



Fall - 2016 | Issue: 6

CUCA unveils AED 100 Million Plan for New Campus



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Message from the President

Dear Students,

Welcome to the start of the Spring 2016 semester.

I am proud to announce that the design for the new campus on Sheikh Ammar Road has been finalized. The AED 100 Million campus, built over an area of 500,000 square feet, features an urban design with emphasis on practicality and student convenience. We expect to move to our new campus by the Fall 2017. Along with the expansion of the infrastructure, we will be adding some new programs while continuing our pursuit of acquiring university status.

In light of the fact that CUCA will graduate its first batch of students this year, we will set up a placement

office. The office will assist and support our students in starting their careers by giving access to potential future employers and providing them with an understanding of the context in which they may work.

I am hopeful that the first batch of graduates will prove to be excellent ambassadors for CUCA.

As the semester gets underway, I hope you will take full advantage of everything that CUCA has to offer including a complete classroom experience, extensive seminars, research programs, sports and social events, and study-abroad programs.

I wish you all the best for a successful semester ahead.

Best regards,

Imran Khan



Message from the Vice Chancellor

Dear Students,

It always gives me great pleasure to address you through your outstanding newsletter *The Caravan*.

In this Spring 2016 issue, I want to inform you that the Commission for Academic Accreditation (CAA) the Ministry of Higher Education and Scientific Research visited the College on 20 and 21 December to review the performance, academic achievements, and requirements of the bachelor's and master's programs in the Department of Law.

The CAA commissioners who visited CUCA commended our academic undertakings and achievements in these programs. Similar visits will take place in February and April to review the Public Relations and Advertising, and the Professional Diploma in Teaching programs, respectively. In addition, the CAA discussed CUCA's strategic plans for the coming few years.

We indicated to the CAA Commissioners that CUCA intends to build a new and modern campus by 2017, along with the introduction of new academic programs in English and Arabic languages.

I would like to assure you that we appreciate the periodic and regular visits that the CAA makes to our College as they are intended to ensure that we provide academic programs with the highest possible quality of education.

Moreover, since we are in the spring semester of 2016, I wish you a very successful and a pleasant semester full of academic, social, and joyful attainments.

Sincerely,

Dr. Mohamed Amerah



His Highness Sheikh Abdulaziz Bin Humaid Al Nuaimi presents an award to CUCA President Mr. Imran Khan in recognition of the College's participation in the UAE National Sports Day

CAA Visits CUCA

The Commission for Academic Accreditation (CAA) of the MOHESR, UAE visited CUCA on the 20 and 21 of December for a review of the bachelor's and master's programs in the Department of Law.

The Commission, headed by Professor Dr. M. Badr Aboul-Ela, Director of CAA, commended the efforts and undertakings of the College. Further visits are expected in February and April of 2016 for review of other programs.



CUCA Inks MoU with Sharjah Police

The College signed a Memorandum of Understanding with the Sharjah Police on 26 October 2015 for mutual collaboration.

The MoU was signed by CUCA Vice Chancellor, Dr. Mohamed Amerah and the Commander in Chief of Sharjah Police Head Quarters Brigadier Saif Al Zary Al Shamsi. The MoU aims to strengthen the relationship between the two organizations through combined efforts in a variety of spheres that include research and studies, workshops and training courses, provision of scholarships and work opportunities, and conducting events and campaigns in areas of mutual interest.

CUCA Signs MoU with the Ajman Department of Tourism

CUCA signed an MoU with the Department of Tourism Development, Ajman on 12 October 2015, for collaboration in areas of mutual interest. College President Mr. Imran Khan signed the document on behalf of CUCA while Ms. Jawaher Al Matrooshi, Director, Support Services Department represented the Department of Tourism Development.



MOU with the Judicial Department of Umm Al Quwain

CUCA signed an MOU with the Judicial Department of Umm Al Quwain for collaboration in areas of mutual interest and rendering community service. CUCA Vice Chancellor Dr. Mohammed S. Amerah signed the Memorandum on behalf of the College while H.E. Mr. Ali Hasan Al Shamsi, President of the UAQ Judicial Department, represented the department. Also present on the occasion were Dr. Adel Abu Hashima, Department Chair of Law, Mr. Basel Al Mashni, Marketing Officer, and Ms. Amal Al Jiboury, Student Affairs Manager.



Consul Genral of the Republic of Kazakhstan Visits CUCA

Mr. Arman Issagaliyev, Consul General of the Republic of Kazakhstan in Dubai and Northern Emirates visited CUCA on 13 December 2015. Mr. Issagaliyev met with the College President Mr. Imran Khan, Vice Chancellor Dr. Mohamed Amerah, Registrar, Ms. Salma Senaran and MBA Department Chair, Dr. Hardeep Anant, to discuss the possibility of signing a Memorandum of Understanding outlining areas of mutual cooperation between the College and the Consulate.



Orientation 2015

CUCA held an orientation session for Fall 2015 semester on 29 September 2015, to familiarize new students with the College, its academic and extracurricular activities, policies and procedures, services and campus facilities.

College Vice Chancellor, Dr. Mohamed Amerah welcomed the students, urging them to prepare themselves for an exciting new start at CUCA.

Student Affairs Manager, Ms. Amal Al Jibouri briefed the students about College rules and regulations, and encouraged them to participate in extracurricular activities to make the most of their time at College.

Students were assured the utmost support from the College administration and faculty to ease their transition into the new academic environment.



Orientation for Professional Diploma in Teaching



The Professional Diploma in Teaching (PDT) Department conducted an orientation session to introduce its program on 23 November 2015.

The turnout was excellent, and a large number of future teachers listened as Vice Chancellor Dr. Mohamed Amerah and PDT Chairman Dr. Khalid Al Derbashi gave a detailed talk about the program, its requirements, and its market demand.

MBA and BBA Orientation Session



The College held an orientation session on 14 October to familiarize students with its undergraduate and graduate Business Administration programs.

Vice Chancellor Dr. Mohamed Amerah gave an introductory speech to the students and was followed by Dr. Hardeep Anant, MBA Program Director, who oriented prospective students about the MBA program that was launched earlier this year. Students were also familiarized with the BBA program, with specific focus on the Hospitality and Tourism Management program.



Ajman Corporate Social Responsibility Forum

CUCA participated in the Ajman Corporate Social Responsibility (CSR) Forum 2015, organized by the Ajman Chamber of Commerce and Industry (ACCI), under the patronage of H.H. Sheikh Humaid Bin Rashid Al Nuaimi, Member of the Supreme Council and Ruler of Ajman, on 6 and 7 October, 2015.

It was the first social responsibility forum in Ajman, held under the title “Socially Responsible Institutions,” with the aim to achieve the Chamber’s vision and mission of promoting socially responsible institutions within the Emirate.

H.H. Sheikh Humaid Bin Rashid Al Nuaimi and H.H. Sheikh Rashid Bin Humaid Al Nuaimi, attended the

opening session of the conference. The conference consisted of four sessions.

The first three sessions focused on “Social Responsibility - Pros and Cons and the Additional Value,” “Best Practices and Success Stories of Social Responsibility” and “Social Responsibility to Achieve the Ajman Vision, 2021,” respectively. During the fourth and final session, workshops were held in Arabic and English pertaining to the practical applications of CSR in the government and private sectors. Twenty students from CUCA attended the event and participated actively in the discussions about the role of students and youth in social responsibility. The students received certificates of participation from ACCI.

CUCA Participates in Najah 2015

CUCA participated in the NAJAH Education, Training and Career Exhibition at the Abu Dhabi National Exhibition Centre (ADNEC) from 27 to 29 October 2015.

H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Culture, Youth & Community Development, opened the exhibition which is supported by the Ministry of Higher Education and Scientific Research, Abu Dhabi Education Council and Dubai International Academic City.



CUCA Hosts a Lecture on “Breast Cancer Awareness”

CUCA hosted a lecture on “Breast Cancer Awareness” in recognition of the Breast Cancer Awareness Month on Wednesday, October 28, 2015.

The Lecture was organized by the Students Affairs Department of the College in collaboration with the Ajman Health Zone. Dr. Lidia Mohamad Al Hayed, General Physician at the Ajman Health Zone, spoke about the importance of preemptive measures and regular screenings for early detections, as well as the adoption of a healthy life style. Early detection is critical to the treatment of breast cancer which is the most common type of cancer among women.

As part of the campaign to raise awareness about breast cancer, clinical examination of employees and students took place after the lecture.





CUCA 4th Annual Luncheon

The College held its annual Employee Luncheon on 9 December at the Ajman Fairmont Hotel. On the occasion College President, Mr. Imran Khan acknowledged the efforts of the employees and spoke about the challenges and achievements of 2015.

Mr. Khan unveiled the AED 100 million plan for the new campus of the College which is expected to open in Fall 2017. This new campus will be built over 500,000 square feet of land area and will accommodate 11,000 students. Mr. Khan attributed the success and rapid development of the College to the efforts and dedication of the management and the employees. Staff and faculty showed great appreciation for the new campus plans. They got a chance to mingle with each other and enjoyed a delicious buffet.

ACCA Middle East and Deloitte-UAE Visit CEC

Ms. Fazeela Gopalani, Director of Education for ACCA Middle East, and Mr. Angelito Catacutan, Principal Auditor at Deloitte-UAE, visited CUCA's Career Enhancement Center (CEC) on 23 November. CEC Coordinator Mr. Saleem Afzal Recieved the guests who then delivered presentations to the ACCA students about various career paths to choose and future prospects within the profession.

More than 70 students from the ACCA program attended the session where Ms. Gopalani talked about examination strategies and techniques, while Mr. Catacutan explained careers in auditing and accounting.



CUCA Sponsors Inter-School Art and Debate Competition

CUCA sponsored an Inter-School Art and Debate Competition held at the Pakistan Association of Dubai on 20 November 2015. More than 2000 students from across the Country attended the event. His Excellency Asif Durrani, the Pakistan Ambassador to the UAE, gave his encouragement to the students at the event, which was held as part of the 44th UAE National Day celebrations.

CUCA Sports Events



CUCA celebrated the UAE National Sports Day on 25 November, 2015 where students participated in various sport tournaments including badminton, football, and volleyball



CUCA won first place in a football tournament during the National Sports Day event organized by Quattro Sports Centre.



CUCA was the first runner-up for the female volleyball tournament, at the BITS Pilani Sports Festival 2015



The CUCA Basketball team won 55-50 against the New Filipino Private School



The CUCA Volleyball team played against the New Filipino Private School, Sharjah and won 2-1



CUCA's First Inter-University Sports Festival

The first annual Inter-University Sports Festival, hosted by CUCA, concluded on 23 November, with the CUCA walking away with two major trophies, i.e. Football and Volleyball.

College President Mr. Imran Khan and Vice Chancellor Dr. Mohamed Amerah distributed medals and trophies among the winners in a vibrant closing ceremony.

Mr. Khan congratulated the winners and thanked all the teams for their enthusiastic participation in the event. “We would like to thank you all for making CUCA’s first inter-university Sports Festival a success. We are looking forward to seeing you next year at a bigger, farther-reaching event,” said Mr. Khan. A total of 60 teams from 13 different colleges and universities participated in the week-long festival that

started on November 17. Events included men’s badminton, basketball, football, table tennis and volleyball. The ladies competed in badminton, basketball, table tennis, throw-ball and volleyball.

Participating institutions included CUCA, Ajman University of Science and Technology (AUST), Al Ghurair University, American University of Ras Al Khaima (AUR), American University of Sharjah (AUS), BITS Pilani, Canadian University in Dubai (CUD), Gulf Medical University (GMU), Higher Colleges of Technology (HCT), Institute of Management Technology (IMT) - Dubai, RAK Medical and Health Sciences University, University of Sharjah, Skyline University College, and Victoria College.



Winners and runner-ups in various categories are:

Badminton (Male)	Badminton (Female)	Table Tennis (Male)	Table Tennis (Female)	Basketball (Male)	Basketball (Female)
Winner: AUS	Winner: BITS Pilani, Dubai	Winner: AUS	Winner: BITS Pilani, Dubai	Winner: AUS	Winner: AUS
Runner Up: IMT	Runner Up: AUS	Runner Up: University of Sharjah	Runner Up: AUS	Runner Up: University of Sharjah	Runner Up: CUCA
Best Player: Akhil Pradeep - AUS	Best Player: Arusha-BITS Pilani	Best Player: Mihails Balonuskous (AUS)	Best Player: Manisha-BITS Pilani	Best Player: Aleksandar Milanovic (AUS)	Best Player: Dina Gadalla - AUS
Volleyball (Male)	Volleyball (Female)	Football	Throw-ball		
Winner: AUS	Winner: CUCA	Winner: CUCA	Winner: BITS Pilani		
Runner Up: University of Sharjah	Runner Up: AUS	Runner Up: AUST	Runner Up: CUCA		
Best Player: Rais Rizwan - AUS	Best Player: Jan Micah G. Reyes (CUCA)	Best Player: Amin - CUCA			

CUCA Celebrates 44th UAE National Day



A colorful celebration took place on Sunday evening, 29 November, 2015 at the CUCA campus in honor of the 44th UAE National Day. The nation-wide celebration marks the unification of the seven Emirates and the founding of the nation on December 2, 1971 under the first president, H.H. Sheikh Zayed Bin Sultan Al Nahyan.

Mr. Imran Khan, College President, accompanied by Dr. Mohamed Amerah, Vice Chancellor, formally opened the celebrations by releasing hundreds of red, white, black and green balloons. Mr. Khan and Dr. Amerah, along with staff and faculty members, visited the pavilions and greatly appreciated the event.

A large number of students participated, and the visitors enjoyed the stalls set up by the students, which displayed traditional food, jewelry, art, henna, and face painting.





CUCA Master Chef

The CUCA Master Chef Competition took place on Tuesday, 27 October 2015 in the gymnasium, in partnership with Chef International Centre and was sponsored by Al Alali, Cove Rotana, RAK, and Oasis Mineral Water. Eight participants won a place to cook a pasta dish live in front of a panel of judges, management, and fellow students. The panel of judges consisted of professional chefs who are also senior members of the Emirates Culinary Guild.

Al Alali provided the contestants with the cooking ingredients. They also brought in food service experts to talk about cooking and table etiquette.



Students gathered in the gym to watch and support the contestants and participate in activities organized by Al Alali. *Mark Umayam*, an ACCA student won first place honors. The second place prize went to *Sheikha Benazir* and the third to *Fatima Abdullah*. Both of them are students of the HRM program.

Mr Imran Khan handed-out certificates and prizes to the contestants.



The Student Affairs Department kicked off the Fall Semester with a Fun Day on 28 September 2015. Students got a chance to socialize through various fun activities like Soapy Soccer, Flying Volleyball and Big Baller. Students had a great time engaging in various challenges. The eating contest was fun to watch.

Winners were awarded prizes at the end of the day.

CUCA Fun Day





Ice-Cream Social

The Student Affairs Department organized a fun-filled event titled “The Ice Cream Social” in collaboration with Quanta Ice Cream on 30 September. The event was a big success as students milled around the Student Lounge to enjoy many delicious flavors of Quanta Ice Cream. Students posed for photos with their favorite treat and engaged in a friendly game of FIFA-15 on the PlayStation.

Several students registered for a chance to win prizes, including a trip to Spain. Two students were the lucky winners of an iPhone and Beats by Dre headphones.

Trip to Playmania

Approximately 200 CUCA students went on a trip to Playmania at Mirdif City Centre for some sporting activities such as iFLY, skytrail, wall climbing and bowling on 8 October 2015. They had an enjoyable day while getting a good workout from all the activities.



Visit to the Sharjah International Book Fair, 2015



CUCA students visited the Sharjah International Book Fair 2015, on Thursday, November 12, 2015. The visit was organized by the Student Affairs Department. This book fair is a ten-day event held every year in Sharjah under the patronage of His Highness Dr. Sheikh Sultan Bin Mohamed Al Qasimi, Member of the UAE Supreme Council and Ruler of Sharjah. Since its inception in 1982, this Fair has come to be the fourth largest book fair in the world.

CUCA students found the trip extremely beneficial and refreshing. They explored the exhibition with great zeal and expressed their appreciation for the organizers for providing them with such a rich and valuable experience.

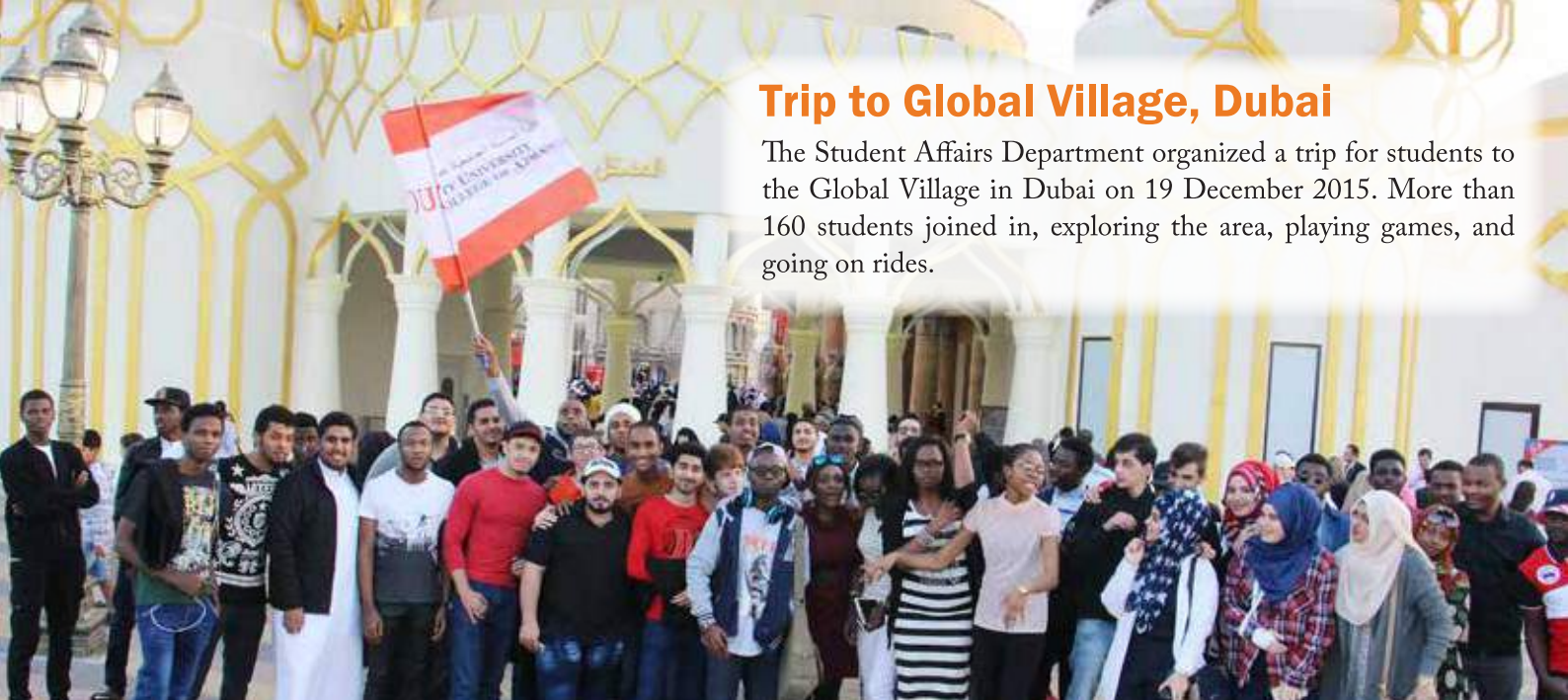
CUCA Students Visit Masdar City

CUCA students visited Masdar City, Abu Dhabi on 28 November. Ms. Namita organized the trip for students enrolled in her Environmental Science courses.

Masdar City combines ancient Arab architecture with modern technology, and aims at becoming the world’s most sustainable eco-city.

The students found the trip extremely informative and entertaining.





Trip to Global Village, Dubai

The Student Affairs Department organized a trip for students to the Global Village in Dubai on 19 December 2015. More than 160 students joined in, exploring the area, playing games, and going on rides.



Time Management Workshop

A workshop on Time Management was organized by the Student Affairs Department, on 15 December 2015. Dr. Hardeep Anant, Acting Director of the MBA Program, led the interactive workshop and presented demonstrations and exercises.

Career Workshop by InternsME

InternsME conducted a workshop for CUCA students on 25 November, 2015 with top representatives from the company. The workshop was held to equip students with useful information for interviews, CV and cover letter preparation. InternsME is a well-known professional employment network in the UAE that helps build career opportunities for young adults in the region.

Cardiopulmonary Resuscitation Workshop

Dr. Lamis Albdour organized a Workshop on "Cardiopulmonary Resuscitation" on 17 November 2015, as a part of the Health and Occupational Safety course. Students studying in the course attended the workshop as part of their practical training.



CUCA Hosts a Lecture on Efficient Stock Market Lecture

In its continuous effort to enhance student awareness of contemporary financial issues, the Finance and Accounting Department at CUCA conducted a lecture on Efficient Stock Market Hypothesis. Mr. Farrukh Nadeem, the academic trainer for the Reliance Edge Academy, an in-house learning Academy of the Reliance Mutual Fund, conducted the presentation on 11 October 2015. The event was moderated by Dr. Muhammad Jumaa, Department Chair of Finance and Accounting, along with several finance and accounting students.



Mr. Nadeem discussed the Efficient Market Hypothesis (EMH) in the first part of the workshop which was divided into three sub-topics, including:

- Weak-Form Efficient Market Hypothesis, when prices reflect all security-market information
- Semi Strong-Form Efficient Market Hypothesis, when prices reflect all public information
- Strong-Form Efficient Market Hypothesis, when prices reflect all public and private information

The second part of the workshop covered Efficient Markets and Technical Analysis, including:

- Technical analysis assumptions contradict the Weak-Form of the Efficient Market Hypothesis
- The dramatic decline in transaction costs due to the increase in trade volume and the significant new technology
- Prior results that depended heavily on high transaction costs need to be reconsidered

He also discussed Efficient Markets and Fundamental Analysis, which focused on:

- Aggregate Market Analysis with Efficient Capital Markets
- Industry and Company Analysis with Efficient Capital Markets
- How to Evaluate Analysts or Investors
- Conclusions about Fundamental Analysis

Mr. Farrukh went on to say that the superior analyst or successful investor must understand what variables are relevant to the valuation process and have the ability and work ethics to do a superior job of estimating values for these important valuation variables.

Dr. Jumaa concluded the lecture with some key notes and commentary.

Civil Defense Workshop

The CUCA Human Resource Management Department hosted a workshop for security and public safety procedures on 13 December. This was in collaboration with the General Directorate of Civil Defense in Ajman.



Mr. Abdul Aziz Al Dahab, a Civil Defense Department trainer, led the workshop which gave hands-on experience to students taking the Occupational Health and Safety Management course, taught by Dr. Lamis Albdour this semester.

Dr. Joseph Helou, on his books titled ‘Kahlil Gibran, a Nonpareil Artist’



Q. Dr. Helou, in the title of your book on Gibran, the famous Lebanese philosopher and painter, you have used the word ‘nonpareil’, which is rather a farfetched word; could you please explain why?

A. Well, nonpareil is a very beautiful English word which comes from the Latin word ‘par’ meaning equal, or similar, and that was the origin of our English word ‘pair’; such as pair of hands, pair of eyes, etc., and non-means ‘no, or not’ ; therefore, nonpareil simply means unique.

After spending three and a half years studying Gibran’s personality, life, writings, and artistic works, I came to the conclusion that he was truly unique, and here’s why.



Gibran sculpture

At the age of five, Gibran spent six years in a large classroom where all the students learnt at the same time and chanted what their teachers had said. However, his thoughts and ideas exceeded the level of his classmates, and his mother noticed that, so with a spark of wisdom, she gave him some of Leonardo Da Vinci’s drawings, and instantaneously, a surge of art dominated him. He started feeling some constant urge to scribble flimsy figures in the garden soil in front of his house in summer. In winter, and after the open fire charcoals had been used to heat the house, and then cast away as lifeless, Gibran would use them to blow life to shapes he used to sketch on the dull walls of his house. He deliberately used charcoal in order to attain simplicity in its utmost originality and finesse. Of parental affection, Gibran had but a scanty ration, except for the love he received from his mother who nurtured him passionately and devoutly since she foresaw in him a genius emerging.

Of calamity, Gibran was portioned the most generous allocation. Mishap started at the moment of his birth and augmented during his youth when he suffered from the perturbed triangulation with his parents. His father was jailed for embezzling the tax money he used to collect for the Ottoman leaders in the village. This led Gibran’s mother to singlehandedly run her house. Consequently, one of the three pillars – Gibran, his father, and his mother – failed to perform at its best, and thus, the triangulation was disjointed swaying Gibran to rely more on his mother.

Death crowned the era of agony in Gibran’s life when he lost his fourteen-year-old sister Sultana in 1901, then his mother, and later his eldest step-brother, Boutros, in 1903. Gibran’s younger sister, Mariana, was his only companion and consolation.

The abovementioned subsequent tragedies are sufficient to muffle the voice of an artist and daunt him from the desire to produce, especially when that artist is bolstered with too little learning. However, despite the ill auger that befell him, Gibran spun for himself a tightly-knit spinnaker to convert the gusts of ill wind into a force that would sail him to a mystical, unexplored island of art. He lived in Lebanon and in America, but he was home in neither. His world was his small hermitage where he ostracized himself. Gibran; means ‘to heal’; Khalil, means ‘companion’, but of neither did he have any share during his melancholic, ephemeral life.

“Gibran was one of the rare gestures of the Mighty... the reason and laws that govern ordinary men do not govern Gibran...” says Barbara Young, Gibran’s affable assistant and amorous amanuensis. The measures of time set for this world do not apply to him; hence his declaration: “I am a false alarm.” Even his mother said, “My son is outside of psychology.”

Of locality and education, Gibran’s lot was not more fortunate. At the age of eleven, he accompanied his mother to Boston. In 1895 he joined Quincy Public School where he was placed in the ‘Special English’ class, since he knew only a smattering of the language. He finished his elementary schooling in two years. He left school and joined an art institute to learn the art of drawing, which drew him away from the academic realm and aided him to

project his mental powers solely towards art.

In 1898, Gibran embarked a ship back to Lebanon where he joined Al-Hikmat School. His awareness of his precocious genius stirred in him a feeling of degradation should he sit in the same classroom next to mediocre youths, knowing that he had become famous among many a member in the artistic society and the avant-garde intellectuals in America. The school Principal advised him to climb the ladder one rung at a time, but Gibran retorted, "A bird does not need a ladder to fly."

Gibran spent two years studying English; a new language in a new world-Boston. He then re-enrolled at Al-Hikmat School in Beirut where he studied Arabic for three years.

Gibran's artistic feat was not the outpour of the meager education he

View in front of Gibran's Museum in Lebanon



The rustling of his pencil tapping down on the scraps of paper; the tender strokes of his brush caressing the canvas still resonate to the literati, since the entire world still hears and sees him. His opulent contribution and inspiration; his flourishing harvest our generations have reaped were not the branches of the little seed of knowledge sown in him, but the surfacing of a matchless mold of the Almighty.

If we measure the handful of sporadic years Gibran spent learning Arabic, English, and painting against his literary production and painterly masterpieces, we conclude that with the little oil destiny had poured into his educational and artistic lantern, he was able to enlighten the minds and souls of countless generations. His radiating artistic light still illuminates the minds, opens the hearts, and quenches the souls of all who explore his art.

He is an inexhaustible school of creativity that flows prolifically to all mankind, and that is why I call him: Gibran the Nonpareil.



had been allotted; it was the marrow of an encapsulated genius lodging inside Gibran's soul, reclining, and with utter stillness witnessing the emergence of the unmatched creation of a unique artist.

With his reticent silence Gibran screamed; with his imperturbability, he moved the world. Taciturn he was, but his pen and his brush were his ambassadors that octopused his thoughts throughout the universe.

Dr. Joseph Helou
Chairperson of English Dept.

PS: For live Television interviews with Dr. Joseph about Gibran Kahlil Gibran, kindly type "Dr. Joseph Habib Helou" in YouTube or Google.

Dr. Joseph's book - Best Seller, Virgin Mega Stores, Beirut



Marketing to Customer Management



“There is only one purpose of a business – to create a customer,” wrote Peter Drucker the renowned management guru, in his book ‘The Practice of Management’ published in 1954. A customer is the person who buys the goods and services and in return pays a firm. It does not need any deep understanding of management science to comprehend that no business can survive if they do not create customers. Even the most luxuriously decorated store or restaurant will have to bring down its shutters, if customers refuse to visit or adopt them.

In a later edition of ‘The Practice of Management’, Drucker rephrased his statement as “The purpose of business is to create and keep a customer.” He was obviously taking into cognizance the increased level of competition that companies will have to face in the modern, industrialized world. Even today, decades after what Peter Drucker wrote, business is still struggling to understand this fundamental concept. According to ‘The Practice of Management’, business has only two functions – marketing and innovation. All the rest are costs.

Stated in simple terms, marketing is about understanding the needs of people and developing products that will satisfy their needs. Marketing managers have to devise strategies

and manage operations to get their product offerings well within the reach of those who need them. Meeting the needs of the consumers and bringing satisfaction to them should be at the core of any business. This in-turn will fetch profits to the firms as satisfied customers will tend to stay with the firm and they in turn will bring new customers. Compared to the earlier periods, the level of competition has grown at exponential rates and the managing of business has become complex. Acquiring new customers is becoming more and more difficult and firms will have to concentrate on keeping existing customers and doing more business with them. Looks as if what Drucker said of creating customers and keeping them has become an absolute reality.

This calls for a retrospective search to see whether today’s marketers have lost sight of the larger picture. The question is very pertinent as today’s marketing managers are either too engrossed in upgrading their products, formulating innovative promotions or devising innovative communication modes, where they do not find enough time for their customers. A large number of companies are giving little attention to discovering or rediscovering the needs of their customer base. They are too involved in planning or strategy development activities which are not directed at finding better ways to solve customer problems or bringing higher customer satisfaction. Looks as if many firms have drifted away from the key purpose of any marketing action – to create and maintain a long term relationship with customers. Is it time for driving the transition from marketing focus to customer management?

Customer management urges conventional marketers to shift their

focus from creating a large number of transactions and maximizing a firm’s market share, to building long term relationships with their customers and to maximize their share of spending of the existing customers. The crux of the issue is on how current day marketing activities can be leveraged to develop better value and satisfaction to customers. The shift from **Marketing to Customer Management** happens when organizations see just beyond customer transactions to developing long term relationships with each customer. The crux of the issue is not on the numbers but on the quality and the depth of the relationships.

A primary shift to customer management can happen only if firms start searching for answers to the following questions:

Who are our current and potential customers?

What do customers do with our products?

Where do customers purchase our products?

When do customers purchase our products?

Why do customers select our products?

The search for who, what, where, when and why about their customers will tell any organization where they currently stand in terms of where they stand now and to where they are headed. Truly market-oriented firms may not have much difficulty in answering these questions. For others it is time to start with primary market studies to fully understand their customers, before you are eclipsed by competition who is more customer focused.

Dr. Saju Eapen Thomas
Dept Chair, Marketing

CUCA unveils AED 100 Million Plan for New Campus

CUCA has recently finalized the design for a new campus. The campus will be built over an area of 500,000 square feet of land. Management of the College expects to move into the new campus by Fall, 2017.

Anticipating the needs of the growing student population at the College and the addition of new academic programs, the management has been keen on purposeful investment in development of institutional quality. This resulted in plans for a bigger, better-equipped and more attractive campus.

Unveiling the AED 100 Million plan, College President Imran Khan said, “This new campus, expected to open in 2017, is built over 500,000 square feet of land area and will accommodate 11,000 students. Located on Sheikh Ammar Road in Ajman, the campus features an urban design with emphasis on practicality and student convenience. We expect to move into our new campus by Fall of 2017”. Khan added, “Along with the expansion of the infrastructure, we will be adding some new academic programs while continuing our pursuit of acquiring a university status.”

