

# CCBA E-Newsletter

## His Majesty Sultan Qaboos Returns from Germany



*"I am working for Oman - the country and its people, for me it is a delight to see my country and my people in the situation I imagined from the very first day I assumed power. I feel that I am a man with a mission rather than a man with authority." Words of His Majesty Sultan Qaboos.*

With Allah's care, His Majesty Sultan Qaboos bin Said returned home after completing the routine medical checkups in Germany. We pray to Allah for his ever good health and bless him and Oman always.

# CCBA Reopens after Fall Break



After a short fall break and a bit relaxed mode, CCBA reopened on 31st January, 2016, The staff members were recharged and rejoined their duties. The registration process for Spring semester started from February 2016 and attracted a huge number of students for both regular and evening courses. The regular classes started from 7th February 2016, and both the students and instructors restarted their activity of exploring new avenues of knowledge in an open learning environment in the university campus.



Students Registering for Spring 2015-16 at Department of Admission



## Certificate of Appreciation to CCBA from OAAA



The Oman Academic Accreditation Authority (OAAA) has presented a certificate of appreciation to Dhofar University for its efforts to support the work of the OAAA by participating in the pilot program standards assessment.

The BA program of CCBA was chosen for the pilot study for program accreditation by the OAAA. The collective efforts of the entire team of CCBA who was instrumented in the successful completion of the pilot study of program accreditation.

## CCBA Preparing For AACSB Accreditation

AACSB—The Association to Advance Collegiate Schools of Business is a global organization of educational institutions, businesses, and other entities devoted to the advancement of management education.

AACSB have accredited 764 of the world's best business schools across 52 countries and territories.

CCBA aspire to get accredited by the AACSB. Once accredited, it will become the first business college in Oman to be recognized as the best in business education.

For that, as a first step, CCBA have applied to get the AACSB International membership.



# Weekly Awareness being Carried out by CCBA QA Unit



The Quality Assurance Unit of CCBA in cooperation with Quality Assurance Department of Dhofar University organizes QA Awareness program every week for the academic and non academic staff of the CCBA on various quality standards of OAAA. A healthy discussion and informative interaction is made during the awareness program sessions. This is being done for the preparation for the university accreditation by OAAA.

## Workshop on Moodle LMS



Moodle (Modular Object-Oriented Dynamic Learning Environment ) is one of the few best Learning Management System (LMS) used by many academic organizations world-wide. In Dhofar University there is an established center that serves the needs of both the faculties and the students in using the system. The session was organized by the Academic Support Services on 9th March 2016 and was conducted by Dr. Dimitrios Xanthidis. He stressed on the application of Information technology in Academics and suggested the use of Moodle by the Faculty members and the students.

The facilitator demonstrated the many of its functionalities..

The committee members informed the participants about a similar program for the students this semester.





# Workshop in Collaboration with Arab Planning Institute



On the occasion of the Omani Industry Day, the Center for Entrepreneurship and Innovation (CEI) and the Industry Engagement Committee at the CCBA organized a workshop on 22-23 February 2016. The theme of the workshop was “Transforming an Idea into a Successful Project and Building the Feasibility Study”.

The event was organized in collaboration with Arab Planning Institute, Kuwait and the Chamber of Commerce and Industry, Salalah under the patronage of Dr. Hassan Kashoob, the Vice Chancellor of Dhofar University.



The workshop was organized taking into consideration Oman's active developmental agenda aimed at diversification from oil to non-oil sec-

tors, which will provide ample of growth opportunities for youths to pursue their entrepreneurial dreams. The experts from diverse fields guided the participants on opportunities and challenges of establishing SME in Oman and how to overcome those challenges in order to create an enabling en-



vironment and to enhance the competitiveness of the SMEs.

The workshop was attended by scholars and experts from various fields including academia, government, industry chamber, corporate houses, media and students.



# Guest Lectures for Practical Inputs to CCBA Students



The Industry Engagement Committee organized a Guest Lecture on various topics for giving practical inputs about current trends to CCBA students.

On the 9<sup>th</sup> March 2016 Mr. Akash Srivastava, the Regional Manager– of the Dhofar region in the Al Hashar Group, gave a guest lecture on Importance of Customer relationship management, and highlighted the various CRM Practices adopted by different organizations in Oman.

On 21 of March 2016, Dr. Suhaila Al-Hashemi Assistant Professor in Management Department, College of Economics and Political Science, Sultan Qaboos University, Spoke about how the knowledge of emotional intelligence can help to establish strong relationships bonds, increase self-awareness and improve social skills



## Foundation Program Students Visit CCBA

The students of Foundation Program at Dhofar university visited CCBA. The objective of this visit was to get awareness about various bachelors and diploma programs offered at CCBA and future career prospective in business education. The students toured various facilities in the college. They were guided about various career paths related to different majors. They had interaction with faculty members and current students. The students appreciated the efforts of CCBA in creating awareness amongst them.



## Self-Assessment Seminar



Personal development is a vital part in a person's growth, maturity, success and fulfillment. It also helps boost one's self-image. Personal development process is initiated by self analysis which is perhaps one of the most complicated things. To initiate professional development and creativity process an activity to identify the skill set of the faculty was planned by Staff Support and Welfare Committee and the SWOT analysis seminar was arranged on Tuesday March 15, 2016. The committee members including Dr. Rabia Imran, Dr. Ahmad Kahwaji, Dr. Kavita Chavali and Ms. Khayar Al-Ansi presented the idea of the self analysis using Johari Windows and procedure of self SWOT analysis. The proposed SWOT sheet was also circulated.

## Seminar on European Methodology of Establishing SMEs

In collaboration with European Centre for business and innovation namely PROMOTECH CEI, CCBA, Centre for Entrepreneurship and Oman Chamber of Commerce and Industry organized a seminar on European methodology in establishing small and medium-sized enterprise on 22 March 2016.

The seminar was organized in the Chamber of Commerce and Industry, Salalah . Dr. Samir Hammami and other resources persons stressed on importance of collaborations between universities and industries for the economic development. The participants were guided with latest research out-



comes and the case studies. The participants were enlightened on how to manage projects from idea to implementation. The Participants who attended the seminar included business men, researcher, governmental employees, academician , and students

# CCBA Outstanding Research Performance

In accordance with the DU's vision and mission statements, CCBA strives to impart quality through Omani focused research.

During the academic year 2015-16, CCBA Academic staff from all the three departments contributed outstanding research with more than 80 research papers in the double blind peer reviewed international journals which indexed in SCOPUS and/or Web of Science.

With an objective of encouraging research amongst the faculty members, various seminars were conducted by the College Research Committee. On 16th March 2016 Dr. Dimitrios Xanthidis delivered a lecture about the methodology of literature review in the research. Also, on 29th March 2016 Dr. Ahmaruddin , Dr. Rabia Imran and Dr. Mansour Al raja delivered a lecture about effective proposal writing and on the same day Dr. Ali Mehmood Bassam presented one of his published Paper.

## Orientation Program for the Graduating Students

CCBA College Research Committee (CRC) organized an orientation program for the students who have BUSS 404 Final Year Research Project on 18th February 2016 with the objective of creating awareness about research activities at CCBA. Dr. M.A. Imran Khan explained about plagiarism. He cleared the misconception about plagiarism in the research and the importance of ethics in research.



Dr. Muawya Husain highlighted the FURAP program to the students. He explained that Faculty Mentored Undergraduate Research Award Program (FURAP) scholarships are granted by The Research Council of Oman (TRC) through higher education colleges and universities in Oman.

The Presentation was followed by experience sharing and LIVE question and answer session with Ms. Maryam Kashoob , a student who has submitted FURAP in the last semester.



# HR Policies Seminars

With an objective to make faculty members aware of the existing HR policies, a series of awareness seminars have been conducted by Staff Support and welfare Committee.

The first seminar was about *Faculty Promotional policy* conducted on Wednesday, December 16, 2015. and presented by Dr. Rabia Imran. The Dean also facilitated the session by answering the questions raised by the attendees.



The second seminar was about performance appraisal policy. on Wednesday, 17 Feb., 2016 for CCBA faculty members. Dr. Rabia Imran presented the Appraisal policy. The seminar was graced by the presence of the DVC, QA director, CAAS Dean, CE Dean and CCBA Dean.



# **CCBA Marketing and Publicity Committee**

**Mr. Murtaza Farooque**

**Dr. Sohail Ghouse**

**Dr. Shariq Mohammed**

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