

CCBA E-NEWSLETTER

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The Year of Teaching & Learning

In the College of Commerce and Business Administration (CCBA), Dhofar University, the new academic year 2017-2016 was declared to be the year of teaching and learning. The emphasis was to ensure an effective teaching and learning process and ultimately equip graduates with the required set of the job oriented skills as expected by the recruiters in the job market. Developing competent empathetic graduates with critical thinking skills is a prime focus of the academics in the CCBA under the able leadership of Dr. Syed Ahsan Jamil, Dean-CCBA.

Achieving high scales in the teaching and learning process, several initiatives have been undertaken by the faculty members of the CCBA. A series of continuous initiative are being taken in order to facilitate cognitive and practical oriented learning process among the students in order to develop the industry oriented skills in the students. Industry visits, guest lectures from multi-industry experts, brain storming sessions, workshops on e-learning tools like Moodle, research methodology, discussion on the student learning outcomes, etc. Several faculty members of the college were engaged into a variety of programs organized to enhance the motivational sprit of teaching and learning at the CCBA.

Oman's 46th National Day Celebrated at CCBA



On the grand occasion of the 46th Oman's National Day, the College of Commerce and Business Administration celebrated the function with a great sense of pride and honour marking the importance of the day to Oman and honouring his majesty Sultan Qaboos Al Said for his able leadership under which Oman is witnessing a big change in every aspect and occupied a distinguished position among the GCC members and in the world.

CCBA family celebrated Oman's 46th National Day with recitation of a poem on Oman followed by a film on the development and great progress that Oman has witnessed under the able leadership pf His Majesty Sultan Qaboos bin Said Al Said.

Induction & Awareness Programs



Three inductions programs were made for the new faculty members who have joined CCBA in the academic year 2016-2017.

The first program provided the new faculty members with all the information needed to familiarize with the academic procedures at CCBA. The induction session was conducted on Thursday, 8 September 2016.

The second induction program was a special session focusing on student advising. The session provided all the information related to student advising and use of DUSIS. The session was conducted on Thursday, 13 October 2016.

The third induction program was an awareness

seminar on the performance appraisal as well as incentives and rewards policies. The session provided information related to the annual appraisal system prevailing in the college. The information related to the expectation in terms of research, teaching and community service was also conveyed. Moreover, the available reward system was also explained. It was conducted on Tuesday, 13 December 2016.

In addition to the new faculty members, the Dean along with the department chairs and the academic coordinators graced the occasions with their presence.

Session on Ethics in Research

A presentation on ethics in research was conducted on 06th December 2016. The presenter, Dr. Ahmar Khan, stressed the importance of ethics in research. He shed the light on different policies in DU that gives utmost importance to ethics in the research. He also demonstrated the use of Turnitin an Internet-based plagiarism-prevention service to avoid plagiarism and how it can be used in assessments through checking the documents for copied content and identifying similarities to existing resources online.



Book Review “Six Thinking Hats”



The best seller book of Edward de Bono titled “Six Thinking Hats” was reviewed by Dr. Murtaza Farooque on 13th December, 2016. The presenter showed how six distinct directions in which the brain can be challenged. In each of these directions the brain will identify and bring into conscious thought certain aspects of issues being considered (e.g. gut instinct, pessimistic judgement, neutral facts). Six distinct directions are identified and assigned a color. The six directions are:

Blue hat –Managing–what is the goal?

White hat –Information–what information is available?

Red hat –Emotions–statements of emotional feeling.

Black hat –Discernment– logical and realistic.

Yellow hat –Optimistic response–Sees the brighter side of situations.

Green hat –Creativity–Thinks outside the box.

Colored hats are used as metaphors for each direction. Switching to a direction is symbolized by the act of putting on a colored hat. The six thinking hats indicate problems and solutions about an idea the thinker may come up with.

Presentation on “Endnote in Research”



One of the most troublesome issues that causes long delays in the production and management of research projects and papers is the management of the literature review sources.

“Endnote” is a software that attempts to tackle this issue. Therefore, an introductory session on how to utilize Endnote software in research articles was felicitated by Dr. Dimitrios Xanthidis on 20th December, 2016. The presenter stressed that it is an effective package that helps in multiple ways the researcher to organize thoughts, ideas and findings in projects and sub-projects leading to be an effective way of knowledge

production. The presenter pointed some of these benefits and encouraged CCBA faculties to take a look at this tool.



Presentation on “Use of SPSS in Research”



SPSS software is considered to be one of the most popular statistical packages used in research. On 29th November 2016, Dr. Omar Durrah demonstrated how complex data manipulation and analysis can be performed using simple instructions in SPSS.

Several research questions were discussed: How to determine types of scales? How to enter data in SPSS? How to replace missing values? What are the differences between parametric and nonparametric tests? and how to check the indicators of normality for variables?

Guest Lecture on “Corporate Social Responsibility”



The speaker: Mr. Mohammed Al-Mashani, the General Manager of Corporate Affairs, Port of Salalah threw light on various future plans of Port of Salalah. He also spoke about the various initiatives taken by the Port of Salalah for the welfare of IT employees and the local community. This lecture was organized by the industry engagement committee in coordination with the center for entrepreneurship on Thursday 17th November, 2016.

Guest Lecture on “Business Excellence Model for SME”



How small and medium sized enterprises can reach excellence in business by following certain principles is clarified by the speaker _ Dr. Maher Salem, Consultant for Electronic and Transformation, office of Minister of State and Governor in Dhofar Governorate.

This lecture was organized by the industry engagement committee in coordination with the center for entrepreneurship on 19th December, 2016.

Guest Lecture on “Competitiveness of Omani Products in International Markets”



The Director-General of Raysut Industrial Estate, Mr. Said Ali Al-Mashani was the speaker. He emphasized on the competitiveness of the Omani products in international markets. He spoke that the Omani's industrial estates with free zones are driving the Sultanate's economic diversification aspirations to reduce dependency on Oil.

The manufacturing sector in Oman is facing challenges similar to most companies in terms of the increasing costs of manpower. These challenges can be offset by the larger scale of production. Mr. Said Ali Al-Mashani, was invited by Mr. Mauwya Hussain, to guide the students of Master Program in Management on 29th December 2016.

Two-day Workshop on Business Model Canvas for Entrepreneurship



The workshop was conducted on 24th - 25th October 2016. It was organized by CCBA Industry Engagement Committee and Center for Entrepreneurship in collaboration with the Center for Continuing Education and Riyada which is the Public Authority for Small and Medium Enterprise Development.

Center for Entrepreneurship and Riyada organized a business idea competition for the students of Dhofar University. Forty-six teams have participated in the competition and presented their ideas out of which twenty-three were shortlisted for 2nd round. Then finally, the best 5 teams were selected.

The members of Jury included Dr. Sameer Hammami, Mr. Mohammed bin Ahmed Al Mashaikhi, Mr. Naif bin Aus Shanfari, Mr. Mohammed bin Ahmed Al Ghassani, and Mr. Mohammed Hussain Al Hafeez.

The final ceremony was held on 29th December under the Patronage of the DVC, Dr. Mohammed Limam. The top five teams selected were awarded a Cash Prize in following order the 1st Prize - 600 OMR, the 2nd Prize 500- OMR, the 3rd Prize - 400 OMR, the 4th Prize - 300 OMR, and the 5th Prize - 200 OMR.

In addition to the monetary prizes, a gift was given to the team who has the best social entrepreneurship idea. Also, Mementos were given to other participative teams and the mentors of the teams.



Medical Day at CCBA



In an attempt to create awareness about the importance of common health issues among the community, especially the students, a Medical Day was organized on 9th November 2016 in CCBA.

The event was organized by CCBA Community Engagement Committee in collaboration with Sultan Qaboos Hospital, Salalah, Badr Al Sama Hospital, Salalah, and the Ministry of health and Raysut Cement Company, Dhofar.

Health care experts from three medical institutes provided various health services and suggestions to the students. These services included Blood donation, Blood pressure test, Glucose Tests (Blood Sugar test), Sickle Cell Anemia test. The event was concluded with an awareness lecture presented by Dr. Reem on health.



Tree Plantation Drive at DU



Fifty coconut trees have been planted in Dhofar University by students and faculty members of CCBA and Foundation Program. This event is an effort to keep the campus of Dhofar University green and clean.

Tree plantation Drive was organized by CCBA Community Engagement Committee in collaboration with the Technical Affairs Department at Dhofar University on 23 January, 2017.



CCBA Family 2016/2017



CCBA Publicity and Marketing Committee

Dr. Murtaza Farooque
Dr. Suhail Ghouse
Dr. Mohammad Noor Alam

Dr. Shariq Mohammed
Dr. Nadia Sha
Dr. Kamaal Allil

College of Commerce and Business Administration
Dhofar University, P.O. Box 2509, Postal code 211
Salalah, Sultanate of Oman
Phone 23237401 www.du.edu.om



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Designed by: Tafool Qatan