

# The Westford Communiqué

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**WESTFORD**  
University College

**WESTFORD**  
UNI-ONLINE

**WE CONNECT**  
WITH BUSINESS LEADERS

**WESTFORD**  
BUSINESS

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# INFLUENCING & CHANGING LIFESTYLES

## DUBAI FITNESS CHALLENGE – 30X30



The month of November becomes the month to focus on physical health. Throughout the month, 30 mins of exercises were run by the sports business students at our campuses to influence a change in the lifestyle.



Mass participation being the main aim of the month, encouraged students to be part of both the Dubai Run (5 km) & Dubai Ride (12 km). The annual showstopper event of Dubai Fitness Challenge 30x30, the Dubai Run is a much-awaited event for Westford. It marks that time of the year when students and staff members alike, slip into their Westford jerseys, tighten up their shoelaces and make their way to Dubai's iconic Sheikh Zayed Road at the break of dawn, to cover 5 kilometers distance on foot. All while proudly lifting the banners of Westford. The highlight of that Sunday morning remains to be the shoutout that Westford received from the run's hosts at the beginning of the event.



## DUBAI FITNESS CHALLENGE



Dubai Fitness Challenge 2022 ran from 29 October to 27 November, featuring our flagship community events Dubai Ride on 6 November and Dubai Run on 20 November. As the month progressed, more and more students did look forward to the daily 30 min sessions, which challenged them with fun activities and exercises. A little progress each day added up to big results towards the end of the month.

Our external partners were delighted to be working with the youth to increase awareness of being physically fit; to help them deal with stress and become stronger for a long healthy life! Surely Dubai 30x30 put our students' bronze to the test, nonetheless, the experience has collectively been nothing short of memorable. Our motto for the month: "Decide. Commit. Succeed."



**External providers such as Fitness First Sahara Centre; iPro Hydrate; Yuren Shaolin School; and Pratimoksha Yoga Centre conducted successful sessions for Westfordians on campus**



# WESTFORDIANS WIN FIRST PRIZE AT RUNWAY DUBAI FASHION SHOW



The feeling of pride experienced by an educational institution when its students take the stage and emerge victorious cannot be compared to anything else. Westford's fashion school recently participated in the Runway Dubai Fashion Show held on November 23<sup>rd</sup> and 24<sup>th</sup>. Their masterpieces were displayed under two different categories. Haute Abaya was one of the categories in which the designers participated. To achieve this, students were required to create unique abaya couture inspired by a renowned structure based in the United Arab Emirates. Westfordians, Ramsha Fayyaz & Sanubar Iqbal did not only participate in this category but also bagged the first prize for their abaya design that was inspired by the iconic Burj al Arab.





Liyana Khadeeja, Yuha Hamid, Adiba Maqbool & Ali Nader also designed outfits for the Athlete Avantgarde category, under the theme of Recycling on the Runway Dubai Platform. For this challenge, designers were given 2 yards of fabric to create a unique couture inspired by any sport of their choice. Our students decided to add the oomph to the sport of Fencing.

The event was attended by some of successful names in UAE's fashion industry. This opportunity also served as a promising platform for our students to grab the limelight as well as network with the who's who of the fashion world.

**The highlight of the show was the representation of Westford by Ali Nader Alhamad who walked the ramp for an established fashion designer, Maruf Azimov, from Uzbekistan**



**Ramsha Fayyaz**  
Higher National Diploma  
in Art and Design (Fashion)  
Pearson, UK

"I've always wanted to be a part of Runway Dubai, and this year I finally built up the courage to compete in the Haute Abaya category. It was an amazing experience to work alongside professional designers. It felt even more special as I wasn't representing just myself, but also Westford University College. The theme dictated that we take inspiration from a famous architecture in the UAE. I chose to design the Abaya with a side view of the famous Burj Al Arab. Once everyone's designs were submitted, I started to ask myself "Was it good enough?". But my faculty and classmates encouraged me by suggesting that "We are the winners", although I dismissed it, it felt nice to know that I have a strong support system. Only a few moments later, we were announced as the winners of the category, and I was on top of the world!"

# WESTFORDIANS AT EEG 2022

## PRESENTING SOLUTIONS TO PRESERVE THE PLANET!

The 22<sup>nd</sup> cycle of the Inter College Environmental Public Speaking Competition was held from the 21<sup>st</sup> of November to the 24<sup>th</sup>, 2022. This is an annual program that aims at not only spreading awareness with their efforts but also motivate youngsters to be a part of the solution. The event truly was an enriching and enlightening opportunity for students.

Four teams from Westford presented 4 different topics on Environment, Sustainability and Climate Change. Over all 73 universities and colleges from the UAE, Saudi Arabia, Oman, Egypt, and other gulf countries participated this year.



### The four topics were:

Water Security and Food Security – Correlated?

Conserving the True Lungs of the Planet: Key to Preventing Climate Change

Industrial Animal Agriculture – A Compelling Contributor to Climate Change?

Growing Cities: Redesigning Infrastructure Towards Net Zero



## EEG COMPETITION



My team- ‘Carbon (e)Mission’ was given a platform to present and speak on the topic “Preserving the True Lungs of our Planet- Key to Preventing Climate Change” on the 22<sup>nd</sup> of November (– the second day of the cycle). While fighting back nerves and tense emotions, we were appalled by the impact human activities have on the environment and the harsh reality we currently live in.

As I look forward to next year’s cycle of the event, here’s to not just talking the talk, but walking it too. We are proud of all our students who made it to the Top 4 teams in the Gulf Region and were amongst the Top Team in the UAE!



**Mathew Joshua**

BSc (Hons) in Business with Digital Marketing, LJMU

With this being my first time participating in the EEG public speaking competition, all I can say is, it felt challenging and wonderful. The topics were highly engaging because they required us to understand more about the issue, and how it affected the environment, and we had to come up with a creative solution. In our several brainstorming sessions, we worked progressively from problem identification to solution generation to presentation preparation to script development. The effort finally paid off when our team won the 2<sup>nd</sup> runners among 20 other universities. But this was more than just a competition, we got to learn a lot about the various issues our world is facing, and all the students came up with very creative solutions. Ultimately, the four-day event was highly educational and inspired young minds to be conscientious in their daily lives to help the planet. Now, we hold our heads up high and eagerly wait to bring home gold in the next year’s competition.



**Emaan Sajjad**

BSc (Hons) in Business Management, CCCU



**Our team tied for the place of 2<sup>nd</sup> Runner up, and we were ecstatic as this was an expected but unanticipated triumph- we were filled with joy, and our chats flooded with ‘Congrats’**



# WESTFORD MENTORSHIP PROGRAM – PANEL DISCUSSION



The first round of the Westford Mentorship Program that served as a reciprocal learning opportunity between our MBA alumni currently holding leadership roles in the industry and our day scholars who are pursuing their bachelor's degree has come to an end. This mentorship programme served as a platform for mentees to be coached by the mentors, who shared their professional experience, knowledge, and skills with the mentees to help them get an inch closer to their career ambitions.

The event was attended by Westford students, alumnus, industry professionals and faculty members. On the agenda of the closing ceremony was a Symposium that took the form of a panel discussion. The topic of discussion was 'The impact of coaching and mentoring on students and professionals' that was brought into lime-light by our esteemed panellists who included- Ms. Dana Salamah, Chief Strategy & Transformation Officer at Energi Lab, and an Author, Ms. Priya Nair Founder and CEO Doukani, Dr. Renaldo De Jager, a Management Consultant and Faculty Member at Westford; and our student, Nihal Soni.



## WESTFORD MENTORSHIP PROGRAM



This occasion also presented itself as an opportunity to mark the culmination of the Westford Mentorship Program. As a result of which, certificates of appreciation and participation were handed out to mentors and mentees, respectively.



With the success of its first program, Westford looks forward to commencing the second round of Westford Mentorship Program, inviting a new batch of undergraduate and postgraduate students to support each other become better professionals and leaders



# THE LAUNCH OF WESTFORD FOR BUSINESS

**W**estford University College (WUC) is the next generation higher education institute. It has been continuously reimagining the delivery of education and learning. At Westford we have been instrumental in transforming the lives of students and professionals to take up corporate challenges and opportunities.

Westford is branding its corporate service division "Westford for Business" after 13 years of training and providing learning solutions to UAE and Middle East companies. As a catalyst for business and individual growth, Westford for Business aims to revitalize and educate the workforce.

Westford for Business is focused on providing a solution for corporate consulting, training, and workforce development. Our aim is to transform your workforce into leaders of the future.



**Executive Education for Business Leaders:** We create programs that address the company's strategic needs and strengthen organizational talent. Our approach is result driven and are combined with the latest research and academic concepts. The learning at Westford is experiential, immersive, and engaging. The Management Development Program (MDP) which is delivered through practical training is designed to have stackable credits, which can lead to an MBA program.

**Training for Business:** Learning and development is one of the core areas of Westford for Business. We help companies to create learning and development strategies, how to implement and evaluate its effectiveness by providing bespoke and of-the-shelf programs to improve their employee skills knowledge and behavior for better business performance.

**Consulting for Business:** Westford positions itself as a provider of business consulting services to businesses to help companies improve business performance and accelerate business development. We offer an array of consultants and trainers to address specific issues that businesses face. We assess the business, identify issues, and help resolve the business issues through international consultants with expertise in the specific field.



Westford has been in the education sector for over 13 years. It has been a pioneers in addressing the academic and learning needs of individuals and corporates.

**We are in the 4<sup>th</sup> industrial revolution, and one of the main factors that are driving productivity and growth is “Continuous Lifelong Learning”.**

Westford for Business is built on this very principle, to provide the platform to upgrade one's knowledge and skills. Westford offers programs that focus on one's professional growth while not compromising the work life. Our Management Development Program (MDP), Professional Development Programs (PDP) and Continuous professional Development programs are aimed to upskill and scale up in their career.

Westford for Business will bring the essence of these partnerships to retain and enhance the efficiency of the workforce. The programs offered by these partnerships will help the corporates in the Middle East to stay competitive. Westford for Business values in creating a community of learners and leaders.



“ Professionals who are continuously enhancing their education will be perceived to be more adaptable, and agile and will make better leaders. Hence, Westford offers the right platform to excel and achieve professional milestone. ”

# WESTFORD AWARDED THE "OUTSTANDING ACADEMIC INSTITUTION 2022"

The Middle East Education Leadership Awards were held on October 13, 2022, at the Taj Dubai in Business Bay. The Asian Confederation of Businesses presented the Middle East Education Leadership Awards, in collaboration with CMO Asia as its Strategic Partner and Stars of the Industry Group as a research partner. Individuals and institutions that have surpassed several levels of excellence and set an example of being a role model and exemplary leadership are given the highest honours. It is intended towards individuals who are building their institutions through leadership, innovation, and academic and industry interface, with the ultimate goal of developing future leaders.

Westford University College received the "Outstanding Academic Institution" award from the GCC-Africa Leadership Excellence and The Asian Leadership Award. Westford University College, located in the UAE, is a well-reputed transnational educational partner of leading international universities. Having an integrated alliance with over 10 universities and educational bodies from the UK, Europe, the USA, and other places, Westford has enrolled over 10,000+ learners representing over 130 nationalities.

Over 120 awards and organizations from a diverse range of industries and domains were considered for various categories. The ceremony focused on long-term leadership and provided an excellent opportunity to network with some of the region's most influential leaders.

'Outstanding Academic Institutions' is a thoroughly researched category. Their research cell is made up of Postgraduates in History and Management who have over 7 years of research experience after finishing their studies. The research cell's iconic job is to create a shortlist of individuals doing extraordinary work and to keep track of their accomplishments. The list of candidates is then reviewed by a Jury of senior professionals from around the world.



**Ms Hikmat Al Kaitoob, a respected and globally successful businessperson with a diverse range of personal and professional interests, presented the award to Westford**

## The criteria and competencies benchmarked are:

- Educational Achievement
- Placements
- Leadership
- Best Class Infrastructure
- Student Impact (Internal to the Organisation)
- Future Orientation

The event is purely conducted on merit. The World Federation of Academic and Educational Institutions endorsed the Middle East Education Leadership Award. World Federation of Academic and Educational Institutions provided the certification.

# LEADERSHIP BOOT CAMP 2022

## A New Beginning for Westford for Business 'Building Agile and Resilient Organisations'

Leadership Boot Camp 2022 by Westford for Business was held on 26th November at Voco Hotel with the presence of several C-suite executives and managers in the UAE. Theme of the year was "Building Agile and Resilient Organizations". Dr. Renaldo De Jager and Mr. Alan Lukose were the key facilitators of the event. They took the participants through a whole different transformative journey by creating an immersive, experiential learning atmosphere. The entire Boot Camp was aligned with the one of the flagship programs of Westford the "Bounty of the Bathay".



## BOOT CAMP



“Bounty of the Bathy” is a gamified simulation program designed to provide a hands-on learning experience on core management concepts like strategic thinking, decision-making, leadership, change management and innovation that are essential in driving organizational performance. The game took the participants in an adventurous voyage dated back to 1800, getting them to explore trading business back in the day while facing various challenges enroute. And It was a competitive, yet a fun and educative journey which ended in marking a new beginning for Westford for Business.



**Dr. Mania El Baba**  
Spec Brite Group  
Founder & CEO

When I was invited to the Leadership Bootcamp, I was hesitant but I'm thankful I made up my mind and came. The session was fun, interactive, and helped me to develop

new ways of thinking. We got to connect with different business leaders and got to learn from each other. Thank you, Westford, for organizing this Bootcamp, it was really wonderful to experience it.



**Evan Nikolopoulos**  
National Aluminum  
Extrusion  
GMO

The bootcamp experience was amazing with Westford! We got to see different challenges faced by businesses and how

difficult it can get to solve those issues. It was a fun learning experience and doing so in the form of a workshop made the experience all the more better.



**Participants enjoyed the programme immensely and highly appreciated the gamified approach in delivering the learning objectives and outcome**





### Nariman Bou Mehdi

Acai Group

Training Manager & P.A CEO - Medlab & Fitness

I was invited to the Leadership bootcamp conducted by Westford University. I was a bit skeptical at first knowing that the training involved a Game-Based workshop but then I quickly found myself enjoying the session given how engaging and interactive it was. Education is not about books anymore, but rather workshops and this session proved just that, and I'm grateful to be a part of it.



### Blanche Bernido

DSE International and the Social Project DXB  
Managing Director

The session was amazing and to be a part of such a Bootcamp felt quite refreshing. Even though no one knew anyone here, it was fun connecting with different people! There was a lot to learn from each other and I even got to know new things about myself, what I can achieve, something I wouldn't have ever known had it not been for this Bootcamp. Thank you, Westford!

# WESTFORD GAVELS CLUB



Schooling was the theme of our 5<sup>th</sup> Westford Gavel Club meeting held on the 14<sup>th</sup> of November. TMOZ Zaynab kicked things off by sharing with the group the commonalities we have when it comes to dealing with them. At first, we introduced an interactive game session where members were asked to take an item from a bag and try to sell it to the members in under a minute.

TM Palaak introduced the Word of the day 'Perseverance' meaning continued effort to do or achieve something despite difficulties, failure, or opposition and she encouraged everyone to use it. TM Yousuf did his icebreaker and spoke about how he fell in love with football and how he is looking forward to the FIFA World cup. This was followed by an interesting Table topics session conducted by TM Hanin. She asked 'out of the box' questions that made all of us think hard. TM Naomi did the icebreaker speech evaluation and was to the point. GE for the day was TM Niveditha and she gave us her wonderful insight on how the meeting ran.





The Word of the day could not have been more apt for this meeting as the group faced our first major challenge – the absence of assigned role players! We were about to start, and we were missing a speaker, 2 evaluators, and 1 Timer. I guess that loads were going on that week – Sharjah Expo, school exams, mock preparations, etc and as a result, we had a few members that dropped out at the last minute. Similar to school where we learn to overcome challenges together, the members present regrouped & started taking on the missing roles. TM Baara & TM Palaak took on the Timer role, while TM Naomi took on the Evaluator role. What stood out was how fast the group resolved the issue and how willingly the members took on the new roles – a true sense of teamwork, a good showcase of risk-taking, and a lovely example of perseverance.

Once again, our meeting was a success, irrespective of the challenges that we faced & irrespective of how small the group was compared to our earlier meetings. It is the attitude of the members that make a club or a meeting successful and I guess that is what makes our club so special.



**TM Naomi Durado**  
Dubai International  
Academy

“Westford Gavels Club may surprise you in a variety of ways, no matter the size of the group, we are here to help each other and are always in this together!”



# WESTFORDIANS INTERACT WITH INDUSTRY LEADERS AT WECONNECT



The bi-monthly WEConnect sessions that are organized at both campuses of Westford, welcomed unique leaders, in the month of November. Each of these professionals are experts in their own fields. On one hand, students at the Al Tawuun campus received the opportunity to connect with Dr. Asier Baquero – a successful business leader and General Manager at Barceló Hotel Group. On the other hand, Dr Mukul Madahar, the Associate Dean (International) at Cardiff Metropolitan University, UK; spoke to our young scholars at the Al Zahia campus.



**Dr. Asier Baquero**  
General Manager at Barceló Hotel Group

## WeConnect with Dr. Asier Baquero

Dr. Asier Baquero is a successful business leader and General Manager at Barceló Hotel Group. With lecturing experience at 7+ schools, including Westford University College and UCAM. He specializes in advocating creative thinking and inspiring people to make a difference.

On the topic of Leading Hospitality and Tourism Positive Communities, he discussed some of the ways to succeed in the hospitality industry and overcome unexpected challenges. It presented as a great learning opportunity for our students, especially those who are considering a career within the hospitality industry. Dr. Asier Baquero discussed the challenges he faced during his journey to the top. A combination of self-belief and support from others drove him to success.



**Dr. Mukul Madahar**

Associate Dean (International), Cardiff  
Metropolitan University, UK

## WeConnect with Dr. Mukul Madahar

Dr. Madahar extensively conversed on the topic of 'Decoding Success and Failures' through which he spoke about his journey from India to the UK and how he navigated through his success and failures. This conversation sparked intrigue in the students of Westford, many of whom wish to pursue their careers in different parts of the world. The conversation with Mr Madahar, helped guide our students and offered them some guidelines for their way into a promising future.

Belonging to the field of education and academia himself, Dr Madahar was able to better understand the queries and concerns of young students. He was able to answer unasked yet important questions, owing to his experience in the industry.



## About WEConnect

WeConnect is an initiative through which Westfordians have the opportunity to connect with CEOs and C-Suite business leaders as well as learn about their success stories. This initiative has been a great success since its inception and our students have greatly benefited from it.



# GULF NEWS - IMMIGRATION AND CITIZENSHIP EXHIBITION (GNICE) 2022

Westford University College participated in the recently held 'Gulf News - Immigration and Citizenship Exhibition (GNICE) 2022'. The two-day event was held at Shangri La Hotel, Dubai on the 12<sup>th</sup> and 13<sup>th</sup> of November 2022. It offered opportunities for individuals and their families to settle in countries such as the UK, Canada, Australia and others. There was a presence of local and international immigration agencies offering a range of packages, such as international student visas, entrepreneurship proposals, or migration with a business idea with financial investments. Visitors included families, students, and businesspeople all seeking better lives and increased opportunities, demonstrating that the world is becoming borderless for talented and skilled workers.



As part of its immigration offers, Westford University College offers the opportunity for students to complete internationally recognized degrees in the UAE and receive an equivalency from World Education Services (WES) based on their credit scores. These scores can be used to claim permanent residency in other countries. Representatives from Westford presented to visitors the benefits of learning in Westford. They shared knowledge of how to acquire internationally equivalent degrees and qualifications for all those seeking to migrate. Mr. Zawahir Siddiqui, Dean and Head of Blended Learning at Westford conducted an hour-long seminar on the acceptance of internationally acclaimed degrees by Westford.



Since many of the undergraduate and postgraduate degrees offered by Westford are WES-approved, students can save costs by completing their higher education here in the UAE and later using them for immigration purposes



# WESTFORDIANS WIN IN A SERIES OF SPORTS COMPETITIONS!



At the Westford Sports Club, we have built an incredible team of sportsmen driven by passion and moulded by perseverance. As the saying goes, “Sometimes, to move forward you have to look back”. As we have expanded across various sports and athletic domains, what we have achieved this year has been far beyond our imagination. We, as a team, have made dreams come true by turning them into goals and actionable strategies. Let’s take a moment to highlight some phenomenal achievements of our students.



Our victories over the years have marked some of the most important milestones which have set the stage for an even brighter, more impactful future for Westford University College & the Westford Sports Club



## SPORTS COMPETITIONS

**ATHLETICS** 🏆🏆🏆**MOHAMMED TAHA**

Amity Athletic League- 1st in 100m  
RAKMHSU Sports Fest- 1st in Long Jump  
BITS Pilani Sports Fest- 1st in 400m

**FOOTBALL** 🏆

Amity 11 v 11 Football League- Runners Up

**THROWBALL** 🏆🏆

BITS Pilani Sports Fest- Runners Up.  
Amity Throwball League- Runners Up

**VOLLEYBALL** 🏆

Amity Volleyball League  
Runners Up

**BADMINTON** 🏆

RAKMHSU Sports Fest- Runners Up

**Ahmed Baladraf**

BSc (Hons) in Business with  
International Business, LJMU

I'm delighted to be a part of the Westford University Football Squad and I think I can sit here all day long praising our football team

which is not just a team but a family. I remember the team was all set and I was given a trial. Halfway I realized this team wasn't just there to practice but they are being trained to win trophies. The intensity is always high, and our high-level coaches provide the best methods for us to not only improve but also create a spark in our mindsets. Our first tournament at Amity went exactly how we wanted but just that we fell 1 game short of being the champions. Our experience was great and above all, it showed us that our attitude is set in the right way, and we are determined to win many more competitions!

**Aaliya Mohammed Shafi**

BSc (Hons) in Business with International Business, LJMU

Being part of the Throwball team for Westford University has been a wonderful experience, I got the opportunity to meet students I wouldn't have otherwise met. The first tournament was held at Amity university in April 2022, the players weren't ready for the competition, but everyone tried their best and we got the runners-up trophy. The RAKMHSU tournament took a toll on us as we got knocked out at the first game, but we

came back stronger for the BITS Pilani sports fest. We won against three universities and reached the finals. The competition was tough, and we lost by a difference of only 2 points. Although we didn't win the first prize, I'm proud of my team for winning 2nd place. Keep a watch out for us in next year's competition!

We congratulate all our student champions who have contributed to this resounding success. As our progress is rewarding, we are very excited to maintain this trajectory. With greater goals, we will keep this momentum going

# CELEBRATING A NEW MILESTONE: 60<sup>TH</sup> WESTFORD TOASTMASTERS MEETING!



The 60<sup>th</sup> meeting of the Westford Toastmasters Club was held on November 18<sup>th</sup>, 2022. TMOD Birva was able to make the meeting incredibly entertaining by exploring the topic of everyone's interest. We learned a lot about various movie genres and the different stages of cinema's evolution over time. Moving forward, TM Arsheen's outstanding project speech inspired everyone to reflect on their sense of purpose in life. She discussed the value of discovering one's life's purpose and how doing so contributes to living a fruitful and fulfilling existence.

TM Rosalyn was the table topics master and allowed all new members to speak up and move out of their comfort zones. Everybody was eager to talk about their favorite movies, characters, and the effects they had on their life.



This meeting intended to do something different from our typical meetings by introducing a theme that everyone is excited to speak about and is extremely engaging. I would like to believe that we are successful in achieving the goals of our Toastmasters club. And finally, just like a cherry on top of the cake, the 60<sup>th</sup> meeting was made even more special by the beautiful performance of our guests Disha and Lea.

**Nuha Sharfraz**  
BSc (Hons) in Business with  
Digital Marketing  
-LJMU



When I first joined Toastmasters, little did I know the remarkable impact it would have on my life. I have joined this club to improve my public speaking skills and gain confidence while I present myself to others. But to my surprise, there is more than just speaking, as members out there engage in activities, collaborate, and have fun with each other. One of the most important factors that I love about joining this club is that no one is ever joining to judge you regardless of what you say on the stage. This is why this club has helped me to broaden my horizons by learning, engaging, and having fun with all the members. Along with helping me improve my listening skills through the speeches and the evaluations, which helps the members to improve their skills more effectively and establishes room for improvement! In the 60th club meeting, I was given a chance to speak in the table topic session, although I was super anxious, I was able to give it my best shot by pulling off my confidence and winning.

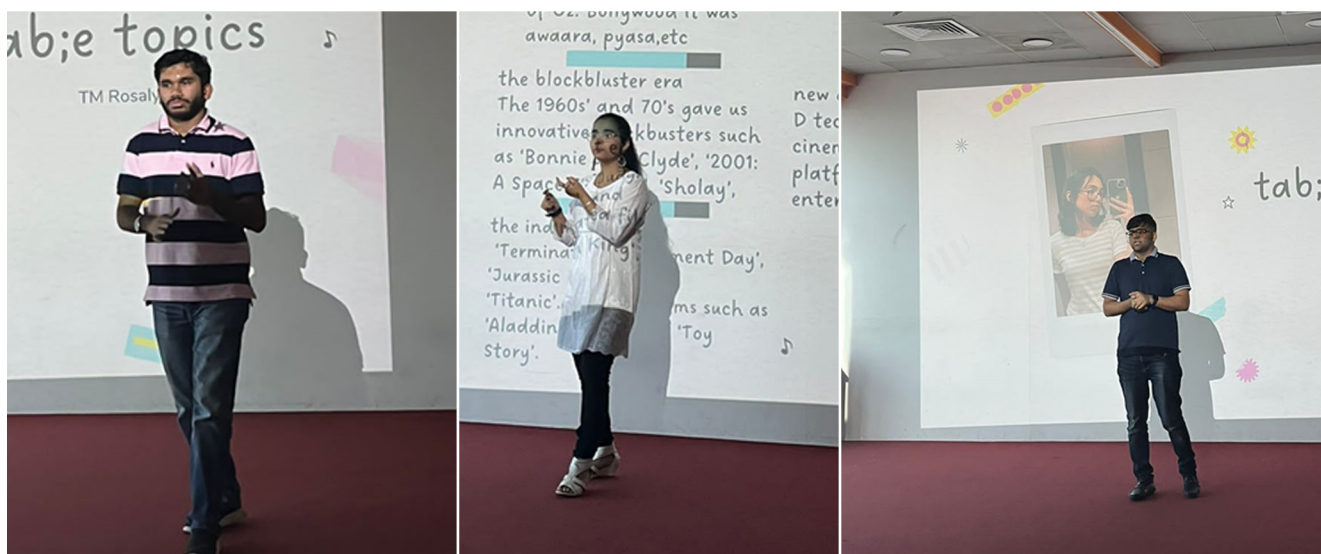
All in all, hands down to this great club which helps members to create a positive impact on their communication skills. We meet up every alternative Friday and socialize in a friendly manner which alone added another positive dimension to my life. For these reasons I recommend anyone interested in improving their skills to join this club, they would be astonished at the difference it makes in their ability towards expressing themselves in a lively atmosphere



**Isra Zeeshan**  
BSc (Hons) in Business  
Management, CCCU



**The feeling of belongingness is what helped me step out of my comfort zone. This club is a special place and feels like a lot of fun**



# WESTFORD FOR BUSINESS AT THE HR SUMMIT & EXPO 2022

“Uniting the Region's HR Community for The Future Of Work”



Experts had modelled most of the likely effects of a pandemic, but few anticipated the impact of Covid-19 on the world of work. Even though many aspects of life are returning to 'as before', working practices have undergone shifts that are here to stay.

The theme of this year's HR Summit, 'Cracking the Code of the New Rules of Work', is based on this discourse.

Westford For Business was a proud exhibitor at what saw the 20<sup>th</sup> edition of the HR Summit & Expo (HRSE), held at the World Trade Center Dubai UAE. Attending the event presented a valuable opportunity to hold meaningful discussions with employers and HR leaders who are committed to employee well-being & continuous learning.



“As one of the region's leading training and higher education providers, we are keen to share our mission to revitalize the workforce and promote business and individual growth, through education and training”





The summit witnessed participation from 3000+ companies around the globe. It hosted insightful seminars on Human Resources and Learning & Development technology, and other topics covering anything and everything about HR.

“We are pleased to have participated in the HRSE Summit, as we could network with the top-notch industry leaders in the HR space, HR professionals. We were glad to be able to exchange knowledge on leveraging today's fast-paced workplaces” says Ijlal Khan, Training Consultant, Westford for Business.



- ➔ 3,000+ HR Professionals
- ➔ 35+ Countries Represented
- ➔ 125+ Regional & Global HR Speakers
- ➔ 300+ Senior HR & L&D Decision-Makers
- ➔ 100+ Transformative Sessions
- ➔ 70+ Exhibitors & Sponsors

# SUSTAINABLE FASHION WORKSHOP



On 25<sup>th</sup> November, we had the opportunity to attend an inspiring session with the talented fashion educator, Fawad Noori. The session taught us the importance of having a sustainable fashion if we were to create a better sustainable future. As Mr. Fawad Noori puts it, "Sustainable fashion is the solution to fashion". Although it sounds complicated, the process is rather simple. How is it done one might ask? Well, sustainable fashion is how clothing is designed, manufactured, distributed, and used in environmentally friendly ways.

Another interesting fashion aspect expressed by Fawad was the name of his latest collection of illumination inspired by the London Street lights. The idea came to him from the simplest things around him. But the final product was one of the most unique fabric patterns we had ever seen! The design was nothing but a work of art.

One key takeaway from the session was, to upcycle your clothes rather than buy new ones, so that you can benefit the planet as a whole. We learn from this journey that fashion has no boundaries, and it doesn't matter

what culture you come from, fashion is for everyone. All that it takes is for you to keep pushing no matter what!



**Anousha Aftab,**

BA (Hons) in Fashion Design and Communication – IJMU



**Sraddha Shyam**

BA (Hons) in Fashion Design and Communication – IJMU

Attending Mr. Fawad Noori's workshop provided a wealth of informa-

tion about the fashion industry! Whether it is to do with building the right connections, learning about the proper application of sustainability, or various methods of upcycling. This workshop was a huge success, we learned a lot about sustainability and how to use it to help the environment. We thank Westford for organizing such sessions and look forward to being part of many more such events!

**Farzeena**

BA (Hons) in Fashion Design and Communication – IJMU

It was a very informative session; we learned a lot about sustainable fashion and how to incorporate it into our daily lives. We also had the opportunity to ask Mr. Fawad Noorie about ways in which sustainable fashion can be achieved. Not to mention, his achievements have inspired us all to make that extra 1% effort in everything we do!

# THE BUSINESS CUP CHALLENGE



The Business Cup Challenge (BCC) hosted by Curtin University is a distinctive platform that drives the brightest business ideas emerging from the finest students throughout the Country. Introduced in 2011 by Transnational Academic Group, through its partner schools, BCC has increased in popularity over the years.

In this competition, students are required to review and implement real-life business plans, analyze crucial business situations, and present a case to an academic and professional panel.

University students get the opportunity to work as part of a team, in a competitive environment, using their critical thinking and problem-solving skills and business acumen.

This year the Business Cup Challenge focused on Sustainability and its use as the underlying theme in businesses. The Sustainable Development Goals established by the United Nations for the world are being implemented through government regulation, corporate action, and individual efforts. Many investors, and therefore investment companies, are now requiring companies to provide ESG reports (Environmental, Social, and Governance) every quarter and will only invest in companies that are moving in a sustainable direction.

The contest consisted of a preliminary round wherein case studies were issued online over 2-3 weeks. Teams were given one week to solve the case and submit their answers to earn a cumulative score which will be reflected on the leaderboard.



## CASE STUDY COMPETITION

The top five teams were allowed to progress into the finale directly. Team Vivid consisting of 5 participants from the Al Zahia campus won a direct entry into the Grand Finale with their stunning case study solution to help resolve SDG 1 – No Poverty!

After the Preliminary Round, the remaining teams were allowed to enter the Elevator Pitch Round, allowing the low-scoring teams to progress to the finale. At the Elevator Pitch, Reyha Roa from Team Corporate Crew and Nehal Soni representing Team All Stars acquired the highest score, and the love and cheer of the audience, sliding into the Grand Finale.

All scores returned to zero on the day of the finale and the participants once again contested a new case study and pitched solutions to help curb SDGs 2 and 4 – Quality Education and No Hunger.

This year's Business Cup Challenge, we believe, provided students a platform to begin to think sustainably so that, as the leaders of tomorrow, they can bring the world into a new age of sustainable living.



**Samuel James**

BSc (Hons) in Business with Digital Marketing,  
LJMU

The curtain business cup challenge was an exhilarating experience. From the case study research to the final presentation, it pushed the barriers to our creativity as a collective unit as we had to improve critical thinking skills to spawn feasible ideas and solutions. I personally, who prefer working alone, learned team compatibility and complementation, even though we didn't bring the cup home, I'm glad I learned something beneficial. The overall experience was positive testimony, thanks to Westford and Curtin university.



**The competition came to an end with all 3 teams representing Westford University College into the top 10 at the Grand Finale out of the 300 University teams from all around UAE**



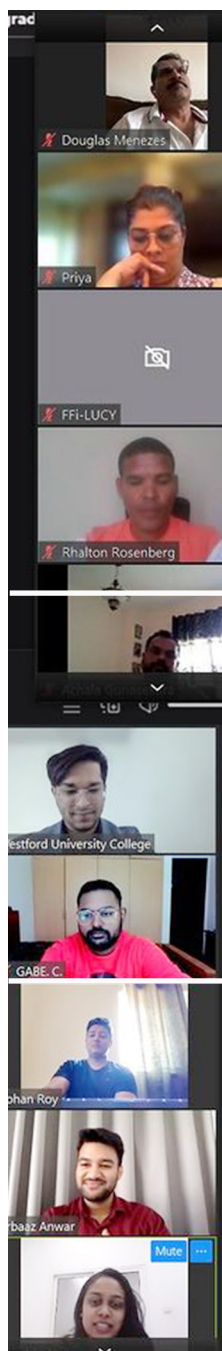
**Reyha Rao**

BSc (Hons) in Business with Finance, LJMU

It was an honor to be one of the students selected to take part in the business cup challenge 2022 representing Westford at Curtin. Our team consisted of Sahil, Ariba, Nuha, Samuel, and me under the team's name 'corporate crew'. I'd describe our journey as a roller coaster – we spent long hours brainstorming ideas researching and concluding with a full-proof idea; however, we came to a halt when our research was not considered due to our high plagiarism. Nevertheless, under the mentorship of Ms. Anushka Issac, we continue to our next case study and elevator pitch. I have delegated the task of constructing and giving the elevator page on behalf of my team. I was nervous about saying my thoughts and delivering our idea to the audience in just 40 seconds. In the end, our team along with the other two Westford teams all qualified for the top 10! This was a great achievement for us and even though we didn't secure any position in the final competition, I believe we all got the opportunity to learn something new and step out of our comfort zone.

# WESTFORD LEADERS TOASTMASTERS CLUB

**“SPEECH IS POWER; SPEECH IS TO PERSUADE, TO CONVERT AND TO COMPEL.” – RALPH WALDO EMERSON**

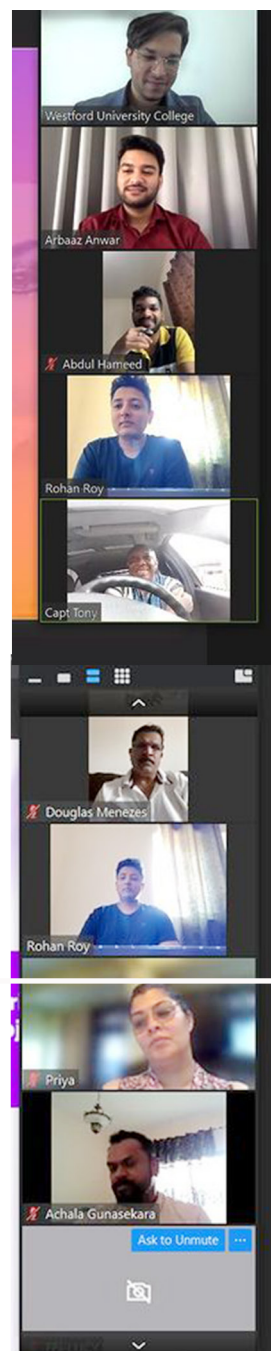


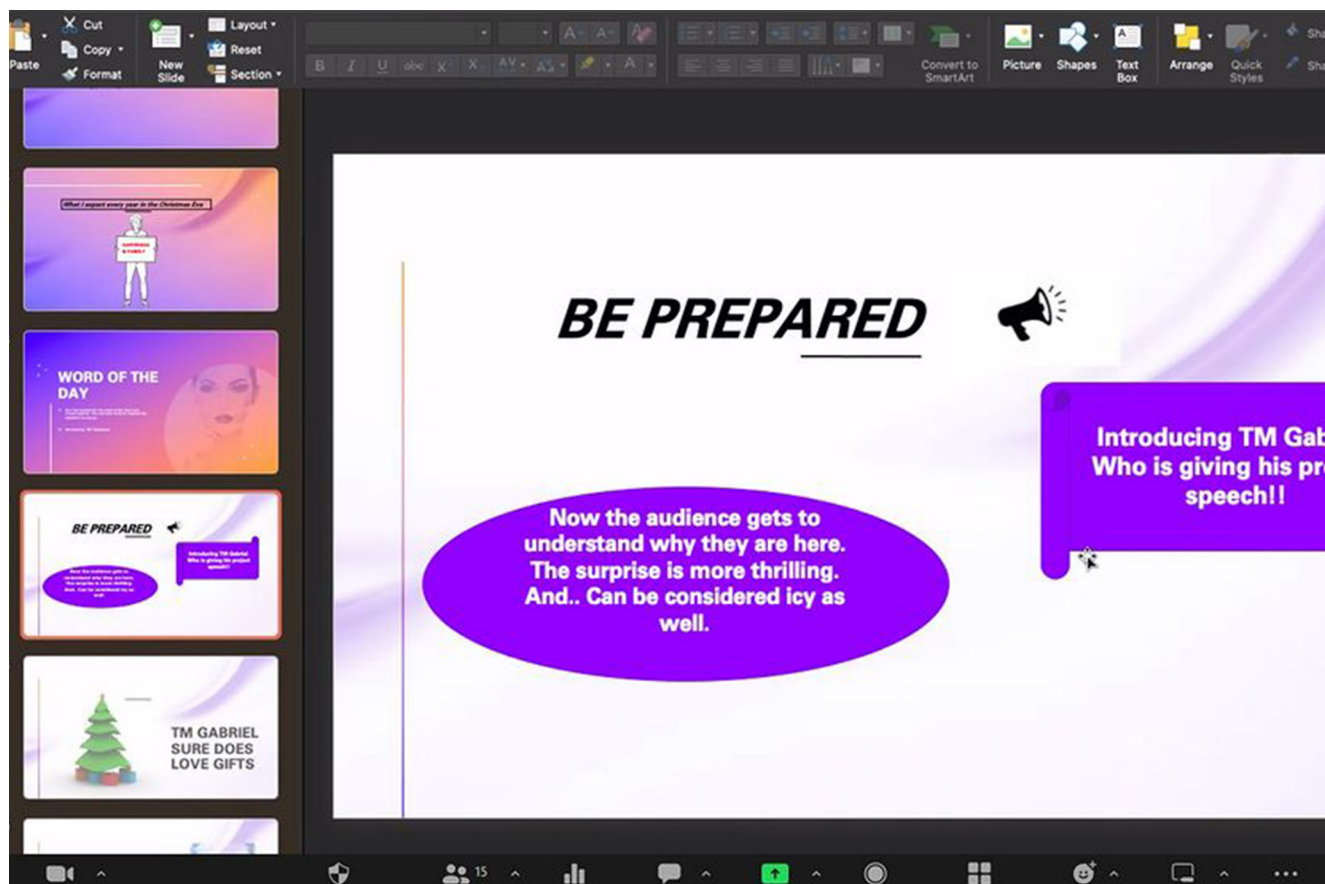
With the onset of the Christmas season, this week's Toastmasters at the Leaders Toastmasters Club carried the spirit of the season. The meeting began with TM Arbaaz Anwar as the TMOD. He chose to engage the toastmasters around the topic of Christmas and got them thinking when he asked what they were expecting from Santa this year.

The WMOD of the day was TM Tabassum and her choice of word for the day was 'Ebullient', elucidating its meaning, and synonyms and encouraging everyone present in the meeting to effectively use this new-learned word in a sentence – ensuring thereby that we all added a new word to our own pocket dictionaries that day! The audience also then participated in a thrilling Round-robin session which in its true essence is designed to help the Toastmasters sharpen their vocabulary skills.

The next section of the meeting was TM Gabriel Shetty delivering his phenomenal Prepared speech, leaving the audience in awe. TM Wissam then graced the virtual platform with an exciting Table Topic session – a long-standing Toastmasters tradition intended to help members develop their ability to organize their thoughts quickly and respond to an impromptu question or topic, yet again inspired all the Toastmasters to participate. Abdul Hameed, playing the role of an evaluator for the Prepared Speech and did a fantastic job at assessing TM Gabriel's speech and identifying their strengths and potential areas of improvement. Digital Certificates were then awarded to each participant who was chosen through a voting process by their fellow Toastmasters.

Oh, we must say that recognizing the best deserving speech among the speakers left our Toastmasters feeling absolutely 'Ebullient'!. With our expectations now soaring roof-high, we wish them the very best moving forward.



**Arbaz Anwar**

MBA in International Business  
– CCCU, UK

I joined Westford Toastmasters Club back in October 2022, although I wanted to join it long before but couldn't. I've always wanted to be on a platform full of people and wanted to interact with them, this happened here in this club. As an MBA Student, I needed to conquer my fumbling issue in front of a crowd and improve on my interacting skills. After constantly attending meetings and taking up different roles, I already started feeling that the process of improvement has begun. This is what happens when you invest your time and efforts in the right place and with the right people. Toastmaster's club pulled me out of my comfort zone and now it helps me to become a more interactive person when it comes to engaging with the audience. I wish I would reach the level I desire for my career with the Toastmasters Club.

So for the people who intend to overcome their fear of public speaking, this is the right opportunity to grab, As I'm an example of the same. There's a line that says "Coming together is beginning, Keeping together is progress. Working together is Success." – Henry Ford

It's the journey of learning and becoming more confident in meetings and gatherings. Join the club and watch your improvement by yourself.

# SHARJAH INTERNATIONAL BOOK FAIR 2022



Westford University College offered its students a unique platform to be a part of the World's largest Book Fair. An eleven-day fair with 400 literary events – The Sharjah International Book Fair is one of the world's largest book fairs, held at the Sharjah Expo Centre every year. For students from various backgrounds streams, this provided them a much-awaited opportunity to meet top authors, pick their favorite books and choose from an exhaustive extraordinary roster of 1000+ cultural events. But more importantly, this was an extraordinary strategic networking platform for publishing professionals, librarians, teachers and academics, authors, literary agents, artists, and creatives from across the world.



## BOOK FAIR

One of the underlying intents of the Westford was to expand students' home libraries, further their reading and comprehension skills, and help strengthen knowledge and vocabulary critical for understanding the new subject matter. H.H. Sheikh Dr. Sultan Bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah sharing his vision about SIBF said, "Those of us who enjoy reading in the emirate of Sharjah is very keen to create a reading community and promote the benefits of reading among children. For that reason, we provide the best, most suitable books for all the family. We believe that books must be available to all and from this concept, we turn book fairs into an oasis of knowledge and enlightenment."



**Eshika Venesa Wilson**  
BSc (Hons) in Business  
with International Business,  
LJMU

The book fair was great overall, many books were available in all genres, and I was able to discover new interesting writers, and books during the trip. The pricing I'd say is a good deal, because they offered 10 to 20% discount on the book for first time purchase. I had an amazing time at the book fair and looking forward to more of them in the future.



**Shekinah Musyoki**

BSc (Hons) in Business with Digital Marketing, LJMU

The visit to the book fair was an interesting experience and a fun trip where learners of all ages were seeking to discover and purchase new books. As someone who likes reading, I got to add new fiction finds to my reading list as well as come across educational resources that would benefit my study

# CREATING CUSTOMER DELIGHT AND PERSONAL EFFECTIVENESS

## Training Workshop for EFL UAE

Westford for Business launched its consulting and training services, with one of the first sessions being conducted for EFL UAE. The program was held at Westford University College, Al Zahia campus and the facilitators from Westford were Mr. Zawahir Siddique and Mr. Alan Lukose.

The program focused on empowering the employees with the principles for personal development and being effective in creating customer delight. The program was attended by 21 members of the EFL UAE team from various departments. The company EFL is a subsidiary of Expo Lanka, based in Sri Lanka, which is into global Shipping and logistics management.



## TRAINING WORKSHOP



The first half of the program was about learning personal development principles through team-based activities and interactive sessions. The teams had a lot of fun while learning the concepts and seeing how they can be practical.

The second half of the program was conducted through a simulation where game-based learning methods were applied to learn the major principle of customer handling and creating customer delight. The program was greatly enjoyed as the format was less classroom-based and more activity oriented



# Lebanon National Day

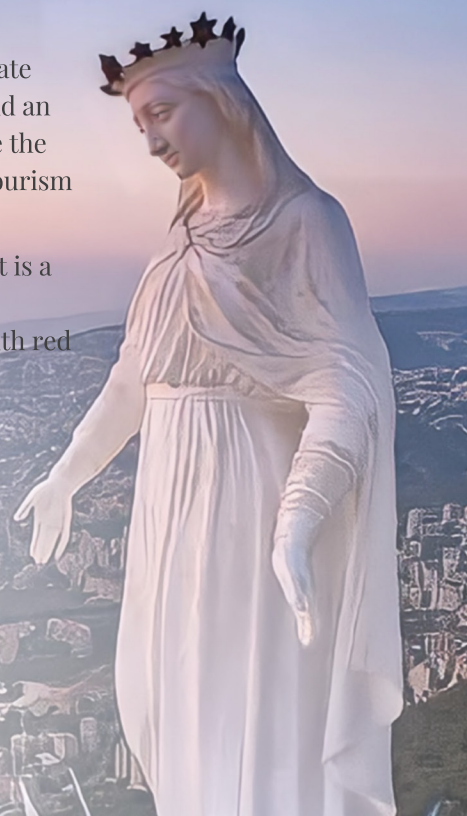
Every year, on the 22<sup>nd</sup> of November, Lebanese people celebrate Independence Day. With a population of nearly 4 million and an area of 10452 square kilometers, Lebanon is considered one of the few countries that have four seasons in a year and is a significant tourism destination.

The cedar tree (*Cedrus libani*) is the national emblem of Lebanon. It is a symbol of resilience, strength, and eternal life. The Lebanese flag features a green cedar tree in the middle of a white background, with red and white horizontal tri-stripes. Historically, the cedar trees covered the mountains of Lebanon.

The food culture of Lebanon is rich and resonant, reflecting its Mediterranean setting and deep anthropological history. Lebanese food is recognized globally. With the famous hummus, tabouli, and many other plates, the kitchen of Lebanon is vastly preferred worldwide. You can find almost Lebanese restaurants in every part of the world.

Also, Lebanon is known for its Famous People: Lebanese Artists, Scientists, Leaders, Musicians, Politicians, and Athletes, who have made their mark on both the local and international scenes, such as Fairuz, Gebran Khalil Gebran, Rony Seikaly, Elie Saab, Joseph Roland Barbera, Michael Ellis DeBakey, and many more.

Lebanon with its nice weather and tasty food, is a travel destination for many people. However, as Lebanese, it is our home and heart. No matter how far we stay, it is the ultimate place and our homeland.



**Fahima AlHamaty**  
Doctorate of Business  
Administration –  
UCAM



## FROM BEING AN ORDINARY STUDENT TO A PROFESSIONAL SPORTS PHOTOGRAPHER

**M**y interest in photography started when my aunt let me borrow her camera at an event. Honestly, I didn't have any clue what I was doing with the camera because the photos were too dark, too blurry, or had the wrong subject in focus. I could consider it one of the worst photoshoots ever done, but it was fun and helped me realize my interest in photography. I then started collecting money for a camera. It took me a year to earn it because I was still in middle school at that time. I then bought my first and only camera, the Fujifilm XT-20. I only bought it because it looked aesthetic, didn't know anything about camera specs.



**Jorge Allen Christopher N. Fernandez**  
BSc (Hons) in Business with Digital Marketing, LJMU



I then continued taking photos around the UAE. I tried landscape photography, long exposure photography, and portrait photography which were all great experiences and were fun to do. But I didn't have any direction on the kind of photography I wanted to focus on.

After a while, I bought my first lens which cost a lot of money, and found my direction, portrait photography. I took photos of my friends and family and started to get hired for debuts and small events. My skills continued to develop as I frequently took photos during my past time and small gigs. I also improved on my photo editing skills which improved the quality of my shots.

But there was a time I stopped taking photos frequently because I was busy with other stuff and the desire was slowly fading away. But I was given an opportunity to go back to my passion through sports photography. I was hired by my father as a part-time sports photographer for a small basketball league catered to 40-year-olds and older called "Old-school". Now, I am handling photography and poster designing for the league where I have plenty of support and recognition from people. This drives me to improve and increases my love for photography even more. All I know is, this is just the beginning, and I'm grateful to Westford for being able to share my passion with everyone!



# MY MBA JOURNEY AT WESTFORD

## HAVE AN UNSTOPPABLE ATTITUDE OF PERSISTENCE TO ACCOMPLISH YOUR GOALS

Enrolling in a Triple Crown MBA program offered by Westford and completing the scintillating 7 modules under the guidance of learned professors was the best venture for me in 2021. The instructions in the dissertation module magnified my skills and simultaneously improved my knowledge in the various modules of the MBA in Project Management. I was always surrounded by scholars, coaches, mentors, and brilliant students from all works of life and nationalities. I saw sparks of brilliance in many students I mingled with and had intelligent and stimulating discussions. They were all very inspirational. One must set aside time to attend two three-hour lectures on a weekly basis. Thorough reading on the topics covered and doing the assignments was by no means an easy task. But at the end of all the struggles and sacrifices while juggling time with work and studies felt like a huge achievement. I maintained 100 % attendance in my lectures and presentations. This is of vital importance as one learns enormously from the classes and can seek clarification on new concepts.



To achieve my goals in this important journey, I had to apply discipline and consistency. Hard work, works. By applying these, I accomplished Distinctions in all my modules. Challenge yourself and galvanise your knowledge, skills, and attributes.



Graduating with an MBA in Project Management from UCAM Spain, getting a Postgraduate Diploma from Cambridge International Qualifications UK, and a Diploma from Chartered Management Institute UK will be a tremendous success. Not only will it add another significant qualification but also enhance promotional prospects, better job opportunities, and better perks.

# WESTFORD IS HOME TO A DIVERSE COMMUNITY

**W**hy did you choose to study at Westford University College?

I found out about Westford from a family friend whose brother is doing his bachelor's at Westford University. I also researched and found out that Westford is my desired kind of University. Its multiple awards and affiliations with universities in the UK gave me all the confirmation I needed that Westford is indeed for me.

**Which activities in the classroom do you enjoy the most?**

Group activities are my favorite as it helps to bring everyone out of their shell. They've helped me to become more open and also tamed my social anxiety. It has also helped me to function in teams and broadened my horizon on how to start and manage different kinds of businesses/-companies.



**Sakpa Mayre Ladi**  
BA (Hons) in Business with  
Business Analytics,  
Abertay University

**How is Westford different from other universities?**

Westford University is a place where students have a lot of opportunities. There is absolutely no form of discrimination. They've made it suitable for all to attend with their fee structure and payment plans.

**How would you describe the college atmosphere?**

The atmosphere of the college is filled with positivity. From the moment you step in, you are greeted by the amazing staff and students at Westford which can lift up anyone's mood.

**How has your learning experience been so far?**

My learning experience at Westford has been awesome. I have learned to be very outspoken and social. The courses and activities have helped me in understanding what it entails to venture into the business world. I'm looking forward to being involved in more activities and learning a lot more from them to help me when I step into the outside world.



**The college has succeeded in creating a stable and comfortable learning environment. They make an effort to engage students throughout the duration of their program.**



# NEW WESTFORDIANS ON THE BLOCK



**Ms. Diana Perera**  
Associate Faculty

**Mantra @ Work:** "Give it your best shot"

**Quote you live by:** Treat others as you like to be treated

**Creative Vent:** Video Voicing, Reading, Photography, and Volunteering



**Ms. Meenakshi Dhoundiyal**  
Associate Faculty

**Mantra @ Work:** Success is the sum of small efforts repeated day in and day out.

**Quote you live by:** "Once you choose hope, anything's possible."

**Creative Vent:** Reading, Travelling, and Gardening



**Dr. Divakar G M**  
Senior Faculty

**Mantra @ Work:** I believe in professing and practicing the mantra of Accountability and Transparency in all my professional endeavours.

**Quote you live by:** Live every moment of Life with the "Roots of responsibility and Wings of freedom"

**Creative Vent:** Spirituality, Travelling, Reading, and Connecting to people from all walks of life.



**Mr. Bethoven Filomeno**  
Faculty

**Mantra @ Work:** The best project you'll ever work on is you

**Quote you live by:** "Change the Campus, Change the World"

**Creative Vent:** Photography and Content Creation

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