



First Issue, Ramadan 1435 - July 2014

Prince Mohammad bin  
Fahd Patronizes PMU  
Graduation Ceremony

**Dr. Al-Ansari:**

Our Goal is to Prepare  
Leaders of the Future

## PMU wins NCAAA Accreditation in Recognition of Academic Excellence





**Prince Mohammed Bin Fahd University  
Hereby Expresses  
its Deepest Gratitude to**

**H.R.H. Prince Mohammed Bin  
Fahd Bin Abdul-Aziz**

**for Patronizing the  
Graduation Ceremony of the  
Second Batch of University Students 2013**

# Oryx – PMU’s Honest Mirror

**W**e are happy to introduce the first issue of our magazine, Oryx. The magazine has a similar editorial approach as its sister publication in Arabic, Maha – which is the Arabic equivalent of Oryx. The first issue of the Arabic version has already been published, with its second edition on its way.

PMU gives equal importance to Oryx because through this publication, English speakers, whether faculty members or other employees, will be able to be updated about the activities of the university just as their Arabic speaking peers. In fact, Oryx will not only be reaching out to English readers inside and outside the university, but outside the Kingdom as well.

The university interacts with various academic institutions and foreign universities in the United States, Europe, Asia, Australia and other regions to establish academic relationships and achieve its vision of becoming a world-class Saudi university. Due to these global interests, besides its several societal activities and academic achievements which are worthy of highlighting, Oryx will have an important media mission to play. The magazine will also seek to interact with directors, teachers, administrators and students, through its numerous reports and university-related news.

In this issue, you will find comprehensive coverage of the graduation ceremony of the second batch of university students held in April under the patronage of HRH Prince Mohammad bin Fahd bin Abdulaziz, Chairman of the PMU Board of Trustees. You will also find details of the recent visit of HRH to the University of Central Florida, USA, during which he stressed before an audience of dignitaries the need for universities to play a key role in confronting the problems and challenges experienced by societies.

For local coverage, Oryx has featured the environmental awareness campaign held in RasTanura Province in which the university took part. The campaign was inaugurated by the Province’s Governor. The magazine has also quoted Minister of Higher Education Dr. Khalid bin Mohammed Al-Anqari praising the academic level of university students who participated in the Fourth Scientific Conference for female and male Saudi students at the Umm Al-Qura University in Makkah last April.

Oryx will continue to cover such internal and external activities of the university. It will also feature special reports and highlight the opinion of the university. The magazine will clearly be an honest mirror to the university’s activities.

The Oryx editorial board will be happy to receive your views on the magazine as well as your contributions to further enrich its content.

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جامعة الأمير محمد بن فهد  
PRINCE MOHAMMAD BIN FAHD UNIVERSITY

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جامعة الأمير محمد بن فهد  
PRINCE MOHAMMAD BIN FAHD UNIVERSITY

# WE MAKE HISTORY... WE DEVELOP LEADERS

Graduation Ceremony for the Second Batch of University Students 2013



Prince Muqrin bin Abdulaziz



Prince Mohammad bin Fahd bin Abdulaziz

## Prince Muqrin Praises University Achievements

Prince Muqrin bin Abdulaziz Al-Saud, Second Deputy Prime Minister, has expressed his appreciation to Prince Mohammad bin Fahd bin Abdulaziz, Chairman of the PMU Board of Trustees, on the release of the book, 'The University's Achievements Since Foundation'. Replying to a letter sent by Prince Mohammad bin Fahd, Prince Muqrin also praised the scholastic achievements of the university and referred to its cooperation with global universities and renowned institutions.

In his letter, the Second Deputy Premier wrote: "We express our sincere thanks and appreciation for Your Royal Highness's letter Number 3476, dated 21/5/1434 A.H (April 2, 2013), along

with which was enclosed a report about the Prince Mohammad bin Fahd University, 'The University's Achievements Since Foundation 1426-1431 A.H. (2006-2011)

"We would also like to express our appreciation for the achievements cited in the report, particularly the scholastic achievements, the increasing number of graduates, the faculty numbers, the university's cooperation with global universities and renowned institutions, and the agreements made with other universities. These achievements clearly prove the university's determination to advance academically," Prince Muqrin wrote.

"May your own efforts, and those of the university staff be blessed," he said.



## Prince Mohammad bin Fahd Patronizes PMU Graduation Ceremony

Prince Mohammad bin Fahd, PMU Board of Trustees President, patronized the graduation ceremony of the second batch of the university students on April 7, 2013. The ceremony, which saw the graduation of 275 students, was attended by Prince Jalawi bin Abdulaziz bin Musaid, Deputy Governor of the Eastern Province, and Prince Turki bin Mohammad bin Fahd bin Abdulaziz, PMU Board of Trustees Deputy President. A number of princes, religious figures, officials, and parents also attended the ceremony.

**Prince Turki bin Mohammad bin Fahd:**  
The university has been able to provide all the requirements needed to carry out its educational programs in a wholesome educational environment... We have come today to celebrate the graduation of the second batch of our students who will support the development in the Kingdom.

Speaking on the occasion, Prince Mohammad said that the wise government of Saudi Arabia, led by Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, Crown Prince Salman bin Abdulaziz, and Second Deputy Premier Prince Muqrin bin Abdulaziz, may Allah protect them, have shown a tremendous interest in Higher Education. This focus on education is in line with the continuous advancement in the Kingdom. This development has been reflected in the increasing number of universities established in every province in the Kingdom.

Prince Mohammad added that in the Eastern Province, the PMU is the outcome of the efforts, cooperation and generosity of a number of citizens in the Province. It has the blessings of the Custodian of the Two Holy Mosques. He reminded the audience that the foundation stone of the university was laid by Prince Salman bin Abdulaziz, may Allah protect him, and it was inaugurated by the late Crown Prince Sultan bin Abdulaziz, may Allah bless his soul.

The Prince added that the process of creating the university and turning it from a mere idea to a complete university campus has required a lot of work. But, "with Allah's support, we have found that everyone – officials and citizens – had a sincere desire to cooperate in establishing this educational institution that constitutes a major leap in higher education. PMU complements the existing universities. There were many challenges that rose because of the ambitious vision and aspirations of the university – like its determination to meet international Higher Education standards. Thankfully, the challenges have been overcome by truly following the university systems and policies, which were devised in collaboration with an international academic consulting agency," he said.

The Board President congratulated the university graduates. "I'd like to congratulate the graduates of our distinguished educational institution. I also congratulate your parents who stood by you and gave you their support to achieve this success. My thanks also goes to Dr. Issa bin Hassan Alansary, PMU Rector, and to all the faculty and staff members in the university. Dear graduates, you now enter a new era where you will move from the stage of preparation and rehabilitation to the stage of actual work, equipped with the knowledge and abilities you have acquired. My advice to you is that you obey Allah's orders in every step you take and that you work for the benefit of your country," he said.

### Well-Designed Plan

In his speech, Prince Turki bin Mohammad bin Fahd said that the university, since its foundation in 1426 A.H. (Year 2006), has moved in accordance with a well-designed executive plan as well as clear guidelines specified by the university's vision, mission and objectives. Thankfully, the university has been able to provide all the requirements needed to carry out its educational programs in a wholesome educational environment thanks to the support, care, and guidance of Prince Mohammad bin Fahd. The highly-qualified and experienced faculty members also contributed greatly to the successful implementation of the academic programs.

Prince Turki explained that the PMU constitutes a quantum leap in higher education in the Kingdom. "In fact, the university provides an educational environment that allows the students to be well prepared with the skills required to join the modern, technology-driven, knowledge-based labor market and to function efficiently in their



Prince Mohammad bin Fahd with Prince Jalawi bin Abdulaziz and Prince Turki bin Mohammed



A graduate delivering a speech on behalf of his batch mates

**Prince Mohammad bin Fahd:**  
The PMU is the outcome of the efforts, cooperation and generosity of a number of citizens in the Province. It has the blessings of the Custodian of the Two Holy Mosques... we have found that everyone - officials and citizens - had a sincere desire to cooperate in establishing this educational institution that constitutes a major leap in higher education.

careers. The feedback we have received so far about the performance of our graduates at their workplaces clearly indicates the success of the university," he said.

He added, "We have come today to celebrate the graduation of the second batch of our students who will support the development in the Kingdom. We thank everyone who participated in this success and wish a bright future to our graduates."

In conclusion, Prince Turki thanked Prince Mohammad, Prince Saud bin Naif bin Abdulaziz, Governor of the Eastern Province, and Prince Jalawi bin Abdulaziz bin Musaid for their strong support to the university.

Also speaking on the occasion, Dr. Issa bin Hassan Alansary, the University Rector, said, "We have in our hearts a deep sense of loyalty and gratitude to Your Highness. We have learned that there are secrets for success. We have learned these secrets from you. We have learned from you that the impossible can be done and that it takes a great mind to give inspiring ideas. Thank you, Your Highness, for founding this university along with the 25 other branches that you have established as an initiative to serve the people of the Province in many fields.

"Today, we have come to celebrate the graduation of 275 of our university students - the fruits of the seeds sown by His Royal Highness Prince Mohammad bin Fahd. Our thanks go to Prince Saud bin Naif for his support. We also thank Prince Jalawi bin Abdelaziz bin Musaid, for supporting and honoring our ceremony with his presence."

Dr. Alansary also thanked Prince Turki bin Mohammad bin Fahd for his efforts in fulfilling the university's mission.

Congratulating the graduates, Dr. Alansary said, "You have achieved the desired goal by graduating from the university. Now you are about to enter a new phase, with new dreams and goals. I want you to know that your dreams and goals won't be great unless they serve this great country. Let all our goals be at the service of our country led by a great King and an honest Crown Prince."

**New Era**

In a speech delivered on behalf of his batch mates, one of the graduates said, "It is a great honor to attend this ceremony and speak on behalf of my fellow students. We feel the joy and happiness as we graduate and get ready to start a new phase in our lives. We joined this

## Princess Jawaher Honors Female Graduates on PMU Graduation Day

The Prince Mohammad bin Fahd celebrated the graduation of the second batch of its female students under the auspices of Princess Jawaher bint Naif bin Abdulaziz on December 16, 2012. Dr. Issa Alansary, PMU Rector, expressed his gratitude to Princess Jawaher for patronizing the ceremony and sharing in the students' joy. He said that this gesture is an honor for the university and a great source of encouragement to the graduates who will be contributing to the development of their communities. Besides, this reflects a deeper belief that the human being is the basis of any progress and that the young men and women who have graduated are important to their country.

Dr. Alansary explained that Princess Jawaher's presence at the ceremony dignifies the university's mission of promoting the human resources and preparing future generations capable of developing and serving society. It illustrates the care accorded by the government to higher education, thanks to the guidance of the Custodian of the Two Holy Mosques and the Crown Prince, may Allah protect them.

university with high hopes of acquiring the knowledge and the skills required to keep up with the challenges of our time, and to stand on an equal footing with our peers from advanced countries.

"Today, as we graduate, we feel that our dreams and aspirations have come true. We feel that we are empowered to make our future and realize our ambitions. Thank you, Your Highness, for founding this distinguished university and for all the care and support you have given us. We would also like to thank HRH Prince Jalawi bin Abdulaziz bin Musaid for honoring us with his presence at this ceremony, reflecting his support for the university. I'd also like to express our thanks to the university administration, our teachers and staff members for their support. And, we express our gratitude to our parents for all their encouragement."

At the end of the ceremony, the students had the honor of greeting Prince Mohammad and having photo opportunities with him. ♦



Prince Mohammad bin Fahd and Prince Jalawi bin Abdulaziz, listening to the graduates



Dr. Issa Alansary delivers his speech during the graduation ceremony

**Dr. Issa bin Hassan Alansary:** We have learned from you that it takes a great mind to give inspiring ideas. Thank you, Your Highness, for founding this university. Today, we have come to celebrate the graduation of 275 of our university students - the fruits of the seeds sown by His Royal Highness Prince Mohammad bin Fahd. I tell the graduates, that you have achieved the desired goal by graduating from the universit. I want you to know that your dreams and goals won't be great unless they serve this great country.



The Eastern Province Governor receives a memento from the university rector

## Prince Saud Receives High-Level PMU Delegation, Expresses Pride Over University Name

**H**RH Prince Saud bin Naif bin Abdulaziz, Governor of the Eastern Province, has said that the university bears a name that is precious to everyone in the region – the name of his brother, HRH Prince Mohammad bin Fahd bin Abdulaziz who has spent many years supporting the development in this region. His comments during a visit by PMU Rector Dr. Issa bin Hassan Al-Ansari, the university deans and employees to his office in the Eastern Province.

**The university has several specialties that take into account the needs of the labor market in the region and the Kingdom in general.**

**“We enjoy this country’s security and stability as per the clear plans and directives of Custodian of the Two Holy Mosques, his Deputy and the Second Deputy Premier.”**



Relaxed conversation between the Deputy Governor and the university rector



Prince Saud added that the university has several specialties that take into account the needs of the labor market in the region and the Kingdom in general. Along with other universities, PMU disseminates knowledge among the Kingdom’s sons and daughters, which has become essential to civilization.

The Eastern Province Governor stressed that the university professors should take the students’ interests and abilities into consideration and give

them proper guidance to enable them to manifest their talents, ideas and creativity in the sports, cultural, social and scientific fields.

Prince Saud added that these students are the backbone of the future, and the teachers have a responsibility toward them. Therefore they should consider God in all matters related to them and help them attain excellence, become creative and serve their religion, their king and their country.



He congratulated the visiting delegation on the beginning of the new academic year and said, "Thank God, we enjoy this country's security and stability as per the clear plans and directives of Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, HRH Crown Prince Salman bin Abdulaziz, Deputy Prime Minister and Defense Minister, and HRH Prince Muqrin bin Abdulaziz, Second Deputy Prime Minister."

Dr. Al-Ansari presented to the Prince a report on the university, the university's academic journey and its research chairs. Al-Ansari pointed out that 4,070 students are enrolled in the university and 1,000

**A total of 1,200 students have graduated, 80 percent of whom are employed, and 20 percent are pursuing higher education**

new students have been admitted.

Dr. Al-Ansari thanked the continuous support of Prince Saud to the university through his wise directives that have benefited the university and its students.

## Prince Jalawi Gets Acquainted with Preparations for New Academic Year during Visit of PMU Delegation



Eastern Province Deputy Governor Prince Jalawi bin Abdulaziz bin Musa'id with Dr. Issa Al-Ansari and his delegation

**Eastern Province Deputy Governor Prince Jalawi bin Abdulaziz bin Musa'id received at his office PMU Rector Dr. Issa Al-Ansari, university deans, and a number of employees. Prince Jalawi got acquainted with the preparations for the new academic year and was briefed on the number of students admitted to the university this year.**

A total of 1,200 students have graduated, 80 percent of whom are employed, and 20 percent are pursuing higher education or have opted for entrepreneurship. The Prince congratulated the delegation on the advent of the new academic year and wished them every success. He stressed that the university bears the name of Prince Mohammad bin Fahd bin Abdulaziz who has

been associated with the development in the region, including the establishment of the university.

The Eastern Province Deputy Governor called on the delegation to pay attention to the students from both genders, especially those at the freshmen's level in order to excel and continue the Kingdom's development march.

Dr. Al-Ansari praised the strong support received from Prince Saud and his deputy for the university and its activities which has contributed to its development and the excellent results of the students.

In the end, Prince Jalawi received a memento from the university rector. ♦

## Prince Mohammad Bin Fahd University Suite Attracts 29th Janadriyah Visitors



**H**is Royal Highness Prince Saud bin Nayef bin Abdul-Aziz, Governor of Eastern Province, visited Prince Mohammad Bin Fahd University (PMU) suite in the 29th Janadriyah Heritage and Cultural Festival. His Royal Highness was briefed on University achievements, academic programs, social services, postgraduate programs and university chairs.

PMU suite attracted large numbers of visitors. It included photos since University foundation date in addition to information on academic programs, research, postgraduate studies and university chairs. It also included information on the various academic partnerships between PMU and many local, Arabic and International institutions. The aim of participating in the Festival is to highlight University mission, goals, and educational philosophy.

The University suite attracted large numbers of visitors who were very much impressed with the University's future vision and its goal to prepare young men and women for the labor market in the age of globalization. They were also impressed with the latest technologies the University utilizes in its educational activities, its educational philosophy and its curricula.

The Department of Public Relations provided detailed explanations about the contents of University suite which included various publications that highlight the achievements of University faculties, University development

stages, plans to attract male and female students, the highly qualified international academic staff in various faculties and departments, and future projects and plans. Visitors had the chance to watch visual presentations, and receive pamphlets about the University, and get answers to their inquiries.

The University participated in Janadriyah Festival in order to highlight its academic role, its achievements, and its partnership with a number of international universities. The University suite included samples of University publications, printouts, and pamphlets in addition to documentary films about history of University foundation, its development, and its achievements. Moreover, there were presentations on the initiatives

the University took in recent years to serve the Kingdom and the citizen.

Mr. Abdulrahman Al-Khalufi, the Supervisor General of Public Relations, said the aim of University participation in Janadriyah Festival is to inform the public about the University and its academic and technical systems as well as its achievements and its academic and research programs.

Mr. Al-Khalufi said also the University suite presented many pictures depicting the University history starting from presenting a three dimensional model of University to the Custodian of the Two Holy Mosques, May Allah protect him, the laying of the foundation stone, the University inauguration ceremony, and the first and second graduation ceremony as well as several pictures of University colleges and facilities.

**The University suite attracted large numbers of visitors who were very much impressed with the University's future vision and its goal to prepare young men and women for the labor market in the age of globalization.**



Prince Mohammad bin Fahd presides over the Board of Trustees meeting

## Prince Mohammad Presides Over Board Meeting, Pays Visit to University

**President of the Board of Trustees:**  
The basic university output is important for a graduate to get a job in one of the bigger companies.

**The Rector:**  
The necessary procedures have been completed to prepare for the academic accreditation of programs in the faculties of Engineering, Computer Science, Engineering and Business Management.

The university plans to open new branches in various regions of the Kingdom, and create three new scientific chairs.

The President of the University Board of Trustees, Prince Mohammad bin Fahd bin Abdulaziz has revealed the university's plans to introduce new facilities after constructing additional buildings to accommodate them. These facilities will have highly competent faculty members to ensure an optimal level of teaching of present-day specialties to suit the local labor market.

While presiding over a Board of Trustees' meeting at the university recently, Prince Mohammad also pointed out to the university's plans to open new branches in the various regions of the Kingdom. The university is currently concentrating on developing a strong university in the hope of providing employment opportunities to the graduates, who, given their competitive scientific skills, will be able to get teaching jobs at the university, he said.

During the meeting, a consultative committee was formed and three new scientific chairs were created aimed at finding creative solutions to problems specific to different social groups. The three scientific chairs are: a scientific chair for the visually impaired, one for special needs, and the third for learning difficulties.

Prince Mohammad paid a field visit to the university campus and inspected the academic procedures, the modern teaching methods



The Board President with university leaders

used by the university thanks to its 'smart' classes, the English language laboratories, and the modern technologies used in teaching. He toured the university library which has been specially designed to facilitate technology- assisted studying.

The university president also observed the methods used by the university to disseminate scientific knowledge to the students. The university seeks to make these methods aligned to learning strategies and create an interactive learning environment, as opposed to traditional teaching methods. Prince Mohammad said that the policy under which the university buildings were constructed has helped in creating a relaxed atmosphere for the students. In fact, the basic university output is important for a graduate to get a job in one of the bigger companies – like, for instance, Saudi Aramco, which has hired 380 male and female PMU graduates over the last two years. Other companies and government agencies likewise has hired a considerable number of the university's graduates, he pointed out.

Dr. Issa bin Hassan Alansary, PMU Rector, said that during the meeting several topics concerning educational and administrative issues were discussed. These topics included the academic – both institutional and program related – and accreditation of the university from international agencies in America. He added that all the necessary procedures had been completed to prepare for the academic accreditation of programs in the faculties of Engineering, Computer Science, Engineering and Business Management.

Dr. Alansary said that the new scientific chairs that the board president had agreed to create will consolidate the five already existing chairs: Prince Sultan bin Abdulaziz Chair in Ecology and Energy Studies, Prince Naif bin Abdulaziz Chair in Youth Development, Prince Salman bin Abdulaziz Chair in Information Security, Saudi Aramco Chair in technology and Information Management, and Saudi Aramco Chair in Global Supply Chain Management. ♦



The prince signs an autograph on one of the balls at the request of one of the students



Prince Mohammad signs an autograph for a university student



Dr. Malik F. Saleh  
Dean of Quality and Accreditation

## PMU wins NCAAA Accreditation in Recognition of Academic Excellence

Prince Mohammad Bin Fahd University officially received institutional accreditation status from the National Commission for Assessment and Accreditation (NCAAA) through which institutional accreditation is granted for a period of four years. The NCAAA accreditation decision recognized PMU's autonomy, with quality processes in the academic, administrative, research and community outreach.



The NCAAA is an independent body responsible to the Council of Higher Education for the accreditation of postsecondary education in Saudi Arabia.

The university has been accredited from May 1, 2013, to April 30, 2017, and has committed itself to upholding the NCAAA Standards for Quality Assurance and Accreditation of Higher Education Institutions/Programs.

Ever since its foundation, the PMU's guiding principles and strategic plans have emphasized commitment to achieving academic and institutional quality. PMU's most unique characteristic is its ability to develop the core competencies of its graduates and the context in which its feasibility, vision and mission were designed.

Tracing the early days of the university, Dr. Malik F. Saleh, Dean of Quality and Accreditation, says that PMU was framed by local visionaries

who partnered with a carefully chosen institution, building a consortium of over 32 US universities. More than 62 local and international teams of experts in higher education, curriculum design, program specification, syllabi identification and higher education governance worked for over two years to frame the PMU system.

Since its inception within PMU, the Deanship of Quality and Accreditation has realized numerous achievements on many fronts including assessment operations. The Deanship conducted a preliminary self-study in 2007 based on its initial operation and within all academic and administrative units. The preliminary self-study was communicated to NCAAA. On receiving the PMU preliminary self-study, NCAAA sent a review team to the PMU campus and conducted a developmental review session. The session recommendations were communicated to PMU and



**Dr. Saleh: The goal of our accreditation was to start a process of continuous improvement to ensure that the education provided by PMU meets and exceeds acceptable levels of quality.**

were adopted as a guiding input towards consecutive strategic planning for NCAAA compliance. The Deanship led the efforts to implement strategic action plans. The PMU successfully completed seven consecutive semester cycles of complete compliance with NCAAA protocol. At the end of the cycle, the institutional self-study report was successfully completed and communicated to NCAAA. As a result, the PMU was accredited by NCAAA.

Dr. Saleh adds, “The goal of our accreditation was to start a process of continuous improvement to ensure that the education provided by PMU meets and exceeds acceptable levels of quality. This process of continuous improvement evaluates our educational activities and seeks an independent judgment to confirm that we are achieving our mission and goals. PMU adopted competencies, guiding principles, and strategic plans, emphasizing our commitment to achieve academic and institutional quality.”

Speaking about an external independent opinion exercise conducted by PMU, Dr. Saleh points out that well-known educators were invited to provide PMU with honest independent opinions about the continuous improvement process and compliance with the NCAAA standards. “We conducted this exercise with all resources available on campus to produce the most comprehensive external opinions. The outcome of this exercise along with our response was positive and it encouraged us to continue our process.”

PMU applied for institutional accreditation, and a NCAAA five-day accreditation visit was conducted from May 11 to 15, 2013. PMU complied with the NCAAA 11 Standards: Mission Goals and Objectives,



Governance and Administration, Management of Quality Assurance and Improvement, Learning and Teaching, Student Administration and Support Services, Learning Resources, Facilities and Equipment, Financial Planning and Management, Employment Processes, Research, and Institutional Relationships with the Community. Profound contributions and coordination of academic and administrative units, faculty, and students played a vital role in providing useful information to the preparation of the Institutional Self-Study Report. The Self-Evaluation Scales, Key Performance Indicator (KPI) Report, Course Specifications and Course Reports, Program Specifications, and the Program Periodic Self-Study Report were completed as additional supporting documents for the Institutional Self-Study Report.

The Deanship of Quality and Accreditation is fostering a culture of quality within PMU. In addition to the numerous internal workshops that it is conducting every semester to foster the culture of quality, external workshops are attended by faculty to increase skills in managing the quality system within their own units.

Dr. Saleh says, “Our next continuous cycle of quality improvement started with two goals in mind. The first goal is to implement performance measures were assessment of student learning outcomes are comprehensive and systematic so it provides accurate indicators of what our students know and are able to do. The second goal is to implement the performance measures in a centralized way in Blackboard using best practices.”



The Deanship of Quality and Accreditation has emphasized that it is committed to all PMU stakeholders to continue its improvement process and to continue to seek independent judgments to confirm that PMU is recognized nationally and internationally. “Further, we will continue to seek recognition from professional accreditation agencies nationally and internationally, Dr. Saleh points out.

*Dr. Saleh is the Dean and Accreditation*

## Prince Mohammad Approves New Composition of Taalim Board of Directors



HRH Prince Mohammad bin Fahd bin Abdulaziz

HRH Prince Mohammad bin Fahd bin Abdulaziz, Chairman of the PMU Board of Trustees, has approved the new composition of the Board of Directors of the educational services company, Taalim.

The Board comprises 11 members: Ihsan Bin Fareed Abd-al-Jawad, Ahmad Bin Hamad Al-Khunayni, Khaled bin Abd-al-Rahman Al-Abd-al-Karim, Khalid Bin Abdallah Al-Zamil, Tariq bin Abd-al-Hadi Al-Qahtani, Tariq bin Ali Al-Tamimi, Abd-al-Aziz bin Qassim Kanu, Abdallah bin Ali al-Majdui, Abd-al-Hadi bin Hamad Al-Zubi, Issam bin Abd-al-Qadir Al-Muhaydab and Badr bin Abd-al-Muhsin Al-Mutlaq.

HRH Prince Turki bin Mohammad bin Fahd bin Abdulaziz, Chairman of the Taalim Board of Directors, expressed his appreciation to Prince Mohammad on behalf of the members of the Board, for agreeing on the new council. Prince Turki pointed out that Prince Mohammad was continuously supporting the council with his guidance and care. This was clearly reflected in the progress of the university, giving it a prominent place among other universities.

Prince Turki added that the Board will support PMU to enable it to achieve its vision and mission to become one of the leading higher education institutions in the region, to develop and promulgate knowledge, and prepare graduates with specialized skills in various fields of human knowledge.

PMU Rector Dr. Issa Bin Hassan Al-Ansari also thanked Prince Mohammad for approving the formation of the new council. Al-Ansari praised the unlimited support and attention of Prince Mohammad towards all the various aspects of the university. Al-Ansari said that it was due to Prince Mohammad's contributions that the university had made so many achievements. It was due to this support that the university had entered into many partnerships with various academic agencies and institutions, besides its graduates acquiring prestigious jobs in major local companies.

Dr. Al-Ansari also praised the role of Prince Turki and the Board for their continued support to the university to achieve academic excellence.

## Committee Reviews Plans to Establish Medical Faculty

**The founding committee for the establishment of the PMU Faculty of Medicine held a meeting recently to review the plans to set up the faculty and select an academic partner. The proposed options were presented to the committee. A specialized consulting committee will eventually select the most suited partner.**

Dr. Muhammed Al-Mulhem, Vice Rector for Academic Affairs, said that the committee, presided over by Dr. Issa bin Hassan Al-Ansari, is seeking an academic partner from

reputed international universities to establish this faculty in accordance with the high academic standards of the university. He added that the university plans to build a university hospital to be affiliated to the faculty as well as provide health services.

The PMU Board of Trustees, headed by Prince Mohammad bin Fahd bin Abdulaziz, has already consented to the establishment of a medical faculty and has received approval from the Ministry of Higher Education.

## High-Level PMU Delegation Inspects Programs for Hearing Impaired Students



Dr. Al-Ansari during his visit to the diploma program students

**A high-level delegation from the Prince Mohammad bin Fahd University recently paid an inspection visit to the students of the university's diploma program in designing and managing websites and computer networks, which is conducted in collaboration with Prince Mohammad bin Fahd Society for Human Development, and is supported by the Charity Fund for the Hearing Impaired.**

The delegation comprised Dr. Issa bin Hassan Al-Ansari, Rector of the university, Dr. Adel bin Ahmed Al-Saleh, Vice Rector for Business Affairs and Development, Dr. Jaafar Al-Ghazou, Dean of the Faculty of Computer Science and Engineering, and Abdulrahman bin Mohammed Al-Khalufi, Supervisor General, Public Relations and Media. PMU conducts the program as part of its commitment to community welfare.

The Rector and his accompanying delegation visited the

university's facilities where they inspected the classrooms, academic departments and administrative offices to review the workflow.

The program serves the university's strategy of partnering with various bodies in different fields. It reflects the university's dedication to the community by coordinating with various institutions and offering training programs to them as well as to individuals based on their requirements.

In keeping with its commitment to serve the hearing impaired, the university works for their welfare by supporting cultural, social, and sports programs that may enhance their abilities. To achieve this goal, it has increased the number of programs that are geared towards helping the hearing impaired – male and female. Additionally, the university has devised programs in various specialties that suit their need and provide them with the necessary qualifications for the appropriate jobs.

## Dr. Almulhem was Appointed Vice Rector for Academic Affairs

Dr. Almulhem obtained a PhD in Computer Science from the University of Oregon in 1990, an MA in 1981, and a second MA in Computer Science from the University of California in 1986. He earned a bachelor's degree in Systems Engineering from King Fahd University for Petroleum and Minerals in 1976.

Dr. Almulhem has occupied various administrative positions at King Fahd University, and was Dean of Educational Services from 2000 to 2006. He was Vice Director for Information Technology from 1998 to 2000 and Head of the Department of Computer Science and Information from 1992 to 1996.

Dr. Almulhem is a published researcher, having written 40 papers in refereed scientific magazines and has featured in several international conferences. He has also been a member of various committees and has been a participant in local and international congresses.



Dr. Mohammed Almulhem

## PMU Supports Graduate Projects through Consulting and Funding Services

**The university supports its graduates in many ways, especially those who wish to start their own projects. For instance, it has a specific budget to support small and medium projects proposed by these graduates. The process involves applying to the Students Affairs Administration for studying the projects and getting them approved.**

The educational environment at the Prince Mohammad bin Fahd University is one that seeks to equip students with the basic abilities required to fit in the labor market and to deal with the challenges posed by the knowledge-based economy.

PMU presents a basic curriculum, studied by all students with the aim of getting them acquire the following six abilities: the ability to use technology, communication and critical thinking, problem-solving, teamwork, leadership, and the ability to achieve professional advancement. The other courses cover educational activities that consolidate the acquisition of these abilities.

This approach has had a positive effect on the graduates who

develop skills that few other graduates are able to. This explains why most of the university graduates have been hired by big institutions and companies in the Kingdom.

A considerable number of male and female graduates have also obtained scholarships to finish higher studies abroad. Iyad Maher Badr, Director of PMU's Students Affairs, said that the university proposed this idea to support its male and female students. Students Affairs supports the graduates who wish to start their own projects by providing consulting services before the actual beginning of the project, by extending financial support up to 300,000 Saudi Riyals.

The university also provides technical support during the implementation of the project. In effect, the university supports the project from the time he/she completes the initial process for the project, begins its implementation and continues to work on it. Students Affairs will begin receiving applications at the beginning of the next term.

## Leading Company on Campus Recruitment Drive

**A delegation from the Employment and Engineering Department of Halliburton, a leading international company in the field of oil and gas, visited the university recently and interviewed university students for possible recruitment.**

The delegation conducted English language and technological tests involving 20 mechanical engineering students who are soon to graduate. This comes in the framework of Halliburton's efforts to attract qualified college graduates and benefit from their professional and practical abilities.

The Student Affairs Training and Recruitment Department develops the university students' professional and vocational qualifications through various training programs that cover a series of lectures on drafting resumes and facing personal interviews.

The training programs also provide the students with life skills to support their technical skills and scientific knowledge, help students to plan their careers, and encourage them to work and persevere to achieve their goals.

The Training and Recruitment Department works on achieving the university's vision which supports innovation and entrepreneurship, and developing competitive and influential leaders in various fields. The department also familiarizes reputed companies with the university's majors, academic programs and the distinguished



scientific and academic training level provided to students.

The department also consolidates the relation between the university and the various sectors of the society. Throughout its successful journey, the university has also been participating in various social activities.

## 60 New Members Join PMU Faculty from Prestigious World Universities

**PMU has signed contracts with 60 faculty members from prestigious world universities. The new members are teachers in various specialties including economy, business management, administration, information systems, finances, accounting, electronic and mechanical engineering.**

The new contracts have been signed so as to meet the demands that may arise out of future academic expansion. The new members have been selected according to precise, methodical criteria to recruit ideally-suited, experienced faculty members from world-standard universities, in keeping with the university's continuous development policies. In fact, the university was following the outcome of a comprehensive study made by a committee of consultants and academics to choose outstanding faculty members. This comes as a continuation of the university's success in attracting distinguished teachers and in applying modern teaching methods based on the latest technologies.

The university organizes workshops for its new faculty members. These workshops are held in the presence of the administration staff members and cover such topics as the development of learning and training curricula, the role of learning and training programs in higher

education institutions, the achievements and preparations taking place in the various PMU faculties for meeting the requirements of academic accreditation, promoting the faculty member's competencies in view of the criteria of comprehensive quality, and the system of academic accreditation.

The new contracts with the faculty members support the university's plans and strategies aimed at establishing a relaxed educational environment for the students, around whom the university's plans are centered. The university administration works basically on reinforcing the idea that PMU complements higher education institutions in the region, and is not merely a copy of existing practices.

PMU's main objective is to provide the best training for the leaders of the future. To achieve this goal, the university ensures that it attracts the best faculty members from global universities for optimal implementation of its academic systems, programs, strategies, and its learning environment. In fact, the university works on obtaining a student profile with the following qualities: professionally efficient, capable of using technology and communication, able to think creatively and solve problems, able to work as a team, and has leadership skills.

## Female Students Briefed on International IDS Challenge Program

Mrs. Umayma Al-Jarallah, a representative of Procter and Gamble, visited the Prince Mohammad bin Fahd University to discuss ways of cooperation in enrolling university students in the company's International IDS Challenge program. She was welcomed by high-ranking academic members and administrators from the female section of the university.

The IDS Challenge program helps students get training in large companies. Mrs. Al-Jarallah explained to the students the procedure for applying to the program and the practical steps one needs to take to be successfully admitted.

A large number of male and female students have applied for the course. Safiyah Aldlijan, a student majoring in Human Resources, has been successful in gaining admission in a tough contest where only 24 seats are offered to male and female students from various Arab, African, and European universities.

Meanwhile, a select group of female students were invited to pay a field visit to the company's factory and to attend a workshop organized especially for female students. The workshop, which was conducted by the King Abdulaziz Center for National Dialogue, was entitled, "Basics of Communication Skills." The visit included a tour of the factory where the students were briefed in detail about the production process of consumer products and on marketing strategies.

Such engagement with prestigious companies and institutions is valuable to the PMU graduates when seeking employment with them. In addition, the training at these companies goes a long way in boosting their academic skills. The university gives due importance to such programs, besides



cultural activities, that educate and benefit students in various ways.

On similar lines, PMU organizes events, conferences, and meetings in collaboration with major institutions, giving female students the opportunity to take part in the preparation of these events. Such undertakings provide the appropriate training to them and offer a platform for sharing educational and cultural experiences. They also help in reinforcing communication between these students and community institutions.

## New Scholarship Program for Talented Arab Students

**PMU has entered into an agreement with the Arab League's Arab Youth Council for Integrated Development on a scholarship program for talented students from all Arab countries to study at the university.**

The scholarship program will be in the form of integrated grants by which the university will offer tuition, housing, transportation and living expenses. The agreement comes within the cooperation framework between the university and regional and global institutions to achieve the objectives of the university and expand its services across the Arab world.

The Council has offered a proposal to the university to admit a number of talented Arab students and inventors to pursue their academics. PMU Rector Dr. Issa bin Hassan Al-Ansari said that

granting these scholarships to the talented Arab students comes as a result of the determination of HRH Prince Mohammad bin Fahd bin Abdulaziz, Chairman of the PMU Board of Trustees, to ensure that the university performs its mission at the local and international levels.

Al-Ansari said that the very fact that the Council had made the proposal to the university confirms its leading position in the academic world. Al-Ansari added that the university is seeking to attract talented students from inside and outside the Kingdom, to make them business leaders.

PMU is characterized by its specialized programs and curricula which attract students from inside and outside the Kingdom, earning it a strong reputation among academic circles in the world.



SABIC students after graduation with a number of university figures.

## Third batch of SABIC Scholarship Students Set for US After PMU Training Program

**Under the auspices of PMU Rector Dr. Issa bin Hassan Al-Ansari, the university and SABIC celebrated the graduation of the 2013 class of 60 students who had received scholarships from SABIC to pursue their studies in the US.** The function was also attended by PMU Vice president for Academic Affairs Dr. Mohammed bin Saleh Al-Melhem, SABIC Executive Vice President for Human Resources Fahd bin Saad Al-Sheaibi, and the Middle East and Africa Human Resources General Manager Abdulaziz Al-Udan.

SABIC has opted for PMU among many competitive institutions to design and conduct a training program for students under the company's scholarship program to study in the US and assume a position in the company on their return after graduation. SABIC's preference for PMU is due to the program's strong content and objectives, and the university's ideal learning environment.

The program is aimed at preparing the students with the appropriate

skills and mindset to live in American society, cope with American culture, gain maximum benefit from studying in the US, and overcoming pressures associated with living in an alien society.

The program also seeks to improve their English, learning abilities and computer skills. Besides lectures, extracurricular activities and sports, specialists are invited to address the students about cultural and lifestyle issues. The parents of the students expressed their happiness and thanked the university, particularly because the courses are in English, the communication language for business and studies that lays the groundwork for better opportunities.

The students, coming from different regions of the Kingdom, are selected by SABIC according to precise criteria. The university provides them with all the support to achieve the objectives of the program by using the latest learning techniques and the expertise of leading professors from different nationalities.

## Prince Mohammad Inaugurates Strategic Research Program at University of Central Florida

**P**rince Mohammad bin Fahd bin Abdulaziz, President of the PMU Board of Trustees, emphasized the Saudi government's strong commitment to support education, particularly higher education. In fact, the Saudi government considers education as an essential element in the country's progress. During his recent visit to the University of Central Florida (UCF) in the US, Prince Mohammad said that the role of universities should not be limited to carrying out academic programs. They should play a major role in confronting the various problems and challenges faced by world communities and find solutions to overcome them. In addition, universities should set social and economic policies to achieve sustained development.



Prince Mohammad addresses the gathering at UCF



Prince Mohammad during his visit to the University of Central Florida. Next to him is Dr. John Hitt

The PMU President's visit to UCF was to inaugurate a new academic initiative, the Prince Mohammad Bin Fahd Program for Strategic Research and Studies. Prince Mohammad was accompanied by Prince Turki bin Mohammad bin Fahd, Vice President, Board of Trustees, Dr. Issa bin Hassan Al-Ansari, the university's rector, and Hassan bin Ali Al-Jasser, General Secretary of the Prince Sultan bin Abdulaziz Fund for Women Development, besides senior administration and academic staff members of the university.

On arrival, Prince Mohammad was welcomed by Dr. John Hitt, UCF President, administration and academic leaders, and members of the program's advisory committee. During the welcome reception, Prince Mohammad and the US university leaders exchanged views on important issues that world communities currently face and that have a serious impact on the environment. The discussions also focused on economic issues and the methods to be adopted to fulfill basic individual needs.

Prince Mohammad toured the university and viewed its advanced facilities. He was briefed on the university's achievements and its latest faculty, the College of Medicine.

**The role of universities should not be limited to carrying out academic programs. They should set social and economic policies to achieve sustained development**

**The Saudi government supports both public and private education, which it considers as one of the main elements that contribute to the country's progress**

**In line with the university's mission, the program seeks to enhance research towards finding solutions to problems faced by the world communities**





The signing ceremony

**Launch Ceremony**

The program's launch ceremony was attended by senior faculty members and practitioners specialized in research in global economics and social issues. Several other personalities from the university and from other institutions also attended the ceremony.

Speaking on the occasion, Prince Mohammad called for close cooperation between PMU and UCF to achieve the program's goals. On a separate note, he expressed his deep sympathy for the victims of the violent events in Boston. He also offered his condolences to the families of the victims of a factory incident in Waco, Texas. The Prince urged everyone to collaborate to ensure a secure environment to work and live in. He later launched the program's website.

After the ceremony, Prince Mohammad welcomed Saudi students enrolled at UCF who had come to greet him. He urged them to work hard to achieve academic excellence and acquire the knowledge and skills to serve the community upon returning to their home country.

**International Success**

A few months prior to the launch event, an agreement was signed between PMU and UCF to develop the Prince Mohammad bin Fahd Program for Strategic Research and Studies. The agreement was signed during a UCF delegation's visit to the Kingdom. Dr. Issa bin Hassan Al-Ansari and Dr. John Hitt, signed the agreement, which constituted

**Prince Mohammad launched the program's website during the inauguration ceremony.**

**The program's endeavor will be to attract renowned researchers and support practical scientific research in various fields. Through these studies, it seeks to find applicable solutions and implement them.**

a first step towards PMU's success in the international academic arena. It was a practical move to reinforce PMU's objective of collaborating with reputed world institutions and supporting their efforts to enrich human experiences and knowledge.

In line with the university's mission, the program seeks to enhance research and studies towards finding solutions to problems faced by the world communities, particularly Saudi and American.

**The Program**

The program's endeavor will be to attract renowned researchers and support practical scientific research in various fields. Through these studies, it seeks to find applicable solutions and implement them.



A friendly discussion at the inauguration ceremony

As part of the program, conferences, discussions, workshops, and other meetings will be held where prominent specialists will participate and share their views on key topics. Thanks to the high technologies available at both universities, the two institutions will integrate their resources to conduct these programs. An instance of this plan is the online interaction carried out twice a term. An annual forum is also planned to discuss important topics, and publish the discussions online for the benefit of all users.

The program will use its resources to support research and will seek to have the research outcome published in prestigious scientific magazines. The plan is to conduct at least one research project every year.

It encourages academic exchanges between the faculty members from both universities for varying terms – two weeks, a month, or the whole year. It also allows senior faculty numbers from other universities to spend a specific period of time at one of the two universities. The program enables exchange of students from both universities for specific periods of time, ranging from two weeks to a whole academic year. Scholarships will be provided to encourage this exchange.

**Students' Participation**

Additionally, financial support will be provided for students

**Prince Mohammad welcomed Saudi students enrolled at UCF who had come to greet him, and urged them to work hard to achieve academic excellence and acquire the knowledge and skills to serve the community upon returning to their home country.**

wishing to participate in the research at their respective universities. The objectives of the program include designing academic curricula concerning topics related to the program's objectives and making them accessible to students of both the universities. An electronic gate will be launched to allow students access to all these activities.

The two universities will select an accomplished person to administer the program and be in charge of planning and implementing its activities. The selected personality will also take part in teaching and conducting research. The program's Board of Advisors will comprise selected faculty and administration members from both universities. The Board will meet at least four times a year. It will supervise the program, follow up the performance, and endorse annual plans.

The program is seen as a unique experience in US universities. ♦



## Student Delegation Representing National Council for US-Arab Relations Visits PMU

**A student delegation from American universities, representing the National Council of US-Arab relations (NCUSAR), visited the Prince Mohammad bin Fahd University recently as part of a tour of the Kingdom organized by the Ministry of Higher Education.**

Headed by Megan Geissler, Director of the Council's Student Programs, the delegation was received by Dr. Nassar bin Mohammed Sheikh, Vice Rector for Academic Affairs, Omar Almousa, Dean of Student Affairs, Abdurrahman bin Mohammed Alkhaloufi, General Supervisor of Public Relations and Media, and a number of academic and administration leaders of the university.

The delegation learnt about the university's achievements in various fields including scientific research, the history of the university, and its progress. The delegation also caught up with the university's teaching programs and plans as a higher education institution following the American approach.

The guests got acquainted with the different PMU departments, the latest technologies used in education, the philosophy of education at the university, and the teaching methods. They also listened to

a presentation about the university's achievements in establishing relations with both local and international organizations to meet its objectives of developing knowledge and contribute to research. The delegation later toured the university campus.

Dr. Sheikh explained the university's mission and vision and its various scientific disciplines. He pointed out that the university has linked theoretical and practical applications, creating a holistic learning environment for the students.

The delegation's visit comes as part of the cooperation between PMU and other universities and research centers. It conforms to the university's policy, principles, and mission to provide high standards of education to its students by developing and disseminating knowledge through various studies and research. The university also seeks to play a vital role in community and cultural development.

NCUSAR is an American non-profit organization dedicated to improving US knowledge and understanding of the Arab world through the development of leadership skills, peoples' communication programs, and academic seminars as well holding of an annual conference of Arab-American policy

## British Council Director Lauds PMU Programs



Charlie Walker, center, with Dr. Almulhem and Alkhaloufi.

**Charlie Walker, British Council Country Director, Saudi Arabia, visited the Prince Mohammed bin Fahd University recently. He was welcomed by Dr. Mohammed Salah Almulhem, PMU Vice Rector for Academic Affairs, Abdurrahman bin Mohammed Alkhaloufi, General Supervisor of Public Relations and Media, as well as a number of PMU academic and administration leaderships.**

Dr. Almulhem gave a detailed presentation on the university, its faculty, and its various facilities. He briefed the director on the university's cooperation with other international universities in the fields of education and research. Another presentation covered the university's educational philosophy,

teaching methods and academic curricula.

Walker, who was full of praise for PMU's academic programs, also discussed the university's future plans and the use of state-of-the-art technological applications in academic and administrative matters. Walker was also introduced to the university's methodology in disseminating scientific education among the students.

The British Council director's visit to the university was part of the cooperation between the PMU and British universities to advance education in the Kingdom and to transfer knowledge in the field of higher education to the Kingdom.

## American Delegation Praises PMU's World-Class Academic Standards



Dr. Nassar Shiekh and senior PMU academics with the visiting delegation

Former World Finance Corporation Vice Executive Chairman Peter Walkie, and his wife, Hannah, praised the world-class academic standards adopted by the PMU during a recent visit to the university. Walkie, who headed the Corporation from 1999 to 2005, lauded the clear development in the university's education policy, as well as the technology used to provide optimal services for students to keep up with the technological advances in higher education.

Walkie and his delegation met Vice Rector for Academic Affairs Dr. Nassar bin Mohammed Sheikh, General Supervisor of Media and Public Relations Abdurrahman bin Mohammed Alkhaloufi, the deans of faculties, and a number of senior academics and administration leaders. The delegation visited the university campus and viewed its facilities, smart classes, laboratories of the Faculty of Engineering, the library and the Learning Center.

The delegation was briefed on the latest technology used in the educational programs, and were introduced to the educational policies of the university and the methods of implementing its academic curricula. The delegation

members were also briefed on the relationships established by the university with both local and global institutions. These relationships aim to promote knowledge, contribute to research and find solutions to various problems.

Dr. Nassar Sheikh explained the university's mission and vision and introduced the different scientific specialties on offer to students. He noted that the university has a good mix of theoretical and practical elements in its curricula, besides having a distinguished learning environment for its students.

The Vice Rector affirmed that the university is determined to communicate and cooperate with any relevant organization to serve the community and benefit from its available competencies. Such cooperation helps in providing better services to the students, enabling them to keep up with the technological advances used in higher education. He pointed out that the university is committed to pursuing academic programs that encourage scientific research.

Dr. Sheikh further spoke of the university's community work that is geared to preparing the future generation to speed up scientific progress and form competitive and creative leaderships.



Dr. Kim Peter Norman with University Leaders

## Renowned Academician Hails PMU Standards During Visit

**Dr. Kim Peter Norman, a renowned international speaker from the University of California, San Francisco, visited the Prince Mohammad bin Fahd University recently and praised the advancements made by the university in the technical and academic fields.**

These advancements help the university to keep pace with technological developments in higher education for the benefit of the students. He appreciated the university's academic diversity and the effective methods it uses to impart quality education.

During the visit, Dr. Norman met Dr. Nassar bin Mohammed Sheikh, PMU Vice Rector of Academic Affairs, Abdurrahman bin Mohammed Alkhaloufi, General Supervisor of Public Relations and Media, faculty deans, and academic and administration officials.

In a lecture titled, "Intellectual Patterns and Tendencies: Influences on Individuals," Dr. Norman emphasized the

importance of positive thinking and self-confidence, and stressed on the need to overcome weaknesses.

During a tour of the various departments of the university, Dr. Norman was introduced to their specialties, and met cadres from different fields. He was briefed on the world standards applied in devising academic programs, curricula, learning styles, and university facilities. They are designed in accordance with up-to-date academic specialties, all for the benefit of students to enhance their skills.

The Vice Rector for Academic Affairs explained that the PMU, since its foundation, has established an advanced technological infrastructure in administration and education. The university is strongly focused on quality and excellence, with the teaching staff made up of experienced and competent faculty from different parts of the world, applying the best academic practices.



The university delegation in Masdar, Abu Dhabi

## PMU Becomes First Saudi University to Visit Masdar City in Abu Dhabi

**A delegation from the PMU branch of the American Society of Mechanical Engineers paid a visit to Masdar, the city of Renewable Energy, under the supervision of the Society's advisor, Dr. Nader Nader.**

The delegation was made up of the President of the PMU branch, Ramy Saleh Al-Sayed, the Vice President, Yahia Al-Hammam, students from Mechanical Engineering, Jomaa Ahmad Al-Ramadhan, Abdurrahman Al-Fayez, Jihad Al-Ghamdi, Rayan Al-Otaibi, Mohammed Al-Sowayh, Mohammed Al-Azib, and Salman Bashir from the Department of Civil Engineering.

Masdar, which is considered to be among the most sustainable cities in the world, is a center of renewable energy and clean technologies. It is seen as a model of environment-friendly urban development. The visit was aimed at highlighting to the students the importance of using clean and renewable energy and reducing the reliance on oil and gas to protect the environment.

The delegation viewed a model of the city, the map of the Clean Energy College, the Cooling Tower, the electric car

used as a means of transport inside the city, and the latest designs of the environment-friendly buildings that are able to preserve temperatures between 22 and 27 degrees Celsius. A senior official from the city said during a lecture that Masdar is supported by 7% of the UAE budget and will continue to get this support till 2030. There are also plans to use solar energy in all the buildings and facilities of Abu Dhabi.

Prince Mohammad bin Fahd University works on providing a complete learning experience to its students. This is achieved through familiarizing them with the latest technologies, providing high-standard activities, and implementing an extensive program to help students integrate into university life and adapt themselves with its systems and atmosphere. This extensive program supports students' activities and reinforces their scientific and cultural skills and leadership. It includes initiatives and plans to reinforce their academic abilities.

Such activities both strengthen the ties between the students and the university and encourage them to carry on postgraduate studies. They serve to achieve the mission of the university which stresses on scientific research and community service.

## Delegation from Bahrain's Gulf International Bank Visits PMU



Delegates from Bahrain

**A delegation from the Gulf International Bank, Bahrain, visited the university as part of its efforts to attract qualified college graduates to work in the bank. A total of 24 students in the post-employment training phase were selected on account of their capabilities and strong reputation in the labor market.**

Abdulrahman bin Mohammed Al-Khalufi, Supervisor General, Public Relations and Media, received the delegation along with a number of university officials. The delegation made a tour of the campus and was introduced to the Training and Employment Department in the Student Affairs office. The department was established to provide professional and vocational training to the university students through various training programs, which include life skills, to complement their technical skills and scientific knowledge.

The department also helps students to chalk out their career, to work and be perseverant in achieving their goals after graduation. The university's vision is to produce competitive and creative leaders who will have a strong influence in their communities.

## Prince Mohammad Honored at 'Kuwait Says Thank You' Campaign for Role during Iraq Invasion

Prince Mohammad did his duty with guidance from the leadership, says Prince Turki bin Mohammad

**K**uwait honored PMU Board of Trustees President Prince Mohammad bin Fahd for the position he took during the Iraqi invasion and for the important role he played in receiving Kuwaiti citizens, including the late Sheikh Jaber Al-Ahmad Al-Sabah whom he had welcomed in the city of Al-Khafji.



Prince Mohammad bin Fahd had formed many committees to provide the necessary care for the Kuwaitis in the Eastern Province and to ensure their welfare. He was honored at a "Kuwait says thank you" campaign during which 30 other Gulf and Kuwaiti figures were honored.

Prince Turki bin Mohammad bin Fahd bin Abdulaziz represented Prince Mohammad during the ceremony. He expressed his thanks to the State of Kuwait and pointed out to the Kingdom's position towards it. This position stems from the strong ties of brotherhood that unite the peoples and the leaderships of the two countries, he said.

Prince Turki said that Prince Mohammad had done his duty, especially under the guidance of then Custodian of the Two Holy Mosques late King Fahd bin Abdulaziz, may Allah bless his soul, and the present guidance of Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, may Allah protect him."

The president of the Higher Committee of the "Kuwait says thank you" campaign, Mazyad Al-Maushargi, said, "We can never forget the role of the Kingdom of Saudi Arabia in freeing Kuwait from the clutches of the Iraqi invasion in August, 1990. We will always remember the role of Prince Mohammad, who accompanied late Sheikh Jaber Al-Ahmed to Dammam. Prince Mohammad also played a major role in caring for the needs of the Kuwaiti citizens and ensuring their welfare, including providing for various types of assistance like housing and health services."

The month-long "Kuwait says thank you" campaign began on May 9, 2013. ♦



## Dr. Al-Ansari Speaks to Okaz Newspaper

# Our Goal is to Prepare Leaders of the Future



Al-Ansari with HRH Prince Mohammad bin Fahd during one of the meetings of the Board of Trustees

**H**RH Prince Mohammed bin Fahd bin Abdulaziz, Chairman of the PMU Board of Trustees, and HRH Prince Turki bin Mohammad bin Fahd, Deputy Chairman of the Board of Trustees, have sponsored and supported the university's academic journey. This support has had a deep impact on the development of the university, year after year, since its establishment and till the graduation of the first batch of students in 2011. PMU Rector Dr. Issa Al-Ansari highlighted this fact in an interview with Okaz Arabic newspaper. He stressed that the university was established with a clear vision aimed at preparing future leaders in various fields of human knowledge and its application, enriching and developing intelligence, and exploring innovative methods and techniques to achieve its objectives. Moreover, it seeks to break the barrier between the academic and business sectors, contribute to the advancement of human intelligence, disseminate knowledge and produce graduates specialized in various fields through the use of modern education techniques.

Thus the graduates will be capable of playing a pioneering and responsible role in the community, contributing towards solving problems through innovative thinking, collective work, and self-development.

### Job Market Requirements

Al-Ansari explained an important point in the interview – that is, tailoring academic programs and scientific disciplines to the requirements of the job market. Al-Ansari said that this is being done by effective collaboration and cooperation between the university and the job market institutions. Al-Ansari said that the university is directing its studies to find solutions to the chronic problems in the communities through applied research and technical consultancy. He stressed on the importance of basic scientific research which enriches human intelligence and serves the community through training and continuous education.

### Learning Environment

On the prevailing learning environment at the university, Dr. Al-Ansari said, "I've worked at the university since its inception to provide a learning environment to its students. The Texas administration designed all the regulations and academic programs and participated in their implementation. Experts in the field helped us for the first two years. During this period, the university ensured that all the requirements of the learning process as configured in the university bylaws and its academic programs were in place."

He said the university worked on providing the information technology infrastructure for the technical programs needed for the administrative and academic work as well as the necessary software and latest learning techniques. The university also established a center for learning resources to not only be a library, but also an academic guide. The university opened classrooms and equipped them with smart boards as well as all the necessary equipment to teach courses in an interactive and modern way.

Al-Ansari further pointed out that the university ensured that qualified professors were hired. They had the required experience in conducting academic programs according to the education philosophy embodied in the university's academic system. The university also appointed highly experienced administrators to ensure the functioning of the university as defined by the university's executive plan.

### Global Academic Cooperation

Al-Ansari addressed a key point related to the cooperation with other scientific institutions. He said that the university is keen on meeting international standards in all its activities, and learning from the expertise of prestigious global universities. Since its very first day, the university concluded memoranda of understanding and agreements with international universities from around the world, such as the United States, the United Kingdom, India, Germany, Japan, China, Singapore and Australia. The university is working on revitalizing these agreements to serve the university's objectives aimed at developing knowledge and human intelligence through joint research and the professors and students exchange program.

The university signed a memorandum of understanding with the University of Central Florida in the US to create a Prince Mohammad bin Fahd Program for Research and Strategic Studies. The program is under the management of the university and conducts research on common strategic issues.

Since its beginning, Al-Ansari pointed out, the university has endorsed a number of scientific chairs. There is a plan to increase the



Al-Ansari signs an agreement with the University of Central Florida, US, to create a Prince Mohammad Bin Fahd program for Research and Strategic Studies, in the presence of Prince Mohammad



A lecture in progress at the university

**The university was established with a clear vision aimed at producing graduates specialized in various fields capable of playing a pioneering and responsible role in the community.**

number of these chairs to allow the university to further develop and disseminate knowledge, and find solutions to the problems faced by the local and international communities.

There are currently five scientific chairs: Prince Sultan bin Abdulaziz Chair for the Environment and Energy Research and Studies, Prince Naif bin Abdulaziz Chair for Youth Development, Prince Salman bin Abdulaziz Chair for Information Security, Aramco Chair for Technology and Information Management, and Aramco Chair for the Management of Global Supply Chain.

### Support and Care

In the extensive interview, Al-Ansari referred to the support of HRH Prince Mohammad bin Fahd to the university ever since the day it was just an idea right until now. He stressed on the fact that Prince Mohammad bin Fahd provided the university with his care and guidance, leading it to be one of the leading universities in the world.

Al-Ansari confirmed that the university will continue, God willing, to exert every effort to achieve its mission under the guidance of Prince Mohammad and Prince Turki. The achievements of the university are a source of pride to all those at the helm, also because they are contributing to building the nation, and providing the local and global job market with young and qualified cadres in various disciplines. ♦

## PMU – an Honorable Part of My Life

**D**uring one's career, one crosses numerous milestones especially when one moves from one position to another while serving his country. One may leave people he has got accustomed to, people he shared so many things with – his time, hardships at work, and the joy of achievements, especially when the achievement is as great as Prince Mohammad bin Fahd University. It is a young university that I was honored of being part of, as Vice Rector for Business Promotion and Continuing Education. On this occasion, I'd like to thank PMU Rector Dr. Issa bin Hassan Alansari, for giving me the opportunity to work under his wise guidance at the university.

I think it is my duty to praise the huge efforts made by the university's administration to ameliorate the work environment. This strategy is important for both private and public organizations. It is one of the main requirements for a successful administrative course of action. Institutions are determined to adopt this strategy to boost performance on a continuous basis and achieve further success. This is reflected in the level of satisfaction at work. This, in turn, boosts productivity and cooperation based on partnership between the various parties to achieve the desired goals. This, indeed, is reflected in the university's performance as a result of adopting this scientific approach in its administrative policy. It is something I witnessed during my working years at the university.

Lastly, even if I have to move to another place due to personal reasons, I hope that the human relationships I had developed with my colleagues at the university will continue. I'd like to thank them for being so responsible and for being part of this institution in which I spent most of my career.

*The author is Al-Ahsa Development's Chief Executive, Former Vice Director for Business Development and Continuing Education*



By Dr. Adel Bin Ahmad Alsaleh

## PMU Stand at Ras Tanura Environmental Campaign Draws Large Crowd

**T**he PMU stand at the recent Environmental Awareness Campaign at Ras Tanura attracted a large number of eager visitors. The campaign was inaugurated by the Ras Tanura Governor and a number of Saudi Aramco officials. The university was represented by the Department of Mechanical Engineering, under the supervision of Dr. Nader Nader and Dr. Raafat Alwaked. The campaign targeted various strata of society through its interactive programs, lectures, and other educational activities. The university's stand showcased the projects of the Department of Mechanical Engineering students. The projects, which were greatly appreciated by the visitors, either directly related to environment protection or reflected the university's contribution to the scientific development of the community.

The PMU students – Ramy Saleh Alsayed, Mohammad Alazeb, Yahia Alhammami, Ziyad Alaqifi and Jomaa Alramadhan – briefed the visitors about the university's efforts in protecting the environment, and highlighted innovative methods to lessen the use of fossil fuel to reduce gas emissions. The visitors included the Ras Tanura Governor, Saudi Aramco officials, and other guests. They appreciated the futuristic vision of the university, as reflected in the way it trains its students to be professionally competent in keeping with the requirements of the globalization age. These students are being prepared to meet the demands of the labor market.

In addition, the visitors praised the use of the latest technologies in the university's educational activities and policies as well as in the methods of implementing the academic curricula.

The students presented to the visitors media reviews and magazines that introduced the various development stages of the PMU faculties and deanships. They introduced the university's future plans and projects, its efforts to attract male and female students and eminent academics from international universities. Visual presentations were made and written brochures about the university were distributed among the visitors. The students patiently responded to a range of queries about the university from the guests.

PMU is enthusiastic about any academic activity that serves the community. Such engagement has to do with cultural, social, scientific, artistic, and professional fields that are consistent with the students' interests and boost their talents. Through such activities, students get the appropriate training in interactive skills and teamwork, and are exposed to situations where they

have to assume responsibility. They also enhance scientific competition to achieve excellence both at local and global levels.

It is for these very reasons that the university encourages its students to participate in such events and competitions that help them consolidate their skills and scientific abilities. PMU believes that these activities also play a major role in reinforcing relations between the university and other community institutions. ♦



# University Housing Project Enters First Phase

University housing is an important factor that could have a positive impact on the student's life.

**P**MU has started implementing the first stage of its housing project, which is spread over an area of 140,000,000 square meters, with the total area of buildings amounting to 225,000,000 square meters.

The buildings, which will be built with the latest architectural designs, will accommodate more than 300 male and female students as well as more than 250 male and female faculty members. The project will include recreational facilities and other support services. It fulfills the university's plans to provide adequate accommodation, with everyday life requirements, to students.

The university similarly seeks to ensure peace of mind for faculty members by providing them appropriate academic and social environments, including a comfortable home, so as to create a suitable work setting. Working in a comfortable environment will have a positive impact on the educational process and enhance the university's overall output. The planned buildings, including residential units, will enjoy all the necessary technology needed to make them smart buildings.

The project covers all the necessary daily needs to help these future cadres to go about their studies. The complex has all the needed services and facilities, including mosques, schools, shops, gardens, and parking lots. These facilities are built in accordance with the cultural and historical identity of Saudi society. They serve to achieve

the high educational standards set by the university and reflect its vision and mission.

Prince Mohammad bin Fahd, PMU President of the Board of Trustees, has recommended the buildings be constructed in one single stage and in conformity with the latest international standards set for university campuses.

#### Comprehensive Facilities

The university housing is an important factor that could have a positive impact on the student's life. For this reason, the university, represented by the Housing Administration, makes tremendous efforts to create a learning environment that also comprises sports, social, and cultural facilities. Such an environment provides opportunities for the students to advance their abilities, as well as get help, if needed, from specialists in social, psychological, and educational care, available all day long.

The buildings of the university campus have all the requirements for student accommodation, including mosques, cultural clubs, hobby centers, shopping areas, sport stadia, and separate sporting centers for male and female students and staff members.





One of the buildings is earmarked for hosting VIPs. It has a mosque and a health care center for the residents of the building. Besides, there are multi-storey car parks, gardens, and support services. Students and faculty members can enjoy these facilities for cultural, social, sport, and artistic activities. The main restaurant in the building provides reasonably priced meals made under the supervision of nutritionists.

The campus has other important services like laundry rooms, gardens, TV halls, special areas for visitors, and computer laboratories supervised by specialists in every building.

#### Housing Units

The housing project is situated on the Khaldiya Road and comprises six blocks to accommodate staff members. These blocks have 528 housing units distributed as follows: 122 one-bedroom apartments, 168 two-bedroom apartments, 118 three-bedroom apartments, 120 four-bedroom apartments, 19 villas for directors and faculty members, and 11 villas for the deans. The buildings have Arabic and Islamic architectural designs, highlighting the importance of the project. The university seeks to give the project a unique architectural characteristic that suits its mission and vision.

#### Specialized Supervisors

The project pays due attention to people with special needs and provides for comfortable housing for them. These housing units are designed with special facilities for the care of these students. Health care services are available in the campus and a medical examination is conducted every term.

Specialized supervisors in student care and competent inspectors monitor the activities of the students' club located in the center of the housing area. These students are given the opportunity to participate in supervision and administration tasks to boost their skills.



#### Housing Plan

The university makes an annual housing plan, prepares reports, term and year-reports, and supervises housing advertisements and brochures. The relevant department in Students Affairs, which is responsible for receiving new students, introduces to them the regulations that govern the campus housing, their duties and responsibilities. The department provides the necessary guidance and follows up the cases that need special care, while ensuring health care to them through the Health Care Center. In addition, the department arranges recreational programs, sports activities, and weekly trips aimed at ensuring a comfortable stay for the students and create a friendly atmosphere.

#### Administrative Responsibility

The University Housing Administration is responsible for the following tasks: Supervising the housing units and suggesting the best ways to use them; implementing the policies concerning the accommodation of faculty members and taking the necessary measures to ensure their comfort within the prescribed rules; preparing and equipping the housing units in conformity with the best standards; receiving the housing units from those moving and writing the

**Health care is provided to the students, besides arrangements are made for social, cultural, sport, and leisure activities**

**The total area devoted for the buildings is 225,000,000 square meters**

clearance reports after assessing the state of these houses; maintaining occupants' data and coordinating accommodation or clearance with the concerned departments; following up maintenance services with the concerned agencies, either in-house like the Administration of Services, or outside companies in coordination with Maintenance Administration of maintenance, Operations and Engineering Management; acting as a secretariat for the Permanent Committee for Housing and implementing its decisions; and presenting housing tariffs to the occupants. ♦

## Step by Step on the Road to Excellence

**T**he idea of founding an educational institution offering world-standard education had been a mere thought in the minds of the people of the Eastern Province – till His Royal Highness Prince Mohammad bin Fahd adopted it to make it a reality. The idea soon turned into concrete plans and designs, culminating into actual implementation on ground. As it turned out, a fully functioning university eventually came into being, opening the doors to thousands of male and female students, reflecting strongly on the nation and the commitment of its leaders.

### Feasibility Study

The initial steps for the formation of the university were taken by conducting a feasibility study. The study was not limited to issues related to finance. Its primary objective was to find out the views of students and parents and what they aspired for. The study also covered potential employers and officials to determine the academic programs and specialties for the proposed university to adopt. At the very onset, it was decided by the founders that the university would be a non-profit institution. The founders held the conviction that profits were in no way more important than serving the people of the region and realizing their ambitions.

### University Design

The university systems and academic programs were designed in accordance with a set of guiding principles aimed at achieving the desired level of excellence. The vision and mission of the university, together with the profile of the to-be graduate, the skills to be acquired, the learning environment in the campus, and using technology as a basic element of the learning process, were among the most important guidelines.

### Vision

- To equip future leaders with the various fields of human knowledge and its applications.
- To enrich and improve the various fields of knowledge.
- To discover creative methods and techniques to achieve goals.
- To bridge the gap between the academic world and the world of business.

### Mission

- To contribute to enhancing human talent and spreading and promoting knowledge.
- To train students in various fields of human knowledge, using modern technology in the educational process.
- To prepare graduates to play a leading and pioneering role in society, and enable them to assume responsibility and contribute to problem-solving through creative thinking, teamwork, and independent functioning.
- To link academic programs and specialties to the job market and work environment outside the university.
- To orient research toward finding solutions for chronic problems in societies through applied research and technical counseling. (The importance of carrying out basic scientific research is part of the university's aim of enriching human talent).
- To serve the community through training and lifelong education.



By Dr. Yousef Mohammed Suleiman

### Learning Outcomes

PMU graduates should acquire the following six abilities:

**Communication:** The ability to communicate, effectively, in Arabic and English, both in the professional and social contexts.

**Technical proficiency:** The ability to use modern technologies in order to acquire information, to communicate, to solve problems and to obtain the desired results.

**Critical thinking and problem solving:** The ability to think in a logical and creative way so as to reach responsible, knowledge-based decisions, and to achieve the desired goals.

**Professional efficiency:** The ability to perform with responsibility at the family and society levels.

### Technology in Learning

The university uses the latest information technology in all of its institutions and operations to support its learning environment. This environment centers on the learner and considers him/her an essential part of the learning process.

Moreover, student activities complement class activities. In fact, life inside the campus is geared towards fulfilling the university's learning goals.

### Academic Consultant

To fulfill the vision and mission of the university and to pursue its guiding principles, the university had to initiate a search for an experienced academic consultant. The university sought candidates through various advertising channels in the USA, Canada, and Britain.

The university received many offers from consulting agencies. These offers were carefully studied to hire the most experienced and proficient agency in the field of designing university systems and academic programs – one that could level up to the ambitions of the university. The Texas International Education Consortium (TIEC) was eventually selected.

### The TIEC

The TIEC is a private, non-profit institution registered under Texas laws. It comprises ۲۲ public universities operating in the state, and offers consultancy services to implement world-class higher education projects. The Consortium's quality services are made possible due to the wide experience of its affiliated universities.

The TIEC is a world leader in designing university systems and programs all over the world, including the Arab World, particularly the Gulf countries. Moreover, it offers consultancy services on curricula

development and academic systems in conformity with the specifications and standards of the American Academic Development Commission.

### University System Tasks

After extensive discussions, the university and the TIEC agreed on the tasks required for designing the university systems and academic programs. These tasks included: academic, administrative and financial systems of the university; academic programs; preparatory year program; Learning Center; student services; research development and continued learning; professional development; international relations and academic accreditation; and Information technology.

These tasks comprised detailed sub-tasks as well. As an outcome of fulfilling the set tasks, work was completed efficiently on designing the components needed to found a university and to enable it to operate in a way that serves its vision and mission.

### Designing Process

The university was founded with the aim of serving society and enhancing human knowledge, while at the same time maintaining local culture and traditions. The programs and systems were designed keeping this fact in view, and also to meet the needs of the community and contribute to its economic growth and comprehensive development.

Work teams were formed, made up of TIEC experts, local experts from Saudi universities, and officials from economic institutions and major industrial companies in the region. While the TIEC experts worked on designing the university systems and academic programs in conformity with world standards,

the local experts concentrated on adapting these systems and programs to local customs and traditions, and to the needs of the community.

### Architectural Design

The selection of engineering consultants was also done after a strong scrutiny based on bids from local and external engineering consultants. Eventually, the Zouhair Fayeze Partnership Consultants Group was selected to design the campus. Wide-ranging discussions were held between the university and the group on the university building design. The design platform had to provide for a learning environment that supports interactive and theoretical learning as well as strengthens its capacity to achieve its target goals for the students.

The architectural design was finally agreed upon and all the buildings of the campus were built accordingly.

### Learning Environment

From the very beginning, PMU sought to provide an optimal learning environment for the students. The TIEC participated in the initial stages of the implementation of the systems and academic programs

that it designed. They also provided expertise that helped the university to operate for the initial two years. During that period, the university administration committed itself to provide whatever was necessary for a successful learning process as specified in the design of the university system and academic programs.

The infrastructure required for information technology was designed in a way that would meet the technical programs needed for both administration and academic work. Besides, all the computer programs and state-of-the-art learning technologies were provided. The Learning Center was not only equipped as a library, but was also designed to contribute to academic guidance.

The classrooms were supplied with smart boards as well as teaching aids necessary to provide technologically advanced interactive learning.

The university recruited senior academics who were experienced in implementing academic programs in accordance with the education policy adopted by the university. Expert administration staff was also recruited to ensure that all operations were carried out according to the specified plans of execution.

### Institutional Relationships

The university has always been committed to maintaining world standards in all its activities and to benefit from the experiences of high-standing world universities. For this reason, the university signed a series of memoranda of understanding and agreements with global universities in the USA, UK, India, Germany, Japan, China, Singapore, and Australia. PMU works on putting these agreements into practice in a way that serves its objectives of enhancing human knowledge through joint research and faculty and student exchanges.

### Academic Accreditation

PMU has established a Deanship for Quality and Academic Accreditation to ensure that its activities and academic programs conform to world standards. The university is working on obtaining accreditation from the National Authority for Quality Assurance and Accreditation and other world entities like the Accreditation Board for Engineering and Technology, USA.

### Development Programs

Although the university was founded only five years ago, it has already initiated programs for development. To achieve its developmental goals, the university has signed another contract with TIEC to review all the curricula. This revision serves to further develop these curricula and upgrade its textbooks, laboratories and the educational programs to keep up with global standards as specified by accreditation agencies. ♦

*Dr. Sulaiman is the Dean of Postgraduate Studies and Scientific Research*

## PMU Leaders Join in National Day Celebrations that Highlighted Kingdom's Strong Position



On September 23, 2013, the Kingdom celebrated its 83rd National Day, marking the day when King Abdulaziz bin Abdulrahman Al-Saud and his dedicated men, whose only goal was to serve Allah and unify the country, announced the greatest and most important national unification in the Arab region in the modern era.

It is a day that brings back cherished memories and is celebrated by Saudi society, with city squares and governorates decked up in delightful colors. The green flags and pictures of the leadership decorate the streets. Celebrations are held almost everywhere in the Kingdom and thousands of Saudis take to the streets carrying national flags to demonstrate their happiness.

As every year, PMU shared the joy of the day. A special committee was founded to prepare for the National Day celebrations. The

**The celebrations reflected the Kingdom's rapid progress and the developments taking place since the founding era of King Abdulaziz bin Abdulrahman Al- Saud till the flourishing era of Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz Al-Saud.**



Dr. Almulhem talking about one of the displayed artifacts. Next to him is Alkhalloufi.

**The celebrations comprised numerous educational programs and activities aimed at reinforcing national values, manifesting the true national spirit that expresses love and a sense of belonging to the country.**

university's Higher Committee for Events held several meetings to discuss the plans for the ceremony. The celebrations, attended by Vice Rector for Academic Affairs Dr. Mohammed Almulhem, and a number of PMU academics and administration leaders, comprised numerous educational programs and activities aimed at reinforcing national values. The activities manifested the true national spirit that expresses love and a sense of belonging to the country.

As part of the National Day ceremonies, the interior walls of the university were adorned with framed photographs of the governors and the national flag. Poetry recitation evenings, national competitions, student dialogues were also held.

The schedule included conferences, lectures, expressive drawings, and distribution of brochures highlighting the national occasion. Historical items were put on display, attracting a large number of visitors. Advances made in various aspects of life in the Kingdom were also displayed.

The National Day celebrations reflected the Kingdom's rapid progress and the developments taking place since the founding era of King Abdulaziz bin Abdulrahman Al-Saud, may Allah bless his soul, till the flourishing era of Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz Al-Saud. ♦



One of the celebration venues. Many artifacts were displayed that attracted a big number of students.

## Closing the Loop of Continuous Improvement PMU Launches FEFAC

Prince Mohammad Bin Fahd University incorporates continuous improvement and quality assurance across all aspects of its operation. The University's strategic planning, curriculum review, administrative policies and procedures are all governed by strict adherence to institutional effective protocols largely adopted by world-class higher education. Incorporated in its operational excellence, such effectiveness protocols are an outcome of PMU's commitment to provide best practices and living curriculum design and delivery. The university was chartered under outstanding curriculum and governance design, exceptionally modern campus, technology-infused infrastructure and a diverse body of faculty and staff from over 30 countries.

Recently, PMU went through comprehensive review by a group of international higher education accreditation experts assigned by the Saudi National Commission for Academic Accreditation and Assessment (NCAAA). The week-long review covered all administrative and academic units and a decision on Institutional Accreditation is expected in December, 2013.

In an effort to close the loop of continuous improvement, the voice of PMU's alumni has to be tapped. A system of feedback from alumni was established through the FEFAC initiative. FEFAC is the acronym for Field Experience Feedback Advisory Council.

The FEFAC Council is deployed to organize field visits to PMU's alumni at their workplace to tap feedback regarding the following: Curriculum design, concurrent and emerging needs faced by PMU graduates; Practical experience and internship design and improvements for PMU's academic programs; Community service opportunities identified by PMU's graduates that are aligned with the mission of the university; Feedback from field supervisors of PMU's graduates on issues related to level of preparedness for the job and opportunities to satisfy employers' needs

The FEFAC is led by the Rector of PMU with members from senior academic and administrative body of the university. FEFAC is scheduled to conduct two field visits for major employers per semester starting this fall, 2013.

*The author is the Dean of Quality and Accreditation, Prince Mohammad Bin Fahd University - Fall 2013*



By Dr. Emad Y. Tanbour

## There's More to an Interior Designer than Commonly Perceived

By E. Jeannine Grantham, Ph.D.\*



**F**reehand sketching - freshman PMU Interior Design student Interior designers solve problems whether it is found in a residential or commercial environment. Ultimately, interior designers are problem solvers. Designers evaluate space, assess client needs, and define design issues in order to plan and design spaces that promotes function and expresses aesthetic beauty.

And, we do this while also demonstrating an awareness of the health, safety and welfare of the people who live or work in these spaces.

Today's professional interior designer is one who has been educated to provide problem solving skills to plan space so that the space can effectively support the system of activities performed. The needs can be as diverse as eating a meal whether at home or in a restaurant, going to school, visiting a medical doctor, working in an office or enjoying friends and family at a beautiful resort. However, these systems of activities necessitate distinct functional environments that provide an atmosphere where activities can be easily accomplished with ease and pleasure. An environment that is properly designed with the focus on the function of the space and the comfort of the human being is an environment where stress is diminished. When stress is reduced and comfort is attained, then human beings are able to relax and concentrate better resulting in improved work efficiency that positively impacts productivity raising profit margins.

### PMU Senior Interior Design Graduation Project – 2013

The challenge of creating comfortable residential and commercial environments has never been as weighty as it is at this time in the history of Saudi Arabia. Mazen Batterjee, Vice President of the Jeddah Chamber of Commerce and Industry, stated in the Arab News on October 7, 2013: "The Kingdom of Saudi Arabia is set to witness a boom in interior designing, with a huge demand on building projects making the sector worth \$634 billion."

To meet this overwhelming need, the Department of Interior Design at PMU prepares future interior designers by offering a

comprehensive program of study that educates students with the knowledge and skills needed. The course of study is designed so that students are able to apply the knowledge in designing comfortable and functional environments. A sampling of theoretical courses include sustainability, behavior and the physical environment, history of interior design and furniture, drafting, materials for design, building systems, building codes, AutoCAD, and 3DsMAX. The eight levels of interior design courses range from residential to commercial. Commercial design courses include complex space planning, office design, healthcare design, and hospitality design. ♦

*\*The author is Chair of the Department of Interior Design, College of Engineering, Prince Mohammad bin Fahd University*



# PMU-TIEC Partnership Lays Foundation for World-Class University



By Dr. Nick L. Poulton

In October, 2003, the Texas International Education Consortium (TIEC) was approached by a group of Saudi investors about a new university development project, Prince Mohammad bin Fahd University (PMU). As President of TIEC, I had worked on several new university projects in the Middle East, but this one was different. The investors wanted a university that had the potential to become a leading university in the Middle East by focusing not only on strong academic programs and high standards, but focusing also on: Educating the “whole student” as well as providing academic training for employment; infusing Information Technology throughout the curricula and university operations, and building strong linkages between the university and the business and industrial communities in the Kingdom. They believed that accomplishing this vision would produce graduates who are well equipped to take a leading role in the future economic and community development in the Kingdom.

TIEC is very familiar with these goals, as all of the 32 Texas universities that form the TIEC association also include these goals in their programs and operations. In addition, TIEC has had many years of experience designing and developing new universities, particularly in the Middle East. These have included Al Akhawayn University in Ifrane, Morocco, Dar Al-Hekma University for women in Jeddah, parts of the Qatar Foundation university development in Doha, and detailed feasibility studies for a new university in the UAE. TIEC was pleased to be asked to develop a comprehensive design for PMU.

This article describes briefly how TIEC worked with the founders of PMU during 2004-2006 to develop an academic and administrative design that would give PMU a solid foundation to become a strong international university. PMU has since continued to develop by adding additional programs in response to needs in the Kingdom and revising its organization accordingly.

TIEC approaches all of these projects as complete institutions that combine the best higher education practices of North American universities with the educational needs and cultural requirements of the local environment. Consequently, a TIEC design goes well beyond the academic programs to include the appropriate administrative infrastructure and operational support services that are all critical to the success of any organization. For the PMU project TIEC organized and directed 18 task teams that consisted of more than 65 Texas university faculty and administrative officers and several Saudi colleagues. These teams produced more than 30 design reports over two years leading to the admission of the first students to PMU in September 2006. Since then PMU has produced a growing number of graduates beginning in 2011.

TIEC was also requested to conduct a review and update of all PMU academic programs in 2012 to reflect the experience of the first years of operation, and to ensure that the latest international developments in the various program fields that TIEC designed were included in the programs. This review resulted in program changes, for example, to





interior design, computer science, computer engineering and several related fields.

#### Academic Program Design

Educating the “whole student” is a defining characteristic of PMU academic programs. Given the increasing rate of change in today’s world, all graduates need a broad educational foundation in order to maintain their ability to adapt to these changes and continue to be lifelong learners. The design of each academic program at PMU involves four key components which when taken together address the education of the “whole student.”

First, the Preparation Year Program provides all entering students with the opportunity to meet high qualifications in the English language, the medium of instruction, and to enhance their mathematics and study skills. The decision on whether or not a student must take this one-year non-credit program is determined by placement tests administered by the faculty.

Second, each program builds on an academic common core of courses in English communication, mathematics, laboratory science, behavioral science, and social studies. The specific sequence of courses in these areas is adjusted to meet the needs of individual degree programs. For example, the core mathematics sequence for engineering students is more rigorous than it is for business students. But in each program, students have training in all of these common core subject areas to ensure a broad educational background.

Third, the specific course requirements that must be passed successfully to complete a given degree program are based on the North American model of university degrees that meet the standards for international accreditation.

Finally, the founders wanted every degree program at PMU to be designed so that PMU graduates would be known by six distinctive competencies. TIEC included capstone courses in each degree program to measure the success of graduates in achieving these competencies.

The six PMU competencies are:

**Communication:** The ability to communicate effectively in both English and Arabic in professional and social situations.

**Strong academic programs provide the foundation for an outstanding university. Delivering those programs efficiently and effectively requires an equally strong international faculty, an administrative organization focused on efficient practices, and leadership committed to maintaining quality in all university programs and operations.**

**Technological Competence:** The ability to use modern technologies to acquire information, communicate, solve problems, and produce intended results.

**Critical Thinking and Problem Solving:** The ability to reason logically and creatively to make informed and responsible decisions and achieve intended goals.

**Professional Competence:** The ability to perform professional responsibilities effectively in both local and international contexts.

**Teamwork:** The ability to work effectively with others to accomplish tasks and achieve group goals.

**Leadership:** The ability to be informed, effective, and responsible leaders in family, community, and the Kingdom.

These six competencies are intended to ensure that PMU students will possess knowledge and abilities to be lifelong learners, to be successful in their chosen fields, and to contribute to the development of their community and the Kingdom.

Six TIEC design teams were given the task of developing the academic programs for PMU in the following areas: Preparation Year Program; Undergraduate Core Curriculum common to all degree programs; Business Programs in Accounting Business Administration, Finance, Management Information Systems, and an Executive MBA; Information Technology Programs including Computer Science and

Computer Engineering; Engineering Programs in Civil, Electrical, and Mechanical Engineering; and Interior Design Program.

These academic programs incorporated many practices common to universities in North America such as the use of the English language as the medium of instruction, use of the credit hour system to manage the acquisition of knowledge and measure student progress toward the academic degree, and the incorporation of a broad range of information and educational technologies in the delivery of the academic degrees. Most, but not all, of the degree programs are open to both men and women. At the time PMU opened in 2006, engineering degree programs were open only to males, and the interior design program was open only to females.

Two additional TIEC design teams developed the Library and Learning Resources Center to support both male and female students and a Professional Development Center that provides all teaching faculty with opportunities to hone their skills in the use of educational technology in the classroom and use the latest techniques for measuring educational outcomes, as well as many other teaching and learning topics.

#### Administration Design

Strong academic programs provide the foundation for an outstanding university. Delivering those programs efficiently and effectively requires an equally strong international faculty, an administrative organization focused on efficient practices, and leadership committed to maintaining quality in all university programs and operations. TIEC was requested to design the initial administrative structures and operating practices for PMU using the best North American operations as a guide and adapting them to the requirements in the Kingdom.

Ten TIEC design teams of leading Texas university administrators and experts were organized to provide designs in the following areas:

**Information Technology Services** to ensure PMU would have state-of-the-art technical facilities;



**Facilities Planning** to ensure laboratories and physical resources were of international quality;

**Organizational Structure** and a Human Resources office that reflected the best practices for recruiting a strong faculty and identifying leaders to manage a complex university;

**Enrollment Management** office to lead student marketing, recruitment, and admissions operations;

**Student Support Services** for providing non-academic activities that are also part of educating the “whole student”;

**Policies and Procedures** manual for providing initial guidance in both the academic and administrative policies of PMU and the procedures for applying those policies;

**Integrated Management Information System** that assembles information on all aspects of PMU operations to provide leaders with sound bases for making informed decisions; **Research Development** and **Continuing Education** offices for supporting faculty efforts to research local problems and offer on-going education and training activities that meet the needs of business and industry in the Kingdom; **International Affiliations and Accreditation** practices for linking PMU with leading universities in the world and positioning PMU to obtain accreditation from North American and international organizations, and **Financial Operations Forecast** that provided the initial benchmarks for the financial operations of the University.

TIEC experts and Saudi colleagues at PMU worked closely to integrate international and local management practices. The design of administrative operations for PMU required the careful adaptation of international practices not commonly found in the universities of the Kingdom, but known to be successful in many other countries. They include, for example, transparency in decision making and the appropriate participation of faculty and staff in decisions affecting their respective operations.

In addition to formal policies and procedures, effective management practices require leaders that understand these policies and procedures and have experience in their application. PMU recognized this need and TIEC assisted in the recruitment of the initial PMU faculty and in the placement of several administrative experts at PMU during the first years of operation in key areas of Information Technology, enrollment management, finance, human resources, library, and the women’s campus. These experts worked closely with Saudi leadership and staff to ensure that PMU had a successful launch.

Since PMU opened, the spirit of innovation and exploration has emerged among the students in the form of an active student government. This student activity has the potential to give students hand-on experience with planning, leading and managing social and academically related activities that complement their learning experiences at PMU.

#### Information Technology

Another distinctive characteristic of PMU is the pervasive use of Information Technology resources throughout the university in all academic programs and the management of PMU. The ultimate goal of this technological vision is to make it possible for PMU to create a learning-centered environment that will enable students to obtain the information they need, when and where they need it, so they can effectively pursue their goals of academic excellence and professional competencies.



Using Information Technology, the PMU can tailor instruction and focus the development of competencies to each student's needs and abilities. It can provide skills and knowledge that foster independent learning during the university years and build an ethic of learning that continues throughout the lives of PMU graduates. Information Technology enables faculty to enhance their own abilities, create richer learning experiences by bringing more resources into the classroom, and give students a more interactive learning experience. It helps instruct students in personal skills and capabilities as well as academic content. Finally, technology can assist the university in creating an assessment process that not only measures what students already have achieved, but helps direct them to the capabilities they need to develop in the future.

The distinctive characteristics of PMU academic programs and its administrative operations exist because the founders of the University wanted to serve the needs of the Kingdom and do so by drawing on best practices of a North American-style education. However, it should also be emphasized that PMU is a Saudi university that reflects the values and culture of the Kingdom. Through the collaboration between TIEC and PMU, the academic programs offer PMU graduates the skills to be successful in a changing global society while also preserving the values and culture of the Kingdom. In brief, PMU asks students to become the best learners they can be, and asks faculty to become the best teachers and researchers they can be. PMU is committed to work with business and industry to offer academic degrees and continuing education programs that meet their needs. In all of these ways PMU is growing to become a major social and educational resource for the

**Using Information Technology, the PMU can tailor instruction and focus the development of competencies to each student's needs and abilities. It can provide skills and knowledge that foster independent learning during the university years and build an ethic of learning that continues throughout the lives of PMU graduates.**

Eastern Province and providing leadership in these areas for the entire Kingdom.

PMU is a relatively new university, and there are risks involved in any new venture, for none of the outcomes desired by the founders of PMU are guaranteed. However, risk can be a good thing, for as PMU takes greater risks to excel, the rewards will also be greater. These rewards can be seen in the graduates: Who become lifelong learners responding to rapid societal changes; Who think analytically and independently; Who are knowledgeable about current issues as well as English, science and mathematics, and Information Technologies; Who understand students from other countries and cultures through working together at PMU; and Who are employable and will ultimately strengthen the economy and society of the Kingdom. ♦

*The author is the President Emeritus of Texas International Education Consortium, PMU Project Director, 2003-2007*

## Al-Anqary Praises High Standards of PMU Students at Scientific Congress in Makkah

Minister of Higher Education Dr. Khaled bin Mohammed Al-Anqary has praised the high standards of PMU students who participated in the Fourth Scientific Congress for KSA male and female students. The Congress was held at the Umm Al-Qura University in Makkah from April 29 to May 2, 2013 by the Ministry of Higher Education and sponsored by Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, may Allah protect him.

The minister expressed his appreciation for the distinguished participation of the male and female students of the university in all the scientific conferences. They presented practical research that aimed at looking for solutions to problems in various fields.

The university was represented at the event by a number of students from the Department of Mechanical Engineering, and one from the university's female section. A student, Ramy Salah Al-Sayed, was appointed to represent the university in Arabic recitation. Two other students, Yahia Mohammed Al-Hammam and Rayan Al-Otaibi, in addition to the general coordinator, Dr. Nader Nader, attended the event.

The Congress, attended by 4,572 participants, was an opportunity for the talented male and female students in the Kingdom to demonstrate their skills in the different topics and events of the Congress. It also sought to improve the scientific and cultural standards of the students and to reinforce creative and research values by developing a spirit of innovation, and encouraging original works of art and media. The



The Minister of Higher Education with the PMU delegation

Congress further aimed at encouraging student volunteering and pioneering work, as well as small projects.

The Congress offered a platform to display the scientific contributions of male and female students and publish them. It also helped in developing speaking and leadership skills, as well as building and reinforcing honest, scientific competition, team work, and scientific communication between male and female students.

The Congress provided a true opportunity to discover creative and distinguished male and female students demonstrating their talents in various areas.

## PMU Faculty, Graduates Honored as 'Best Participants' at Harvard Exhibition

**Two female faculty members and two female graduates participated in the Innovation Program organized by the Keystone Project of the King Abdulaziz Center for World Culture, a Saudi Aramco initiative, in collaboration with the Artscience Labs, an affiliate of Harvard University, USA.**

The two graduates, Sarah Al-Homaidhi from the Department of Interior Design in the Faculty of Engineering, and Fada Al-Soghair, belong to the first batch of PMU graduates. They were selected among a large number of candidates from the Kingdom of Saudi Arabia. The selection was carried out in two stages according to strict criteria. The 2012 Keystone team was formed and had as the theme, "Virtual World." The participants attended an intensive two-month program that was designed by the Artscience Lab. The program was aimed at integrating both science and art to produce innovative projects.

At the end of the program, Sarah and Fada were chosen among

the eight "Best Participants" to represent their team at the Lab's annual exhibition to be held at Harvard University. During a scientific trip to Boston, Massachusetts, USA, the two students presented their project to specialized consultants in the fields of technology, art, and law. During the trip, the two students also visited the laboratories of Boston universities, including the Innovation Lab at MIT. Their trip also included visits to various business centers at these universities.

PMU graduates are known for their ability to communicate efficiently in Arabic and English, professionally and socially. They are well versed with Information Technology and state-of-the-art communication media. Their critical, creative thinking enables them to take responsible, knowledge-based decisions to solve problems. They participate successfully in local and international competitions, and are committed to teamwork, and have a strong sense of leadership, both at the family and social levels.

## PMU Takes Part in Steel Conference in Dubai



Dr. Jamal Nayfa, Dean of the Faculty of Engineering, receives a letter of thanks on behalf of the University for participating in the conference

PMU participated in the three-day 2013 Middle East Steel Conference for Oil and Gas Industry, sponsored by International ASM, Saudi Aramco, and SABIC, and held at the Dubai International Financial Center, UAE, under the theme, "Modeling future standards for steel in the Middle East."

Dr. Jamal Nayfa, Dean of the Faculty of Engineering, was part of the organizing committee and headed a delegation made up of two students, Mohammed Al-Azib and Mishaal Al-Zamil. The conference was presided over by Dr. Hussein Al-Fadhli from Saudi Aramco and Eng. Hamad Al-Tassan from SABIC.

The conference, which was attended by a number of specialists, focused on finding a complete solution to protect steel from corrosion, to determine methods of applying mono-source solutions, and to benefit from the numerous features of these solutions. Scientific experiences in the various fields related to producing and using steel and protective engineering were shared at the conference. It also discussed the latest

technologies to improve the quality and competency of steel.

The conference is keenly looked forward to by experts and companies operating in the field of producing and protecting iron and steel, besides importers of related technologies, products and services. This is due to the fact that it allows them to communicate, exchange knowledge and experience and discuss the latest challenges and innovative solutions to meet the growing need in the oil and gas sector.

In the latest edition, the conference covered three main topics: manufacturing steel pipes; structural steel products; and protecting steel using industrial paints.

The university seeks to build scientific and cultural cooperation with many other universities and research centers. For this reason, it participates in annual congresses, cultural forums and seasonal conferences organized by these institutions. The university also forms partnerships with various global universities with the aim of benefitting from international experiences.



The PMU delegation participating in the conference

## PMU Participates in Maintenance Conference and Exhibition in Bahrain

Prince Mohammad bin Fahd University took part in the second Maintenance Conference and Exhibition in Bahrain recently in which more than 800 experts participated, including senior officials, executives, experts, consultants, specialists, engineers, professionals, and representatives from major international, regional, and local maintenance companies.

The three-day event, organized by the Bahrain Society of Engineers, was supported by mega companies like Saudi Aramco and Qatar Petroleum. PMU was represented by a delegation of students from the Faculty of Engineering comprising Mohammed Alsubai, Hisham Alminhali, Mohammed Almoussa, Badr ba-Toyour, Abdulaziz Alghamdi, Yaser Alhammad and Usama Albatti.

The conference aimed at exploring the new technologies and solutions to meet daily challenges in maintenance management in complex industrial environments.

The conference gathered a number of eminent specialists

from various parts of the world. More than 51 scientific papers as well as four technical workshops were presented during the conference, enhancing communication and exchange of experiences between the participants and presenters.

The Dean of the Faculty of Engineering, Dr. Jamal Naifa, explained that PMU gives due importance to various cultural, social, scientific, artistic, and professional fields that suit the interests of students. These activities help students develop their talents, and train them in holding fruitful dialogue, engaging in team work, and assuming responsibility. Dr. Naifa added that the university encourages scientific competition as it is essential to attain excellence and be successful and competitive at the global level. PMU, he said, is keen on exposing the students to various extracurricular activities to help consolidate the knowledge and scientific experiences they acquire at the university.





## Second Five-Year Plan in Full Swing After Success of the First

**T**he PMU's strategic five-year plans, covering 2007 to 2014, comprised a number of strategic initiatives that supported the university's objectives in various fields. The plan was in harmony with the university's vision and mission and included objectives that served both its vision and mission.

Among the strategic initiatives included in the plan is the completion of the university campus and preparing it in accordance with the previously prepared executive plan. Accordingly, the university was able to complete all the educational buildings and the related facilities within the period of the plan. Both parts of the university campus – that is, the male and female sections – were ready to embrace all the activities required as part of the academic program.

The Information Technology infrastructure was also part of the plan as PMU is a university built on modern technologies. In the early phase of the five-year plan itself, the university was able to provide the infrastructure needed for Information Technology. This infrastructure was designed to support the technical programs required in the academic program as well as to assist in administrative work.

**The Information Technology infrastructure was also part of the plan as PMU is a university built on modern technologies. In the early phase of the five-year plan itself, the university was able to provide the infrastructure needed for Information Technology.**

### Student Admission

One of the strategic goals was to develop an admission program that can reach a wide base of qualified and academically outstanding students. This goal was also achieved as planned.

Another strategic goal was to draw teaching talent from various parts of the world. This strategy reflects the university's policy to have a culturally diverse faculty to carry out the desired learning objectives.

The plan also covered other strategic goals like establishing institutional relationships, maintaining communication channels to the community, supporting scientific research, and getting prepared for international academic accreditation. All the strategic initiatives have been successfully implemented. This is also reflected in the Memoranda of Understanding and agreements signed with more than 37 international universities and institutions.

### Second Strategic Plan

At the end of 2011, a second five-year plan was chalked out to cover the period from 2012 to 2016. The university's Board of Trustees consented to the plan. The second plan sought to consolidate the first five-year plan's strategic goals as well as add new ones aimed at serving the university's future ambitions, and which have now been achieved.

The following are some of the new plan's goals:

- Increasing the number of outstanding students who consider PMU as their first choice university and developing the student

guidance program to give students better opportunities to decrease the time needed for graduation.

- To continuously provide a special, educational, and student-based experience for students.
- To provide the university campus with the latest technological equipment to support scientific research, innovation and academic activity.
- To ensure the university campus provides an environment that is safe and supportive for faculty and staff members while maintaining the quality of services and professional progress.
- To continue enhancing the university's reputation and activity and reinforcing its position at the local and international levels.
- To develop an infrastructure that is capable of supporting and developing scientific research and to get the support of local and global institutions.
- To expand financial resources to support continued development.
- To ameliorate the campus's buildings and facilities so as to accommodate future expansion.

Each of the mentioned goals is to be achieved through a number of strategic initiatives. Each initiative is achieved thanks to specific steps that ensure optimal implementation levels.

The university administration has asked its administration units to work on specific plans concerning each of them individually. ♦



The PMU infrastructure supports the technical programs needed for it to impart education



## PMU Taps Information Technology to Prepare Graduates to Serve Society

PMU has been giving due importance to Information Technology to fulfill its modern vision and achieve its fundamental goal of producing outstanding graduates.

Ever since its foundation, PMU has been passionate about developing scientific standards and the individual capabilities of its students. The goal is to eventually produce generations of highly qualified university graduates.

Much effort has gone into achieving this goal. The result has been the creation of graduate students who can communicate effectively in Arabic and English at both the professional and social levels. Armed with adequate knowledge they are capable of using state-of-the-art technologies to acquire any information they might require.

PMU students are capable of logical and creative thinking that help in making well-informed decisions, solving problems, and effectively taking responsibilities at the local and global levels. The university's graduates are also capable of working as a team to complete tasks and reach the desired

goals. These qualities enable the graduates to play leadership roles in the family and society.

Dr. Issa Hassan Al-Ansari, PMU Rector, says that the university's graduates are equipped with specific skills. These include the ability to communicate, the ability to use technology, professional competency, critical thinking, problem solving through teamwork, and the ability to be a leader. The university graduates are also able to keep up with rapid global changes. They play a major role in a society that seeks excellence in every field.

The faculty members are entrusted with the task of encouraging students to be enthusiastic about serving their community. This, in fact, is in keeping with PMU principles, which advocate a high level of integrity in professional and academic environments, as well as in various areas

of research and service to community. The communication between faculty, administration, and deanships is especially important to achieve the desired goals, and to further stimulate the university's momentum towards excellence in higher education.

The faculty members contribute to achieving PMU's goals by urging students to benefit from the university as a progressive educational institution and from all the advanced facilities it provides. They also encourage students to continue their education as researchers. They support interactive learning where students are encouraged to make positive contributions in the learning process.

### Importance of Information Technology

The university has always been enthusiastic about Information and Communication Technology, and has invested considerably in fulfilling its modern vision. It seeks to achieve its ultimate goal of producing graduates with a balanced personality, capable of dealing with the fast changing world and keeping pace with advances in Information Technology.

The university's emphasis on Information and Communication Technology is clearly reflected in the use of the latest IT equipment in all its operations. The university seeks to be a leading institution in the

region in this regard. For this reason, it seeks to integrate learning and information technologies in its educational curricula and programs.

Even in administration, the university uses a comprehensive administrative information system. Moreover, IT services at the university are built on the latest technical advances in the world. In fact, IT is integrated in the design of all university facilities.

The main objective of the university in being heavily committed to Information and Communication Technology is to provide an effective infrastructure for students so as to give them the technological edge to cope with any modern work environment.

The infrastructure is also designed such that it helps faculty members to develop effective teaching strategies. Similarly, it provides a secure and highly reliable technological environment for the administration staff. Moreover, the Information Technology infrastructure provides the technological tools to render various services to the students.

Through the concept of Computer-Assisted Learning (CAL), specialty courses are delivered with the use of computers. This enables both teacher and student to have an interactive, computer-based learning experience, which ultimately contributes to building the capabilities and standards of PMU graduates. ♦



## Scientific Day Seeks to Prepare Young People for the Labor Market

The Department of Student Training and Hiring Services in the Deanship of Students Affairs organized a Scientific Day under the title, "How to start your own project?" at the university in Al-Khobar recently. The event, which was attended by a number of students, came as part of a series of workshops held by the university, in cooperation with the Small and Medium Enterprise Development Center (SMEDEC), which is a center that is affiliated to the Eastern Province Chamber of Commerce and Industry.

During the Scientific Day, the center was introduced to the students, and its activities and services to promote and support small and medium enterprises were highlighted.

Moadh Alohaly, member of the Eastern Province Young Businessmen Council and a successful young businessman, talked about the challenges and failures he had to face in his work and the methods he used to overcome these failures and turn them into achievements and successes.

Alohaly explained the early stages when he developed an idea based on his study of the local market. He stressed the importance of patience, hard work, and perseverance to ensure the success of the idea. Alohaly explained the best methods of decision making and crisis management. The businessman, he said, has to play many roles in order to implement his idea and ensure its success. The businessman should not succumb to difficulties and should have the minimum technical, administrative, and marketing competencies in order to achieve his goal, he stressed.

The discussions held by the students during the conference were highly



The workshop participants

interactive, revealing the high level of awareness. The students stressed the relevance of the topic of the conference to them, as they got practical answers to their questions and enquiries.

The conference reflects the university's vision, mission, and objectives. It also reflected its determination to support any academic effort that takes into account real life challenges, and to establish relationships with local organizations. The university lays due stress on boosting educational methodologies as it plays an essential part in preparing qualified cadres for the local job market. Besides, the university collaborates with the Eastern Province Chamber of Commerce and Industry to spread the culture of start-up businesses and to prepare young people for the labor market.

performance were used in the workshop. They include brainstorming, the fishbone method, and cause-effect reasoning to confirm the analysis.

Such sessions broaden the knowledge of the employee, enhance their abilities, and help them in overcoming any work-related difficulties that they may encounter.

## Female Students Participate in Workshop on Work-Related Problems

The university's female students participated in a one-day workshop on coping with work-related problems. It was organized by the Modern Industries Company in Dammam, in collaboration with the King Fahd International Airport, represented by Female Customs.

A number of elements that help employees improve their

## PMU Organizes Annual Conference of Saudi Association of Language Teachers

The Kingdom of Saudi Arabia Association of Language Teachers (KSAALT) recently held its annual conference during which more than 39 agencies and institutions participated. The main speakers from outside the Kingdom included Dr. Norbert Bachelor, UK; Mrs. Mary Delanny, UK; Dr. Keith Falls, USA; Peter Lucantony and Lisa Morgan. More than 40 sessions and workshops were held.

The conference achieved its goal of providing an opportunity for language teachers from inside and outside the Kingdom to meet and discuss academic and scientific issues. It hosted a number of senior academics, in addition to Saudi experts. The topics covered during the conference were varied and included the culture of learning foreign languages in the Kingdom and the motivations underlying it, language teaching and its relationship with the concept of global citizenship, the role of modern technologies in learning languages, and other related topics.

The conference aimed to support and reinforce the teaching strategies and to explore innovations in modern teaching methods, as well as to reinforce cooperation with specialized, global institutions.

The organizing committee had scheduled several meetings to draw out the executive plan, set the priorities and specify the

methods to be used to achieve the set goals – all, to ensure the success of the conference. Other sub-committees were also set up to contribute to the success of the conference.

The organization was supported by the Prince Mohammad bin Fahd University from its very beginning, ever since it was a mere idea. The university had hosted several of its activities and meetings. The KSAALT obtained affiliate membership to the Association of Teaching English Language for non-speakers of English. Thus, the Saudi Association joined the other bodies belonging to the international association, TESOL, which has 99 branches spread across the world. These associations seek to provide opportunities for professional development and to create suitable environments for the teaching of English language in the Kingdom.

The conference is an important platform for holding discussions, providing a good opportunity for academics, administration staff members, and stakeholders in English language teaching inside and outside the Kingdom to exchange experiences, opinions, and innovation in the field of English language teaching. Through its previous five editions, the conference has succeeded in attracting an increasing number of stakeholders in the field.

## Workshop Highlights Significance of Alternative Energy

Under the aegis of Prince Sultan Chair for Environment and Energy Studies, the Faculty of Engineering organized a workshop on "Sustainable Energy Day at PMU" to present the Kingdom's plans to generate electric power from alternative sources like nuclear and renewable energy. The workshop aimed at educating and training participants on the latest international techniques used for generating and saving electric power.

Eng. Amru Al-Utaishan, responsible for business development at the French company, AREVA, delivered a lecture titled, "Nuclear and Renewable Energy." He explained the intricacies involved in diversifying sources of sustainable energy such as solar and nuclear energy. The lecture was held in collaboration with the French company, Electricite de France.

Al-Utaishan explained the various energy types in the world and the future use of alternative energy, such as the solar power, in preference to conventional energy generated from fossil fuels.

The Faculty of Engineering students initiated an open debate, asking several questions. The discussions focused on training and the future

research programs to support nuclear and renewable energy in the Kingdom.

Dr. Jamal Nayfeh, the Dean of the Faculty of Engineering, explained that AREVA offers an excellent vocational training program for university students of both genders who are specializing in technical disciplines. The training can be held at universities, scientific research institutions, and at French nuclear and solar energy companies in France, Germany and America.

Dr. Nayfeh noted that the Kingdom is seeking to develop a substantial alternative energy capacity to generate electricity under the auspices of the King Abdullah City for Nuclear and Renewable Energy. He stressed the importance of tapping these alternative sources in the Kingdom.

Dr. Nayfeh confirmed that the university is seeking to cooperate with various institutions as part of its mission to provide quality education to its students and contribute to the development and dissemination of knowledge through studies. It also encourages students to play active roles in the economic, social and cultural development in society.

# PMU Takes Part in Interactive Events to Benefit Students, Raise Standards of Higher Education

Engaging with institutions inside and outside the Kingdom plays a crucial role in building relationships

**P**MU gives much importance to interactive local and global events, such as conferences and exhibitions for a variety of reasons. First, they give an opportunity to the participants to keep pace with rapidly progressing technology. Second, the university learns of new trends in learning and training methodologies in the academic and scientific domains. Third, the university gets to benefit from the experts participating in such events, which will eventually be passed on the students. These students will stand to gain by the high standards of educational services based on ultramodern technology.

By entering into cooperation agreements with prestigious international academic institutions and other authorities, PMU seeks to reinforce scientific collaboration with universities and research centers. This is achieved through participating in annual congresses and academic forums and conferences.

#### Local Events

At a local level, the students of the Department of Electrical

Engineering, Faculty of Engineering, in collaboration with the Energy Club, organized a field visit to the Electrical Industries Company in Dammam. The visit aimed at consolidating students' knowledge about electrical devices and energy. They were introduced to the manufacturing process involved in making electrical adapters, and interrupters used in transformer stations. They also learnt more about installation of electrical distribution units at medium and low

The conference aimed at giving an opportunity for talented male and female students in the Kingdom to display their talents through various topics and activities. The second goal was to boost the students' level of knowledge in scientific and cultural fields.

effort levels. They toured the company's laboratories and the main departments where they were given detailed briefings.

The university, represented by the Department of Mechanical Engineering, participated in another equally important local event – an Environment Awareness Campaign organized recently in Ras Tanura and inaugurated by the Governor. The campaign targeted all strata of society to raise awareness through educational, interactive and leisure programs. The university's stand at the campaign showcased the student's projects on environment care and other themes that contributed towards the scientific development of society.

The visitors to the stand praised the university's efforts and its futuristic vision to prepare students to excel in their future careers and keep up with the requirements of the globalization age. The guests also expressed their appreciation for the latest technologies used in education.

#### Ministerial Praise

PMU, represented by the Department of Mechanical Engineering, participated in the Fourth Scientific Conference for male and female students hosted last April by the Umm Al-Qura University and organized by the Ministry of Higher Education under the patronage of Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz, may Allah protect him. The university's participation was greatly appreciated by all, especially by Minister of Higher Education Dr. Khalid bin Mohammed Al-Anqari who praised the competency levels of the participating students. He was impressed by the distinguished contribution of the male and female students in all the scientific activities of the conference. He also appreciated their research projects which were realistic and which looked for scientific solutions to various problems.

The conference aimed at giving an opportunity for talented male and female students in the Kingdom to display their talents through various topics and activities. The second goal was to boost the students' level of knowledge in scientific and cultural fields. It helped in discovering talented and creative students in various fields.

The female students of PMU made their contribution by taking part in a workshop on effective problem-solving methods in the workplace. It was organized by the Modern Industries Company in Dammam in collaboration with the King Fahd International Airport, represented by Female Customs.

#### Students Affairs

The Department of Students Training and Hiring in the Deanship of Students Affairs, in collaboration with the Princess Al-Anoud Center for Youth Promotion, organized a volunteering meeting under the theme, "International Youth Experience in Volunteer Work."



The university stand at an exhibition during the Academic Leadership Conference in Indonesia.

A number of working papers about volunteer work and crisis management were presented at the meeting which was attended by international experts. Capabilities were displayed on managing volunteers and attracting them to do volunteer work during crises and catastrophies. The attendees were also briefed on the importance of volunteer work as a way of serving one's community and being a responsible individual in society.

#### Global Events

The university is similarly active at the international level. As an example is the visit of a PMU delegation, headed by Dr. Issa bin Hassan Al-Ansari, the university's Rector, to educational institutions in Japan. The main goal of the visit was to learn about the academic and scientific experiences of these institutions and sign agreements with various universities, colleges and research centers. It also aimed at exchanging expertise and entering into scientific partnerships in diverse academic and technological fields.

The university also attended the Graduation Day and the Profession Day held in the UK as part of the Program of the Custodian of the Two Holy Mosques. These events were organized by the Ministry of Higher Education, which was represented by the Saudi Arabian Cultural Mission to the United Kingdom, under the auspices of Prince



Mohammed bin Nawaf bin Abdulaziz, Saudi Ambassador to UK, and Dr. Khalid bin Mohammed Al-Angari, Minister of Higher Education. They were important to the university as they provided an opportunity for male and female students aboard to study the available employment options currently offered by universities and companies.

In another global event, the university participated in the Second Maintenance Conference and Exhibition in Bahrain, which was attended by more than 800 participants including senior executives, experts, consultants, engineers, professionals, and representatives of local, regional, and international maintenance companies. It was organized by the Bahrain Society of Engineers and supported by Saudi Aramco and Qatar Petroleum. The university was represented by the students from the Faculty of Engineering.

A selection of keynote speakers and specialists in the field of maintenance from all over the world participated in the conference. The main objective of the conference was to shed light on the new trends and fast-growing technologies that provide solutions for everyday challenges faced by maintenance administrations in complex industrial environments.

**Engineers Delegation**

A delegation from the university's American Society of Mechanical

Engineers (ASME) paid a visit to Masdar, a renewable energy city in Abu Dhabi. Masdar, which is considered to be among the most sustainable cities in the world, is a center of renewable energy and clean technologies. It is seen as a model of environment-friendly urban development. The visit was aimed at highlighting to the students the importance of using clean and renewable energy and reducing the reliance on oil and gas to protect the environment. The university also participated in an accompanying conference and exhibition organized by the QS Authority.

A PMU delegation, headed by Dr. Issa bin Hassan Al-Ansari, also participated in the Asia Pacific Forum in Bali, Indonesia. The university presented a working paper by Dr. Imad Tanbour, Dean of Quality and Academic Accreditation. The paper outlined the university's experience in designing academic programs and systems consistent with international standards.

These instances of the university's continuous internal and external engagements are all aimed at serving the students and keeping up with ever-growing technologies. It also helps consolidate knowledge and experiences thanks to the vital role these events play in reinforcing the ties between the university and other internal and external institutions. ♦

# The 80/20 Principle

Book review by Dr. Emad Tanbour  
(With excerpts from the book authored by Richard Koch)

**A**mazon.com writes: "In 1897, Italian economist Vilfredo Pareto, in his study of the patterns of wealth and income, observed that the distribution of wealth was predictably unbalanced. He first discovered this pattern in 19th-century England and found it to be the same for every country and time period he studied. Over the years, Pareto's observation has become known as the 80/20 principle."

What exactly is the 80/20 Principle? The 80/20 Principle asserts that there is an inbuilt imbalance between inputs and outputs, causes and consequences, and effort and result. It states that a minority of causes, inputs or effort usually lead to a majority of the result, outputs or rewards. A few things are important; most are not.

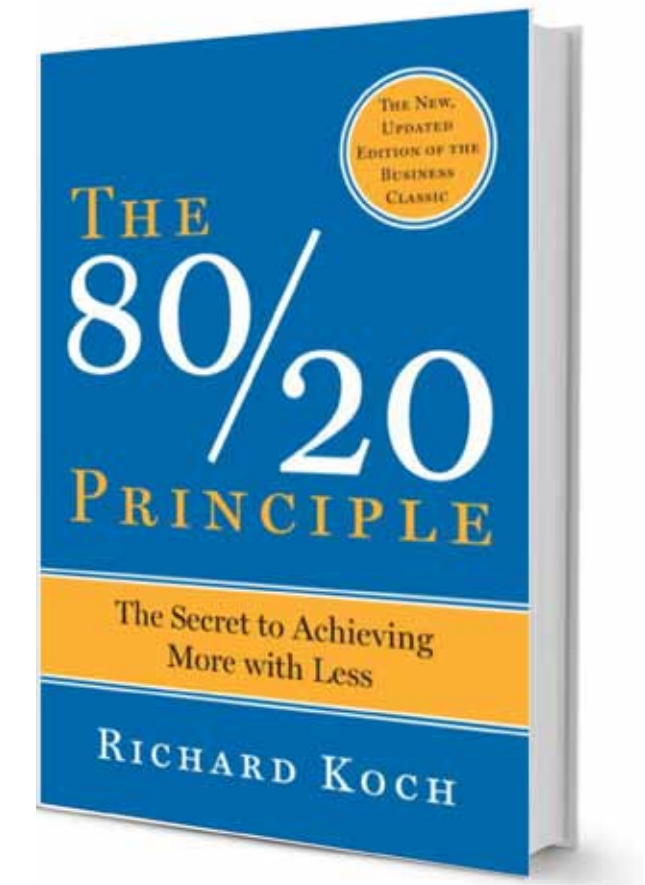
A good benchmark for this imbalance is provided by the 80/20 relationship: A typical pattern shows that 80% of outputs result from 20% of inputs; that 80% of consequences flow from 20% of causes; or that 80% of results come from 20% of effort. It reflects relationships in nature, which are an intricate mixture of order and disorder, or regularity and irregularity.

The 80/20 Principle involves a static breakdown of causes at any one time, as opposite to change over time. "The art of using the 80/20 Principle is to identify which way the grain of reality is currently running and exploit that as much as possible."

The 80/20 numbers are only a metaphor and a useful benchmark. The real relationship may be more or less unbalanced than 80/20. The 80/20 Principle asserts, however, that in most cases the relationship is very likely to be unbalanced and close to 80/20.

The 80/20 Principle is extremely versatile. "It can be profitably applied to any industry and any organization, any function within an organization and any individual job." It is most useful when you can identify all the forces beneath the surface, so that you can give maximum power to the most productive forces and stop the negative influences.

The 80/20 Principle is inherently optimistic because it reveals a state of affairs that is seriously below what it should be and shows the direction towards a better state. To achieve progress and multiply



**The main lessons learnt are: You can have anything you want but you cannot have everything you want; Take averages apart and concentrate on the small parts of the system that have extraordinary power to generate wealth; Be selective, not exhaustive.**

your output, you must give power to the 20% of resources that really matter in terms of achievement, and get the remaining 80% up to a reasonable level. "Progress takes you to a new and much higher level. But, even at this level, there will still typically be an 80/20 distribution of outputs/inputs. So you can progress again to a much higher level."

**80/20 Analysis**

80/20 Analysis examines the relationships between two sets of comparable data and can be used to change the relationships it describes. One, its use is to discover the key causes of the relationship, the 20% of inputs that lead to 80% of outputs, and put your resources behind the best-performing efforts. The second main use of 80/20 Analysis is to improve the effectiveness of the underperforming 80% of inputs that contribute only 20% of the output.

80/20 Analysis should be applied carefully, in a systemic way, as opposite to linear thinking that may lead to misunderstanding of the 80/20 Principle and its potential abuses. "Don't be seduced into thinking that the variable that everyone else is looking at... is what really matters. This is linear thinking. The most valuable insight from 80/20 Analysis will always come from examining non-linear relationships that others are neglecting".

80/20 Thinking can help you change behavior and to concentrate on the most important 20%. Action resulting from 80/20 Thinking should lead you to achieve much more with much less.

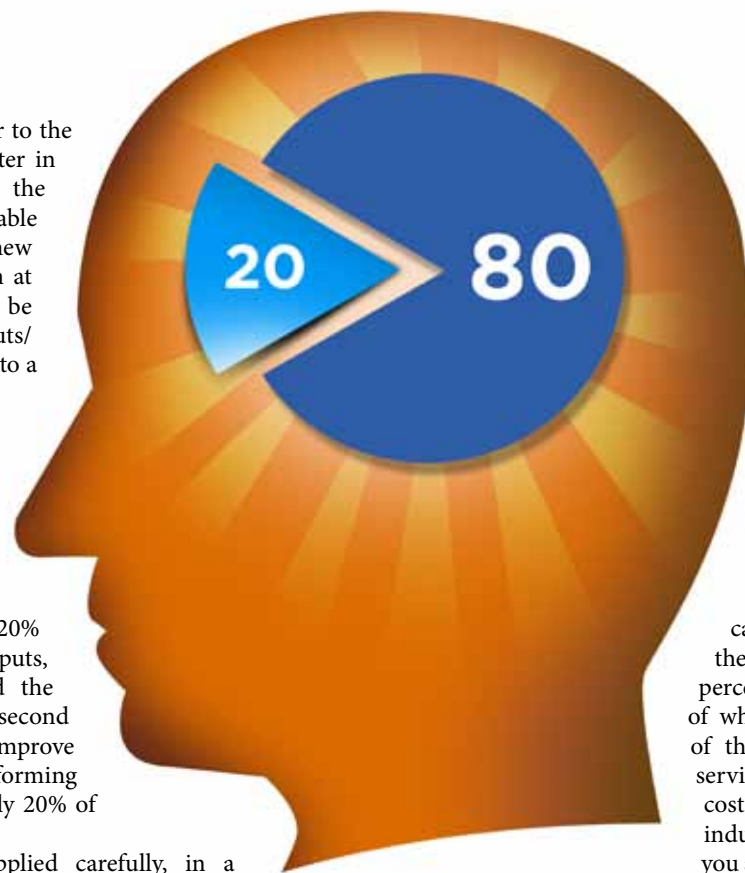
To engage in 80/20 Thinking, you must constantly ask yourself: What is the 20% that is leading to 80%? Never assume that you automatically know what the answer is, but take some time to think creatively about it.

"For every ounce of insight generated quantitatively, there must be many pounds of insight arrived at intuitively."

**The Principle as Applied to Business**

The key theme of the 80/20 Principle applied to business is how to create the greatest stakeholder value and generate most money with the least expenditure of assets and efforts. Any individual business can gain immensely through practical application of this Principle.

The most important use of the 80/20 Principle is «to isolate where you are really making the profits and, just as important, where you are losing money. Every business person thinks they know this



already, and nearly all are wrong. If they had the right picture, their whole business would be transformed."

The game is to spot the few places where you are making great surpluses - be that a product, a market, a customer type, a technology, a distribution channel, a department, a country, a type of transaction, an employee, or a team - and to maximize them; and to identify the places where you are losing and get out.

80/20 Principle innovation can be easier if you consider the following ideas: 80% of value perceived by customers relates to 20% of what your organization does; 80% of the benefit from any product or service can be provided at 20% of the cost; 80% of the profits made in your industry are made by 20% of firms. If you are not one of these, what are they

doing right that you're not?

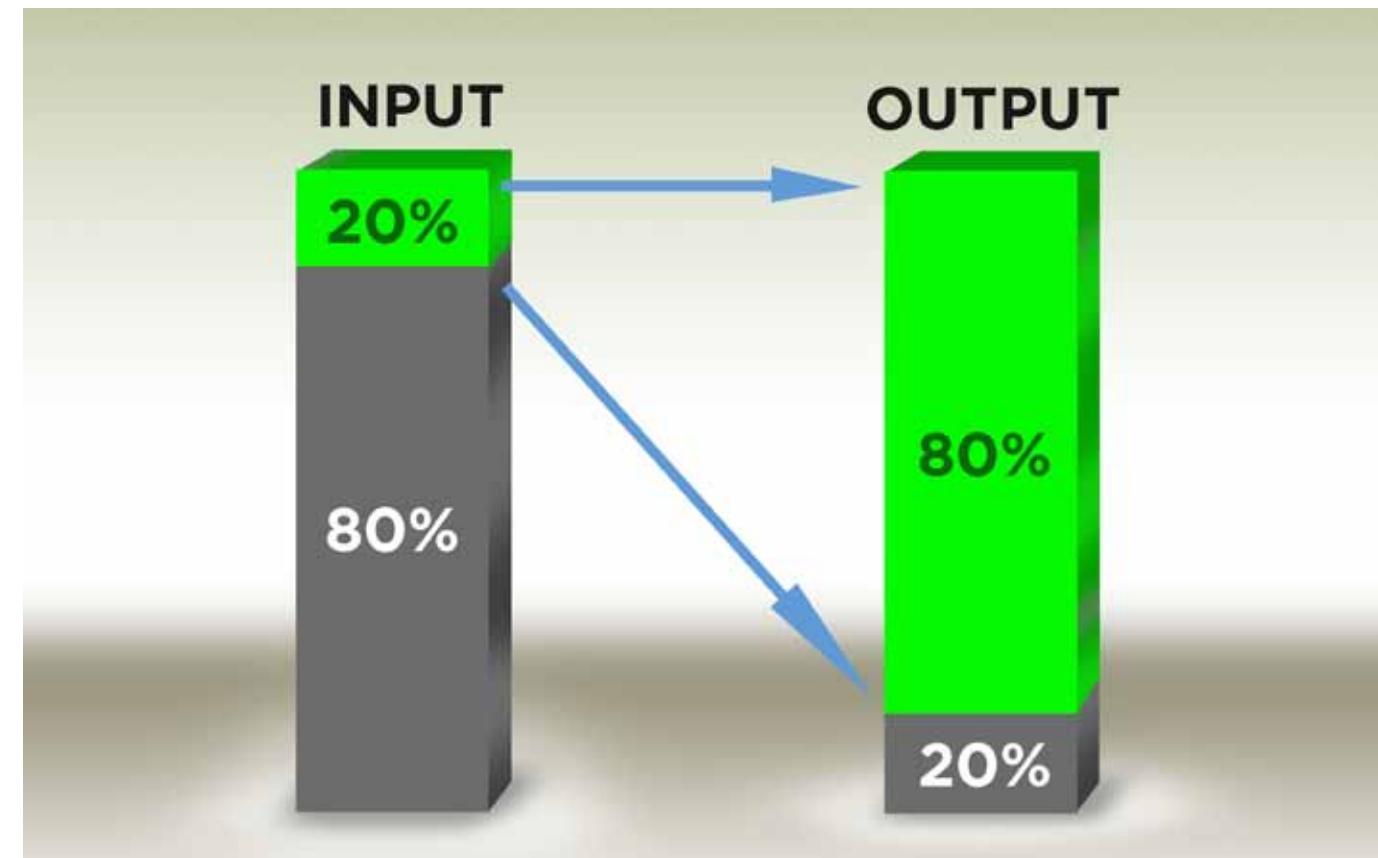
To succeed, you need to demonstrate that simple is beautiful and why. Unless you understand this, you will never be willing to give up underperforming 80% of your current business and overheads.

"The truth is that the unprofitable business is so unprofitable because it requires the overheads and because having so many chunks of business makes the organization horrendously complicated." And complexity means decay. Internal complexity has huge hidden costs and depresses returns more effectively than anything else.

"A complex business can be made simpler and returns can soar. All it takes is the understanding of the costs of complexity (or the value of simplicity) and courage to remove at least four-fifths of lethal managerial overhead."

**Lessons Learnt**

The main lessons learnt are: You can have anything you want but you cannot have everything you want; Take averages apart and concentrate on the small parts of the system that have extraordinary power to generate wealth; Be selective, not exhaustive. In every important sphere, work out where 20% of effort can lead to 80% of returns. Strive for excellence in the few key areas, rather than for good performance in many; Target a limited number of very valuable goals, rather than pursue every available opportunity; Focus on exceptional productivity, rather than raise average efforts. Make the most of your creativity peaks; Only do things you are best at doing. Delegate or



Graph illustrating the Principle

outsource the rest. Exercise control with the least possible effort.

**Top 10 Uses in Business**

Strategy: Unless you have used the 80/20 Principle to look carefully at the different chunks of your business and to redirect your strategy, it is almost inevitable that you are doing too many things for too many people. "The principle is also of enormous value in identifying the next leaps forward for your business."

**Quality:** A small percentage of quality characteristics contribute a highest percentage of the quality loss. If you remedy the most critical 20% of your quality gaps, you will realize 80% of benefits. 80% of customer complaints can be eliminated by correcting only 20% of the causes.

**Cost Reduction:** "All effective techniques to reduce cost use three 80/20 insights: Simplification, through elimination of unprofitable activity; focus, on a few key drivers of improvement; and comparison of performance." Cost reduction is an expensive business - concentrate 80% of your effort at the areas (20% of the whole business) that have the greatest cost-reduction potential.

**Marketing:** Marketing should focus on providing a stunning service in 20% of the existing products/services that generate 80% of profits. It should devote extraordinary endeavor towards retaining

20% of customers who provide 80% of the firm's profits.

**Selling:** "The key to superior sales performance is to stop thinking averages and start thinking 80/20." Hang on to the high-performing salespersons; get everyone to adopt the methods that have the highest input-output ratio; focus every salesperson's effort on the 20% of products that generate 80% of sales and on the 20% of customers who generate 80% of sales and 80% of profits.

**Information Technology:** The return on investment usually follows the 80/20 rule: 80% of the benefits will be found in the simplest 20% of the system. Most software spends 80% of its time executing only 20% of the available instructions.

**Decision taking and analysis:** Gather 80% of the data and perform 80% of the relevant analyses in the first 20% of time available.

**Inventory Management:** Around 80% of stock only accounts for 20% of volume or revenues.

**Project Management:** 80% of the value of any project will come from 20% of its activities

**Negotiation:** 20% or fewer of the points at issue will comprise over 80% of the value of the disputed territory; 80% of the concessions will occur in the last 20% of time available. ♦

# PMU at Global Crossroads



By Muhammad W. Ashraf

**World rankings of educational institutions are calculated by using a wide range of innovative tools. Several assessments are summed into one to achieve a bonafide outcome about an institution's worth within a specific category. Recent findings of Cybermetrics Lab in Spain have left a strong impact on this debatable exercise.**

Cybermetrics Lab's latest rankings of the higher educational institutions in the world indicate a new trend – that of higher institutes of learning in Saudi Arabia and Taiwan gaining in prestige, pointing to a boom in the field of education. Saudi Arabia has thus gained a strong foothold in the global rankings.

Cybermetrics Lab finds little change in the top 50 universities in the world. The US-based Harvard, MIT and Stanford still dominate

the list, winning first, second and third places in the ranking of global institutes of higher learning. The overall improvement in the ranking of Asia is attributable to the excellent performance of Saudi Arabian, Chinese and Taiwanese universities.

Today Saudi Arabia figures in the world of education with several high ranking universities – both older and newer ones. Of course, there are a few drawbacks in the direction of these universities, such as their focus on «excessive web performance with the search engines oriented strategies» rather than practical initiatives. Nevertheless, the growth has been continual. King Saud University is a top ranking Saudi university with its world ranking at 402. Other universities that bring Saudi Arabia into the academic limelight with their excellent performances are King Abdulaziz University at 801, King Fahd

University at 1,057 and King Faisal University, followed closely by Umm Al-Qura University at 2,013, and others.

Among the newly established universities, Prince Mohammad Bin Fahd University (PMU) figures in the world rank, but not within the 5,000. Nonetheless its system of education and strong efforts to attain excellence in a relatively short period is truly a motivation for others. In the most recent rankings PMU is ranked 35 among Saudi Arabian universities. PMU is ranked ahead of Effat University, Arab Open University, Jubail University, Delmon University Bahrain, University College Bahrain, University of Dubai and Virginia Commonwealth University to name a few.

PMU focuses on imparting modern education through advanced curricula, helping young generations achieve individual goals as part of their collective nation building roles. It makes PMU a university with a diverse approach. The day may not be far when PMU would boost Saudi Arabia's ranking in the Asian region by ensuring strong educational standards.

Strangely, the ranking of Korean universities has dropped, which is not easily digestible. Perhaps a narrow approach, and being confined to local language patterns when offering global education, has affected its ranks.

Saudi Arabia has emerged on the world stage with newer farsightedness. Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz is instrumental for such a vision recognized by Webometrics Ranking of World Universities' team from Cybermetrics Lab (CSIC). Located in Saudi Arabia's Eastern Province, PMU is

the fastest growing university, enjoying the latest instructional technology under the patronage of HRH Prince Mohammad Bin Fahd Bin Abdul Aziz.

Universities in Europe, Switzerland, UK, Spain and Netherlands have also been ranked high. Interestingly France lags behind due to its fragmentation in higher education, as described by the researchers at Cybermetrics Lab.

Webometrics Ranking of Universities is done twice a year scheduled for January and July months since 2004. By now this research group has already covered more than 17,000 higher education institutions around the world. Web presence measures the activity and visibility of an institution. It is an excellent indicator of impact and prestige of a university. Rank summarizes global performance of a university, provides information for candidate students and scholars, and reflects a commitment to the dissemination of scientific knowledge. At PMU an initiative has already been taken by showcasing global performance with its standardized and scholastic implications. Still a quick relook is needed to increase academic visibility so as to further improve its rank in the local and international arena.

PMU has to introspect and look at its stand for upcoming Cybermetrics Lab assessments. It must show its presence through self-assessment, measuring factors and visibility on different criteria. These efforts would indicate that PMU is on the path of progress and that it will soon join the list of prestigious global universities. ♦

## Rapid Growth in Eastern Province is Testimony to Responsible Leadership

The cities in the Eastern Province have witnessed remarkable developmental strides in the era of Prince Mohammad bin Fahd. The efforts towards progress and modernization are continuing under the wise guidance of Eastern Province Governor Prince Saud bin Naif.

In the last few years, the Eastern Province has witnessed significant advancements in all aspects of life, which have been experienced by residents and visitors alike. This remarkable development is due to the ambitious infrastructure projects that have been carried out in the Province, including those relating to health care, education, and industry, besides extensive development of the beach fronts. As a result, the Province has acquired a prominent position among the Kingdom's regions. The geographical location of the Eastern Province is of added importance. It is the eastern gateway to the Kingdom and extends over more than 700 kilometers on the Arabian Gulf coast. This strategic location makes it ideal for shipping ports and as an important center for imports and exports. The Province has special economic value due to its oil-related industries, which carry out drilling, refining, and marketing operations in the region. It is also a center for gas and petrochemical industries. There are also other significant economic activities in various towns of the province.

Here's an account of the important cities of the region:

### Dammam

Dammam is situated on the Arabian Gulf coast along the northern, eastern, and southern sides. This location has helped it acquire the status as the capital and main city of the Eastern Province, where the Province's administrative and governmental offices are located. Dammam is a vibrant residential and commercial center where the main port of the region is located.

Dammam has seen extensive development in all fields which has made it the most important city in the Eastern Province. People from every part of the Kingdom, in addition to many Arab communities, have settled in Dammam.

Oil and mining constitute the major economic activities in Dammam. There are other industries as well, such as fertilizers, aluminum, petrochemicals, rubber, prefabricated buildings, and air conditioning. This economic activity has led to flourishing trade activity in the city, further spurred by easy transportation, thanks to the modern roads, ports and railway – all of which have intensified the import and export business.

### Industrial Areas

The Dammam First Industrial Area, as the name indicates, is the first of three industrial areas in the Kingdom, dating back to 1390H. The area comprises dozens of factories operating in food industries, furniture, paper, and printing. In addition, there are factories producing chemicals, plastic devices, cement, aluminum, metal products, marble, electric devices, isolation material, and auto parts. The total land area of the city is estimated to be around three million square meters.

The Second Industrial Area in Dammam, which covers a total area of 24 million square meters, comprises a large number of factories,



with several others under construction.

These industrial zones are run by administrative bodies that provide the basic services for the industries to operate. They help shareholders, stakeholders, and individuals, who have licenses for new projects, to acquire land at nominal costs. They efficiently provide utility services, like electricity, water supply, drainage, and telephone services.

### Touristic Landmarks

Dammam is a popular tourist destination, thanks to its relatively mild weather in most parts of the year, and its splendid beaches along the Arabian Gulf coast. Among the tourist attractions are the Dammam corniche, the waterfront, King Fahd Park, besides several other leisure spots and attractive towns. New projects, such as Saudi Aramco's King Abdulaziz International Cultural Center, are currently being implemented. Some other projects are the development of the Al-Hamra traditional waterfront, upgrading of the Asabea Aluhaira (Lake Fingers), and establishing a new regional museum under the supervision of the Saudi Commission for Tourism and Antiques. There are also other touristic and investment projects in housing, traditional restaurants, sea trips, etc.

Dammam also has several local and international hotels, tourist resorts, modern malls as well as traditional markets. The city has numerous mosques and a wide Eid prayer area.

### Al-Khobar

Al-Khobar is considered to be one of the most orderly cities in the Kingdom of Saudi Arabia. It is only 10 kilometers away from Dhahran city. It won its present fame soon after the discovery of oil. Traditionally, the town constituted a small outlet into the Gulf. However, because Al-Khobar is close to Saudi Aramco headquarters and to several other big cities, it has steadily continued to grow.





Al-Khobar is the only Saudi city where expatriates make the majority of the population. This is due to the petroleum companies there, which necessitated bringing in a large number of expatriate professionals like doctors, engineers and technicians.

Al-Khobar complements the strong economic activity of Dammam and Dhahran. In fact, Al-Khobar relies on trade for its economic wellbeing. This explains why there are so many complexes, hotels and banks in the city.

Agriculture in Al-Khobar thrives in the city's northern and western parts where there are many farms and gardens. These include poultry farms, vegetable gardens and fruit orchards. The city is also known for its industries, like building material, gasified water, garments, dairy products, and industrial gases.

**Waterfront**

Al-Khobar is one of the most attractive cities in the Kingdom thanks to its gardens, parks, and beautiful beaches along the Arabian Gulf – Sunset Beach and Aziziya Beach, for example. Another attraction is the King Fahd Coastal City which comprises numerous parks and gymnasiums.

Al-Khobar also has a big number of waterfronts and touristic facilities including resorts and chalets overlooking the Arabian Gulf. It has some well-known commercial centers and markets. There are also many play areas for children within gardens, football and basketball stadia, and concrete walkways, like the Garden of Roses

in Al-Hizam Al-Dhahabi (Golden Belt) District and the Cordoba Garden in Al-Anizi District.

The King Fahd Causeway, a 25-kilometer bridge connecting Saudi Arabia and Bahrain, and the Prince Sultan bin Abdulaziz Science and Technology Center (SciTech) are other tourist attractions in Al-Khobar.

**Education**

Top class educational institutions have established themselves in Al-Khobar, including public and private universities, like the Prince Mohammad bin Fahd University, which is located on the Half Moon Beach, Al-Aziziya District. Several prestigious colleges and schools are also spread in various parts of the city. There are even educational institutions with the medium of instruction being languages other than Arabic and English to cater to the diverse nationalities that make up the city's population.

Al-Khobar is thus an important center for education, reflecting the progress made by the city and the importance given to education in the region.

**Health Care**

Hospitals and health care centers are found in every part of the city, all equipped with the world's latest technologies and employing world-class medical specialists. King Fahd University Hospital is one of the main health care centers in the city, besides several other big hospitals and private health care centers.

**Transport**

There are many roads and streets connecting Al-Khobar to other cities, like the Al-Khobar-Dammam Highway, Dammam-Dhahran Highway, Al-Khobar Road, Al-Aziziya-Half Moon Road, Al-Khobar-Dhahran-Dammam Road and Dammam Coastal Road.

**Sports Facilities**

Al-Khobar has a long history when it comes to sports. It was the first city to host football games in the Eastern Province. The city plays a major role in supporting sports in the Kingdom through its Qadisiya Club, which is considered to be the leading football club in the east of the Kingdom, having won several honors in all kinds of sports. Prince Saud bin Jalawi Sports City – or the Green Room – is another important sports city in Al-Khobar.

**Dhahran**

Dhahran extends from Dammam in the north to Dohat Rahoom in the south. Originally, Dhahran got its name from the apparent 100-meter high lime mountain situated in the center of the city. The King Fahd University of Petroleum and Minerals is situated on this very mountain and is considered to be a city landmark. In fact, it was the first higher education institution in the Eastern Province. King Fahd University offers many scientific disciplines and supports important scientific researches. It is made up of many faculties, like the College of Engineering Sciences and Applied Engineering, the College of Sciences, the College of Environmental Design, the College of Computer Sciences, and the College of Industrial Management.

Dhahran entered the modernization stage with the coming of the first oil prospectors. A wooden village was built on top of the Dhahran Mountain to accommodate the geologists, who came

**Dammam has seen extensive development in all fields which has made it the most important city in the Eastern Province. Oil and mining constitute the major economic activities in Dammam.**

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in September, 1933. When the Dhahran Well was discovered and proven to be commercially viable, the company decided to locate its headquarters in Dhahran. Today, the city has become a key world center for oil industry. This has helped Dhahran to become a beautiful, unique city.

In addition to Saudi Aramco's headquarters, the city has numerous interesting sites such as the King Abdulaziz Airbase and the Aramco Oil Museum. It is a permanent museum showcasing the history and products of petroleum. The museum also exhibits a big number of maps and photos that explain details of the oil industry. There are also computer sets providing detailed information about the history of oil and gas discovery, presented in an exciting, interactive manner, based on questions and answers.

**Al-Jubail**

Al-Jubail is about 80 kilometers from Dammam. Together with its suburbs, Al-Jubail forms a coastal plain on the Gulf shore. Al-





Jubail, which literally means Small Mountain, was named after the sea mountain in the north eastern part of the city and because of its location on the Arabian Gulf coast. There are many important facilities in Dhahran, like the King Fahd Industrial and Commercial Port, sea water sweetening stations, and King Abdulaziz Naval Base. Al-Jubail is divided into two parts: a residential area, and an industrial area, under the Royal Commission, made up of big factories, and staff residences. Al-Jubail is widely known for basic industries, such as petrochemicals, chemical fertilizers and iron plants.

The Royal Commission has put in tremendous efforts to make Al-Jubail one of the leading industrial areas in the world. In fact, the success of the first industrial area, Al-Jubail-1, has brought about a need to expand the area to meet the requirements of future investments. As a result, the new area, Al-Jubail 2, was set up for implementing national developmental policies.

The Royal Commission in Al-Jubail has won several global, Arab, and regional awards and honors. These include the Regional Organization for Environment Protection Prize in Kuwait, the United Nations' Sasakawa Award, which is the top international environment protection prize, and the Organization of Arab Cities' City Greening Prize. In addition, Al-Jubail was selected as the city attracting most investments in the Middle East.

#### Scientific Research

Ever since he became governor of the province in 1405H (1985), Prince Mohammad bin Fahd has led a comprehensive development phase in the various area of the Eastern Province. He also paid due attention to scientific research. Based on Prince Mohammad's recommendation, the Center for Studies and Research was established in the Eastern Province in 6/1/1426 H (February 15, 2005). The main objective of the center is to contribute towards the Province's development, and to tap Saudi competency to serve the region's interests.

The center's objectives are achieved by preparing reports and studies as recommended by the Governor of the Province and his Deputy Governor; surveying the Province's difficulties and needs; creating a database for the available resources in the Province and related studies to help solve problems; carrying out research and studies related to security, social, health care, cultural, and economic

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affairs in the Province; turning research and studies into executive plans after getting the required consent; transmitting these executive plans to the concerned authorities, following up the implementation, and conducting the necessary assessment and developmental studies; coordinating with the concerned authorities in order to implement these plans and in turn, apply the recommendations of the studies and research.

The dedicated efforts of Prince Mohammad bin Fahd are not limited to developmental projects that are the hallmarks of the Eastern Province's flourishing era. His efforts have also encompassed several personal initiatives aimed at serving citizens of the province, especially students, being the leaders of future development in the country. He launched the Scientific Achievement Award 25 years ago, and established the Youth Development Program. Prince Mohammad bin Fahd University has released a booklet that further introduces the Prince's initiatives.

These huge developmental efforts are not to be stopped with Prince Mohammad bin Fahd leaving his position. The Province will continue growing and thriving under the wise guidance of Prince Saud bin Naif bin Abdulaziz, the present Governor of the Eastern Province.

In fact, Prince Saud is no stranger to the Province, having served as Deputy Governor before his present position. This has enabled him to be close to its people and well-informed about its progress and other details, which will help him to lead the Province towards further progress, preserving its distinguished position among Saudi and international cities. ♦

## PMU Participates in Charity Run at Dammam Corniche



The university team that participated in the race

**P**MU participated in the 18th Annual Eastern Province Charity Run at the Dammam Corniche on November 23 under the theme, Reinforcing the Culture of Work. It was held under the sponsorship of Prince Saud bin Naif, Governor of the Eastern Province.

This was the fourth time in a row that the university was participating in the race. The competition has become an important social sports event in the Eastern Province. Thousands of competitors participated in the race either in the first phase which was devoted to people with special needs, or the second segment, which was an open competition.

The participation of the university in the race reflects its social role and demonstrates its encouragement to sports due to its importance to young people and society.



## A Unique Experience in Private University Education

**U**niversities all over the world are centers where world-class knowledge is disseminated with the aim of achieving overall progress. All governments consider development of human resources as a priority.

University graduates possess a wide knowledge base, rooted in technology and information sciences. They are the ones who master analytic skills that can help in leading the local economy. Graduates support community organizations and facilitate spreading knowledge among the various strata of society. They take the responsibility of guiding governments and helping out with important decisions in a way that has an impact on the whole of society.

For all these reasons, the role of higher education in building the economics of knowledge has become noticeably bigger. It develops intellectual capabilities that help to produce and profit from knowledge. There are many positive changes in this field, chief among them being the new variety of competitive higher education institutions such as private universities. These institutions are working towards changing their working methodologies and promoting their performances, using opportunities created by the information technology revolution.

There also appears to be new trends in higher education in developing countries – for example, holistic knowledge institutions have become a main driver for social development, with new stakeholders emerging in private higher education institutions from various social categories, especially businessmen. There are also changes taking place in the methods, practises and organizational patterns due to the telecommunications and information technology revolution. Higher education is now governed by market forces as there is an international market for human capital. All in all, there is an increased demand for higher education.

In Saudi Arabia, the speedy and continuous progress taking place at its industrial and other economic sectors, have led to a demand for more graduates who can lead the new changes in business, culture, education, social development, and general administration. This is where PMU comes in, as it has been created to form a new, unique experience in private higher education.

The university helps the Kingdom achieve its educational and developmental goals. PMU's success is reflected every year when its students graduate and begin fruitful careers in various fields. These graduates are equipped with comprehensive knowledge, based on technology and information, which is the main driver of development.

The graduation of 275 students was celebrated at the university's second Graduation Day recently under the patronage of PMU Board of Trustees President Prince Mohammad bin Fahd bin Abdulaziz. Also present were Eastern Province Deputy Governor Prince Jalawi bin Abdulaziz bin Musaid, PMU Board of Trustees Vice President Prince Turki bin Mohammad bin Fahd bin Abdulaziz, a number of princes, religious figures, senior officials and parents of the new graduates.

These graduates have entered a new phase in their lives, taking the first steps in serving society. They are equipped with thorough technology-based knowledge, which is so essential for development and for taking important decisions for the benefit of Saudi society.

*The author is the rector of PMU*



By Dr. Issa Bin Hassan Alansary



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