

CUCA | كلية المدينة الجامعية بعجمان
CITY UNIVERSITY
COLLEGE OF AJMAN

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Pathway to your
AMBITION



INTRODUCTION

Through the Initial Accreditation process, and based on CUCA's mission, the BBA program and its four (4) specialties:

Management Information System (MIS)

Marketing (MKT)

Human Resource Management (HRM)

Finance and Accounting (FIN&ACC)

Has the following Mission Statement approved by the Commission:

"The mission of the Bachelor of Business Administration (BBA) program is to provide students with the knowledge, skills and abilities required to serve as effective, responsible, and ethical leaders and managers in the modern workforce of today anywhere in the world.

It prepares graduates for a diverse assortment of careers in the business sector and for graduate studies. The program focuses on decision- making, problem-solving, developing strong ethical values, social responsibility, and working to achieve success in culturally- diverse settings."

This BBA mission proposes an undergraduate BBA program that will prepare graduates for a diverse assortment of careers in the business sector and for graduate studies. The preparation of students is achieved through the rigorous work of faculty to train in courses and capstone courses with mall research components.

The BBA addresses all key areas of the institution mission statement including teaching, mentoring, research, and community development. The BBA program follows the College mission statement and conforms to the standards. The program is delivered in accordance with the North American educational model and provides quality education opportunity to aspire students of the greater gulf region. The mission statement also makes clear the adaptation of its North American model based academic programs being offered to aptly suit the cultural characteristics of the gulf region by saying "CUCA is an institution of higher education that provides comprehensive academic programs based on the North American model and the cultural characteristics of the gulf region".

By rigorous and systematic training, the BBA will produce skilled and knowledgeable Business managers capable of applying their acquired knowledge to scientific research and development in the concentration areas of Management Information System (MIS), Human Resources Management (HRM), Marketing (MKT), and Finance & Accounting (FIN&ACC) for the benefit of society in the country, the region and internationally, whilst maintaining the highest standards of professional ethics in the practice of their careers.

The BBA program will provide students with the knowledge, skills and abilities required to serve as effective, responsible, and ethical leaders and managers in the modern workforce of today - anywhere in the world.

The provision to students is achieved by an up-to-date curriculum and internationally qualified teaching faculty based on the North American education model, and state of the art infrastructure to support the quality of learning.

The BBA has now a total of 22 faculty members.

In recent years, this attempt to include students in research has been successful, and many students participated and presented their research at various scientific seminars and competitions (UAE Undergraduate Research Competition). To help the BBA programs' faculty to stay up to date with the research and teaching in the field, CUCA encourages faculty to acquire external research funding. In the past few years, all BBA full time faculties have received at least one form of research funding.

To prepare students for graduate studies, the program has been encouraging students to participate in various research projects to promote their research and reasoning skills.

DEPARTMENTS OF MARKETING, MANAGEMENT INFORMATION SYSTEM (MIS), FINANCE AND ACCOUNTING (FIN&ACC)

Departments of Marketing, Management Information System (MIS), Finance and Accounting (Fin&Acc) of CUCA consists of the following experienced and dedicated team:



Dr. Ayman Bassam, Dr. Syed Asfandiyar Gilani, Dr. Muhamad Jumaa, Dr. Jaishu M. Antony, Dr. Zaheda Ronak Daruwala, Dr. Faisal Khan, Dr. Saju Eapen Thomas, Dr. Rameshwaran Byloppilly, Ms. Shatha Hussain, Dr. Maher Ibrahim Tawadrous.

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT (HRM)

Department of HRM consists of the following experienced and dedicated team



Dr. Amer Kassem, Dr. Hossam K. Ahmed, Dr. Zainab Al Ghurabli, Dr. Abdul Karim Kitana, Dr. Sai Geeta Kukunuru, Dr. Lamis Albdour, Dr. Mahmoud Kaleem, Dr. Mohamed Abu Faiz, Dr. Marwan Yousef, Dr. Hamed Jawdat Usrof, Dr. Mohamed Al Jabari, Dr. Khalid Al Zamel, Dr. Tamadher Abdulwahhab Aldabbagh, Dr. Gihan El Soukary.

DEPARTMENT OF MARKETING

Marketing is an important function for any organization and it plays the significant revenue generator for any firm. UAE, being the commercial hub for business activities in the MENA region, Marketing, sales and Logistics professionals are much in demand. Marketing graduates are required for almost all segments of the industry - hospitality and tourism, entertainment, media, health care, banking, retail, advertising, marketing research, telecom, product marketing & sales, logistics and supply chain and so on. Many of our graduates are well employed in such diversified industry segments. It is our endeavor in the Marketing Department to develop most updated curriculum and adapt suitable pedagogy to make CUCA graduates fit the industry requirements and standards. Research by faculty is promoted to keep them abreast with the latest developments in the marketing management area.

MISSION

The mission of the BBA-Marketing program is to provide students with the knowledge, skills, and competencies to function as effective, responsible, and ethical leaders and managers in multicultural and competitive global environments. It prepares graduates to become competitive in research, decision-making, problem solving, career development, and graduate studies. It also helps in building a strong commitment towards the society through community engagement and ethical values.



Dr. Saju Eapen Thomas
Department Chair-Marketing



Dr. Rameshwaran B
Assistant Professor

Goals

- Provide students with a strong foundation in marketing theory and practice.
- Prepare students with decision-making, problem solving, and research skills required to function effectively and succeed in culturally diverse settings.
- Prepare graduates for a diverse assortment of careers in the business sector and for graduate studies.
- Pursue research activities to contribute to the domain of marketing knowledge and transforming it into customer-driven products and services.
- Make ethically correct professional decisions, and practice social responsibility.

Events

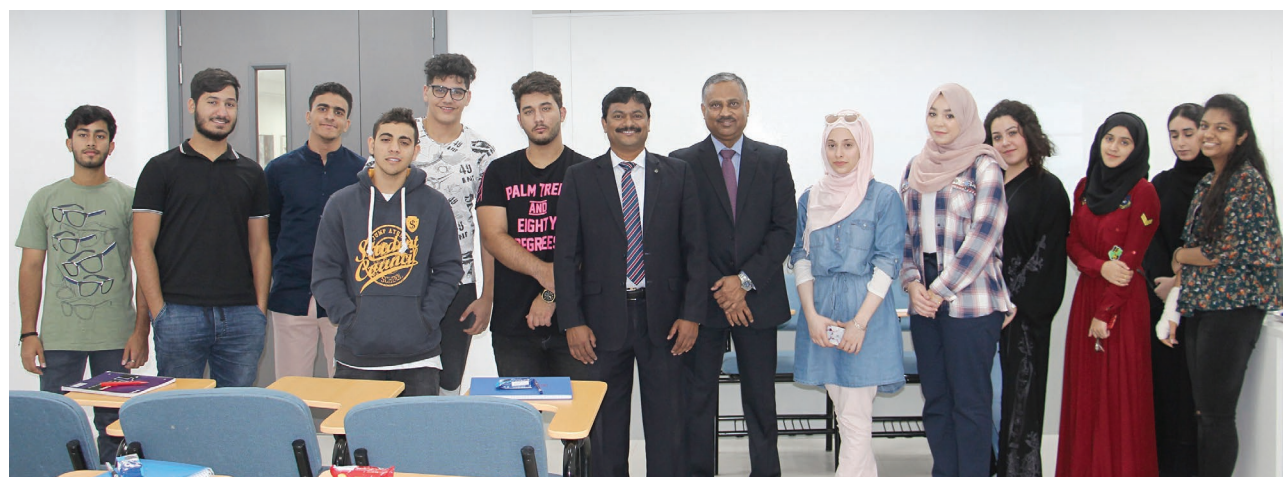
Marketing festival

March 1, 2017 in CUCA campus

Various companies from the consumer goods sector in the UAE participated in the festival. The event provided a platform for different marketers to introduce their products and collect marketing information and feedback from the students/youth. This was done through marketing games and fun activities which were designed to capture the preferences and perceptions of the consumers. The marketing festival helped in building a mutually beneficial industry-institute interface between the academia of CUCA and the participating companies, and provided a platform to enhance research skills of the students. The event concluded with a massive entertainment show.



Marketing Orientation



Marketing Department conducted a welcome and orientation session for new students (BBA program) who have joined the department. About 12 new students attended the session. The orientation was held on 3 October 2018, from 11.45 am to 12.30 pm during the break time in CC009. Both Dr. Saju and Dr. Ramesh addressed the students on the various queries the students had and on the career opportunities in marketing. The session was followed by informal discussions with the students on various doubts and apprehensions they had.

Recent Research Publications from Marketing Department

“Consumer Attitudes Using Tripartite Attitude Model: Assessing the Student Attitude to Their Academic Institution”

Dr. Saju Eapen Thomas, TASK-2017; 1st AFU International Conference: Toward Advanced Scientific Knowledge in Business Science, May 3 - 4, 2017.

“A Factor Analysis of the Social Factors Influencing the Buyer Behavior in the Two-wheeler Market in India - An Empirical Study”

Dr. B. Rameshwaran, Global Journal for Research Analysis, Vol. 6, Issue June 2017.

“A Study on the Prospects of Career Advancement through Higher Education among the Working Executives in the UAE”

Dr. B. Rameshwaran, Global Journal for Research Analysis, June 2017.

“The Role of Social Pressure as a Moderator of Materialism”

Dr. Saju Eapen Thomas & Dr. P.R. Wilson; The IUP Journal of Management Research, Uploaded in SSRN (<http://papers.ssrn.com>); Aug. 2017.

“Evaluating Consumer Attitudes Towards an Object Using Tri-Partite Model of Attitude”

Dr. Saju Eapen Thomas; International Journal of Marketing Management; August 2017.

“Establishing Linkages between Materialism and Social Pressure and its Contributors”

Dr. Saju Eapen Thomas and Dr. P. R. Wilson; Global Journal of Management and Business Research, (Massachusetts, USA), March 2018.

“A Conjoint Analysis of the Determinants of Business School Preference among the undergraduate Students in South India- An Empirical Study”

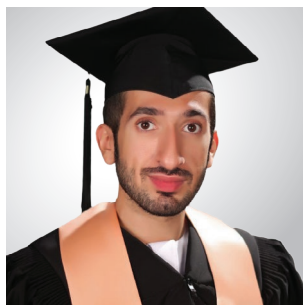
Dr. B. Rameshwaran, British Journal of Marketing Studies April 2018

ALUMNI SPEAK



Abdulkadhir Hersey (2016 batch)
Marketing Manager, Safa International LLC

Student days at CUCA were fun filled and it provided a good learning environment. The BBA program helped me to build strong foundations in general management and marketing concepts. They have a very good faculty team.



Marwan Hareb Al Aryani (2017 batch)
Head of Business Development, Ajman Chamber

It's a great pleasure to be a part of this newsletter. My current title is: Director - business promoting & investments development at Ajman Chamber. Doing my BBA in Marketing was a great opportunity for me to reach this position I was in charge of managing FDI's and promoting businesses and products from Ajman. My Marketing studies enhanced my capabilities of analyzing the international market in order to prepare suitable offers from various industries and products based in Ajman. On the other hand, I am also targeting markets to attract FDIs based on our requirements here in Ajman. At the moment, I am doing my master's degree in International Business and I am managing a team of 3 economic advisors, 4 international affairs officers, and 5 business development managers.



Ms. Ruby Raif (2018 batch)
Senior Marketing Executive Majid Al Futtaim Cinemas LLC,
(VOX Cinema) Lebanon

It was not easy to pursue studies along with work. I feel extremely happy when I look back. CUCA has made me accomplish this mission. I am grateful to all at CUCA especially all my Professors who were very understanding and helpful through my journey.

DEPARTMENT OF FINANCE AND ACCOUNTING

The F&A Department prepares its graduates to:

Gain a solid background in finance and accounting theory and practice. Succeed in the entry-level finance and accounting careers, progress in current positions, or pursue advanced learning. Contribute intellectually to accounting, finance and business sectors through discipline, applied and instructional research. Develop the required skills to the accounting and finance profession, the business and academic communities, and the community at large. Make ethical and professional decisions, and practice social responsibility.

MISSION

The mission of Finance and Accounting program is to offer top-quality, market-driven, educational excellence in accounting and finance that give the students the opportunity to reach their individual academic goals by providing a solid knowledge, skills and abilities required to assist them as a competent, responsible, and ethical leaders and managers in the field of finance and accounting everywhere in the world. The graduates will gain a comprehensive understanding of accounting, financial analysis, and the financial consequences of the strategic decisions that serve them to work as a professional in business and academic community at large. Also, to prepare the graduate who desire to work in the public accounting, and to pass the CPA and CFA Exams; or to obtain other advance professional certifications; to conduct applied and instructional research benefiting accounting and finance sector.



Dr. Muhamad Jumaa
Dept Chair, Fin & Accounting



Dr. Jaishu M. Antony
Asst Professor, Fin & Acctg



Dr. Zaheda Ronak Daruwala
Asst Professor, Fin & Acctg



Dr. Faisal Khan
Asst. Professor, Fin & Acctg



Dr. Maher Ibrahim Tawadrous
Asst. Professor, Fin & Acctg



Ms. Shatha Hussain
Asst. Professor, Fin & Acctg

EVENTS

CUCA Talk Workshop - 9 May 2018



VAT in the UAE - What Challenges Lie Ahead and Are we Ready?

The faculty of Finance and Accounting organized the CUCA Talk Workshop on Wednesday, 9th May 2018, moderated by the Head of Department, Dr. Mohammed Jumaa and Assistant Professor, Dr. Zahida Ronak. The Guest Speaker, Mr. Porus Pavri, who is the founder & CEO of Logoss Management Consultants International, spoke about VAT in the UAE and what challenges lie ahead in the post-VAT era. He brought with him a vast experience of an ex-Assurance Director at the multinational auditing firm, Ernst & Young. Mr. Porus is a VAT advisor and consultant and has been serving clients across a wide range of industries like construction, property development, ad agencies, retailers and others. He began by giving a brief overview about how the VAT scheme works and how it benefits governments. He then went on to explain the categories of standard rated, zero rated and exempt goods and supplies within the UAE. He detailed to the audience the VAT implementation in the education sector and also briefed about the procedures in other sectors like the healthcare and real estate sectors.

Towards the end, students and others from the audience had many queries regarding the VAT implementation in their specific companies and an interesting discussion took place where the queries were answered. The session concluded with Dr. Mohammed Jumaa and Dr. Amer Kassem, presenting a certificate of appreciation and memento to thank the guest speaker on behalf of CUCA.

School visits arranged by the faculty of finance and accounting



The faculty of the Finance and Accounting Department arranged visits to schools in the emirates to create awareness of the importance of higher education to high school students who are soon to graduate from their schools. Under the guidance of the Head of Department, Dr. Mohammed Jumaa, the faculty members Ms. Shatha, Dr. Zaheda, Dr. Faisal and Dr. Jaishu with the support from the marketing department of CUCA, embarked on the mission to give career guidance to high school students and motivate them to take guided steps for their future planning. The faculty visited the Al Durrah International School in Sharjah in March 2018 and addressed the queries and concerns of a bunch of enthusiastic school students. The students were happy and satisfied with the responses and took home some goodies to share with their parents and siblings. The faculty also conveyed their gratitude to the principal and other staff members of the school who showed immense support for the mission.

The Gulf News published a special report (full page report) on 22nd April 2018 . Titled "Are you a revolver?"



The report was about the problems faced by the credit card users in UAE the base of the report was the article published by Dr. Jaishu Antony Assistant Professor Finance and Accounting Department of City University College of Ajman.

ACCOUNTING & FINANCE SHOW November 7-8, 2018



The Accounting and Finance Show at Le Meridian Dubai, was attended by all the faculty members and senior students of the BBA- Finance & Accounting Department, under the leadership of the Head of Department, Dr. Muhamad Jumaa, on the 7th and 8th of November 2018, at Le Meridian Grand Ballroom. The show was a major event where there were multi-stream conferences conducted along with the expo on the digital innovation that is currently sweeping the accounting and finance industry. The conference streams were conducted on Technology, Tax & VAT Management, Practice Management, Finance Directors' Summit among others. Discussions on leading practices implementing artificial intelligence, machine learning, blockchain and automation in the financial ecosystem were the key focus of the event. Dr. Zaheda and Dr. Faisal, Assistant Professors at the College, along with the students attended the sessions on 'Advancing Business Planning with Analytics' and 'Digital Strategy for Success'. The students then went around and took pleasure in filling out quizzes and meeting with the exhibitors and interacting with them. The faculty also met with the representatives of BEINEX, a provider of data analytics and discussed the possibility of conducting a workshop for the students at CUCA relating to audit and data analytics, where students could use for collaborative technologies to visually interact with data and key risk metrics. They also met with the representatives of SAGE and discussed their new platform SAGE 50 and the possibility of conducting a workshop at CUCA to acquaint the students with the new SAGE 50 application, with the integration of VAT implementation, which is used by many businesses around the world. Overall the show was a fulfilling event and the Finance and Accounting Department hopes to bring in new collaborations and enhanced knowledge and skillset for the students at CUCA giving them an enriching experience with a thorough academic background.



Faculty of BBA - Finance & Accounting Department At the Fraud Risk Summit 15th November 2018

Dr. Zaheda Ronak D. attended 'The Fraud Risk Summit' conducted in collaboration with the Association of Certified Fraud Examiners on 15th November 2018 at the Nassima Royal Hotel in Dubai. This event was a part of the International Fraud Awareness Week of 11-17 November 2018. The focus of the event was 'Future Perspectives on Fraud Risk Management in the Banking Sector'. The activities of the event included a panel discussion on Digital Forensics, Data Driven Analytics and Artificial Intelligence in the Banking Sector. There were presentations on the cost of fraud and fraud prevention strategies. Panelists and speakers were experienced professionals in fraud risk management from the banking sector in the UAE including banks like HSBC, First Abu Dhabi Bank and Western Union. The discussions by the experts brought to light the future of fraud and the ways in which a customer could become a victim of fraud. The initiatives undertaken by the financial institutions to reduce this fraud risk were detailed, keeping the future in mind. The pros and cons of the use of artificial intelligence in the banking sector were discussed. Overall the information brought to light minor issues that could be easily ignored by a bank customer with high prices to be paid for the negligence. It was a satisfying session with interactions from experts in the finance and banking industry in the UAE. Dr. Zaheda met with the officials of Crowe, who were also the sponsors of the event and discussed the possibility of collaboration for having CUCA interns in their organization. Crowe is a multinational financial services and 5th largest audit firm in the UAE with a range of audit, tax, advisory and risk services. We believe that our association with Crowe would give an insightful experience to the students of CUCA and better equip them in their overall academic experience.

The 6th UAE Undergraduate Research Competition (URC)



Under the patronage of His Excellency Ibrahim Al Hammadi, UAE Minister of Education, Abu Dhabi University (ADU) organized the grand finale of the sixth edition of the United Arab Emirates Undergraduate Student Research Competition (UGRC) on 30th April 2018.

The Department of Finance and Accounting at City University College of Ajman participated in the event after going through a rigorous process of selection spanning over 4 months. The following members represented the CUCA team at the competition:

Project Mentor Student Members

: Dr. **Faisal Khan**, Assistant Professor - Dept. of Acc. & Finance
: **Abdulmumin Sani Mati**
Ahmad Qaher Ahmad Suleiman
Alaa B. A. Ballour

The first round of evaluation took place in January 2018 where all abstracts submitted by 670 teams from a total of 40 universities from around the UAE were judged based on the potential of the abstract. The second round of the competition filtered the number of teams down to 450 and the projects were judged on the quality of the research papers submitted. The teams were further scrutinized and brought down to 390 in total, and were asked to present the topic in front of a large audience at Abu Dhabi University. We are delighted by the fact that all four projects submitted by the CUCA team were deemed worthy by the ADU committee and were invited to present during the final stage of the competition.

Furthermore, we are pleased to announce that the project titled 'Accounting Conservatism and firm's performance: A Test of Signaling Theory' presented by our student Mr. Abdulmumin Sani Mati won 2nd

position in the Finance, Accounting and Economics category of the competition. Our team was up against 900 students from 40 UAE universities such as New York University, Abu Dhabi University, American University of Sharjah, American University of Dubai, Harriot-Watt University, Sharjah University, Canadian Universities, Ajman University and Wollongong University were among others. The team was awarded a certificate of distinction along with a cash prize at the prize distribution ceremony, which was also keenly attended by the Executive Director of Research, Ministry of Higher Education and Scientific Research.

We would sincerely like to thank department Chairperson, Dr. Mohamad Jumaa, CUCA President, Mr. Imran Khan and Vice Chancellor, Dr. Mohamed Amerah for their continued support of our department's goals and objectives.

DEPARTMENT OF MIS

The Department offers a 120-credit-hour Bachelor of Business degree program that is designed to provide a well-balanced structure of theory and practice, giving the students the opportunity to develop IT skills through hands-on problem solving and laboratory practice. The aim of the department's teaching program is to graduate professionals who are well prepared to start a successful career developing, maintaining, and managing business information systems.

The Management Information Systems (MIS) major integrates a study of information technology (IT) with a study of business to equip students with a solid foundation in business and management as it prepares them as IT professionals who will be responsible for developing and managing business information systems. MIS is a fast-track career or profession. It is one of the most interesting, exciting, dynamic, and challenging fields. MIS offers the opportunity where your talent, creativity, and ingenuity can be put work. It offers a wide-range of options for sub-specializations and careers including systems analyst/designer, application developer, database developer, project manager, web developer, and network specialist, among others.

The Department faculty consists of a group of faculty members who are highly qualified, dedicated, and committed individuals who pursue excellence in their teaching, research, and professional responsibilities. I sincerely hope that your learning and educational experiences here at CUCA will be challenging, enjoyable, and rewarding, and will adequately prepare you for a life-long learning and professional development.

MISSION

The mission of the BBA-MIS program is to develop leaders who leverage information technology for strategic business values in contemporary organizations . The program prepares students to become lifelong learners, participate in research and learn the basic skills for graduate studies, and engage in community and ethical work.



Dr. Ayman Bassam
Department Chair - MIS

Goals

- Provide students with high quality academic, technical and professional knowledge to pursue a career in information systems.
- Prepare students with technical and analytical skills and competencies in information systems.
- Incorporate ethical issues in business decision making.
- Conduct research that contributes to profession of information systems.
- Promote effective interaction with the business community.

Graduate career opportunities

MIS graduates will find career opportunities wherever computers are used in business, industry, and government. Such as:

- Website Management
- E-Commerce Development
- Decision Support Systems
- Credit And Billing Systems
- Inventory Control Systems
- Software Product Development
- Knowledge Management Systems
- Business Analysis

Typical job titles include

- Programmer
- Systems Analyst
- Database Manager
- Computer Specialist
- Network Administrator
- Software Developer
- Project Lead
- Information Technology Consultant
- Applications Developer

Information-technology professionals are among the most sought-after talents in the job market today, but companies also seek candidates with solid speaking and writing skills because presentations to clients and working with sales and marketing teams are part of the job requirements. Sign-on bonuses are common, relocation packages are broader and more generous, pay rates are accelerating, and guaranteed bonuses are common. There is a strong demand for professionals with experience in so-called "enterprise-wide solutions." Industry experience is a plus but not necessary to land good job offers. All the major consulting firms compete for systems analysis talent. Financial services firms look for IT professionals who can design electronic banking systems. Openings abound for Java, and Internet programmers with good communication and team skills

Events

Smart Life Exhibition

November 2016 - 2017, Ajman UAE

Under the patronage and in the presence of His Highness Sheikh Humaid bin Rashid Al Nuaimi, Member of the Supreme Council and Ruler of Ajman, third edition of the smart life exhibition which is held annually by Ajman Bank opened today at the Emirates Hospitality Centre in Ajman, that was held from 19-20 November 2017 in partnership with several

international institutions and companies, including Schneider Electric, Microsoft, Dell EMC, SAP Middle East and North Africa (MENA), Oracle, Diebold, NCR, Canon UAE and many more. The exhibition was one of the world's leading providers of digital solutions and digital products with a mindset that supports the vision of smart cities in the direction of Smart lifestyle.

The third edition of the Smart Life Exhibition witnessed the participation of international companies and smart service providers in the UAE and the region showcasing their latest collections of smart living devices and cutting-edge software in a creative marketing environment thereby providing an integrated platform to market innovative products and services whilst showcasing successful experiences to a wide range of organizations.



Smart Learning Conference

December 13, 2017, CUCA Campus



CUCA held a conference on Smart Learning, on December 13, 2017, organized as part of the inauguration ceremony for the new campus. The Conference aimed to bring together researchers, practitioners and policy makers to discuss issues related to learning technology, including, but not limited to, the optimization of learning environments to enhance learning and teaching. The focus is on the interplay of pedagogy and technology, and their fusion towards the advancement of smart learning environments in order to facilitate and enhance teaching and learning effectiveness.

DEPARTMENT OF HRM

The Human Resource Management Department in City University College of Ajman is one of the most proactive student oriented major in the college. It is represented by a team of 14 faculty members of vast experience in the academic field of HRM and research expertise in contemporary issues in the field enabling students to develop into empowered workforce of UAE. The HRM major offered in Arabic and English has been playing an active role in providing quality education through an updated curriculum and innovative teaching practices for career development of students and thereby for sustainable growth of the employment in The UAE. The faculty of the department have been actively participating in many academic and corporate events, bringing in a creative collaboration between the theory and practice of Human resource as a function in management. The faculty under the able leadership of Dr. Amer Al Kassem, as the Head of the department, have been involved in corporate HR initiatives and encourage students to represent and participate in events showcasing effectiveness of HRM as an organization performance indicator.

MISSION

The Bachelor of Human Resource Management Program provides students with the necessary knowledge, skills, and abilities to prepare them to active and responsible leaders and managers in the modern labor force, anywhere in the world. The program prepares students to work in different public and private sectors jobs , or to pursue higher studies. The program focuses on developing the skills of the best use of available human resources in organizations. It also emphasizes decision making, problem solving, enhancing moral values, social responsibility, and achieving success in multicultural environments.



Dr. Amer Kassem, Dr. Hossam K. Ahmed, Dr. Zainab Al Ghurabli, Dr. Abdul Karim Kitana, Dr. Sai Geeta Kukunuru, Dr. Lamis Albdoor, Dr. Mahmoud Kaleem, Dr. Mohamed Abu Faiz, Dr. Marwan Yousef, Dr. Hamed Jawdat Usrof, Dr. Mohamed Al Jabari, Dr. Khalid Al Zamel, Dr. Tamadher Abdulwahhab Aldabbagh, Dr. Gihan El Soukary.

Events

The department led by Dr. Amer Al Kassem along with faculty members Dr. Khaled Al Zamil, Dr. Hamed Usrof, Dr. Mohammed Al Jabari and Dr. Abdul Karim Kitana participated in **The Fifth Sharjah Conference of Human Resource Management** which was held on 31/01/2018 in Sharjah University, under the patronage of HH Sheikh Sultan Bin Mohammed Al Qasimi member of the Supreme Council of the Union, ruler of Sharjah and the president of Sharjah University. The conference emphasized the Vision of UAE leadership in motivating and enhancing the

contribution of government agencies and professional bodies in developing an environment to facilitate the effective performance of various areas of work in country's economy. The participation of dignitaries from various industries, officials, specialists and experts in various fields of work has elaborated on the development of vision, the challenges and issues of human resource management in the United Arab Emirates focusing on the nationalization of the workforce in the emirates of Sharjah.

In another event titled **"Gulf Human Capital: Promising Wealth"** held in Sharjah Expo on 15/10/2017 organized by Sharjah Chamber of Commerce and industry was attended by Dr. Amer Al Kassem along with faculty members Dr. Mahmoud Kaleem, Dr. Zainab Al Ghubrali, Dr. Lamis Riyad Al Badour, Dr. Hamed Usrof and Dr. Abdulkareem Kitan

The faculty members of the HRM department led by Dr. Amer Al Kassem participated in the inaugural event of **"International Forum of Government Communication"** held on 28-29/03/2018 Sharjah Expo.



The Vice Chancellor Dr. Mohamad Amerah accompanied Dr. Mahmoud Kaleem to attend a conference on **Security of Sustainability** held in Ajman on 8/05/2018. As one of the active research member of the department Dr. Hossam Korany presented a research paper on **"Quality of Work Life and its impact on Developing the Managerial Skills in Governmental Organizations"** in The International Conference on Science, Technology, Engineering and Management (ICSTEM) held in Dubai, United Arab Emirates.

The HRM department thrives to develop the knowledge, skills and abilities of the students by conducting student engagement events which high light the participation of the student to exhibit their competencies. In this direction the department has conducted an interactive presentation session for graduating students to present their projects to a committee led by Dr. Amer Al Kassem, and Dr. Mahmoud Kaleem and Dr. Zainab Al Gharbali as members. The event was attended by students and faculty of the college which gave the opportunity to the graduating students to proudly present their knowledge and talent in their chosen field of specialization. The HRM department strives to give the best academic credentials to its students and contribute to the overall development and achievement in all the endeavors of in City University College of Ajman.

The HRM department strives to give the best academic credentials to its students and contribute to the overall development and achievement in all the endeavors of City University College of Ajman.

