



Spring - Summer 2015 | Issue: 5



Statement from the President

Dear Students,

Welcome to the Fall 2015 semester!

I am proud to say that today when I look around CUCA, I can see an amazingly vibrant environment - a diverse, well-knitted community driven towards exploring opportunities. We are now focusing on enhancing the campus to make it more conducive for sustaining a growing population of students with better facilities and more integrated service systems.

In line with CUCA's efforts to offer market-driven job-centric programs, we are currently exploring the possibility of starting master's programs in other specializations. We are hopeful

that we will be able to start the new programs in the very near future.

It is also a pleasure to share with you that our achievements during the past few months have been significant as the Career Enhancement Center (CEC) at CUCA acquired approval to deliver the Pearson BTEC program, a world-renowned vocational qualification, leading to a recognized bachelor's degree from the United Kingdom.

We expect CUCA's achievements to continue in Fall 2015.

I wish you a successful semester ahead!

Imran Khan
President

Dear Students,

It is always so nice to address you through your quarterly newsletter *The Caravan*. In this issue, I would like to welcome you back to the College for Fall Semester 2015 with the hope that you will have a very pleasant and successful semester ahead of you.

Having said that, I want to inform you that CUCA is still working with the Ministry of Higher Education and Scientific Research in Abu Dhabi on the issue of changing the status of CUCA to a university. The delay in achieving this goal has been for a few technical and administrative reasons. However, we expect to overcome these obstacles and realize this objective in the Fall Semester of 2015.

Another point of concern to CUCA is the quality of education at large. CUCA is committed to the Ministry and its students to offer the best quality of education possible within

our means. This is usually reflected through preserving academic integrity and honesty, using modern and advanced educational technology, and maintaining student attendance within the allowed limits in order to assure wide-range in-class participation by the student body. Therefore, the aspiration for high-quality education can be attained by the cooperation and commitment of both CUCA faculty and students. The major responsibility of the faculty is to provide the best educational quality by using advanced educational technology and keeping up-to-date on academic information and knowledge. At the same time, students must maintain academic integrity and honesty, along with the achievement of excellent attendance performance in all classes. Accordingly, I hope that CUCA faculty and students together will succeed in realizing their aspired goals in the coming semester.



Statement from the Vice Chancellor

I wish you the best of luck in your endeavors at the academic, social, and personal levels.

Dr. Mohamed Amerah
Vice-Chancellor

CUCA Signs MoU with Ajman Club for Disabled



CUCA signed a Memorandum of Understanding with the Ajman Club for the Disabled to collaborate in areas of mutual interest.

The MoU was signed by Professor Dr. Marwan Abdul Majeed Ibrahim Al Abdullah, Executive Manager,

Ajman Club for the Disabled and Mr. Imran Khan, CUCA President, on 17 August, 2015 at the CUCA Campus. Areas for collaboration include exchange of information to provide a better learning environment for physically challenged students,

organizing and facilitating sports and other events, and possibilities of including programs on special education in the curriculum. In addition, the College will also offer a discount to members of the Club.

College President Mr. Imran Khan said: "We are extremely pleased to have entered into a formal agreement with the Ajman Club for the Disabled. The agreement is part of CUCA's continuous efforts to ensure that students from all segments of society get access to premium quality higher education. The purpose of this MoU is to fulfil our commitment to provide equal opportunities for physically-challenged students. An exchange of information and ideas will enable both organizations to provide better facilities to students with disabilities."

CUCA Signs MoU with Ajman Bank

CUCA signed a Memorandum of Understanding with the Ajman Bank to facilitate educational loans for CUCA students. The MoU was signed by Mr. Imran Khan, CUCA President and Mr. Hisham Ham-moud, Chief Business Officer at Ajman Bank .

The two organizations aim to provide financial assistance for students to further their higher education through this strategic alliance. Commenting on the partnership Mr. Khan said, "The agreement is part of CUCA's commitment to provide high quality higher education to students from all tiers of society. Given the fact that financial considerations play an important role in a student's decision to pursue higher education, our collaboration with the Ajman Bank to facilitate student loans is bound to yield very positive results".

According to the agreement, Ajman Bank will provide special promotional offers to CUCA students to meet their education financing needs. CUCA will provide the necessary support and information required to facilitate the process.

The two organizations agreed to further enhance the partnership by exploring avenues for future collaborations and possible projects of mutual benefit.



CUCA Acquires Status of Approved Testing Venue for IELTS



CUCA recently acquired the status of an approved testing venue for IELTS. The College entered into an agreement with IDP Education, co-owners of the IELTS Testing System, on Tuesday, 10 August 2015, which authorizes the College to conduct Academic and General IELTS exams on-campus. The testing venue at CUCA is open to current students as well as candidates from outside the College.

Ajman Municipality and Planning Delegates Visit CUCA to Discuss Mutual Collaboration Opportunities



A delegation of senior managers from the Ajman Municipality and Planning Department visited CUCA this past spring.

The two organizations previously signed a Memorandum of Understanding, agreeing to collaborate on issues of mutual interest. The visit was a continuation of these collaborative efforts between the two parties.

The delegation including Mr. Ali Mohammed bin Khalifa Al Muwajjei, Executive Director for Supporting Services, and Mr. Mohamed Abdalla Al Zarooni, Director of Human Resources, met with CUCA President Mr. Imran Khan,

Vice Chancellor Dr. Mohamed Amerah, Director of Institutional Effectiveness Mr. Mark Langer, MBA Department Chair Dr. Hardeep Anant, and Registrar Ms. Salma Seneran. They discussed the collaborative efforts that have been implemented since the signing of the MoU, the benefits realized, and plans for future cooperation.

CUCA presented mementos to the guests at the end of the meeting.

Future meetings are planned and will attempt to strengthen the mutual relationship.

Ajman Chamber Holds Franchising Workshop at CUCA



The Ajman Chamber of Commerce and Industry (ACCI) held a workshop at CUCA. The workshop titled "Franchising and Entrepreneurship" was part of a series of similar workshops held at various universities throughout the spring in preparation for the Ajman Franchising Expo 2015.

The workshop raised awareness about franchising as a growing economic sector and setting up successful enterprises. Representatives of the ACCI who spoke at

the workshop included Mr. Mohammed Al Janahi, Executive Director of Business Development, Mr. Marwan Hareb, Head of Business Development, Mr. Mohammed Al Nassar, Director General of Middle East for Franchise, and Mr. Sultan Khalaf Al Marzouqi, a local business person.

Mr. Imran Khan and Dr. Mohamed Amerah presented mementos to the speakers at the end of the workshop.

Visit to Ajman Police GHQ



CUCA organized a visit to the General Headquarters of the Ajman Police to present its latest MBA and MLaw Programs on June 2, 2015.

Dr. Mohamed Amerah, Vice Chancellor, Dr. Adel Abu Hashima, Head of Law Department, and Dr. Mahmoud Abouraia, Professor of the MBA Department were well received by Colonel Abdulla Saif Al Hamrani, Deputy



Police Commander for Ajman and Colonel Khalid Bin Hendi, Director of Training for Ajman Police.

Dr. Mahmoud discussed the MBA program while Dr. Adel Abu Hashima talked about the MLaw program to the audience.

CUCA presented a memento to Colonel Al Hamrani at the end of the visit.

Visit to the Russian Consulate in Dubai



Representatives from CUCA met with Mr. Konovalov OA, Consul-Adviser to the Deputy Consul General of the Russian Consulate in Dubai to discuss opportunities for mutual collaboration.

The CUCA team consisted of Dr. Hardeep Anant, MBA Department Chair, Ms. Salma Seneran, Registrar, Mr. Nino Decenorio, International Student Coordinator, and Ms. Sofia Skrynska, International Student Assistant.

A follow-up meeting will be held to finalize the agreement.

The Sharjah Police Air Wing visited CUCA on Wednesday, 27 July 2015 to honor the College for participating in the **"Ramadan Air Wing Activities (Futsal)"** – an indoor football tournament organized by the Sharjah Police Air Wing.

Captain Imran Abdul Rahim Al Zarooni presented a memento to Vice Chancellor, Dr. Mohamed Amerah. In return, Dr. Amerah presented a token of appreciation to Lieutenant Ibrahim Hasan Al Qahtani, and Warrant Officer Butti Mohammad Bin Omair of the Sharjah Police Air Wing. Also present on the occasion were Ms. Amal Al Jiboury, Student Affairs Manager and Mr. Basel Al Mashni, Marketing Officer.

CUCA student Bilal Ehsan Ragheb was honored by the Sharjah Air Wing for being one of the best three referees in this tournament.

Sharjah Police Air Wing visits CUCA



Meeting Held with Ajman Police



A meeting was held with representatives from the Ajman Police earlier this spring.

The Ajman Police Department previously signed an MoU with CUCA for strengthening the relationship between the two parties, exchange of professional and educational expertise, and ensuring the successful achievement of common strategic goals and objectives.

CUCA President Mr. Imran Khan, accompanied by Dr. Adel Abu Hashima, Chair of the Law Department and Ms. Amal Al-Jiboury, Student Affairs Manager, presented mementos to the delegation which included Major Ghaith Khalifa Al Kaabi, Major Ahmed Nasir Al Nuaimi, Captain Abdulla Khalfan Al Shaiba, First Lieutenant Mansour Mohamad Al Madani, Mr. Saeed Al Ketbi and Ms. Fatima Ali Obaid Al Matrooshi.

The meeting was held to review the collaborative efforts of the two organizations and to discuss opportunities for future cooperation.

Workshop on Islamic Banking and Finance

The CUCA Finance and Accounting Department hosted a workshop on Islamic Banking and Finance on 27 April, 2015, in partnership with Tanmia Capital Ltd., an advisory house based in London. The event was moderated by Dr. Muhamed Jumaa, Department Chair of Finance and Accounting. Vice Chancellor Dr. Mohamed S. Amerah, Finance and Accounting faculty members, and students also attended the workshop. The Managing Director of Tanmia Capital, Mr. Bassel Nadim, discussed Islamic Banking fundamentals and its regulatory framework. He has also provided a fresh update on its highly ethical banking codes.



Attendees engaged in group work activity to gain better knowledge on the key differentiating factors between conventional and Islamic financing. Mr. Nadim stressed the importance of asset-backed structures in financing deals among other considerations. The second part of the workshop briefly illustrated Islamic Banking products and the competitive strategies that Islamic banks follow. Mr. Nadim mentioned that the Islamic Banking assets in the UAE crossed \$1.2 billion in 2014 while the industry has an estimated worth of \$127 billion globally. Dubai aspires to position itself as the capital of the global Islamic economy by 2021.

Dr. Amerah and Dr. Jumaa concluded the workshop with some key notes. Dr. Amerah informed the participants that CUCA now offers Islamic Finance as a specialization in the MBA program. It addresses the demand for the growing Sharia-compliant financing choices available in the market.

CUCA Students Shine at Student Research Competition



Two teams of student researchers from CUCA were selected by Abu Dhabi University to participate in the **Third UAE Undergraduate Student Research Competition (UGSRC)**, held at the Khalifa Campus of Abu Dhabi University, on Thursday, 12 May 2015.

Held under the patronage of **H.E. Sheikh Hamdan Bin Mubarak Al Nahyan**, Minister of Higher Education and Scientific Research, the competition attracted over 250 research papers from undergraduate students from all over the country.

Aziza Nooranjana, a Business Administration student, presented a paper titled, "A Study of the Effect of Corporate Social Responsibility on Consumer Buying Behavior" while Sahar Rafiq & Noor Jamaleldeen presented a research paper on "Student Satisfaction with the University Cafeteria." Both teams were acknowledged for their remarkable research work and presentations and were congratulated by judges and observers at the event. All three presenters and the supervising faculty members received Certificates of Appreciation from Abu Dhabi University.

CUCA Participates in Moot Court Competition



The moot court team from the Law Department at City University College of Ajman participated in the Maktoum Bin Mohammed Al Maktoum Moot Court Competition on Friday and Saturday, 1-2 May, 2015.

Dr. Motaz Afifi served as the Moot Court team leader that comprised five Law students, Khalid Naser El Sewaidi, Mohammed Gareb Al Kaabi, Daoud Solaiman Al Hamadi, Omer Majed Rashed and Saif Hemaïd Adran. Dr. Adel Abu Hashima Chair of the Department of Law, supervised the entire effort. The team was accompanied by Dr. Abdullah Al Tarawneh at the event.

The arbitration panel consisted of well-known judges from the Dubai Courts. The CUCA team demonstrated outstanding skill in the oral pleading rounds, Saif Hemaïd Adran, a law student of CUCA, secured second place among the

five participants who were chosen, by the arbitration panel, as the best five in the pleading session. He competed law students from 11 different universities around the GCC, including American University of the Emirates, Dar Al-Hekma University from the Kingdom of Saudi Arabia, Dubai Police Academy, Emirates Canadian University, Imam Malik College for Sharia and Law, Saint Joseph University, Sharjah University, United Arab Emirates University, University of Bahrain from the Kingdom of Bahrain, and University of Jazeera.

“Events like these enhance students’ experiences and knowledge, and solidify their sense of rivalry with their counterparts in other universities in the region”, said CUCA Vice Chancellor Dr. Mohammed Amerah. “We congratulate the students and faculty members of the Law Department on their success and

wish them all the best for future.” Dr. Amerah stressed the importance of student participation in legal competitions such as this one, throughout the duration of their studies.

This was the first time that CUCA participated in the Moot Court Competition, an academic competition intended to encourage and groom law students within the UAE and GCC countries. The competition involves two phases - the first requires preparing written memos on the basis of facts and presumptions provided in the case by the arbitration panel. The second takes the form of oral pleadings between the competing teams from universities and colleges in front of a judicial arbitration panel.

The competition is organized annually by the Dubai Courts, with the vision of preparing a practiced future generation of legal experts.

City University College of Ajman Represented at USA Communication Conference



Dr. Hardeep Anant, Acting Program Director – MBA, at CUCA presented a paper titled, “Interpersonal Communication: A Fresh Look,” at the 2nd Biennial Philosophy of Communication Conference, held from 3-5 June, 2015, at Duquesne University, Pittsburgh, Pennsylvania (USA).

The conference focused on the following four themes, engaged by acclaimed keynote speakers:

(1) Rhetoric and Philosophy

Keynote: Calvin O. Schrag, the George Ade Distinguished Professor of Philosophy Emeritus at Purdue University, and the first recipient of the Richard L. Lanigan Philosophy of Communication Award: *Rhetoric and Philosophy*.

(2) Organizational Communication/Corporate Communication

Keynote: Linda Putnam, University of California, Santa Barbara.

(3) Semiotics and Phenomenology / Communicology **Keynote:** Frank J. Macke, Mercer University.

(4) Media Ecology and History

Keynote: Gary Genosko, University of Ontario Institute of Technology

Following is the abstract of Dr. Anant's paper titled, “Interpersonal Communication: A Fresh Look.”

Communication is more than an exchange of information between and among people. It is a dynamic process, having many dimensions, and is not easy to define. It impacts human cognition and existence in overt as well as intricate covert ways, and we need to investigate whether it occurs the way we think it does. Studies conducted during the last few decades seem to indicate that both innate and learned factors significantly impact the process. Physiological factors, too, seem to have a strong influence on the process, and affect perception, cognition, encoding, transmission, decoding and comprehension, and communicator consistency.

Further, recent evidence from the field of Neuroscience seems to indicate that a significant

amount of neuronal activity precedes the conscious awareness of the need to communicate, the communication itself, and the consequent generation of meaning. In addition, significant elements of human cognition seem to extend beyond the realm of the embodied self. The self too seems to have significant elements of ‘mirror images’ acquired unconsciously from significant others as well as from extended social and virtual interactions.

These findings seem to raise questions about many hitherto held beliefs about human cognition. If further research corroborates recent findings then it will have a significant impact on our understanding of human consciousness, communication and behavior raising questions about several accepted concepts.

One new way of viewing interpersonal communication, keeping recent evidence in mind, is to see it as ‘a perpetual flow’, between and among participants, influenced by evolutionary processes and connected with our desire to propagate and survive.

The Evolution of Financial Management and Contemporary Trends



In the early twentieth century, marked by the emergence of huge oil and car companies, financial management focused on issues related to consolidation, and the overall organizational matters of such institutions in addition to the capital issuances (stocks and bonds) needed to finance these processes. After that, when modern technology evolved in early 1920s, and the organizations wanted to have them, the urgent need of investment through these finances emerged.

The magnitude of the investment was one of the reasons that led the financial administration to play a new role in arranging the required finance from the external sources in the first place, at a time when financial markets were characterized by elementary, and the process of convincing the public to use their savings to contribute in industrial financing was extremely difficult. That was due to the lack of accounting information available, and lack of confidence in the accuracy of what was available to them.

In the early 1930s, a period

marked by the Great Depression that prevailed in America and led to the bankruptcy of many institutions, financial management focused its attention on issues related to keep their existence such liquidity to avoid bankruptcy, as well as reorganizing issues, attention to capital structure problems, and laws governing financial markets. In general the principle of conservatism prevailed, and financial management remained a descriptive science that focused on legal matters with a shift in attention to salvation on the charge of spreading.

As at the end of the '30s, and as a result of the emergence of some cases of fraud and deceit and the collapse of some institutions, government agencies found the need to publish a lot of information to the emergence of a new financial management function, a function of financial analysis to educate investors about suitable investment opportunities.

During the period 1940-1950 there was financial management traditional thinking that has evolved during the twenties and thirties, a concept that focused on financial management from an outside perspective, that is, the perspective of lenders and shareholders without paying attention to the process of decision-making within the institution. However, at the end of 1950, substantial development has been occurred which was estrangement of the descriptive issues that accom-

panied the financial management from its creation and started focusing on quantum issues such as financial analyzing and planning the use of financial resources beside the increased attention on the cash flow and financing liquidation.

In the 1950s the pattern of the evolution in financial management accelerated. In this period, the captive side of the budget began to account for some attention - assets began to get better interest, and quantitative methods developed for the management of goods and cash, accounts receivable, and fixed assets. The attention of financial management moved from external perspective to the internal one, which led to the conclusion that financial decisions have a huge effect on the existence of corporations.

The 1960s and 1970s witnessed great interest in studying the cost of capital and the best mix of capital structure. Also in the '70s, inflation was considered as an element in financial analysis. During the '80s and early '90s, technological developments accelerated the scope of financial management by implying the use of financial analysis tools through the computers. It was easier to do financial analysis and studies in a highly efficient way. Down to the present, a remarkable focus was shown on the issues of pricing of different investment instruments, traditional and novel. Financial Management has evolved from a descriptive study to a scientific

ic study subject to accurate analytical standards, and from a field that was interested in managing assets to one with better use of financial resources.

The role of financial management in the organization is constantly evolving, and is thus in line with emerging ideas and modern meth-

ods. The role of financial management these days is different than its role in the previous years. There is no doubt that the future role will be different from what it is now, so it is essential for financial managers and students to continuously watch the trends and practices.

Dr. Muhamad Jumaa
*Department Chair,
Finance & Accounting*

Emerging Trend - Forensic Accounting as a Profession



During the last two decades, the world has witnessed an astonishing rate of increase in the volume of financial crime. Even though we have GAAP and IFRS for ensuring the financial obedience and discipline at the corporate level, the increasing rate of financial crime has become a matter of concern especially for international banking and the financial sectors across the world. Recent economic surveys revealed the disgusting fact that the increasing volume of this white-collar crime affects not only individuals and companies, but also governments of various nations. It also creates a negative impact on the entire economic and social system of many countries and alarmingly, is emerging as a hindering and lingering force to the development of

economies and their stability.

Forensic accounting, as a new branch of accounting, will equip students with the knowledge and skills, which will eventually enable them to conduct investigations against various types of financial crimes across the world, at various individual and corporate levels. Along with a thorough understanding of the principles and practices of accounting and auditing, students will also get a rigorous training for developing their investigation skills, which will empower them to determine whether an activity is legal or illegal.

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Forensic accounting mainly focuses on three areas i.e. litigation support,

investigation and dispute resolution. Professionals in this field are known as Forensic Accountants. Conducting investigations about various financial crimes such as fraud (cheque fraud, credit card fraud, mortgage fraud, medical fraud, corporate fraud, securities fraud), black market, theft, bribery, identity theft, money laundering, crimes against property, terrorist financing and forgery carried out by individuals, corporations, or by organized crime groups, all come under the scope of this new branch of accounting.

Forensic Accountants has huge opportunities because the demand of such professionals is high as compared to the supply in this field. In the context of steep hike in financial crimes across the world, it can be considered as an emerging career path for the future.

Dr. Jaishu Antony Manavalan
*Assistant Professor,
Finance and Accounting*

CUCA Participates in AETEX-2015



For the third consecutive year, CUCA participated in the Ajman Education and Training Exhibition, which was organized by the Ajman Chamber of Commerce and Industry. The event was held at the Ajman University of Science and Technology.

H.H. Sheikh Humaid Bin Rashid Al Nuaimi, Member of the Supreme Council and Ruler of Ajman, officially inaugurated the exhibition. The event continued for three days and attracted a large number of prospective students and parents, giving them access to all major universities in the region in one place. It enables the students to accurately assess and gauge the higher education options available to them.

CUCA at GETEX 2015

CUCA participated in the Gulf Education and Training Exhibition (GETEX) 2015 that was held at the Dubai International Convention & Exhibition Centre this past April.

His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Culture, Youth and Community Development, inaugurated the exhibition on the first day and visited the CUCA booth, where he was warmly greeted by Dr. Mohammed Amerah, Vice Chancellor, who led the CUCA delegation.



Throngs of students and parents visiting the CUCA pavilion were told about the programs offered at the College. Since its establishment in 1988, GETEX has been the region's leading event of its kind. This 28th edition brought together more than 300 universities and institutions of higher learning from around the world and attracted about 35,000 visitors.



Al Ain Education and Career Fair (AECF)

CUCA participated in the Al Ain Education and Career Fair, in April at the Al Ain Convention Center. The exhibition was formally inaugurated by H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Culture, Youth, and Community Development.

CUCA participated in the AECF for the first time and received an overwhelming response from the visitors. Representatives at the College stand received inquiries from students and job seekers alike. This annual fair not only serves as a platform for students to explore their higher education options but also gives job seekers an opportunity to meet public and private companies for possible recruitments.

Global Day 2015 – A True Reflection of Cultural Diversity at CUCA



CUCA celebrated its second Global Day on 15 March 2015 where the College sports ground was transformed into a miniature world and the students displayed handicrafts, served food and drinks, and presented traditional performances from their home countries.

College President Mr. Imran Khan and Vice Chancellor Dr. Mohamed Amerah formally opened the celebration, which was organized by the Student Affairs Department.

CUCA is home to nearly 40 different nationalities and Global Day is a true reflection of our cultural diversity

and the harmonious atmosphere of the College.

It serves as a platform for students to showcase their culture and get a glimpse into the different cultures present on campus.

Global Day - 2015 showcased the cultural heritage of the different nationalities at CUCA. Pavilions were set up on the College grounds depicting the customs and traditions of various countries including the UAE, Afghanistan, Iraq, Nigeria, Pakistan, Palestine, Philippines, and Syria among others. The visitors enjoyed a wide variety of ethnic food, music, and dance performances presented by the students.

Digital Photography Exhibition



The Public Relations and Advertising (PRA) Department hosted a digital photography exhibition, "The College I Love" this past May.

The exhibition reflected the talent and skill of the PRA student photographers at the College. Based on the exhibition's theme, the photos showed various aspects of CUCA ranging from student activities to classroom scenes and campus architecture.

Mr. Imran Khan, Dr. Mohamed Amerah, and PRA Department Chair Dr. Haitham Ahmed opened the exhibition which displayed a large number of amazing digital shots by PRA students. The students received tremendous appreciation for their work. PRA student Mohamed Shomely won first prize for his photographs.

Live Music Event at CUCA



The Student Affairs Department organized a musical performance at the CUCA campus in mid March, as part of the 11th Emirates International Peace Music Festival.

The festival, organized by the Abu Dhabi Music & Arts Foundation, involved a nationwide tour by the Emirates Youth Symphony Orchestra, Premiere Music College of the Prague Youth Symphony Orchestra, and the Bielsko-Biala Music School Orchestra from Poland. The group of young musicians stopped by the campus to play a variety of symphony music and impressed the audience with their mesmerizing performances.

The festival aims to encourage and support the young people in the UAE who possess musical talent.

Karaoke Night

The Student Affairs Department organized a Karaoke Night for students on Tuesday, 25 August. Students had a great time singing their hearts out as solo performers and in teams throughout the night. Serving as judges for the event were Dr. Amer Al Kassem, Department Chair of HRM-HTM; Ms. Saddaf Kamil, Marketing Executive; and former Karaoke Champion Hind Ritualo. Trophies were awarded to the winners in four categories. Samantha Marquez from the ACCA program won first place for Best Singer in the Solo category. Abdullah Hassan Mohammed and his team took first place in the *Team* category. Majid Hourri won the Best Performer trophy and Fatima Abdullah took top honors in the surprise category of *Musically-Challenged*. Congratulations to all winners and thanks to everyone who participated.



CUCA Celebrates the Local Tradition - Hag el Leila



Hag el Leila was celebrated at CUCA for all students, staff and faculty on 3 – 4 June, 2015. With tremendous support from students, treats were prepared and distributed, much to the delight of everyone. Participants shared Hag el Leila stories from their childhood.

This celebration marks the mid of Shaba'an, the 8th month of the lunar calendar, which is also the month directly preceding Ramadan. In the UAE, this day is marked with festive activities for children, which include distributing candies and goodies among children and adults alike.

Iftar Night

The Student Affairs Department organized the annual Iftar Night for employees and students in the Majestic Ballroom at Ramada Hotel and Suites, Ajman, on 8 July 2015. More than three hundred staff and students attended the event.

Mr. Mohamed Al Rashid, CUCA faculty member, enlightened the audience about local Ramadan traditions and Islamic principles regarding the Holy Month of Ramadan. After dinner, the guests took part in a painting activity, based on a Ramadan theme.



CUCA holds the event every year to celebrate the Holy Month of Ramadan together and to cultivate the spirit of peaceful co-existence, harmony, and cultural integration among its community of students and staff.

CUCA Welcomes New ACCA Students

CUCA welcomed more than 100 students into its ACCA program. An orientation session was held for the new students on Sunday, 2 August 2015 at 9:30 am. Mr. Nino Decenorio, International Student Coordinator, Mr. Saleem Afzal, ACCA Coordinator, and Ms. Amal Al Jibouri, Student Affairs Manager, welcomed the students and briefed them about the ACCA program along with College rules and policies.

CUCA wishes its new students all the best.



The Career Enhancement Center at CUCA Receives Approval to Deliver Edexcel BTEC Programs

The Career Enhancement Center (CEC) at CUCA received approval to deliver the Edexcel BTEC programs from Pearson-UK this past April.

BTEC awards vocational qualifications from the UK consisting of various levels. CEC offers Levels 3 to 5, where level 3 is equivalent to A Levels and Level 4, the Higher National Certificate (HNC) in one year and Level 5 – Higher National Diploma (HND) in two years of comparable university education. CEC started its first batch for Level 3 on September 6 with 45 students.

Most British universities will accept students who have completed their HND into the final year of a degree program.

CUCA Students Visit Elderly Nursing Home

As part of our Ramadan Community Service, nine students and staff from City University College of Ajman paid a visit to the Elderly Nursing Home in Ajman on Thursday, 9 July 2015. CUCA was well received by the staff and nurses at the home and gifts were presented to the residents. The students spent time conversing and sharing fruit with the men and women at the home and left them feeling happy and cheerful. This was a visit worth remembering.

"CUCA has always believed in fulfilling its social responsibility through all possible means," said Ms. Amal Al-Jiboury, Student Affairs Manager, "and we aim to instill the same values in our students. Visits like these contribute to their personal development

and practical learning. We are proud of our students who took time out from their busy schedules, just before final exam week, to give a few moments of happiness and joy to the senior citizens."



City University College of Ajman Donates 250 Books to DFWAC



As part of its social responsibility initiatives, CUCA donated 250 children's books to the Dubai Foundation for Women and Children (DFWAC) on 5 August 2015.

DFWAC is the first licensed non-profit shelter in the UAE for women and children who are victims of domestic violence, child abuse, and human trafficking. It was established in July 2007 to offer victims immediate protection and support services in accordance with international human rights obligations.

Ms. Baha Ismaili, CUCA Librarian, made the donation on behalf of the College.

Blood Donation Campaign at CUCA

The Student Affairs Department organized a blood donation campaign in collaboration with the UAE Ministry of Health. The campaign was held at the College campus in April 2015.

A mobile blood bank unit from the Ministry of Health, equipped with the latest medical means and health assurance techniques, took part in the blood collection. A large number of students, staff, and visitors came to donate blood. The campaign collected more than 60 units of blood within the short span of three hours.

The blood donation campaign was part of the College's ongoing humanitarian efforts and community service initiatives. CUCA strongly believes in the role of youth and students in improving society through big and small activities.



CUCA Football Team Emerges as Champions



The CUCA football team emerged as champions after winning the final against the American University of Sharjah (AUS), in the second Skyline Inter-University Sports Festival, 2015.

The team, led by Amin Essam and managed by Rami Jawad, demonstrated exceptional skills during the tournament.

CUCA had previously blanked Amity University by a score of 5-0 in their first match on Sunday, 22 February. The team continued its winning streak in the next match, with a 1-0 defeat of Canadian University of Dubai on Tuesday, 24 February. The second win qualified the team for the semi-finals against Middlesex University, on 25 February, where they won a thriller 3-2. CUCA team captain, Amin Essam, was badly injured during that match and was unable to play the final against AUS.

The team emerged victorious in the final, winning a penalty shoot-out 4-1. Amin Essam was declared the best player of the tournament. The players were then honored by College President Mr. Imran Khan and Vice Chancellor Dr. Mohammed Amerah on Sunday, 3 March, in a ceremony held to acknowledge the excellent performance of the team.

Billiards Tournament

The Students Affairs Department organized a Billiards Tournament in March. The students showed their skills in playing and the desire to compete. Abdullah Mohammed Hassan won the game after a challenging and extremely close game.



CUCA Football Team Secures Third Position in Football Tournament

The CUCA Football Team earned third place honors in the football tournament titled **"Sports Bring Us Together - 2015."** The tournament was organized by the Emirates Association for Youth House and a large number of universities from across the country participated. We extend our heartiest congratulations to the team members and wish them all the best for the future.

Football Tournament



The Student Affairs Department recently organized a football tournament in an effort to build a team of strong players that will eventually represent the College at all levels.

The matches were held in the gymnasium in May this year. A total of 12 teams participated in the tournament and each four-man team played two games in a battle for the first place title. The teams played two halves of seven minutes each under the watchful gaze of the

referees. The final match was played between Team Nike and Team Avengers FC. Both teams demonstrated amazing skill and energy throughout the game. Nike won the title and their opponent took the runner up slot. All teams involved exhibited great competitive spirit and passion for the game.

Dr. Mohammed Amerah attended the final match and awarded medals to the winners.

Table Tennis Tournament



The second sports tournament of the season took off with Table Tennis at the CUCA gymnasium in May with 22 registered players. The first round started with impressive volleys and an atmosphere of total sportsmanship.

Players received lots of enthusiastic support from students who cheered for their favorites. The championship went to Saeed Ibrahim of the Human Resource Management Department.

Football Match with Sharjah Social Services Department



A friendly football match between CUCA and the Sharjah Social Services Department took place on 20 May 2015. The Social Services Department is a division of the Sharjah Government and provides financial aid, insurance, child protection, consulting, housing, and rehabilitation services.



The gymnasium was packed with enthusiastic CUCA students, staff and guests from the Social Services Department who cheered for their teams in a very challenging match. The final result was a 7-6 win for CUCA. Dr. Mohamed Amerah awarded the trophy to the winners.

Badminton Tournament



Badminton, the last event of the sports tournament this season, took place in May at the CUCA gymnasium. A total of 12 male students and 5 female students swished their way through the matches, with the numbers narrowing as the games progressed into the final rounds. All the players put in their best, much to the delight of the audience, who cheered enthusiastically for the players.

Sheikha Benazir landed first place and Ola Shatarah secured second place in the girls' tournament, while

Saad Usmani and Shailesh Pradhananga secured first and second places in the competition for boys. Dr Hardeep Anant, MBA Program Director and avid badminton enthusiast awarded the trophies.

Winners from the previously-held Ping Pong Tournament were also awarded trophies at the same time. Saeed Mohammed Ibrahim came in first place and Ahmed Abdullah in second place.