ways of life as we make friendships across cultures. Part of this experience is found in the university's celebration of its students' entire heritage. For example, Nigeria's National day and Korea's celebrations as well as Indian culture like music concerts. It makes students extra-curricular life rich and colorful.



Ashia Al-suwaidi
Noura Al-Bloschi
Moza Al-Shamsi
Wanpei Li
Fatima Abbas

Event Experience “IntroBash 2013”

As we graduate from our school and joined the university our major goal remains - to become the topper of the university. Many of us, keeping the goal in mind never really bother with what’s going on around the university campus, why is there so much hustle and bustle, what’s the upcoming news, who are the freshmen , etc. But life in the university will be extremely boring without all the extra activities. These experiences really matter and at the end it becomes a memory. Joining Skyline University College itself was an experience for us, new campus, new faculty, we took a fresh start. The freshmen of the university were ushered by the seniors in the welcome party-IntroBash.

As seniors we did our best. We set up a meeting and drafted our plan, to create something unique for our freshmen to remember forever. The army of 20 committee members led by the commander (Events Coordinator) formulated the theme-Mafia from a mid various choices such as mafia, retro, red carpet and halloween.

After the theme was decided, our next step was to go ahead with the things we required. That included all the games we wanted to organize, the decorations we needed what questionnaire we should make for the title of Mr and Miss Fresher and what food shell we order and from where. This included the type of cake that would fit the theme best and thus IntroBash was a big step closer.

The final step of allocating jobs to each of the committee members for the events committee. I thought this would be the easiest step which was the opposite of what happened. It was the toughest step we had to take, as this was our very first event. We weren’t exactly sure who is good at handling what . Se we let our supervisor decide and give us responsibilities. Once we were sure of our duties, we went ahead and got to work.

We made teams and the leader of each team took responsibility. We had teams for decoration, for games and for food. All this was new to us, we went through a lot of conflicts and faced troubles caused by ourselves. It was pretty hard to co-operate with each other, as we all held different opinions and wanted everything to go our way and to be perfect. But then we realized this wouldn’t work, instead it would make it even worse. So we kept our grudges aside and decided to actually work as a team, and voila’ it worked. We took almost a week to finish with everything from decorations to cake. As a team we supported each other and finally we made this event a great success.

Finally, the day arrived where all our hard work was put to the test and our efforts were appreciated by all. The event was a great success, even the faculty loved it, the theme was so unique that they actually enjoyed every little thing, every game, and the jury enjoyed judging the Fresher’s. If we look back to what amazing experiences we had, two things would count; the things we learned and the memories we will always have.

“ As a freshman in Skyline University, I find this institution very conducive for educating students from different parts of the world. The teachers as well as students try to cooperate with each other to develop trust, respect and communication which makes it very good to excel in different assessments and also applying the techniques taught in class into their professional lives. ”



Edbert Morgan
| Ghana

Binjal Metha
Syed Hassan
Malik Reiyana Arshad
Murk Iqbal
Ying Ying Hong

Weekend Students Share Similar Experience

We are a group of five students who have shared similar experiences. We graduated from high school and are searching for a responsible way forward in life. Our first step was to consider the best way to relieve our parents of the heavy expense of caring for us and so we started working. As time passed we had families with children and needed more income. We all came to the same realization; that we needed a university degree to move up and get a decent job with a good salary too. However, we worried that there were so many requirements and complicated procedures to enter college, I felt disappointed for myself.

But then we heard about Skyline University College. I heard about the institution from a colleague who has been pursuing her degree at Skyline. "I will try it, I have nothing to lose." I visited the college, but my high school certificate was too old by then. They gave me a chance to take a test with my colleagues. I was too scared as it was my first test in a long time, but the faculty were helpful and patient with us until we finished. I did not succeed the first time. But the university told me just to revisit them. I sat with the counselor from the university and he inquired the reason behind my desire to study further. I told him that it would aid my career progression. He smiled to my reply. i work harder. i succeeded in the next tests.

We all started our days as students of Skyline University College. it is very organized and you can locate everything easily. You have the chance to study daily or on the weekend and this is sought after by everyone because of our different work flexibility. The timing of the classes is very convenient and the teachers understand our positions as students, fathers, professionals; it was like a dream come true. "It is like my home." Also the students can visit the university website and check their portal to receive information about class schedules, download study materials and contact faculty and even get our assignment details.

We are very proud to be in Skyline University College, it fits us in all ways and it understands us well.



Adbulla Ali Abdul Kareim
Khaled Mohamed Saleh
Khalid Mohamed Ahmed
Mohamed Hussein Ali
Omer Mohammed Saleh

“As a student in Skyline University, I am so excited to learn and develop here. After I finish my BBA program from Skyline I will be a proud graduate to graduate from such a prestigious university.

I am getting good experience and it is very good to be a part of this unique university.”



Enan Zuhair
Yemen



Asma Tahir
Pakistan

“Skyline in my words is the Best University in Sharjah. It has a very useful Education System and trained teachers which motivate us to move forward, so for me Skyline is the best.”

Life is the name of Purpose

ARIFA & MELISSA

Life is the name of purpose, struggle, love, dedication and a number of feelings and emotions. Life shows its true colors with time. It depends upon you that how you look towards life and what is your strategy of leading an ideal life.

This university is like a family for all the students. Skyline has taught us so much; our time here in skyline is memorable.

The best university is the one which teaches you goods and bad in life, teaches you how to tackle business and daily life hardships in a fun and professional manner.

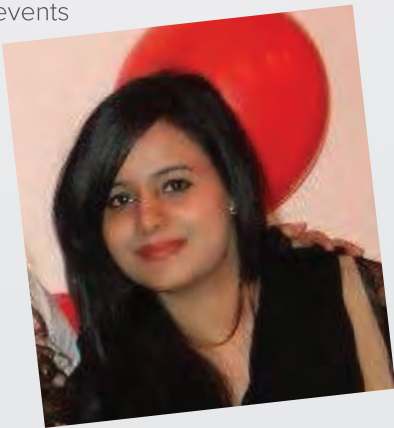
A good university is the one which not only teaches you but also polishes you thoroughly. We would be proud to say that skyline is an excellent university.

We have gained so much after starting our studies in Skyline University. Skyline offers best clubs and communities for personal development along with studies. Also it provides a perfect platform to communicate and explore different nationalities around the globe.

We started our journey with skyline in the year 2012 and we joined the first club that was "the art club". Working with the art club taught us patience and team work. It also taught us how to welcome diversified ideas of team members.

Skyline gave us an opportunity to visit the sharjah book fair, it was an amazing experience.

Every new student freshman batch is welcomed with the intro bash party. Organizing the intro bash party with events committee and events coordinator helped us develop the skill of event organizing, brainstorming for ideas and finally to manage studies with extra-curricular activities.



Skyline took a group of its student out for the Loyalty Day celebrated in attempt to make the UAE's largest flag ever. Skyline had arranged with the authorities for the volunteering students to be a part of the white portion of the flag of UAE which was to be pictured by a helicopter. So white caps and white pullovers were provided to the students. It was an amazing experience and a very memorable one.

In our personal view, we would like to comment that extra-curricular activities are equally important as academic knowledge, as it helps us develop.

We being evening students, we have to know how to manage our time between work, studies and extra-curricular activities. Skyline taught us time management through workshops.

It taught us how to work in groups and helped reduce stage fear to a great extent by individual / group presentations.

Skyline gave us the opportunity to help the society by including us in community service campaigns like "walk for thirst" and "breast cancer awareness", in which the money collected, was given as donations.

Skyline is just not an institution it is a family for most of its students where they spend the most important time of their life and make it the most memorable and cherish-able time of their life.

Our Experience at skyline is amazing so far and we expect it to be more amazing each day.



My Journey in Skyline

MAHEEN, AVINASH KAUR, ASHAR, AISHA & MARIUM

According to me, Maheen Azhar, being a student is a fulltime job itself, especially when you go to a university filled with activities and events. Skyline University is one of the most prestigious universities in Sharjah, UAE. Being a part of the student body is an honor.

My experience as a SUC student has been as amazing as till now. To start off, I would say that when I first joined, I felt out the place since it was a whole new environment for me. But as the time passed by, I realized that not only the students but the faculty members are extremely jolly and helpful. For those who are having a hard time in settling down, I would like to tell them that it's just a matter of time until you meet the right people. It's always hard and a bit difficult to settle down, but it's never impossible.

When I joined, I didn't know anyone here, but slowly and gradually I became friends with half of the university (laughs). Some of the professors have always been there, in every step with me. Even though some of them have left, but they'll always be missed.

It's fun being a skyline student because the institution encourages its students to take part in various curriculum activities. It has taught me that there's a lot more than just being good in academics. In SUC almost every student is an all rounder. There's so much to do in skyline, from taking part in organizing the events, to taking part in interuniversity competitions to sports festival and so much more. Now that I think of, I'm glad I choose SUC. There are countless perks of being a student here. You get the exposure, the guidance you need.

Moving on to the next student's experience, who is Avinash Kaur, According to me, Skyline University College (SUC) is a forerunner in recognizing the needs of the industry and meeting business requirements by developing human capital equipped with knowledge, skills and values essential for good performance. Faculty members are more than just teachers, they also provide us with academic advising, enable us to adjust to the higher education learning environment and to progress successfully throughout the study period.

I chose Skyline for my BBA program because of its reputation and impression in the UAE for providing quality higher education. The main reason, however, in terms of academics is Skyline gives every student personal attention.

University life is very interesting where I have opportunity to meet and mingle with a lot of people from different nationalities such as Russian, Chinese, Indian, Pakistani and many more. All these reasons have prompted me to choose Skyline and to continue my Bachelor's degree in Marketing. I am really proud to be a student of Skyline!!

Furthermore, I, Ashar Ali, personally think that Skyline University College is considered as one of the most accomplished main accredited university in the zone. I feel honored to a part of such university. I have had an amazing experience till now. There are many people with different religions and different cultures. There are great friends to hangout with. The faculty members are extremely helpful. It serves as a great environment for education. There are many kinds of facilities available.

To conclude, Skyline is a great place to spend time. Education level is truly great here. Therefore, I will surely be graduating from Skyline University.

Studying at SUC is a unique opportunity for me, Aisha Abba. There is no other university in the world quite like it. Perhaps the most obvious opportunities are academic: a world class combination of lecturers, facilities and funding allow you even at undergraduate level to work at the cutting edge of your chosen discipline. Over 100 student sports clubs and societies provide every opportunity you could possible imagine and some others that you couldn't to let your head down. I have been involved in the crossfire debate and biz fest. In conclusion, I would like to say that SUC is the best university that has knowledge skills and value based education.

I, Marium Badr, joined Skyline University about a year ago and it has been an amazing journey till date. My first day to university was full of nervousness like how everyone's day is, but the friendly environment and extra caring faculty made me comfortable and absolutely relaxed. My faculty was very helpful since the first day and guided me throughout.

I made friends with lots of people and had a great time enjoying my university life. I never got bored in Skyline as the university got me occupied with lots of extra curriculum activities and inspired me to participate in all the events. Events like Carnival; crossfire etc gave me the confidence to bring out myself in front of public and helped me discover my talent.

I got to know my weaknesses and strengths through several events and I tried to overcome my weaknesses with my faculty and built extra confidence within me. Skyline University has been a great support throughout my journey in order to achieve my goals and not only me but all the students of Skyline are proud to be a part of the Skyline University family.



Too Much of Good Things

SANA

'too much of a good thing may be bad'
so always do things in moderation
just like the lord of heaven knows

the blessings of God are great
as anyone can clearly see
and when done in moderation
we all can live quiet free

that's the common sense he gave us
each and every one
so practise it in own ways
and his blessings will fill our days

now that does not mean to take
the middle of the road each time
that just means to do what's right
and give glory to his name

for one will get smashed standing
in the middle of the road
if one fails on which side to stand
at the very least when the world is told.



Life is nothing but a game

ZAIN



Life is nothing but a game
We should play it safe
We enroll in love
And manage the scars
We travel in fun
And swim in desire
We fly in madness
And enjoy the breeze of emotions
Life is a game
We interact in business
And zoom in money
We adore the mixingness
And smile with feelings
We feel the love
And dance under the stars
Yes thats our life
Yes indeed life is nothing but a game



Say 'No' to Stereotyping

NOORA

The other day while I was walking past a bookshop, I heard two friends talking to each other about a young boy who was found dead hanging. Immediately they jumped to the conclusion that the parents had something to do with the child's sudden and unfortunate death. For a moment there, I too began holding a grudge against the parents, but the newspapers said otherwise the very next day.

What had happened to those two friends and me? Why had we jumped to a conclusion without wondering about other factors? Just like everybody, we three had 'stereotyped' that every young child who attempts suicide is always under some mental pressure from their parent.

Stereotyping is a very serious issue. It has prevented many good causes from occurring. For example, every man who has a long beard is an extreme Muslim.

Or every Mexican who has entered America has done so illegally. Old people always have health issues and behave like children.

These are just our assumptions. Truth is that some men have long beards because it was a habit practiced by their Prophet. A 'few' Mexicans have caused serious crimes in the States, but the entire community is being crucified. Our senior citizens have fended for us their whole lives and simply need some love and care from those people they value a lot.

This is our world. We are its inhabitants. Irrespective of the fact if they are Mexican, American, old or young, we have to be neutral and open-minded towards each other.

So what do we do now? Say NO to stereotyping. Say NO to assuming things for granted. Say NO to serious accusations that could possibly ruin somebody's life. Instead, try understanding the reasons behind the action. This would in the end lead the world to a better and much happier place.



True Friendship

MANDEEP

Friendship is one of the most precious gifts of life. It makes life thrilling. It makes life a sweet and pleasant experience. True friendship is a feeling of love, sharing and caring. It is a feeling that someone understands and appreciates you for what you are without any exaggeration, flattering and pretense. It gives a feeling that you are "wanted" and that you are "someone" and not faceless in the crowd. True friendship knows no boundaries or demarcations of caste, race and sex.

True friendship is the life time achievement award and friend is the path through which huge sentimental, spiritual and even material blessing gust out. Warm friendship is like fine fitness; value it while you have it. Friends are committed towards keeping the relation alive hence without true friendship life is incomplete.

Friendship is an important part of life and having strong relationship with people will help you to be healthy and happy. Value your friendship and treat your friends as you would like to be treated and you will be rewarded in having a trust worthy friendship. A friend is a shoulder to lean on during hard times and to laugh with in good times.

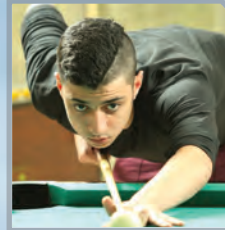
Why not take a moment or two and thanks someone today from being a friend to you?

Hence, it is safe to say that when God created the world and all the majestic things in it, when He streaked the heavens with radiant colors and the earth with great mountains, when he painted the planets with undulating grass fields and erected forests of towering trees, he out did it all by creating friends.

May God bless you with friends you need and may he turn you into a blessing by making you a friend to others.

SPORTS

SECTION



1st Skyline Inter-University Sports Festival-2014

Skyline Throwba II girls team won runner up position in the 1st Skyline Inter-University Sports Festival-2014; and Sana Khadim was selected the Player of the Tournament.

BITS Sports Festival

Skyline Table Tennis team won the championship without even losing a single set. Mohd. Murad Al Hashemi was selected as the Player of the tournament.

15th Skyline Inter-University Cricket Tournament-2014

Skyline won the 15th Skyline Inter-University Cricket Tournament-2014. Skyline defeated American University of Sharjah in the final by 8 runs. Zakir Ali and Salman Babar were selected as the Man of the Match and Player of the Tournament respectively.

GMUA Sports Fest

Skyline Cricket team won the GMUA Cricket Tournament. In the final we defeated Emirates Aviation College. Fayez Mansur was selected the Man of the Match.

Sports Department had an eventful academic year 2013-2014. Many activities were organized for the students and staff. Skyline teams were also participating in various inter-university events and brought laurels to the institution.

This year Sports Department increased their infrastructure by constructing new Basketball court and Football field. More developmental activities are going on in the campus. Sports Department has a well-equipped multi-gym also for the Skyline community. Skyline Basketball Academy is formed to train the young talents and to promote the game in the region. The Basketball Academy will function under the leadership of the Head-sports Mr. Sanjay Benjamin.

Skyline emerged overall champions in the 1st Skyline Inter-University Sports Festival-2014. The Cricket team regained the Skyline Cup after the gap of one year. Salman Babar of Skyline adjudged player of the tournament. The Table Tennis team lead by Muhammad Al Hashemi with team members Salah, Olabi, Ozair Jeelani and Tarun won 3 Inter University tournaments. Girls throwball team secured runner up position in the Skyline Inter-university Sports Festival.

Internal Sports Festival is conducted where students participate in Football, Basketball, Volleyball, Throwball, Table Tennis, Cricket, Billiards, Chess, carom etc.

The training sessions in various games are going on under the guidance of expert coaches. Friendly matches tournaments are played during the competition season.

The students Sports' Committee supported the Sports department in organizing various activities.



Sanjay Benjamin



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