

The Westford Communiqué

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A New Achievement for Westford Forging a Collaboration with Alibaba



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wecares
Westford Cares

Alibaba Cloud ACADEMIC EMPOWERMENT PROGRAM (AAEP)

Shaping the Future of Education and Technology



On September 19th, 2023, an important milestone was reached as Westford University College and Alibaba Cloud Company officially inked a Memorandum of Understanding (MOU). The primary objective of this collaboration is to bring about a significant shift in the fields of education and technology. The core focus of this partnership revolves around the Alibaba Cloud Academic Empowerment Program (AAEP), which promises to reshape how both students and educators engage with the digital landscape.

Alibaba Cloud, the cloud computing subsidiary of the renowned Alibaba Group, is renowned for its state-of-the-art cloud services. These encompass scalable infrastructure, advanced data analytics, AI capabilities, and secure networking solutions. Alibaba Cloud is driven by a mission to spearhead digital transformation and foster innovation across various industries. This dedication has firmly established them as a prominent leader in the global arena of cloud services.



The partnership between Westford University College and Alibaba Cloud is visionary in its aim to provide students with invaluable real-world experiences and insights.

The Alibaba Cloud Academic Empowerment Program (AAEP) will grant students, educators, and staff access to cutting-edge cloud resources from Alibaba Cloud, allowing them to fully leverage these technologies in both their academic pursuits and professional journeys. This collaboration places a strong emphasis on not just imparting knowledge but on actively facilitating hands-on learning and practical application.

The signing of the Memorandum of Understanding (MOU) was a momentous occasion where Mr. Hanil Das, the CEO of Westford University College & Westford Uni Online and Co-Founder & Executive Director of Westford Education Group, along with Mr. James Wang, came together to formalize this partnership. This collaboration represents a profound merging of education and technology, with the promise of reshaping the educational landscape, empowering students, and fostering innovation by bridging the gap between academia and industry.

James Wang, the General Manager of Middle East, Turkey, and Africa at Alibaba Cloud Intelligence, expressed his enthusiasm for this collaboration by stating, "Through this exciting partnership, students at Westford University College can gain access to the latest knowledge and resources in cloud technology and industry insights."



The objectives of this collaboration are multifaceted. They include the establishment of the Alibaba Cloud Academic Empowerment Program (AAEP), the cultivation of local talents with a strong foundation in technology and an entrepreneurial mindset, the provision of activities that broaden students' perspectives in the realms of globalization, innovation, and digitalization, the promotion of Alibaba Cloud's technology brand within Westford University College, outreach to educators, staff, and students, and the facilitation of educators and students in developing practical skills in innovative technologies that align with industry demands.

To sum up, the Alibaba Cloud Academic Empowerment Program represents a vision of collaboration, innovation, and empowerment that is set to redefine the future of education and equip students for the digital era. The partnership between Westford University College and Alibaba Cloud stands as a testament to the boundless potential that emerges when academia and industry unite in their quest for excellence and advancement.

WESTFORDIANS AT ARAB FRANCHISE EXPO 2023

Westford students actively participated in the Arab Franchise Expo 2023, which was hosted at Queen Elizabeth 2 in Dubai. This event united industry trailblazers, seasoned professionals, and aspiring business owners, all sharing a rich history of trade and a robust entrepreneurial spirit.

For the students, this was a remarkable opportunity to gain insights into the strategies employed by investors and businesses for expanding and developing their ventures. It also provided a unique chance to network with prominent corporate franchise leaders, making it a highly enriching experience.



In addition to the exhibition, students also had access to a series of conference sessions led by experts in branding, franchising, and investments. These sessions underscored the rapid growth of franchise businesses across various industries, thanks to the expo's unique blend of innovation, knowledge, and expertise.

The event enabled students to glean valuable lessons from a diverse array of companies and exhibitors, helping them identify the next big opportunities in the world of franchising.

Moreover, it emphasized the value of learning from seasoned franchise experts who aim to diversify their client base or assist investors in discovering cutting-edge projects. Overall, this day provided students with a platform to learn and explore the limitless opportunities within the realm of business.



ABERTAY UNIVERSITY RANKED TOP 10 IN THE UK FOR STUDENT EXPERIENCE

Abertay University, nestled in the heart of Scotland, has once again solidified its standing as a beacon of excellence in higher education. This time, it has achieved a remarkable feat by securing a coveted spot in the Top 10 universities in the UK for Student Experience, a distinction proudly conferred upon it by the first-ever edition of the prestigious New Daily Mail and the latest edition of the Guardian University Guides on 9th September 2023.



Abertay University has earned a prestigious 8th place ranking in the UK for overall student experience, according to the highly regarded Daily Mail. Furthermore, the university's commitment to teaching excellence has not gone unnoticed, with an impressive 13th place ranking in this category, as well as a commendable 14th place for student support.

The Daily Mail's assessment of Abertay University is nothing short of glowing. They describe the institution as "one of the great success stories of the British university sector." Such recognition underscores Abertay's dedication to providing an outstanding educational and social experience for its students.

One noteworthy aspect highlighted by the Daily Mail is Abertay's consistently high scores in the annual National Student Survey. This recognition reflects the university's ongoing efforts to engage students actively in their education and ensure their voices are heard. These high scores also highlight the commitment to delivering quality education that meets and exceeds student expectations.

ABERTAY RANKED TOP 10



Moreover, Abertay University is celebrated for its excellent record of accomplishment in social inclusion. This achievement reflects the institution's commitment to providing equal opportunities for all students, regardless of their background. The university's diverse and inclusive community fosters an environment where every student feels valued and supported in their academic journey.

Its recent successes build on its top performance in the 2023 National Student Survey, ranking as the leading modern university in Scotland and in the UK's top 10 for teaching satisfaction. Additionally, in the latest Guardian University Guide, Abertay's programs like biomedical science, games design, and food science achieved notable national recognition, highlighting the institution's dedication to excellence and innovation.



Professor Liz Bacon

Principal & Vice-Chancellor at Abertay University

"I'm exceptionally proud of our hard-working academic and professional services staff today and also our colleagues at Abertay Students' Association. This latest run of positive rankings and satisfaction results are all the more pleasing because they demonstrate our excellence in teaching and learning, supporting our students, carrying out first-class research and providing a student experience that is among the very best in the country. For a university of our size to consistently achieve these results is a significant achievement and a great start to the new academic year."



Westford is a transnational educational partner of Abertay University in the UAE. Together with Abertay, Westford offers a range of high-quality educational programs to global learning aspirants.



Hanil Das
CEO of Westford University College

"We extend our heartfelt congratulations to Abertay University for this remarkable achievement. This recognition goes beyond being just another accolade; it serves as a clear affirmation of the university's unwavering commitment to providing an academic and social experience that goes above and beyond the ordinary. Abertay has consistently shown its dedication to fostering an environment where students can excel not only in their academic pursuits but also in their personal growth and development. Through our partnership, we aspire to further expand our academic offerings and make a meaningful impact on the educational and professional journeys of our students."

Programs Offered

Masters Degree

Abertay University's Master's programs are a gateway to personal and professional excellence in the competitive business landscape of today. Through a dynamic blend of hands-on learning, global perspective, innovation, research, networking, and career development, Abertay equips its students to not only excel but also lead and shape the future of business. Whether you're looking to accelerate your career, pivot to a new industry, or launch your entrepreneurial venture, Abertay's Master's programs offer the knowledge, skills, and opportunities needed for success.



- ◆ MBA with Supply Chain Management
- ◆ MBA in Healthcare Management
- ◆ MBA with Finance and Risk Management
- ◆ MBA with Operations and Project Management
- ◆ MBA with Information Technology
- ◆ MBA with Engineering Management
- ◆ MBA with Business Analytics
- ◆ MBA with HR and Organizational Psychology
- ◆ MSc Construction and Project Management
- ◆ MSc Digital Marketing and e-Business
- ◆ MSc Accounting and Finance (CIMA Gateway)



Bachelors Degree

Abertay University's Bachelor programs in Business Management and Business Management with Business Analytics provide students with a comprehensive and practical education in business, equipping them with the knowledge and skills needed to excel in a variety of business roles. Students have opportunities to engage in real-world projects, internships, and case studies that allow them to apply their classroom knowledge to practical business challenges. The two coveted programs offered are:

- ♦ **BA (Hons) Business Management**
- ♦ **BA (Hons) Business Management with Business Analytics**



PARTICIPATORY LEADERSHIP WORKSHOP A WESTFORD FOR BUSINESS INITIATIVE

WEST
FORD
BUSI
NESS



Westford for Business conducted an enlightening Participatory Leadership Workshop for Toastmasters and other working professionals in the UAE. This transformative workshop aimed to empower individuals with the skills and knowledge needed to excel in leadership roles.

The workshop was held on 23rd September at Westford Al Zahia Campus premises which fostered a dynamic learning environment, encouraging active participation and collaboration. Attendees were exposed to innovative leadership concepts, practical strategies, and interactive exercises that enabled them to sharpen their leadership abilities. The program covered the principles of participatory leadership, the Impact of digital transformation on leadership roles, managing through uncertainty and disruption, and how to handle resistance and boost employee performance while emphasizing the importance of effective communication, decision-making, and problem-solving in leadership roles.

LEADERSHIP WORKSHOP

One of the highlights of the workshop was the opportunity for participants to engage in multiple activities resonating the real-life leadership scenarios and receive constructive feedback from peers and facilitators. This hands-on approach allowed attendees to apply their newfound skills immediately.



Westford for Business has demonstrated an unwavering commitment to providing top-notch, customized leadership training, as exemplified by the recent workshop. Attendees departed with a profound grasp of participatory leadership and newfound confidence in their abilities to lead effectively within their domains. This event underscores Westford for Business's steadfast dedication to fostering leadership excellence within the professional community of the UAE.

QUACQUARELLI SYMONDS (QS) GIVES UCAM A 5 STAR RATING



The partnership between Westford University College (WUC) and the Universidad Católica San Antonio de Murcia (UCAM) represents a significant collaboration in the field of higher education.

The Universidad Católica de Murcia (UCAM) has received a prestigious 5-star rating from Quacquarelli Symonds (QS), a renowned company specializing in the evaluation of higher education institutions globally. This rating signifies a significant improvement in UCAM's position and recognizes the university's outstanding performance in various categories. The award will be presented at the QS Higher Education Summit Americas, to be held in Santo Domingo on 13 September, and will be collected by María Dolores García, UCAM President.

UCAM excels in its teaching model, inclusivity, internationalization, online education, and commitment to its students, earning a high employability score. Only seven Spanish universities have achieved this top QS rating, placing UCAM among them. One standout category is "Teaching," where UCAM received high student satisfaction ratings, endorsing its excellence in education. UCAM's educational model emphasizes individualized attention, small group settings, and academic and personal tutoring, resulting in an impressive 87% graduate employability rate.

The university also received 5 Stars for its commitment to the academic community, with accolades for the availability and up-to-date knowledge of its teaching staff and their active involvement in projects.



UCAM's dedication to inclusivity is also recognized, as QS assessed areas such as accessibility, scholarships, funds for the community, and campus diversity. UCAM's internationalization efforts are evident through its diverse student body, with representation from 125 countries. This international focus earned UCAM top ratings in diversity, international student support, collaborations, and exchanges. Furthermore, UCAM's online education offerings received 5 Stars, catering to individuals seeking to balance their studies with work and family commitments.

These achievements align with UCAM's recognition in the Times Higher Education Impact Ranking 2023 for "Quality Education" and other rankings like those from the IUNE Observatory and CYD, highlighting the university's high graduation rates, strong employability, and close ties to the business world. UCAM's commitment to excellence, inclusivity, and internationalization solidifies its reputation as a top-notch educational institution.

THE TRIUMPH OF TALENT

Westford Gavels Club's Stellar Performance at Group-Level Debate Contest



In a remarkable showcase of wit, eloquence, and formidable debating prowess, the Westford Gavels Club secured second place in a fiercely competitive Group Level Debate Contest. The event featured participation from eight prominent clubs, all in pursuit of the prestigious title. Amidst this intense competition, the dynamic trio of Jack Joy, Vishesh Shukla, and Sujeet Srinivasan represented the Westford Gavels Club and demonstrated their outstanding capabilities, establishing themselves as a formidable presence in the competition.

During the preliminary round, the Gavliers engaged in a passionate debate on the suitability of virtual learning for young children. Their well-founded arguments and powerful presentation not only made a strong impact on the judges but also garnered recognition for the trio's collective efforts, ultimately leading to their victory in this category.

GAVELS DEBATE CONTEST

Advancing to the semi-finals, the competition's focus shifted to the urgent concern of Global Warming. In this round, the Westford Gavels Club once more exhibited their exceptional skills in presenting compelling arguments, effectively advocating for immediate action against climate change, thereby emphasizing their commitment to this critical issue.

Reaching the climax of the competition, the final round centred on the significance of History and Mathematics as essential subjects for learning. The Gavliers' mastery of the subject matter and their talent for articulating compelling arguments were truly praiseworthy. Their thought-provoking viewpoints left the audience in admiration, captivating them with their insightful perspectives.

The judging criteria, which included Speech Development, Value to the Audience, Effectiveness, Voice, Manner, and Grammar, stood as a testament to the Gavliers' comprehensive preparation and exceptional execution. Each team member showcased outstanding skills, contributing significantly to the club's overall success.

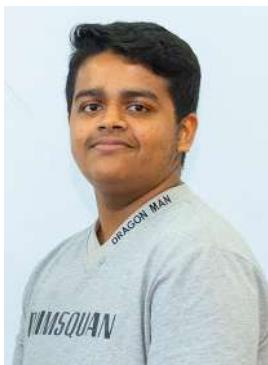


GAVELS DEBATE CONTEST

A particularly proud moment was when Sujeet Srinivasan earned the title of Best Speaker. His exceptional oratory skills and insightful contributions received well-deserved recognition from the judges, underscoring his commitment and talent in the field of debate.

The Westford Gavels Club's remarkable journey in this competition is a testament to their unwavering pursuit of excellence. Their performance not only exemplifies the club's dedication to nurturing exceptional debaters but also to fostering critical thinking abilities in individuals.

We offer our heartfelt congratulations to Jack Joy, Vishesh Shukla, and Sujeet Srinivasan for their stellar performance. Their triumph stands as an inspiration to all club members, a testament to what can be achieved through hard work, collaboration, and an unwavering passion for the art of debate. We eagerly anticipate their continued success in future endeavors.



Jack Joy

Our Own English High School, Dubai

Joining the Westford Gavels Club was transformative experience, immersing me in a passionate community of like-minded individuals. It improved my public speaking,

debate, and life skills. Club meetings fostered lasting friendships and personal growth, from shyness to seeking speaking opportunities. Event participation boosted my confidence and pride in representing the club. This experience provided invaluable skills, lifelong friendships, and newfound self-assurance. It's not just a club; it's a home where I found my voice, purpose, and a community valuing the impact of effective communication.



INTRODUCING THE EXCOM 2023 - 2024!

The atmosphere was charged with excitement and anticipation on the evening of September 28th, as the Excom Badging Ceremony unfolded in all its glory. As the host for this prestigious event, I had the privilege of witnessing a truly remarkable celebration of achievement and dedication. In this article, I wish to extend my heartfelt congratulations to the entire Excom team and share my reflections on this memorable occasion.



First and foremost, I must express my gratitude to the entire team for entrusting my co-host and me with the responsibility of hosting the Excom Badging Ceremony. It was an honor and a privilege to play a part in this significant event, one that recognized the outstanding contributions of the Excom members. The ceremony itself was a masterclass in organization and execution. It unfolded seamlessly, with my co-host and me introducing each Excom member in a unique and surprising manner. These captivating introductions added an element of excitement and anticipation to the proceedings, setting the tone for the evening's festivities. As we unveiled the accomplishments and qualities of each member, the audience couldn't help but be inspired by the wealth of talent and dedication within the Excom team.

One of the highlights of the evening was the series of motivational speeches delivered by the honored members. Each speech was a testament to their commitment, passion, and unwavering dedication to their roles. The words spoken on that stage resonated deeply with everyone in attendance and left a lasting impression. The Excom team's ability to articulate their vision and inspire others was truly commendable.



**Kavisha Sathsarane
Perera**

BSc (Hons) Business with
Finance – LJMU

EXCOM BADGING CEREMONY

As the ceremony reached its crescendo, there was a sense of unity and pride among the Excom members. The symbolic act of badging marked the official recognition of their achievements and responsibilities. It was a moment of great significance and served as a reminder of the high standards and expectations associated with their roles.

The evening concluded with a delightful capture of photographs, freezing in time the smiles, camaraderie, and shared pride of the Excom team. These pictures will undoubtedly serve as cherished memories, reminding everyone of the bonds forged during this celebration of excellence.

As we move forward, I extend my best wishes to the Excom team for the journey ahead. Your dedication and hard work have already led to remarkable achievements, and I have no doubt that the future holds even greater promise. The Excom Badging Ceremony was a testament to the extraordinary talent and commitment within your ranks, and it was an absolute pleasure to be part of it

**Reyha Rao**

BSc (Hons) Business with Finance – LJMU

Being the President of the Westford Toastmasters Club is a dream come true. It still feels surreal to think that I now hold this position. The badging ceremony, which was the culmination of weeks of planning, finally came to life, and it was a lively, fun, and heartwarming session. Every member of the Executive Committee delivered their lovely speeches, and Mr. Zawahir's comments touched my heart deeply. Giant thank you to the mentors and the past excom who made it all possible! I am committed to continuously striving for positive changes and ensuring that our Toastmasters club remains like a second family to all its members.

**Ameera Adil**

BSc (Hons) Business with International Business Management – LJMU

The day we all were excitedly waiting for arrived on 28th September; the Excom Induction Ceremony! Loads of proud smiles with hues of excitement were present on the faces of the newly elected leaders.

Our badges of honour were presented eloquently by our lovely hosts who surprised us with mini introductory lines for each member, all thanks to our president! Moreover, we were surprised with our own very personalised name slates. With acceptance speeches given by each of us, reminiscing our journey's of success, the room resonated with ecstatic cheers! Heartfelt gratitude to the university for trusting us with this milestone and opportunities presented.

THE PGCEI PROGRAM FROM CANTERBURY CHRIST CHURCH UNIVERSITY OFFERS GLOBAL IMPACT

Pursuing a PGCEi (Postgraduate Certificate in Education International) through Westford University College in partnership with Canterbury Christ Church University (CCCU) offers aspiring educators numerous compelling advantages.

Foremost among these is the inclusion of iQTS (international Qualified Teacher Status), a globally recognized credential. iQTS, a one-year program, is designed to elevate the quality of teachers and school leaders worldwide. CCCU stands out as one of the few pilot providers of iQTS in the UK, providing automatic eligibility for students upon completing their PGCEi.

Postgraduate Certificate in Education International (PGCEi)



Duration:
6 - 8 Months



60 Credits



Level 7



Weekend
Classes



This internationally acclaimed program, supported by the UK's Department for Education and government, upholds the same rigorous standards as English qualified teacher status (QTS). What sets iQTS apart is the convenience of online study, allowing applicants to train in their local context. Notably, iQTS is recognized as equivalent to QTS, granting holders the ability to teach in English schools, with potential global impact.

Beyond iQTS, CCCU's PGCEi program, delivered in partnership with Westford University College, offers a comprehensive and enriching educational experience. It focuses on critical thinking and self-analysis, encouraging students to explore educational ideals and philosophies. The program is suitable for a wide range of learners, from professionals designing and delivering training to those working in educational settings or volunteering in educational roles.

Whether one is a young professional aspiring to enter the field or holds a senior leadership position, the PGCEi at CCCU equips individuals with the knowledge and tools needed for success in the educational arena. It opens doors to a world of educational opportunities. The inclusion of iQTS, along with CCCU's commitment to bridging educational gaps and promoting critical thinking, make this program a standout choice for both aspiring educators and current professionals.

WESTFORDIANS VISIT CONNECTING MINDS BOOK CLUB AT EXPO CITY DUBAI



Westford Students wholeheartedly embraced the opportunity to participate in the Connecting Minds Book Club event, a collaborative effort between the Emirates Foundation of Literature and Expo City Dubai. The event featured the renowned author, Dr. Sandra Piesik, an accomplished architect, and scientist, who delved into the profound insights within her enlightening book, "Habitat: Vernacular Architecture for a Changing Climate." Dr. Piesik's presentation was a captivating exploration of the potential of age-old building practices to offer solutions to the urgent and escalating climate crisis. She emphasized that the key to addressing this global challenge lies in innovative design thinking and a deep-seated respect for our natural environment.

Furthermore, the event shed light on the architectural landscape of the United Arab Emirates, which is actively embracing sustainable and green architectural practices. This illuminated the students' understanding of the UAE's commitment to environmental responsibility and sustainable development.

A highlight of the event was the invaluable opportunity for students to engage with Dr. Piesik, gaining insights into her vision for a sustainable future. Her work and message align closely with the United Nations' Sustainable Development Goals (SDGs). Specifically, SDG 9 - Industry, Innovation, and Infrastructure, is a crucial framework that seeks to create resilient infrastructure, promote sustainable industrialization, and drive innovation, reflecting Dr. Piesik's emphasis on innovative design thinking in architecture.

Additionally, the event underscored the significance of SDG 11 - Sustainable Cities and Communities, which aims to create inclusive, resilient, and sustainable urban environments. Dr. Piesik's work and the event's discussions demonstrate the vital role that architecture and sustainable building practices play in achieving this goal, particularly in the context of rapidly growing cities like Dubai.



In summary, the Connecting Minds Book Club event provided a platform for Westford Students to gain a deeper understanding of the intersection of architecture, sustainability, and the United Nations' Sustainable Development Goals. Dr. Piesik's insights and the focus on sustainable practices in the UAE left an impression on the students and inspired them to consider their roles in creating a more sustainable and resilient future.

CLIMATE FUTURE WEEK 2023

Positioning Dubai as a hub for fostering future-oriented conversations and global environmental leadership

Westford University students had a remarkable opportunity to participate in Climate Future Week 2023, a collaborative event organized by the Museum of the Future in partnership with the Fiker Institute. This week-long event was a comprehensive exploration of diverse climate change initiatives, featuring workshops, plenary sessions, a captivating photography exhibition, and thought-provoking film screenings. Throughout the week, it provided profound insights into one of the planet's most pressing challenges – climate change. The event not only raised awareness but also presented concrete solutions through collective actions, charting a sustainable path forward to safeguard the planet for future generations.





The students were privileged to attend the event on its 5th day, which included a closing session of significant importance. This closing session featured a plenary discussion focused on the countdown to COP28. H.E. Dr. Sultan Ahmed Al Jaber, COP28 President-Designate and UAE Special Envoy for Climate Change joined H.E. Razan Al Mubarak, UN Climate Change High-Level Champion for COP28 and IUCN President, in providing insights into what to expect at the upcoming global climate change event, COP28. This session offered a unique and informative perspective on the future of climate action, setting the stage for the global community's efforts to combat climate change.

Another noteworthy highlight of the day was the Climate Start-up Majlis, where five sustainability-focused start-up companies presented their businesses and the positive impact they are making on society. This segment showcased innovative solutions that align with global sustainability goals and contribute to the collective effort to address climate change.

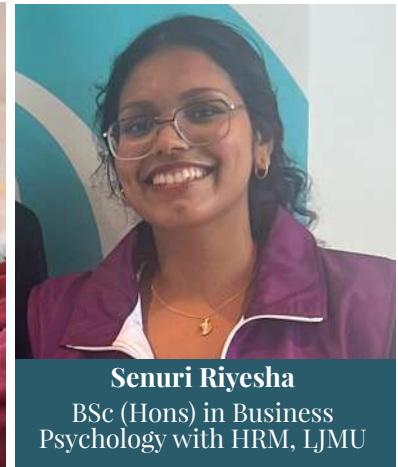
Westford University students actively engaged in Climate Future Week 2023 and were exposed to a rich array of activities and discussions that deepened their understanding of climate change and sustainability. They left with a greater awareness of the challenges and solutions, as well as the unique opportunity to gain insights from influential leaders and innovative start-up entrepreneurs who are working towards a more sustainable and resilient future for our planet.

VOLUNTEERING WITH SPECIAL OLYMPICS



Special Olympics program is a program that is conducted in UAE that provides free health screenings and health education in a fun, welcoming environment. It focuses on removing the anxiety people with intellectual disabilities often experience when faced with a visit to a medical professional. Screenings are conducted by Special Olympics volunteers and certified health professionals who are called “Clinical Directors” covering the 8 most important medical disciplines for people with Intellectual Disabilities. The disciplines include podiatry, physical therapy, audiology, health and well-being, vision and eye health, dentistry, sports physical, and emotional wellness.

This time, the free Healthy Athlete screening took place in Sanad Village, Dubai, with a special focus on the disciplines of podiatry and emotional wellness. The podiatry segment, known as "Fit Feet," encompassed a comprehensive examination of foot and ankle health, addressing mobility through a range of activities. I had the privilege of volunteering in the emotional wellness discipline, "Strong Minds," which primarily concentrated on developing adaptive coping skills to maintain emotional well-being during stressful situations.



For individuals with special needs, effectively managing stress levels is essential for achieving peak performance in sports. Elevated stress levels can adversely affect focus, attention, and coordination, all of which are crucial for athletic performance. The emotional wellness discipline provided a wide range of resources related to mental health, stress management, as well as stretching and breathing exercises, all designed to assist in stress management and enhance athletes' ability to perform at their best and realize their full potential.

Volunteers guided the athletes through each station, and they were also presented with bags containing enjoyable health-boosting giveaways. Participating in this program as a volunteer was exceptionally fulfilling. Collaborating with individuals who have intellectual disabilities has imparted valuable lessons in empathy, patience, and understanding. I've honed my communication skills to cater to their specific requirements, fostering a sense of support and empowerment. Being part of their journey and contributing to their well-being and happiness is a genuine privilege. I wish to extend my heartfelt appreciation to Westford University College for granting me this invaluable opportunity.



Ali Tahir

BSc (Hons) in Business Psychology with HRM, LJMU

Participating as a volunteer at the Children's Special Olympics event was undeniably heartening. It provided a genuine opportunity to positively impact the lives of these remarkable children. Witnessing their smiles and hearing their laughter brought immense joy to my heart. The event offered a secure and all-encompassing environment where these exceptional kids could truly shine, and I considered myself fortunate to be a part of it. The commitment of the event organizers and the unwavering determination of the children left a

lasting impression on me, reinforcing the significance of compassion and understanding. Volunteering at this event marked an indelible journey of love and empathy.

**Sana Ali**

BSc (Hons) in Business Psychology with HRM, LJMU

Volunteering at the Special Olympics Healthy Athletes event, focused on helping individuals with determination manage stress, was deeply uplifting. It highlighted the positive impact of community support in nurturing resilience and happiness. Watching participants engage in stress-coping activities and build connections through stretching and stress management was heart-warming. The event's dedication to inclusivity fostered a supportive atmosphere. As part of the Strong Minds team, I encouraged children to express themselves through art, witnessing their creativity and unique talents. This experience reinforced the potential for personal growth with adequate support, emphasizing that everyone can thrive. Joining this community to create moments of empowerment is a powerful way to make a difference.

**Maha**

BSc (Hons) in Business Psychology with HRM, LJMU

Volunteering at the Special Olympics, particularly in the Strong Minds division, was a pleasing experience. My role involved guiding kids in stress-relief arts and crafts, which was not only fun but also shattered misconceptions about individuals with different abilities. I discovered their remarkable attention to detail and friendly nature, which was enlightening. The joy I brought to them significantly improved my perspective. I joined Strong Minds to combat the stigma surrounding mental health in autistic individuals. Witnessing their achievements in crafting windmills at their own pace and the joy on their faces was truly fulfilling. Being a part of this artful journey was a rewarding experience.



Westford University College was honoured to host an insightful guest lecture titled "Guiding Business Leadership for Innovation." The lecture featured Professor Lars Kolind, a prominent business leader, distinguished professor, accomplished author, entrepreneur, and philanthropist. This event took place on September 27, 2023, at our Al Zahia Campus.



At the outset of his session, Professor Kolind engaged the students with a thought-provoking question: "Do you aspire to follow established rules, or do you want to create new ones?" He proceeded to captivate the audience with his own experiences as an influential figure in the corporate world, showcasing his journey as a rule-maker. Drawing from his extensive background, which includes a tenure as the CEO of Oticon, a renowned Danish hearing aid company, and his role as a management consultant for globally recognized brands, he highlighted his rich work history spanning over 40 countries across Latin America, North America, Europe, Africa, the Middle East, and Asia. His lecture was centred on providing practical insights for leaders to foster innovation through a people-centric approach and effective leadership.



A pivotal lesson gleaned from Professor Kolind's lecture centred on the profound connection between happiness and innovation, and how it significantly influences a business's productivity and profitability. He underscored the imperative of embedding employee happiness into the very essence of an organization. Furthermore, he placed strong emphasis on the role of leaders in cultivating an innovation-centric culture where employees are not only motivated to think creatively but also to embrace calculated risks.

Additionally, Professor Kolind underscored the importance of business leaders remaining receptive to novel concepts, placing trust in their employees, and embracing agile leadership as fundamental pillars for pioneering innovations. During his presentation, Prof. Kolind provided insightful examples of his leadership endeavours and showcased case studies of companies that have thrived by leveraging innovation through happiness under his guidance and consulting expertise.

Professor Lars Kolind's guest lecture proved to be a resounding success, leaving an indelible impression on our students who aspire to become future managers. It instilled valuable leadership insights necessary for their future success.

WESTFORDIANS PARTICIPATED IN THE AMERICAN UNIVERSITY IN THE EMIRATES RESEARCH COMPETITION

In a vibrant showcase of intellect and innovation, the American University in the Emirates hosted a prestigious research competition from the 11th to the 12th of September. The event, which included an inspiring opening ceremony on the 11th at 10 AM and a captivating closing ceremony on the 12th at 6 PM, brought together students from diverse academic backgrounds, embracing both online and offline participation. This research competition transcended geographical boundaries, drawing participants from various corners of the globe, each with a unique academic interest spanning industries such as Business Management, Engineering, Medicine, and more. The convergence of these different industries allowed students to delve into a multitude of research topics, enhancing their understanding of each field's advancements and challenges.



The event offered a splendid opportunity for participants to not only present their research but also to network with accomplished specialists and professionals within their respective industries. The chance to engage with such experts was a significant aspect of the competition, providing invaluable insights and fostering connections that could potentially shape their future careers. A highlight of the event was the spirited competition for the top positions, offering substantial cash prizes. The first-place winner walked away with an impressive 5,000 AED, a testament to their outstanding research and presentation skills. The momentum continued with the second-place recipient earning a well-deserved prize of 3,000 AED, followed by the third-place winner securing 2,000 AED. These monetary rewards not only recognized their dedication and hard work but also encouraged a healthy competitive spirit, propelling participants to strive for excellence.

RESEARCH COMPETITION

Overall, this research competition at the American University in the Emirates was an enriching and enlightening experience for all involved. It provided a platform for academic growth, encouraging students to push their boundaries and explore innovative ideas and how to display researches. The event not only celebrated research but also fostered a sense of camaraderie among the academic community, instilling a passion for continuous learning and collaboration. Participants left the event with a wealth of knowledge, having engaged with diverse research topics and experts in their chosen industries. It was a celebration of intellect, an embodiment of the dedication and passion that drives academic and professional success. The competition showcased the immense potential within the academic community, reminding us that with determination and collaboration, we can uncover groundbreaking innovations that shape the world we live in.



Muhammed Khubail
BA (Hons) in Sports
Business – LJMU



Saif Jasim

BSc. (Hons) In Computer Science, LJMU

I recently had the incredible opportunity to participate in the AUESRC competition at American University in the Emirates (AUE), and I must say, it was a journey like no other. As part of a four-member team, we embarked on a research adventure. The competition spanned two intense days. We presented our research findings, received encouraging feedback from the judges, and while we didn't win, we discovered that it was the journey itself that mattered most. This experience pushed me beyond my comfort zone. I refined my public speaking skills and learned how to convey complex ideas effectively. Further-

more, my time at AUE encouraged me to become a more proficient researcher. These newfound skills have proven invaluable not only in academic settings but also in various aspects of my personal and professional life.

Additionally, AUE provided a platform for networking with like-minded peers, sharing ideas, and creating lasting memories. It was an enjoyable, enlightening, and educational experience all rolled into one. This journey has not only boosted my confidence in my abilities as a student and researcher but has also instilled in me a sense of resilience that I carry with me in all aspects of life. It emphasized the importance of embracing challenges, learning from them, and emerging stronger. I'm grateful to my team, AUE, and Westford University College who made this experience possible. It's moments like these that make college life truly remarkable.

STUDYING AT WESTFORD HAS BEEN A REWARDING EXPERIENCE

Why did you choose to study at Westford university college?

My decision to pursue studies at Westford University College was driven by a multitude of factors, including the array of program options, the college's strategic location, its renowned reputation, and the availability of courses that harmonize with my career aspirations and personal interests.

What activities in the classroom do you enjoy the most?

I find several classroom activities quite enjoyable, with interactive discussions, hands-on projects, captivating lectures, and chances for collaborative group work among my personal favourites.

How is Westford different from the other universities?

Westford University College stands out from other institutions through its distinctive academic programs, the expertise of its faculty, its state-of-the-art campus facilities, and tailored features that address the specific needs and preferences of its students.

How would you describe the college atmosphere?

The college environment at Westford offers a delightful diversity, including a rich campus culture, varied student demographics, and an overall learning atmosphere. It spans from a lively and dynamic setting to a more serene and focused environment.

How has your learning experience been so far?

My educational journey at Westford has been a blend of academic hurdles, personal development, chances to build valuable networks, and exposure to a range of diverse viewpoints. Active participation and making the most of your time are key factors in ensuring a rewarding learning experience.



Safdar Ali Huzoor
BSc (Hons) in Business
Management – CCCU

FASHION & GENDER

Breaking Barriers & Celebrating Individuality

In the contemporary world of fashion, a significant transformation is underway, challenging established conventions and championing uniqueness. The fashion sector is actively dismantling boundaries and wholeheartedly embracing inclusiveness.



Iqra Bint Shahzad

BA (Hons) in Fashion: Design
& Communication- LJMU

A pivotal element of this revolution is the emergence of gender-neutral fashion. Clothes are no longer bound by strict gender stereotypes and are increasingly versatile and accommodating, enabling individuals to express their true selves. Designers are crafting collections that challenge the conventional distinctions between masculine and feminine, providing a more extensive array of choices for people of all gender identities.

Furthermore, it's crucial to emphasize the significance of having a wide range of representation in the fashion industry. Nowadays, we see models from different genders, body shapes, and cultural backgrounds walking the runways and starring in advertising campaigns. This challenges the traditional beauty ideals and encourages inclusivity. This change not only enables people to witness themselves being represented but also fosters feelings of empowerment and a sense of belonging.

The fashion revolution extends its reach to encompass sustainable practices as well. With increasing awareness of the environmental consequences of the industry, designers are actively seeking out eco-friendly materials and ethical production methods. This dedication to sustainability aligns with the values of those who are mindful of their fashion choices and their ecological footprint.

In summary, through the dismantling of barriers, the embrace of inclusivity, and the promotion of sustainable approaches, the world of fashion is evolving into a platform for self-expression, acceptance, and positive transformation. Let us commemorate this revolution and persist in our efforts to create a more diverse and inclusive fashion sphere.





UZBEKISTAN

The 1st of September marks the birthday of the new independent republic of Uzbekistan, a significant and cherished national holiday for the country. The entire nation joins in celebrating its independence anniversary with great enthusiasm and festivity.

Across Uzbekistan's 12 diverse regions, each area puts forth its unique celebration program. Regardless of where you find yourself on this special day, you can expect a vibrant array of entertainment, including captivating performances by local folk groups, thrilling sports competitions, lively variety shows, and bustling exhibitions featuring traditional craftsmen. And, of course, no celebration is complete without a feast. Traditional plov takes center stage on every dastarkhan, bringing together family members, colleagues, neighbors, and friends in a shared meal.

Meanwhile, in the capital city of Tashkent, the grand celebration begins in advance. The main event unfolds on the country's primary square, Yangi Uzbekistan, and it is a breathtaking spectacle. This extravaganza features hundreds of actors, numerous music and dance groups, and some of the brightest stars from the realms of pop and film. As night falls, magnificent fireworks display lights up the sky over the square, adding a spectacular finale to the festivities.



**Dildora Azizova
Abdullayevna**

Doctorate of Business
Administration- UCAM



JAWAN



Muhammed Khubail

BA (Hons) In Sports
Business, LJMU

Jawan stands out as a cinematic gem in Shah Rukh Khan's illustrious career, firmly establishing Atlee as a top-tier director. The film boasts an ensemble cast, several of whom have already made their mark in the acclaimed "Family Man" web series, including Priyamani, Mehek, Vijay Sethupathi (as Farzi), and Muthu (as a Tehsildar). Their transition to the big screen is seamless and impressive.

Sunil Grover's portrayal of Irani is nothing short of career-defining. His impeccable appearance, complete with a beard and wardrobe, is complemented by his flawless dialogue delivery and remarkable action sequences, leaving a lasting impression on the audience.

Priyamani's reunion with Shahrukh Khan, post "Chennai Express," is a memorable one. Her physicality, voice, and dance skills shine once again, with her action scenes wielding a rifle showcasing her remarkable versatility as an actress.

Vijay Sethupathi's performance harks back to the charismatic roles of 90s icons like Danny Denzongpa. His flawless dialogue delivery, action sequences, expressive acting, and mastery of a South Hindi accent have garnered a legion of fans.

Sanya Malhotra's excellent portrayal of a doctor and vital team member in Vikram Rathore's group highlights her versatility as an actress. She seamlessly transitions from romantic and comedy roles to delivering compelling action in "Jawan."

The film's music, influenced by the rich South Indian tradition, is truly exceptional. The background score, especially the introduction music for characters like Kali, Vikram, and Azad, is outstanding, perfectly complementing the narrative.

The film's dance sequences, inspired by Joseph Vijay's style, feature simple yet captivating steps that add a special flair to the movie. The well-composed songs and the choreography, particularly in the "Zinda Banda" song, stand out, with background dancers contributing to the visual appeal.

The direction and writing in "Jawan" are commendable. The screenplay is meticulously crafted, with scenes like the one depicting farmers being thoughtfully written. While the duplicate rifle scene could have been improved, the sequence where common people seal a company and Vikram Rathore's message to the masses are impactful. The scene involving the health department is executed with finesse.

In summary, "Jawan" is a must-watch cinematic masterpiece, combining exceptional performances, captivating music, and meticulous direction. It's a film that will leave you both entertained and inspired.



ADVANCING MY CAREER WITH WESTFORD'S EXCEPTIONAL MBA PROGRAM

My name is Maria, and I currently hold the position of International Sales Manager at a beauty and cosmetic manufacturing company in the Netherlands. I chose to pursue an MBA to enhance my management skills and view it as an essential step in my career progression. In essence, my decision to embark on this MBA journey is driven by my strong desire for career advancement, leadership development, a global perspective, and personal growth. I firmly believe that investing in my education will not only benefit me on a personal level but will also enable me to make a more significant contribution to my future organizations and the broader business community.

This MBA program has provided me with a comprehensive set of skills that are directly applicable to my current role and future career prospects. I have cultivated a profound understanding of strategic management, financial analysis, marketing, and leadership, all of which are pivotal in the beauty and cosmetic industry. This has empowered me to identify opportunities for growth and innovation while also adeptly assessing potential risks and devising effective mitigation strategies. Strategic thinking has become an integral part of my decision-making process, allowing me to make more informed and impactful choices in both my professional and personal life.

The academic rigour and the depth of knowledge I have gained during my MBA journey have been truly exceptional. The faculty members are not only experts in their respective fields but also passionate educators who have consistently challenged me to think critically and creatively. The coursework has proven to be highly practical and immediately applicable to my career, making it a valuable asset.



Maria Criselda Agustin
MBA in Sales and
Marketing - UCAM, Spain

I wholeheartedly endorse Westford University College to my friends and family, primarily because their online MBA programs offer significant flexibility in terms of scheduling and location. Moreover, the program's curriculum and faculty expertise are top-notch, ensuring a high-quality educational experience.

NEW WESTFORDIANS ON THE BLOCK



Chameera De Silva

Associate Faculty & Business Analyst

Mantra @ Work : Empowering Minds, Coding Futures: Nurturing Technological Wisdom in Every Learner.

Quote you live by : Inquisitive Minds Forge Uncharted Paths: Every Question Unlocks a World of Possibilities.

Hobbies/creative vent : I cherish the melody of music, dancing, playing my guitar, the thrill of tennis rallies and creating a symphony of happiness and vitality in my leisure.



Mohammed Ahzan Nazeer Khan

Student Service & Teaching Assistant

Mantra @ Work : "Embrace Challenges." – Uncertainties are chances to learn and grow.

Quote you live by : "Patience, Persistence, and Perspiration make an unbeatable combination for success." by Napoleon Hill.

Hobbies/creative vent : In my free time, I discover solace in long distance running, pushing limits, exploring the world, and reinforcing patience and perseverance.



Sunena P B

Officer- Admissions

Mantra @ Work : Slow progress is better than no progress. Struggle is the part of the journey, do not give up.

Quote you live by : Trust the process and take things one step at a time.

Hobbies/creative vent : Calligraphy, Crafting, Mandala Art

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