

# The Westford Communiqué

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## WESTFORD AT COP28: Nurturing Sustainable Solutions for a Greener Tomorrow



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# WESTFORD UNIVERSITY COLLEGE'S COMMITMENT TO CLIMATE ACTION AT COP28



**W**estford University College is taking a leading role in addressing the urgent need for climate action by actively participating in The Conference of the Parties- (COP28) as a member of the Universities Climate Network. Their commitment to environmental sustainability goes beyond mere words and is a tangible reality. Westford's engagement in COP28 represents a significant step towards fostering global cooperation for a sustainable future.

Recognizing the influential role that educational institutions play in shaping future leaders, Westford is leveraging its involvement in COP28 to promote climate awareness, sustainable practices, and innovative solutions among its students and the wider academic community. Their primary goal is to contribute to meaningful dialogues, share insights, and collaborate with other institutions and stakeholders to address the pressing challenges of climate change. Westford understands that a united front is essential in the battle against climate change, and through COP28, they aim to strengthen global networks committed to finding effective solutions.

A key focus of Westford at COP28 is sustainable education. They believe that equipping students with the knowledge and skills to address environmental challenges is essential for a sustainable future. The university aims to showcase its initiatives in embedding sustainability within its curriculum, promoting climate-related research, and nurturing a culture of environmental responsibility among students.

Additionally, Westford is eager to share its success stories and best practices in implementing sustainable campus initiatives, such as energy-efficient infrastructure and waste reduction programs. COP28 provides a platform for Westford to inspire other institutions and contribute to the exchange of ideas that can drive positive global change.



## **Westford is Committed to Sustainable Education and Youth Engagement in the Global Climate Conversation.**

Westford recognizes the importance of partnerships and collaborations in the fight against climate change. Through their participation in COP28, the university seeks to establish meaningful connections with like-minded institutions, NGOs, and industry leaders. Collaborative efforts are crucial for implementing large-scale initiatives and influencing policy changes, and Westford is committed to playing an active role in such partnerships to amplify the impact of its sustainability initiatives.

As a member of the Universities Climate Network, Westford acknowledges the significance of involving youth in climate action. The university is dedicated to providing platforms for students to actively engage in global discussions on climate issues. COP28 serves as a stage for Westford's student delegates to voice their ideas, concerns, and proposals, contributing to a diverse and inclusive dialogue on sustainable development.

Westford University College's participation in COP28 as part of the Universities Climate Network underscores its unwavering commitment to climate action. Through collaborative efforts, sustainable education initiatives, and a dedication to youth engagement, Westford aims to make substantial contributions to the global discourse on climate change. As the world looks to COP28 with hope and determination, Westford stands prepared to be a driving force for positive change in the journey towards a sustainable and resilient future.



# THRIFT FOR GOOD: A PUBLIC INFORMATION CAMPAIGN COLLABORATION FOR WESTFORD MEDIA STUDENTS



Advertising, a pivotal component of media and communications, plays a crucial role in disseminating public information and raising awareness about significant events and current affairs. In today's digitally advanced society, where information is easily accessible, it is imperative to scrutinize the validity and content of information shared online. Campaigns, recognized as highly effective in conveying essential information, play a vital role in disseminating the programs, initiatives, activities, and advocacies of community-based and non-profit organizations.



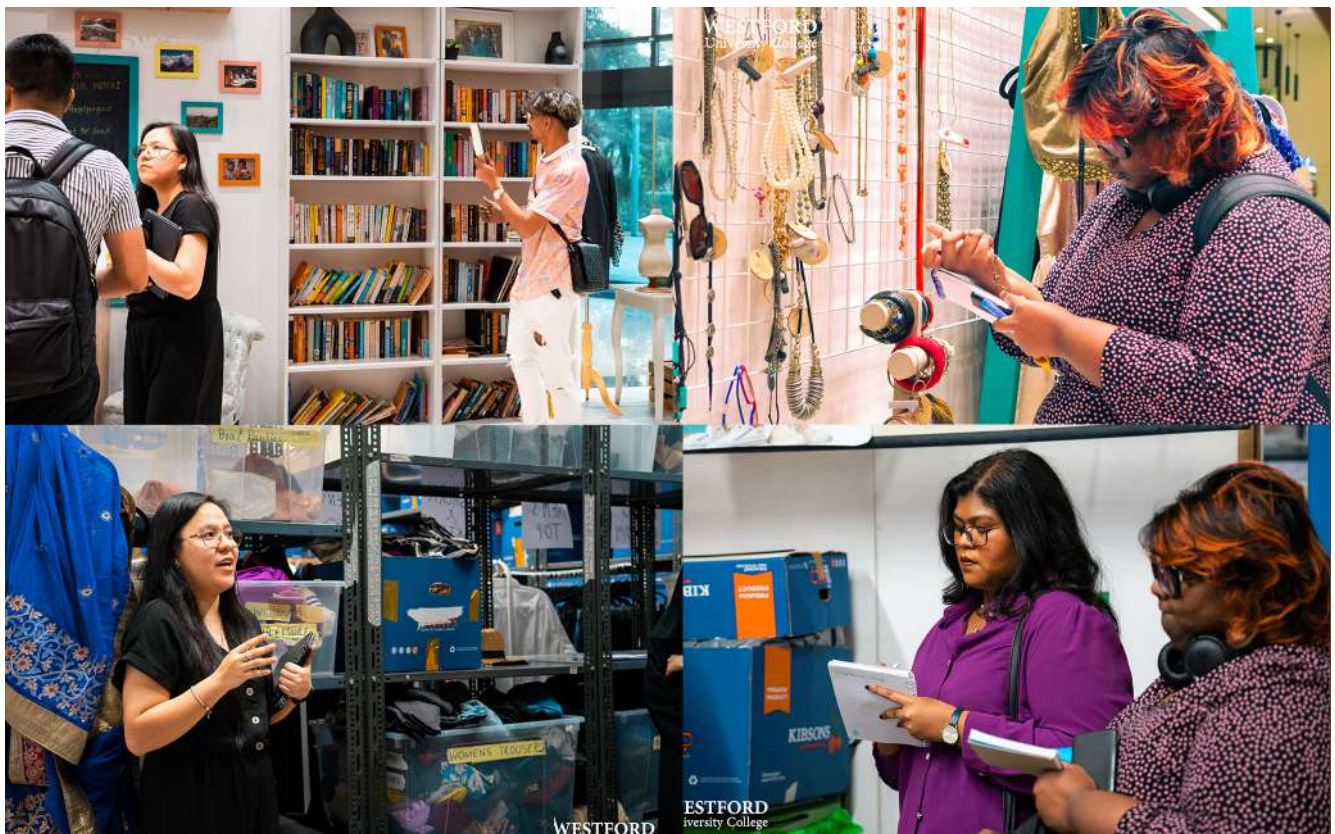


## INDUSTRIAL VISIT

Westford University College, through its Media, Culture, and Communications Program, collaborates with Thrift for Good to provide students with a practical learning experience in producing a Public Information Campaign. Thrift for Good is a charity thrift shop with a mission to rehome preloved items, reduce waste, and support children worldwide by donating 100% of profits to the local non-profit Gulf for Good. The thrift store offers a range of stylish and branded clothing, accessories, bags, shoes, and books at affordable prices, encouraging a zero-waste solution by accepting unwanted clothing donations.

During the initial class visit, students received an orientation, a tour, and a project briefing from key personnel at Thrift for Good. Community Engagement Manager Jade Povey shared insights into the organization's work and how individuals can participate in its initiatives. Subsequently, Aina Medina, the Marketing and Communications Manager, outlined various organizational activities and suggested project activities for the students to incorporate into their campaign proposals.

After three weeks of planning and preparation, students returned for a second visit to present their final pitches for Thrift for Good. Each group presented unique campaign ideas, such as the "Revive and Thrive Drive" for donating used clothes and a "Volunteer Call on Call a Friend" campaign to encourage volunteering. Both teams impressed the organization with their creative and productive campaign ideas, showcasing their ability to collaborate and deliver results in a short timeframe.



The learning experience for students extended beyond understanding the organization; it provided valuable insights into teamwork and collaboration. The collaboration with Thrift for Good not only opened doors for potential future partnerships but also heightened students' awareness of sustainability in the industry.

# BREAST CANCER AWARENESS MONTH

On the 30th of October, the Al Zahia campus was transformed into a sea of pink as it hosted a Breast Cancer Awareness event themed "Believe, Fight & Thrive." The focal point of the occasion was a thought-provoking panel discussion featuring renowned doctors, Dr. Keerthi and Dr. Roshan Koshy from Zulekha Hospital, alongside resilient survivors, Ms. Modupe Omonze and Ms. Maria.





## BREAST CANCER AWARENESS

The medical professionals delved into the significance of early detection of breast cancer, covering aspects such as the age groups at risk, the potential for men to develop breast cancer, lifestyle adjustments, various types of breast cancer, and informed decision-making about treatments. The discussion emphasized the importance of regular check-ups and the role of a healthy diet in preventing cancer. The survivors shared glimpses of their journeys, serving as powerful reminders of inner strength in the face of adversity.

Adding a cultural and creative touch, talented students showcased their skills in various events. Art and design students presented a distinctive Barbie-themed fashion show, incorporating dance to captivate the audience. Cultural diversity continued with competitions like "Hope Blooms," "Reels in Pink," and "Empowered Expressions," allowing students to express themselves through video reels, social media campaigns, and art installations.



## BREAST CANCER AWARENESS

Stalls adorned with homemade snacks, fresh juices, cookies, brownies, and handmade jewellery added a festive flair. Student dance and music performances, including the musical prowess of the Westford band, kept the energy high. The event culminated in the announcement of winners and a heartfelt vote of thanks from Associate Dean Mr. Sufi Anwar.

With a successful turnout, the Breast Cancer Awareness Event proved to be both informative and entertaining, fostering a sense of unity and determination in the fight against breast cancer. Kudos to the dedicated team behind this impactful initiative.



**Sumaya Rahmath**  
BA (Hons) Fashion:  
Design and Commu-  
nications - LJMU

Being part of the  
fashion show was  
exhilarating! The  
event skillfully

combined fun and information, crafting  
unforgettable moments. It was an incredible  
experience that seamlessly blended entertain-  
ment with awareness. Grateful to be part of  
such a impactful and memorable event!



**Mahnoor Khatoon**  
BA (Hons) Fashion: Design  
and Communications -  
LJMU

Going to the Breast Cancer  
Awareness event was like  
joining a big, supportive  
family! We all came together

to show strength and unity. By spreading awareness,  
we lit up hope for a future without breast cancer. It  
felt amazing to be part of something that's all about  
making positive changes. Super proud to be part of  
this empowering movement!

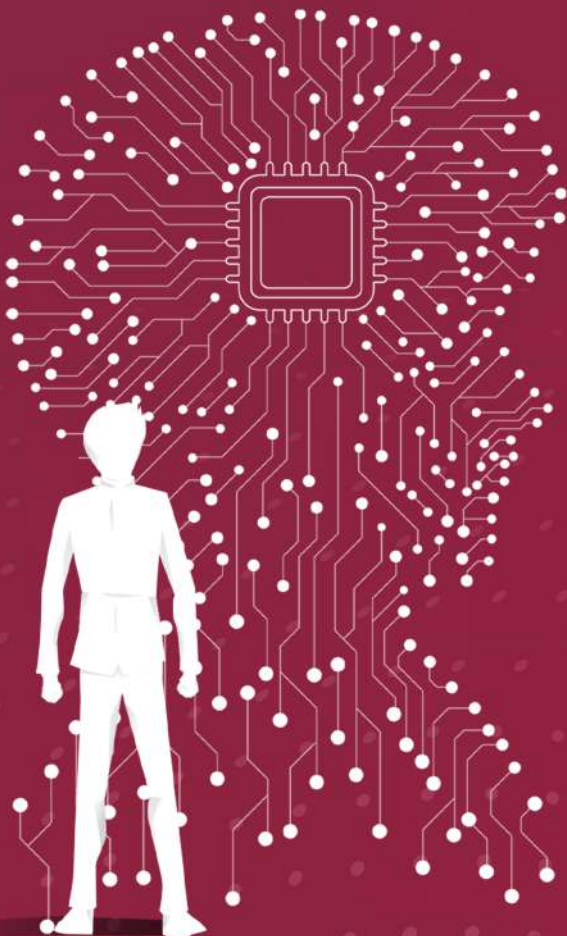


# ISRC 2023

## Deciphering Real Entities in a Digital Environment

In an era defined by the ever-evolving realm of technology, understanding the intricate interplay between tangible entities and the digital universe enveloping us has taken center stage. Westford University College in the UAE and Universidad Católica San Antonio de Murcia in Spain have joined forces to host the much-anticipated International Student Research Conference 2023 (ISRC 2023), with the theme "Deciphering Tangible Entities in a Digital World." This virtual international student conference is scheduled for December 8th and 9th, 2023, and promises an enlightening exploration of the profound impact of digitization on our daily lives.

ISRC 2023 is poised to unravel the multifaceted dimensions of the contemporary digital landscape. Its mission is to redefine, discuss, and invigorate our understanding of the recurring forms of tangible entities in this swiftly evolving, technology-driven environment. Focused on student research, the conference serves as a launchpad for budding scholars to showcase their insights, innovations, and discoveries in this captivating field. The digital milieu has reconfigured how we perceive and interact with the world around us. The digital revolution has left its imprint on everything, from communication and commerce to education and entertainment. ISRC 2023 aims to shed light on the myriad aspects of tangible entities that have been influenced, if not entirely redefined, by the digital age.



**The conference will encompass an array of themes and topics, including but not limited to:**

**Digital Identities:** How individuals construct and manage their online personas, and the real-world implications thereof.

**Digital Economy:** Exploring the digitalization of markets, currencies, and financial transactions, and its impact on traditional economic structures.

**Digital Health:** Investigating the role of technology in healthcare, from telemedicine and wearable devices to the challenges of maintaining privacy and security.

**Digital Education:** Analyzing the integration of digital tools and platforms in modern education and its effects on learning outcomes.

**Digital Media and Culture:** Examining the influence of digital media on culture, including social media's role in shaping societal narratives and behaviors.

**Cybersecurity and Privacy:** Discussing the challenges of safeguarding personal information and digital infrastructure in an increasingly connected world.

**Digital Transformation in Business:** Assessing how organizations adapt and thrive in a digital-first landscape.

**Ethical and Legal Implications:** Exploring the ethical dilemmas and legal considerations arising from the digitization of various aspects of life.

The conference is set to feature keynote speakers, engaging panel discussions, research paper presentations, and hands-on workshops. It offers a comprehensive platform for international students, academics, and professionals to partake in substantive discussions on these pivotal global issues.

Westford University College and Universidad Católica San Antonio de Murcia share a shared commitment to fostering a global community of intellectuals, innovators, and researchers who can navigate the intricacies of the digital age. ISRC 2023 signifies a significant step toward realizing this vision. By uniting brilliant minds from around the world, the conference aims to stimulate fresh insights and solutions that address the challenges and opportunities presented by our digital landscape.

The Westford Communique will be your go-to source for updates on the latest developments leading up to ISRC 2023. We wholeheartedly encourage all our readers to actively engage in this crucial dialogue and consider being a part of this enlightening conference. Together, we can unravel the tangible elements within our digital environment and lay the groundwork for a more informed, connected, and secure future.

**For more information, registration details, and submission guidelines,  
please visit the official ISRC 2023 website [www.isrc.mywestford.com](http://www.isrc.mywestford.com), or  
write to us for any clarifications/queries you may have by sending an email  
to [research.conference@westford.org.uk](mailto:research.conference@westford.org.uk)**



# ART FOR AWARENESS

## Illuminating Minds through our Mental Health Poster Making Competition



**T**he Mental Health Awareness Poster Making Competition at Westford University College provided a transformative platform for addressing mental health issues. This initiative empowered individuals to express their thoughts and emotions creatively, contributing to the dismantling of the existing stigma surrounding mental health.

With its theme, "Mental health is a universal human right," the competition aptly highlighted the often-neglected domain of mental well-being. It effectively raised awareness about mental health challenges, dispelled misconceptions, and fostered open dialogue.

Facilitators played a pivotal role by offering guidance and support to participants, enhancing their creative processes, and encouraging collaboration. This program cultivated a supportive community where camaraderie among participants was evident.

The competition went beyond conventional awareness campaigns by utilizing posters that depicted various psychological disorders, promoting a deeper understanding of these conditions.

Most notably, the competition underscored the importance of personal and collective responsibility for mental health. It fostered empathy and compassion, inspiring participants to prioritize their well-being and extend that care to others, ultimately contributing to positive societal change.

"The Mental Health Poster-Making Program was a transformative experience, fostering creativity, raising awareness, and reducing stigma. The well-chosen theme shed light on mental health challenges, facilitated by supportive facilitators and collaborative discussions. An invaluable initiative that truly made a difference.



**Vanessa Valentina Lobo**  
BSc Business Psychology  
with HRM - LJMU

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**MENTAL HEALTH DAY**


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**Arushi Bhambani**

BSc Business Psychology with HRM - LJMU

Participating in Westford's Poster Making Competition on World Mental Health Day was an incredible opportunity to raise awareness and express my passion for mental health. The theme, 'Mental health is a universal human right,' deeply resonated with us, and the event promoted understanding and open dialogue about psychological disorders. It was a supportive and camaraderie-filled experience that emphasized our collective responsibility for mental health.





**T**he Media Studies department at our university recently organized an industry guest lecture focusing on "The Power of Branding and Advertising." The speaker for this informative session was Ms. Lalaine Chu-Benitez, the co-founder and managing director of Illustrado FZC, a branding and creative consultancy agency. Their mission revolves around being a driving force for brand transformation, propelling brands to new heights through strategic brand development, compelling communications, and creative work that truly stands out.



Ms. Lalaine's lecture proved to be highly engaging and interactive. She delved into crucial topics and shared insights that hold significant relevance in the realms of branding and advertising. A key point she emphasized was the importance of brands understanding their identity and effectively conveying it through various strategies, including advertising and emerging digital platforms. She encapsulated this idea with her branding statement,

“

**“Your brand promise means NOTHING unless it's consistently fulfilled.”**

**Ms. Lalaine Chu-benitez**

”

## GUEST LECTURE

This concept is especially thought-provoking for students who are at the outset of their journey in the industry. The session provided them with valuable insights into the competitive world of marketing and creative communication. Ms. Lalaine's lecture expanded their comprehension and exposed them to the practical experiences of industry leaders.

Overall, the attendees left the session feeling inspired and equipped with a better understanding of how to shape their personal branding. The lecture covered both corporate and personal branding, offering an effective, straightforward, and strategic approach. It emphasized the significance of what we see, and hear from others, and how we communicate about our personal brand





# CURTIN BUSINESS CUP CHALLENGE 2023

The Curtin Business Cup Challenge (BCC), since 2011, has fueled entrepreneurial spirit and innovation among students. Organized by the Transnational Academic Group, this competition has grown in popularity. The BCC is a fiercely competitive arena where students analyze real-world business plans and present solutions to a distinguished panel.

In 2023, the BCC explored Nanotechnology, spanning from widely used nanoparticles to experimental nanomachines. The focus was on real-world issues where nanotechnology could impact society. Westford University fielded five teams, well-prepared and determined. In the initial phase, teams tackled online case studies, showcasing their excellence



All Westford teams secured top 10 positions, with two making it to the top 5 as finalists. An "Elevator Pitch Round" allowed lower-scoring teams to advance, resulting in two more Westford teams reaching the finals. In the showdown, Team Phoenix and Team Innotechs secured the top two positions, a testament to Westford's dedication.

## BUSINESS CUP CHALLENGE

**Reyha Rao**

BSc (Hons) Business with Finance – LJMU

Participating in Curtin's Business Cup Challenge for the second consecutive year has been an incredibly exhilarating experience! Our previous attempt fell short of victory, but this time, with

the unstoppable Team Phoenix and our ground-breaking 'Cool-Coats' infused with Nanotechnology, we clinched the first-place win! The thrill is truly indescribable as each team member poured their best efforts and endured countless sleepless nights to achieve this success. I'm incredibly proud of the entire team and our fellow Westford teams that secured positions in the top 10. It's an immense honour to have had this opportunity, and taking home medals, trophies, and even a gift voucher for an escape room is the perfect culmination of our hard work and dedication!

**Saad Shahid**

BSc (Hons) in Computer Science – LJMU

Winning the BCC with Team Phoenix was an unforgettable journey focused on using nanotechnology for environmental sustainability. The competition allowed us to deeply explore nanotechnology's potential in shaping a greener future and enhanced our understanding of environmental sustainability. The camaraderie and bonds formed with my amazing teammates were truly special, contributing to the exceptional experience. I'm grateful to Westford University College for providing such incredible opportunities and for their guidance throughout our journey. This experience has enriched my knowledge and passion for sustainability, and I'm excited to apply what I've learned to make a positive impact on the world.



# UNLEASHING THE POWER OF DATA FUTURE INSIGHTS

## Session by Ms. Srimathi Shivashankar



On October 5, 2023, Westford University College, at our Al Zahia Campus, had the privilege of hosting a guest lecture delivered by Ms. Srimathi Shivashankar, Corporate Vice President, and Global Head of Ed Tech Services at HCL Technologies. Ms. Srimathi Shivashankar visited Westford University College as part of the collaboration between HCL Technologies and the university. She spoke on the topic "Harnessing the Potential of Data for Future Insights." Students from computing and business analytics programs eagerly gathered in the auditorium, eager to gain knowledge from Ms. Srimathi's expertise.

Ms. Srimathi Shivashankar boasts over two decades of experience in Business and Human Capital strategy, leading global transformation initiatives at HCL. She has been a distinguished speaker at various international forums, including the UN, WBCSD, World Investment Forum, and WEF. She has received esteemed awards for her outstanding business accomplishments.

Ms. Srimathi initiated her talk by highlighting the profound impact of data in our lives, illustrating how data-driven strategies are reshaping the business landscape and influencing the future. Her captivating storytelling abilities held the audience's attention as she shared insights from her corporate journey and the pivotal role of data in today's business world.

One of the main lessons from the lecture emphasized the significance of data analytics and the evolving role of data analysts. Srimathi emphasized that future data analysts should focus on identifying and defining problems, as providing solutions is now more accessible in an AI-driven world. She emphasized that when properly harnessed and analyzed, data can uncover hidden patterns and trends, enabling organizations to define problems and make informed decisions. She presented compelling case studies from her leadership roles in the IT sector, demonstrating how data analytics can be used to address intricate business challenges and gain a competitive advantage.

Furthermore, Ms. Srimathi discussed the challenges of data cleaning and its strategic importance for the success of data-driven initiatives to unlock the full potential of data. The lecture concluded with an engaging Q&A session, during which students had the opportunity to seek guidance and advice from Ms. Srimathi. Her responses were not only informative but also inspiring, motivating students to pursue careers in data science and technology.

We extend our sincere appreciation to Ms. Srimathi Shivashankar for sharing her expertise and inspiring our students to harness the power of data for a brighter future.

# WESTFORD STUDENTS' TRANSFORMATIVE VISIT TO GITEX TECHNOLOGY EXHIBITION

In a strategic move aimed at advancing technological innovation and fostering academic excellence, our college is thrilled to announce a Memorandum of Understanding (MoU) with Alibaba Cloud, a global leader in cloud computing and artificial intelligence. This collaboration underscores our steadfast dedication to equipping our students with extraordinary opportunities to engage with cutting-edge technologies and connect with industry leaders.





## GITEX EXHIBITION



The concrete benefits of this collaboration were brilliantly showcased during the recent GITEX technology exhibition, where our final-year students embarked on a transformative journey of exploration and enlightenment. The highlight of their GITEX experience was an engaging workshop titled "Eye on AI," led by none other than Dr. Reema Diab, the visionary CEO of Galaxy. Dr. Diab's profound insights into the transformative potential of artificial intelligence left an enduring impression on our students, igniting their imaginations and inspiring them to see the limitless horizons within the realm of AI.

Enhancing the depth of this educational experience was a workshop session conducted by the esteemed Dr. Jawad Ali Shah, PhD, Titled "Getting Started with AI on Alibaba Cloud," this workshop provided our students with practical knowledge and hands-on insights into effectively harnessing Alibaba Cloud's AI capabilities.

This collaboration not only widens the doors to advanced learning but also positions our students at the forefront of technological advancements. As we persistently cultivate a culture of innovation, our partnership with Alibaba Cloud serves as a powerful testament to our unwavering commitment to nurturing and shaping future leaders in the dynamic landscape of technology and artificial intelligence.

# CELEBRATING VICTORY & TEAM SPIRIT IN THE DIVISION E LEVEL DEBATE COMPETITION



I am absolutely thrilled to share the remarkable achievement of our team in the Division E Level Debate Competition! We faced fierce competition from seven other incredibly talented teams and emerged victorious in the grand finale, where we went head-to-head with the Westford Leader Toastmasters Club.

Throughout this exhilarating journey, I had the privilege of serving as the rebuttal speaker in three captivating debates, passionately advocating for the affirmative side each time. In our first debate, we delved into the topic of whether space exploration is a worthwhile endeavor. The second debate saw us arguing that Disney movies provide negative role models for children, and in the ultimate showdown, we tackled the question of whether clowns are more frightening than fun. The intensity of competition and the electric atmosphere from the audience made the experience all the more enjoyable.

Our success is a testament to the dedication and hard work put in by our team. Ameera Adil served as our eloquent opener, and Ayaat Shaikh, our exceptional closer, played pivotal roles in constructing a compelling case. I'm immensely grateful to both of them for their unwavering support and remarkable contributions.

I also want to express my sincere appreciation to the Westford Toastmasters Club for granting us this invaluable opportunity. We are eagerly anticipating the next phase of our journey, the District Level, and beyond. It promises to be an exciting adventure, and we stand ready to embrace it with enthusiasm and unwavering determination. Here's to more victories and continued success on the horizon!



**Sahil Dewani**

BSc (Hons) Business  
with Finance - LJMU





### Ayaat Shaikh

BSc (Hons) Business with International Business Management - LJMU

On the memorable 15th of October, the Toastmasters Division Level Debate in Division E unfolded, bringing forth a spirited yet amicable competition. TM Ameera, TM Sahil, and I emerged as the triumphant team for Westford University Toastmasters Club.

The atmosphere was electric as we navigated through the rounds—starting with the quarter-finals, advancing to the semi-finals, leading to a showdown against Westford Leaders Toastmasters Club. The final debate, with our team arguing for the motion "clowns are more scary than funny," was captivating, and we secured the top spot.

The realization that the trophy would stay within our community, regardless of the outcome, added a special reward to the experience. As a first-time participant, this debate proved to be an enriching experience. Interacting with fellow Toastmasters in a debate setting was both challenging and enjoyable, and emerging as the winners was the icing on the cake. I am incredibly thankful for the valuable learning experience this competition provided. Here is a toast to Toastmasters and the art of elegant speaking!

# EON Experience Fest Dubai 2023 at Intercontinental Dubai Marina

On the 18th of October 2023, Dubai, renowned for its architectural wonders, played host to the EON Experience Fest 2023—a convergence of progress and innovation that resonated with educators, tech enthusiasts, and visionaries alike. Within the diverse crowd were students from Westford University College, representing a spectrum of disciplines such as Media, Culture, Communication, and Information Technology.



A pivotal moment for the Westfordians occurred when they found themselves in the presence of Mr. Dan Lejerskar, the forward-thinking CEO of EON Reality. This encounter opened a door, offering them entry into a realm where immersive technologies, spatial computing, and artificial intelligence converged to redefine the very essence of education. The students stood on the verge of a revolution, invited to explore the profound impact these cutting-edge technologies could have on the ever-evolving landscape of learning.

The EON Experience Fest unfolded in Dubai, revealing groundbreaking developments in the educational sector through insightful panel discussions, interactive workshops, and in-depth case studies. It transcended being just an event; it was an adventure challenging students to chart a course toward a dynamic and limitless form of learning, mirroring the boundless virtual realities awaiting exploration.





In the Reef Room of Intercontinental Dubai Marina, Westford students were transported to a realm of infinite opportunity during this exhilarating adventure. The gathering didn't merely motivate attendees; it beckoned them to take risks and enter a realm where motivation, challenge, and enlightenment were not abstract concepts but lived realities.

The EON Experience Fest Dubai 2023 surpassed being a mere moment in time; it became a saga of exploration, a narrative unfolding at the cross-roads of innovation and education. In the heart of Dubai, minds collided with the future, pushing the boundaries of learning beyond the imaginable. The Westford students didn't just emerge.





# WESTFORD'S EXCLUSIVE MBA-DECODED RESEARCH BOOT CAMP.

**O**n October 14<sup>th</sup>, 2023, Westford University College hosted an exclusive Research Boot Camp, titled "MBA-Decoded," tailored for Abertay University MBA students at the Al Tawun Campus. The primary objective of this event was to empower students and unlock their research capabilities. The boot camp featured five informative sessions, delving into diverse facets of research and its practical applications in the business realm.





## RESEARCH BOOTCAMP

The initial session, led by Prof. Claire Maceachen, Abertay University's Dean of International Partnerships, centred on "Selecting an Appropriate Project for Your MBA." This segment emphasized the significance of choosing a compelling research topic aligned with students' career goals and areas of expertise. Prof. Maceachen highlighted the value of opting for projects that not only challenge students but also facilitate practical learning experiences, underscoring the importance of a thoughtfully chosen research endeavour.

In the subsequent session titled "Recognizing Industry-Specific Research Gaps," Dr. Hosam Azat Elsamn, a distinguished DBA Alumni, shared insights. He explored the methodology of pinpointing research gaps within an industry, emphasizing the importance of comprehensive research to identify areas lacking existing knowledge or solutions. Participants gained insights on recognizing and leveraging these gaps as opportunities for further research. The session incorporated case studies and practical examples, illustrating how identifying research gaps can pave the way for groundbreaking innovations and a competitive edge.



The third segment, "Comprehending Research Methodology," was presented by Prof. Cornelia Doerich, Head of Division in Engineering and Food Science, as well as the School Lead for International and UK Partnerships in the School of Applied Sciences at Abertay University. This session offered participants a comprehensive understanding of diverse approaches and techniques employed in research. Encompassing qualitative and quantitative research methods, data collection, analysis, and hypothesis testing, the session underscored the importance of selecting a fitting research methodology aligned with the study's objectives and questions. Participants gained practical insights and strategies for adeptly designing, implementing, and interpreting research studies. In essence, the session equipped attendees with the indispensable knowledge and skills essential for conducting rigorous and meaningful research in their respective domains.



Leadership and team building plays a vital role in the success of any organization. The third segment of the Boot Camp concentrated on this pivotal aspect. Themed "Leadership & Team Building Activity," Ms. Diana Perera, an Associate Faculty and Corporate Trainer at Westford University College, led an engaging session. Designed to be both enjoyable and informative, the session sought to elevate participants' leadership abilities and promote teamwork. Through a series of interactive activities and group exercises, participants gained insights into effective leadership strategies and the significance of cultivating robust and unified teams.

The concluding segment of the Boot Camp, titled "Research Ethics and Risk Assessment," was presented by Dr. Arpita Mehrotra, Dean at Westford University College. The session delved into the ethical considerations and risk assessment integral to research endeavours. It provided a comprehensive overview of principles and guidelines governing ethical research practices, encompassing aspects like informed consent, confidentiality, and data protection. Furthermore, the session underscored the importance of recognizing and mitigating potential risks inherent in the research process. Participants not only gained a deeper comprehension of researchers' ethical responsibilities but also acquired strategies to safeguard participants' rights and well-being. The session highlighted the critical role of ethical research conduct in upholding the integrity and credibility of scholarly work.



The Research Boot Camp emerged as an extremely enlightening and advantageous endeavour for its attendees. The diverse array of topics covered in the five sessions, spanning the significance of research in the business realm to hands-on research methodologies and leadership competencies, provided participants with valuable insights. This experience afforded participants a more profound comprehension of how research acts as a catalyst for innovation and plays a pivotal role in steering their companies toward success.

To sum up, the MBA-Decoded-organized Research Boot Camp proved to be a thorough and enlightening initiative, empowering participants to leverage the potential of research. Attendees acquired a more profound comprehension of how research fuels innovation and practical skills for conducting effective research. The program offered a valuable forum for participants to connect with peers, fostering the exchange of ideas and experiences. In essence, the Boot Camp successfully equipped participants with the tools and knowledge necessary for excelling in research endeavours.



## Westford University College Takes a Leap Forward with Strategic Partnership Signing Ceremony with HCL Technologies

We are delighted to announce a major milestone in the ongoing journey of Westford University College – the establishment of a strategic partnership with HCL Technologies, a global powerhouse in technology and IT services. The Memorandum of Understanding (MoU) formalizing this collaboration was successfully signed on the 5th of October 2023, with the esteemed presence of Ms. Srimathi Shivashankar, Corporate Vice President and Global Head of Ed Tech Services at HCL Technologies.



## MOU WITH HCL

This pivotal MoU with HCL Technologies represents a significant stride towards promoting innovation, fostering skill development, and delivering education that aligns closely with industry needs.

The partnership offers an exceptional opportunity for our students to glean insights from industry luminaries, engage in real-world projects, and leverage the extensive resources of HCL Technologies to enrich their learning experiences. Through this collaboration, students specializing in computing and business analytics are poised to gain valuable professional certifications, participate in tailor-made workshops, and secure internships, thereby ensuring their preparedness for the ever-evolving landscape of technology and innovation.

Westford University College remains steadfast in its commitment to offering students optimal opportunities for success in their careers. This partnership with HCL Technologies exemplifies our dedication to cultivating a learning environment that resonates with the dynamic demands of the industry. We are eagerly anticipating the myriad possibilities that this collaboration holds and are confident in the transformative impact it will have on the educational journey of our students.





## WESTFORD UNIVERSITY COLLEGE'S PRESENCE AT THE 19TH INTERNATIONAL EDUCATION SHOW IN SHARJAH, UAE



Westford University College UAE demonstrated its commitment to quality education and global engagement at the recent 19th International Education Show in Sharjah. Renowned for its academic excellence, the institution showcased a diverse range of programs that captured the attention of event attendees.

The vibrant atmosphere at Westford's booth was a testament to the college's interactive approach. With engaging displays and workshops, prospective students had the opportunity to get a firsthand experience of the unique learning environment offered by Westford. Faculty members and student ambassadors played a crucial role in providing insights and guidance to those exploring educational opportunities.

A key focus for Westford was emphasizing the importance of a global perspective in education. Representatives underscored the necessity for students to think globally, aligning with the institution's overarching goal of preparing students for success in an interconnected world. The integration of technology into learning was a notable highlight. Westford showcased its state-of-the-art online platforms and virtual classrooms, showcasing the institution's commitment to staying at the forefront of educational innovation.



Adding a personal touch to the presentation, success stories from current and former students were shared. These narratives provided a tangible understanding of how a Westford education positively influences both career paths and personal growth.

Reflecting on Westford University College's participation at the International Education Show, it is evident that the institution remains dedicated to delivering quality education. The impact of this dedication is anticipated to continue shaping the lives of students and contributing to the broader community.

The International Education Show, a pivotal event bringing together educational institutions and students, provided a platform for colleges and universities to connect with potential students and offer valuable guidance on higher education. Westford's active involvement in this significant event reinforces its commitment to being a leading institution in the field of global education. As we look ahead, the college's dedication to excellence is poised to make lasting contributions to the educational landscape and the students it serves.





# MBA AT WESTFORD IS THE MOST VERSATILE PROGRAM IN THE REGION

Earning my Executive MBA from UCAM, Spain in collaboration with Westford University College was a deeply fulfilling decision in my life. It involved countless challenges, from late-night study sessions to battling traffic after work, participating in lengthy conference calls, and more. Despite these hurdles, I can confidently say that the time and effort invested were entirely worthwhile.

After several years of working and being distanced from the academic world, I approached my choice of program and school with careful consideration. Ultimately, I am thrilled that I settled on Westford. Being a part of a diverse cohort during my studies opened my eyes to the boundless possibilities.

One key factor that made this program exceptionally appealing was its class schedule and duration. It minimally impacted my full-time job, making it manageable. I pursued a master's degree to enhance my business knowledge and advance my career. The practical applications in many of the courses enabled me to connect theoretical concepts with real-world events. The professors, with their extensive industry experience, intellect, and knowledge, offered valuable practical insights into the subject matter. It was also comforting to have accessible professors who provided support when needed.

The emphasis on teamwork in the courses led to a richer learning experience. Working with diverse team members fostered understanding and tolerance, and the process honed my leadership, management, and communication skills. I wholeheartedly recommend the Westford MBA program to anyone seeking to advance their career with the practical skills and knowledge gained throughout the program.



**Ragunath Susindra Bose**

Executive MBA Global Business

UCAM Spain, Class of 2023

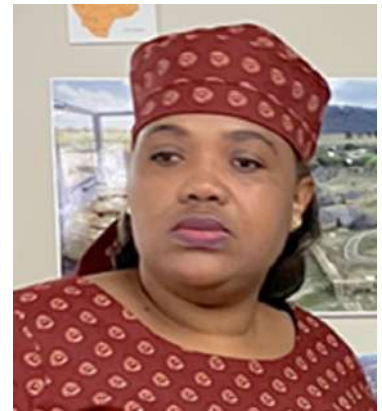
# Lesotho



Annually, on October 4th, Lesotho marks its Independence Day, symbolizing the nation's freedom from colonial rule and the beginning of self-governance. This significant national holiday is widely celebrated with flag-raising ceremonies, speeches, colorful processions, concerts, and various joyful activities throughout the country.

Situated at a remarkable elevation, the Kingdom of Lesotho is surrounded by South Africa, earning it the nickname "Kingdom in the Sky." Its base elevation of 4,593 feet (1,400 meters) is higher than any other country globally, and it stands entirely over 1,000 meters (3,281 feet) above sea level, making it the only sovereign state with this distinction.

This year, Lesotho marked its 57th Independence Day, but unfortunately, I couldn't participate due to work commitments. Despite missing this important event, I'm grateful for my new family at Westford University College. I've discovered that the college nurtures future business leaders, embraces global changes, and cultivates professionals with a worldwide perspective.



**Mampoi Matselane Mary Keta**

MBA with Finance & Risk Management, Abertay University





# NIGERIA



Nigeria celebrated its 63rd Independence Day on October 1, 2023, marking a significant event in its history when it gained independence from British rule. The celebration highlights the country's cultural diversity, with over 300 ethnic groups speaking various languages. What stands out is the resilience, bravery, and unity of the Nigerian people, who possess an unwavering spirit to overcome life's challenges.

Despite economic and political struggles, Nigeria has made progress over six decades, with the arts, entertainment, and young entrepreneurs playing crucial roles. The country observes various festive seasons and cultural celebrations, expressing its values through music and dance.

The Independence Day celebration includes a presidential speech, a national march, flag-raising, and lively music and dance, symbolizing hope for a brighter future. The message extends warm wishes for Nigeria's Independence Day and encourages the nation to persist in building a peaceful and progressive future.



**Busola Juliet Ilesanmi**

MBA with HR &  
Organizational Psychology  
- Abertay University

# UGANDA



Uganda's Independence Day, celebrated on October 9th, commemorates the nation's liberation from British colonial rule in 1962. It signifies freedom, unity, and the collective spirit of the Ugandan people. The day features national ceremonies in Kampala, including flag-raising and speeches by officials reflecting on progress and challenges. Traditional cultural performances highlight Uganda's diverse heritage, and community service projects, exhibitions, and educational events take place nationwide. Schools host competitions to foster national pride, while citizens engage in festive activities and share traditional cuisine. The day serves as a reminder of shared history and the values of freedom, unity, and progress, bringing Ugandans together to honor the past, celebrate the present, and envision a brighter future.



**Dianah Kiconco**

Doctorate of Business  
Administration - UCAM



# MY UNBREAKABLE BOND WITH SINGING

**T**oday, I want to share a significant aspect of my life that means a lot to me – my deep passion for singing.

The journey into the world of music in my life began with the encouragement of my father. He was always supportive of exploring new talents and saw in me a gift for singing that I hadn't discovered myself. That moment marked a turning point.

At the young age of four, I started taking lessons in Indian classical music, a commitment I stuck with until I turned 17. To be honest, as a child, I didn't always enjoy it. I distinctly recall disliking those back-to-back practice sessions. Managing stage fright was especially challenging for me as an introverted kid. But as they say, time can bring about change.

As I grew older, something inside me shifted. I began to truly love my talent, and my passion for singing flourished. The once-dreaded practice sessions evolved into opportunities for personal growth, and my stage fear gradually transformed into excitement and anticipation.

Throughout this journey, I achieved some remarkable milestones. I won awards in school, participated in the thrilling DALA youth festival, and in 2013, I proudly represented my school in the 'Voice of Kerala' competition. These experiences not only expanded my horizons but also deepened my affection for music. However, as life progressed, I had to make choices. I temporarily set aside my full-time pursuit of music to concentrate on my career. Yet, my passion for music never truly faded. It patiently waited for the right moment to reemerge.

One day, I realized that my passion for music was genuinely unique. It was more than just a hobby; it was an integral part of my identity. It offered me solace and a distinctive way to express myself. This epiphany reignited my determination, and I made a promise to myself to keep my passion for music alive.

Now, whenever the opportunity arises, I take pleasure in sharing my musical talent with others. I'm continually striving to improve, and I ensure that the flame of my singing passion never extinguishes. Music has been a steadfast companion throughout my life, a source of happiness and comfort. In my pursuit of education and a career, I've come to understand that my love for singing isn't something I can simply set aside. It is a fundamental part of who I am. As I continue to grow, I am committed to finding a harmonious balance between my academic endeavours and my cherished affection for music. This is all part of the beautiful symphony that makes up my life.



**Dhiya Denny Mathew**

BSc. (Hons) Business  
Management in Data Analytics –  
Abertay University



# EMBRACING VINTAGE VIBES

## REVIVING FASHION WITH A MODERN FLAIR

In recent years, vintage fashion trends have been experiencing a resurgence for various compelling reasons. These styles are enduring, graceful, and often a more sustainable alternative to fast fashion. Nevertheless, incorporating vintage clothing into a modern wardrobe can sometimes feel a bit antiquated or uncoordinated with contemporary fashion. This is where the concept of a modern twist comes into play.

One effective approach to revitalizing vintage fashion with a modern touch is to blend and juxtapose vintage pieces with present-day accessories. For instance, you can create a stylish and edgy look by combining a vintage dress with a leather jacket and ankle boots. Alternatively, a vintage blouse paired with high-waisted jeans and sneakers can result in a casual yet trendy outfit.

Another avenue for modernizing vintage fashion involves embracing sustainable materials and production methods. Many designers are now opting for eco-friendly fabrics like organic cotton and recycled polyester to craft new garments that exude a vintage aesthetic while being environmentally responsible.

Furthermore, you can experiment with various eras of vintage fashion to craft a distinctive and personalized style. For example, you might mix 1920s flapper dresses with 1970s platform shoes to create a playful and eclectic ensemble.

The art of infusing vintage fashion trends with a modern twist revolves around celebrating the past while remaining relevant in the present. By combining classic pieces with contemporary elements, you can shape a unique style that mirrors your individuality. So, let your fashion journey evolve into a delightful fusion of the old and the new, embracing the charm of vintage fashion with a contemporary edge. Prepare to turn heads and make a stylish statement that endures the test of time.



**Fathima Nazrin**  
BA (Hons) Fashion: Design and  
Communications - LJMU



# JAILER



**J**ailer is an engaging Tamil crime thriller that captivates viewers from start to finish. Directed by a promising newcomer, the film offers a compelling storyline and exceptional performances.

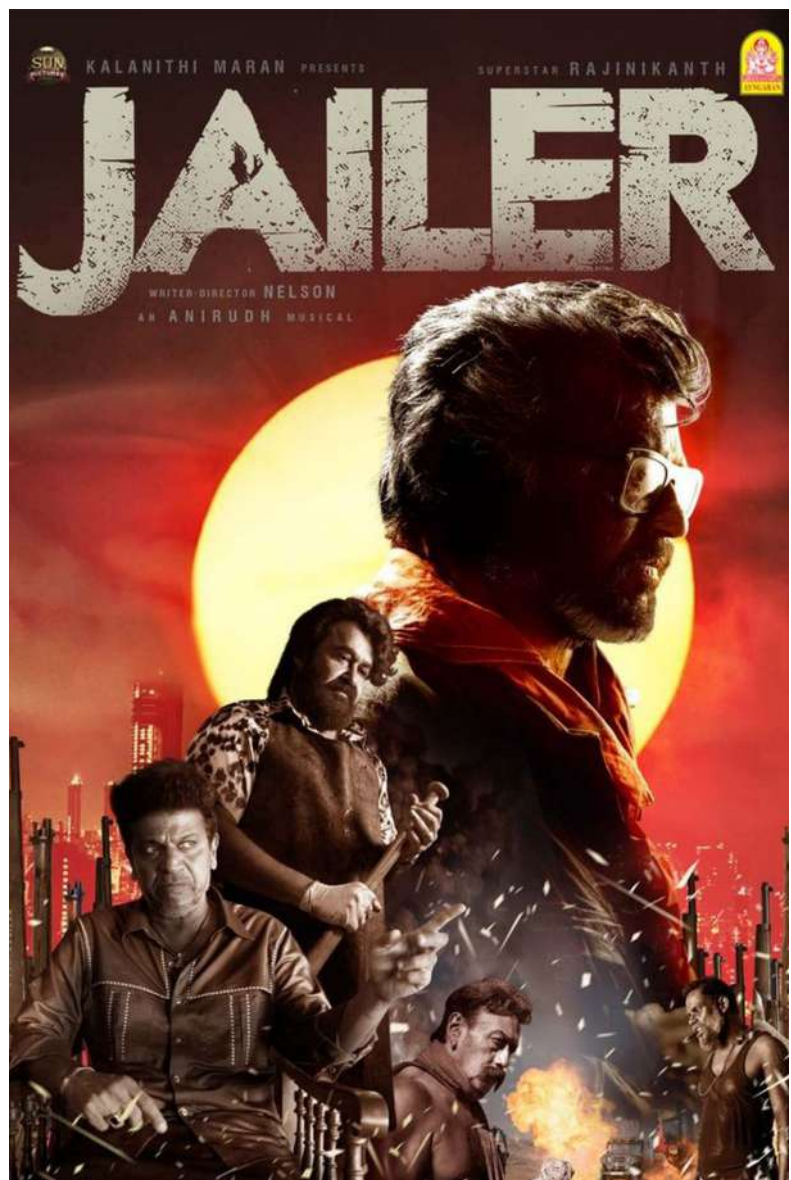
The plot centres on the life of a dedicated prison warden, portrayed convincingly by the talented lead actor. When a notorious inmate escapes, chaos ensues, leading to a thrilling cat-and-mouse chase filled with relentless intensity. The film's tightly woven screenplay and well-executed action sequences are its standout features.



**Nandu Sreelal**  
BA (Hons) in Sports  
Business – LJMU

The supporting cast delivers commendable performances, particularly the antagonists who add depth to the story. Cinematography and sound design contribute to the overall suspense and atmosphere, while the musical score enhances the tension.

"Jailer" skillfully combines elements of suspense, action, and drama, making it a must-see for genre enthusiasts. Although it occasionally relies on familiar tropes, its execution and pacing establish it as a valuable addition to Tamil cinema.





# WESTFORD BECAME THE CANVAS FOR MY CAREER DREAMS

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

I chose Westford University College because of its strong reputation in business education. The university's commitment to providing high-quality business education and its track record of producing successful graduates in the field aligns perfectly with my career goals and aspirations. I believe that Westford University College will provide me with the knowledge and skills necessary to excel in the business world, making it the ideal choice for my educational journey.

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

Among the various classroom activities, I particularly enjoyed the process of acquiring new skills and knowledge in each subject. What truly made these experiences enjoyable for me was the opportunity to communicate and collaborate with my peers, which created a sense of happiness and comfort in the learning environment. However, the most distinctive activity that stood out for me was the chance to convey my thoughts and ideas through drawing and planning.



**Nawar Osama Jamal**

BSc (Hons) in Business Management  
- CCCU

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

At Westford University College, students are provided with assignments and well-structured timelines that aid in comprehending the course material. The allocated timing not only fosters a sense of comfort but also encourages students to broaden their thinking and writing horizons. Furthermore, the faculty collaborates closely with students, ensuring that they receive a comprehensive education and are well-prepared for a successful future in practical applications.

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

The college environment offers a pleasant and welcoming atmosphere. Students find great satisfaction in their attendance and education, and there's a strong spirit of collaboration among them, all working together to achieve the highest standards.

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

The experience is highly convenient and pleasurable. The pursuit of a business management education is not only enjoyable but also incredibly valuable and significant. Being a second-year student, I wholeheartedly consider Westford as my top choice for education, and I wholeheartedly recommend that everyone explore these prospective fields, particularly at West Ford University, which stands out as the premier institution for studying business.

# NEW WESTFORDIAN ON THE BLOCK



**Ms. Surabhi Roy**  
Associate faculty

**Mantra @ Work** : "Until it's my turn, I will keep clapping for others happily"

**Quote you live by** : "It's amazing how much you can get if you quietly, clearly, and authoritatively demand it"

**Creative Vent** : Reading, writing, and poetry.

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