

# The Westford Communiqué

VOLUME: 61, December 2023

## Celebrating the season with joy & camaraderie at Westford

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SUMMIT KSA



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FOR FASHION DESIGN STUDENTS



15 GAVELS SPEECH  
COMPETITION



**WESTFORD**  
University College

**WESTFORD**  
UNI-ONLINE

**WE CONNECT**  
WITH BUSINESS LEADERS

**WESTFORD**  
BUSINESS

**WE TALK**  
WESTFORD TALK SERIES

**wecares**  
Westford Cares



# EMBRACING THE SPIRIT OF CHRISTMAS AT WESTFORD UNIVERSITY COLLEGE

**W**estford University College embraced the enchantment of Christmas on December 26, 2024, creating a festive atmosphere that began with the appearance of a grand Christmas tree at the Al Tawuun Campus entrance on December 1st.

The essence of Christmas revolves around the joy of giving, a sentiment that resonates strongly among Westfordians. As the Secret Santa list was unveiled, anticipation and excitement filled the air. The campus transformed as everyone adorned themselves in festive colours – red, green, white, and gold dominated the scene.





## XMAS CELEBRATION



The day of celebration unfolded in the auditorium, where the Westford family gathered for a jubilant affair. Dancing, playing games, and harmonizing Christmas carols created an atmosphere brimming with merriment. To add to the joy, Santa Claus made a special appearance, delighting everyone with his presence. The big reveal of Secret Santas brought forth a wave of gratitude as thoughtful gifts were exchanged. Recognition was also given to the best-dressed male and female team members, who received special tokens of appreciation.

No festive gathering is complete without a feast, and Westford ensured that the day ended on a delectable note. The tradition of cutting the plum cake marked the culmination of a day filled with laughter, camaraderie, and joy. Sharing a festive dinner together strengthened the bonds of the Westford community.

The Christmas celebration at Westford University College not only embraced the festive traditions but also fostered a sense of togetherness, making it a memorable occasion for all.



## WESTFORD FOR BUSINESS TAKES CENTER STAGE AT ATD SAUDI ARABIA CONFERENCE



Westford For Business, the Training and Development Division of Westford University College is a prominent player in corporate learning and development, made a significant mark at the recent ATD Saudi Arabia Conference held on December 4th and 5th at Crown Plaza Riyadh. The conference, a focal point for HR and Training professionals, provided a unique platform for Westford to showcase its expertise and engage with industry leaders.

This strategic presence allowed the organization to not only present its unique offerings but also engage with over 200 HR and Training Leaders from across the region. The Westford booth served as a hub for insightful discussions, knowledge exchange, and networking opportunities. Our team had the privilege of interacting with professionals eager to explore innovative solutions in corporate training and development.

The conference provided a platform for Westford to showcase its commitment to fostering a culture of continuous learning and professional growth. By participating actively in this influential event, Westford For Business reinforced its position as a thought leader and solution provider in the field of corporate learning and development.

The success of Westford's participation at the ATD Saudi Arabia Conference underscores the organization's dedication to staying at the forefront of industry trends and forging meaningful connections with key stakeholders. As the region's demand for advanced training solutions continues to grow, Westford For Business remains committed to delivering innovative, tailored programs that empower businesses and professionals alike.



# A PERFECTLY CURATED JEWELRY MAKING WORKSHOP FOR FASHION DESIGN STUDENTS

In our HND Art and Design (Fashion) program, there's a constant buzz of activity and excitement. From hands-on workshops that sharpen your skills to collaborative projects that encourage teamwork, there's always something happening. Today's highlight was a captivating handicraft beaded jewellery-making workshop led by the passionate entrepreneur and owner of Teori Jewelry, Ms. Sowmya. Her enthusiasm for her craft served as a great source of inspiration for all of us.

The workshop immersed us in the art of crafting glass bead earrings, employing a special nylon thread, needle, and an array of Japanese glass beads in various shapes, sizes, and colours. Ms. Sowmya guided us through the diverse patterns available at Teori, showcasing the latest Christmas collection featuring festive designs like Santa Claus, wreaths, and snowflakes.



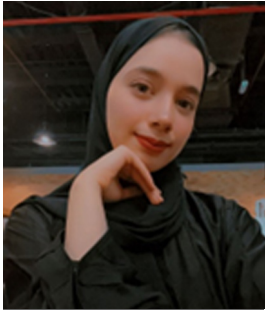
Starting with the fundamentals, we delved into creating intricately made beaded hoop earrings. Under Ms. Sowmya's expert guidance, we initially progressed at a steady pace and soon found ourselves mastering the techniques. In just 15 minutes, we had the satisfaction of crafting our personalized beaded jewellery, armed with two versatile techniques that could be adapted to different patterns.

As the workshop concluded, the anticipation for future sessions with Ms. Sowmya lingered, fueled by the desire to delve deeper into her expertise and passion for the craft. The workshop not only provided us with practical skills but also left us eager for more enriching experiences with the talented entrepreneur.



**Hajra Shaikh**  
HND in Art & Design (Fashion)  
Pearson





### Khatija Turfa

HND in Art & Design (Fashion), Pearson

Attending Ms. Sowmya's beaded jewellery-making workshop was a delightful experience. Her passion and expertise made the process enjoyable and educational. Her patient guidance and encouragement fostered a welcoming atmosphere for beginners. I not only gained new skills but also crafted a beautiful and unique piece of jewellery that I proudly wear. Highly recommended!



### Ali Nader Alhamad

HND in Art & Design (Fashion), Pearson

Being part of the jewellery workshop was a fun experience. The hands-on learning environment and expert guidance allowed me to craft stunning accessories, unlocking my creative potential. Grateful for the hands-on experience and expert guidance.



# RECRUITMENT DRIVE AT WUC

## Collaboration with Moreideas Byjus

**M**oreideas Byjus, a leading educational technology company, recently held a recruitment event at Westford University College's Al Zahia Campus on December 7, 2023. The event aimed to fill the Quiz host position and various sales internship roles, offering students an exciting opportunity to kick-start their careers.

This initiative by Moreideas Byjus reflects a strategic investment in the future of students, aligning with Westford's belief in the essential role such experiences play in shaping careers. The recruitment drive effectively connects theoretical classroom knowledge with practical applications in real-world settings.

Moreideas Byjus, founded on principles of innovation and education, has been transforming the learning landscape with its dynamic and personalized approach. The company's use of technology for personalized learning has gained popularity among students and educators, reinforcing its commitment to fostering talent.



These recruitment events go beyond job and internship placements, serving as valuable platforms for students to refine their skills, interact with industry experts, and gain insights into professional workspaces. They also build confidence in students, allowing them to showcase their abilities in a competitive environment.

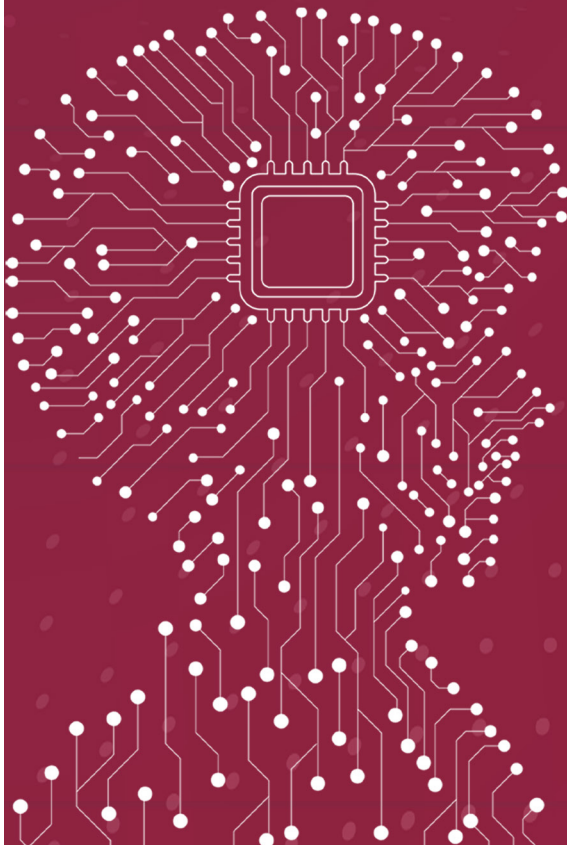
The selection of five students for sales internship positions highlights the exceptional calibre and potential within the student body. These internships provide hands-on experience and aim to groom these students as future leaders in the corporate world. Emphasizing mentorship, practical learning, and exposure to real-time challenges, these internships serve as crucial stepping stones in the professional journeys of the selected students.



# RECAP OF THE FIRST INTERNATIONAL STUDENT RESEARCH CONFERENCE (ISRC) 2023

## “Deciphering Real Entities in a Digital Environment”

In the rapidly evolving digital landscape, the challenge of distinguishing authenticity from simulation has become increasingly paramount. The International Student Research Conference (ISRC) held on the 8th and 9th of December 2023, as a collaborative effort between Westford University College, UAE, and Universidad Catholica de Murcia (UCAM), Spain, emerged as a global hub for unravelling the complexities of identifying real entities in a digital environment.



## Global Collaboration & Academic Diversity:

The core of ISRC 2023 was formed by research articles contributed by students and scholars from diverse academic backgrounds, including PhD, DBA, MBA, and Engineering programs from esteemed institutions worldwide. Supervised by faculty mentors who served as co-authors, these contributions showcased a fusion of academic rigour and collaborative mentorship. The conference received an overwhelming response with abstract submissions pouring in from nations spanning a global tapestry.



## Themes:

The conference immersed participants in dialogues surrounding the fundamental essence of 'Authenticity in the Digital Age.'

- ★ **Deepfakes and their Implications**
- ★ **Security and Privacy**
- ★ **Digital Identities**
- ★ **Emerging Technologies**
- ★ **Psychological and Societal Impact**
- ★ **Future Perspectives**

Discussions ventured into the impact of digital entities on truth perception, ethical considerations, regulatory frameworks, challenges, and safeguards against digital impersonation and manipulation, as well as the psychological and societal impacts of the digitized landscape.

## Comprehensive Framework and Panel Tracks:

The two-day ISRC 2023 featured 120 abstract submissions and 84 full papers, culminating in 51 comprehensive presentations spread across four theme panel tracks:

- **Mindful Realities**
- **Integrated Horizons**
- **Tech Fusion**
- **Frontiers of Enterprise**

These tracks provided a comprehensive framework for dissecting the multifaceted aspects of deciphering reality in a digital sphere.

## Global Academic Camaraderie

As an online event, ISRC 2023 transcended physical barriers, welcoming attendees from around the globe. The diverse cultural backgrounds and academic disciplines of the participants enriched discussions and presentations, fostering a global dialogue on the complexities of authenticating entities in the digital realm. The collaborative nature of the conference was underscored by the joint authorship between students and faculty mentors, facilitating a mentorship model that enriched the depth and quality of the research presented.

## Awards and Recognition

The leadership and organizing chairs of ISRC 2023 honoured outstanding contributions by awarding Best Paper and Best Presenter accolades within each theme track. Recognizing scholarly excellence, the Best Paper awardees in each theme track were rewarded with a cash prize of 500 USD, incentivizing and acknowledging their remarkable research contributions.

## Legacy and Future Endeavors

ISRC 2023, a collaborative endeavour between Westford University College, UAE, and UCAM, Spain, stood as a testament to the power of global academic collaboration. Its legacy embodies the spirit of scholarly excellence, mentorship, and international cooperation in navigating the complexities of digital authenticity. The varied cultural and academic backgrounds of the contributors cultivated a mosaic of perspectives and methodologies in deciphering real entities within the digital realm. This convergence of global insights laid the foundation for comprehensive discussions and innovative approaches to addressing the complexities of digital authenticity.

As the first edition of ISRC concluded successfully, it sets the stage for the second edition – ISRC 2024, promising a challenging contemporary theme. Stay connected with Westford University College on their social media platforms for updates and insights from this dynamic platform that continues to shape the discourse around authenticating entities in the ever-evolving digital realm.



# STEWARDED BRAND EXCELLENCE

## An Emirates Foundation of Literature Branding Practices



Our students enjoyed a highly informative morning session focusing on "Stewarding Brand Excellence." Led by Ms. Krishna Dela Paz, the Head of Branding and Communications at Emirates Literature Foundation. The interactive discussion covered a comprehensive exploration of the A-Z branding practices within the organization and how these practices evolve.







Throughout this session, students gained insights into the multifaceted role of branding, realizing that it extends beyond mere communication of an organization's identity. Ms. Dela Paz highlighted the impact of branding on overall marketing and communications strategies, broadening the student's understanding of its significance.

Participating in the session as part of their Branding and Identity module, students actively shared their opinions, and ideas, and posed valuable questions. This engagement allowed them to gain clarity on various aspects related to branding and identity, enhancing their comprehension of these concepts.

The session also provided students with a deeper understanding of the Emirates Literature Foundation, spanning from its inception to its founding leader, offering a glimpse into their journey and plans. Ms. Krishna extended an invitation for students to actively participate in the foundation's upcoming 2024 season as student volunteers. This opportunity not only allows them to experience the festival firsthand but also provides a valuable learning experience by becoming part of the volunteer workforce. Students can anticipate engaging with international authors and gaining insights into the inner workings of literary events.



# SHUKRAN UAE

## Thanksgiving Celebration of the UAE Filipino Community

**W**estfordians participated in the inaugural Shukran UAE, organized by Infinite Communications and The Filipino Channel. This event served as a Thanksgiving celebration and National Day festivities for the Filipino community in the UAE.

The event, which attracted a diverse audience comprising families, friends, sub-groups, and sports enthusiasts, was a vibrant occasion highlighted by spirited volleyball and basketball competitions. Westford University played an active role as a participating organization, seizing the opportunity to showcase its extensive selection of program offerings. From Diploma Certifications to Bachelors, Masters, and Doctoral degrees, Westford presented a comprehensive range of educational pathways.



Attendees were given the valuable chance to engage with Westford's knowledgeable Faculty and Business team. This interaction provided attendees with thorough information about the various courses offered by the university, offering insights into the specific details and highlights of each program. The event not only fostered community engagement but also served as a platform for individuals to explore educational opportunities and make informed decisions about their academic pursuits.



A highlight of significance unfolded when His Excellency Alfonso Ver, the Philippine Ambassador to the UAE, visited Westford's booth during the event. His Excellency took the time to acquaint himself with the diverse program offerings, contributing to the deepening of Westford University's connection with the Filipino community.

The resounding success of the event goes beyond establishing Westford University's presence in Filipino community activities. It serves as a pivotal moment, laying the groundwork for prospective collaborations and active participation in forthcoming endeavours. The positive engagement with the esteemed ambassador not only affirms the university's commitment to fostering meaningful relationships but also signifies potential avenues for mutually beneficial initiatives in the future.





# MASTERS OF THE MIC

## Gavels Speech Competition 2023



The speech competition held on December 9, 2023, by the Westford Club was an impressive showcase of skills and talent, featuring 12 participants vying for the chance to represent the club. With a diverse panel of judges, including Miss Pooja Loganathan, Mr. Faisal Ali, and Mr. Hussain, the event offered a captivating display of talents and confidence. Ameera Adil and Muhammed Khu-baib skillfully hosted the evening, ensuring an entertaining experience for both participants and spectators.

Mizhab Shaji emerged as the deserving winner with his speech on karate, captivating both the audience and judges. Palak secured the runner-up position, while Iman and Naomi claimed the 2nd runner-up spots, showcasing intense competition. The engaged audience played a pivotal role, actively interacting with the speakers and enhancing the vibrant atmosphere.

Incorporating games provided moments of relaxation and enjoyment, emphasizing not only the students' public speaking prowess but also the supportive community within the Westford Club. Congratulations to the winners and participants for their commendable performances. As the winner advances to the next level, the Westford Club wishes them continued success. The event highlighted the club's dedication and talent, leaving a lasting impact on the community spirit and paving the way for future achievements.



**Shekhar Nair**  
Our Own English High  
School, Dubai



## GAVELS COMPETITION



**Saksham  
Harish Shetty**

Elite English  
School –  
Dubai

It was an  
outstanding  
meeting that I  
thoroughly  
enjoyed,

gaining valuable insights from the fantastic speeches presented. Being a part of it was truly gratifying, with some speeches proving exceptionally motivating. Witnessing a substantial number of participants added to the excitement, and the level of competition among the speakers was remarkable.





# TOASTMASTERS UNLEASHES BOLLYWOOD MAGIC



In a recent Toastmasters gathering, we transformed the ordinary into the extraordinary with a captivating Bollywood-themed extravaganza. Channeling the iconic characters Munna Bhai and Circuit from Munna Bhai MBBS, the dynamic duo led participants on a vibrant exploration of Bollywood's rich history.

Dressed as characters spanning Bollywood's golden era from Raj Kapoor and Nargis to contemporary stars Shah Rukh Khan and Deepika Padukone, the hosts highlighted the industry's evolution and global impact. The tribute extended to legendary playback singers like Lata Mangeshkar and Arijit Singh, capturing the emotional melodies that define Bollywood.

The meeting also featured anecdotes and trivia about timeless Bollywood classics, visionary directors, and legendary actors and actresses. Attendees embraced the Bollywood spirit by dressing as their favorite characters, creating a lively tapestry of colors and creativity. The Table Topics segment added drama and humor, with impromptu speeches centered around famous movie scenarios, energizing the session.

To add an element of friendly competition, the hosts introduced a Bollywood trivia game that tested participants' knowledge. The meeting proved to be a resounding success, uniting individuals to celebrate the enchanting magic of Indian cinema.



**Saakshi Trivedi**

BSc (Hons) Business  
with Finance - LJMU



### Saad Ahmed Siddiqui

BSc (Hons) in Business with Digital Marketing, LJMU

Attending my first-ever Toastmasters meeting proved to be a delightful experience. Themed around Bollywood, it captured my love for cinema, with members dressed as iconic characters. Led by TM

Ayaat and TM Sakshi, the meeting was both entertaining and informative, delving into Bollywood's history and global impact. Notable speeches by TM Ameera and TM Dana added to the enriching experience. The warm and welcoming atmosphere created by TM President Reyha and the chance to connect with like-minded individuals make Westford Toastmasters the perfect avenue for honing my public speaking skills. I eagerly look forward to attending more meetings and becoming a member soon.



### Arushi Bhambani

BSc (Hons) Business Psychology with HRM, LJMU

Stepping into the Toastmasters Club's Bollywood-themed meeting was a nostalgic journey, surrounded by fellow members embodying iconic characters. From Sheila in "Tees Maar Khan" to legends like Raj and Sridevi, the evening brimmed with vibrant energy and shared passion for Bollywood. TM Saakshi and TM Ayaat, as Munna and Circuit, added a dynamic touch, ensuring the meeting was lively throughout. The gathering, a blend of fun, knowledge, and camaraderie, reignited my interest in Bollywood. Grateful for the childhood memories and eager for more themed evenings ahead, I appreciate the Toastmasters Club for this enchanting experience.





**H**ans Fraikin stands out as a prominent figure in the continually evolving realm of global cinema and entrepreneurship. Throughout his career, Fraikin has exhibited a multifaceted expertise. Formerly an executive with Twentieth Century Fox's International Distribution department, he later became the BCTQ / QFTC Bureau du cinéma et de la télévision du Québec's founding Managing Director and Quebec Commissioner. Later, he became the Film and Television Commissioner for the Abu Dhabi Film Commission in the Middle East, bringing a fresh perspective to his career. A distinguished figure in the field, Fraikin currently serves as a Senior Media Consultant and Global Media Advisor for various projects within the MENAT region.

Skillfully navigating the complex landscape of the MENAT (Middle East, North Africa, and Turkey) region, Hans Fraikin's session on "MENAT and Cinema Entrepreneurship" provided valuable insights into the captivating convergence of creativity and business within this vibrant and culturally diverse environment.



Throughout the presentation, Fraikin's delivery uniquely blended passion and pragmatism. Employing a compelling mix of storytelling and data-driven analysis, he vividly portrayed the challenges and opportunities inherent in the MENAT film industry. Attendees not only gained a deep understanding of the intricacies of the MENAT film sector but also left with practical insights to navigate the intricate balance between creativity and business in the region.

The session led by Hans Fraikin on "MENAT and Cinema Entrepreneurship" went beyond a typical guest lecture, evolving into a meticulously curated experience aimed at offering practical exposure to media students. The Westford Media Department played a crucial role in ensuring the event's seamless execution, guiding students to apply academic knowledge innovatively. The students, demonstrating exceptional skills and an innovative approach, successfully blended theoretical understanding with real-world application. Their meticulous organizational efforts transformed the Q&A session into an intellectually stimulating exploration of MENAT cinema entrepreneurship. The event, characterized by insightful content and flawless execution, showcased the students' attention to detail and commitment, leaving a lasting impact.







In a recent guest lecture, we had the privilege of hearing from Alok Kumar, the visionary leader and CEO of Zywa. Mr. Kumar, recognized as one of Forbes' 30 Under 30, has been a driving force behind the mission to empower the youth with essential financial literacy skills.

Mr. Kumar emphasized the critical role of financial education for the future success and well-being of our youth. Through engaging and comprehensive lessons, Zywa aims to impart fundamental money management concepts to teenagers, ensuring they are equipped with the skills necessary for a financially sound future.

During the lecture, Mr. Kumar highlighted the importance of teaching crucial topics such as budgeting, saving, investing, and responsible credit use. By instilling these principles early on, teenagers gain the knowledge needed to make informed and prudent financial decisions, ultimately leading to financial freedom. The significance of financial literacy extends beyond individual success; it plays a crucial role in reducing income inequality by providing equal access to money lessons. Mr. Kumar passionately expressed the belief that students from all backgrounds deserve the opportunity to break cycles of poverty through access to comprehensive financial education.



**Abhinav Jayan**

BSc (Hons) Business with  
International Business  
Management, LJMU





### Marisa Pradeep

BSc (Hons) in Computer Science, LJMU

Alok Kumar, founder of Zywa Banking, shared insights during a WeConnect interview about the app's mission to empower teens with financial skills. Inspired by the struggles young people face with personal finance, Zywa aims to make money management welcoming and fun. The app facilitates practice in budgeting, savings, and responsible spending in a secure environment, fostering open dialogue around finance. Kumar, passionate about seeing teens thrive financially, credited his team for Zywa's vision.

The interview highlighted Zywa's purpose-driven approach, positioning it as a unique, judgement-free banking friend for teens, with a bright future ahead.



# WHY WESTFORD BECAME THE CANVAS FOR MY CAREER DREAMS



**Sashivadhanaa**

BA (Hons) Accounting and Finance  
University of Gloucestershire

## Why did you choose to study at Westford University College?

As a young adult in a crucial stage of my life, I wanted to pursue an international degree while staying close to my parents. After thorough research, I discovered Westford University College in the UAE, which offers an accounting degree with ACCA exemptions from the University of Gloucestershire at affordable prices. The global opportunities and the alignment with my educational goals make Westford the perfect choice for me.

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

Studying Accounting and Finance provides a unique opportunity to interact with diverse individuals from various cultural backgrounds. Through academic activities and group work, I've discovered the richness of different cultures, languages, and traditions. This experience has reinforced the idea that, beyond cultural differences, friendship unites us. Working collaboratively with people of varied talents has been enlightening, emphasizing the essence of mutual learning.

## How is Westford different from other universities?

At Westford University, the mantra "Our Students are our brand" instils pride and a strong sense of belonging. Recognizing diverse talents among students, the university ensures fair and equal support and opportunities tailored to individual strengths. Engaging in practical learning experiences enhances our education. Westford's commitment to student satisfaction sets it apart, making it stand out among other universities.

## How would you describe the college atmosphere?

Westford offers a fantastic study environment with practical teaching, approachable faculties, equal opportunities for talent development, and valuable interactions with influential leaders through guest lectures. Student opinions are prioritized in decision-making, emphasizing our importance at Westford.

## How has your learning experience been so far?

My journey at Westford has been transformative, providing valuable feedback for continuous improvement. Quality education not only enhances academic skills but also fosters personal development. Grateful and proud to be a Westfordian, I'm motivated to keep growing and learning.

# UAE National Day

## Celebrating Unity, Patriotism & Remarkable Progress

The UAE National Day holds immense significance, marking the union of the seven Emirates on December 2, 1971. Celebrated annually, it symbolizes unity, patriotism, and the country's remarkable progress. Festivities are extravagant, with the sky adorned by vibrant fireworks illuminating the spirit of the nation.

The day kicks off with grand parades showcasing the rich heritage and diverse cultures of the Emirates. Traditional dances, music, and dazzling displays add a colourful touch to the celebrations. The streets are filled with enthusiastic citizens, draped in the national flag, creating a jubilant atmosphere. Family-friendly events like carnivals, concerts, and street performances take place across the country. Communities come together to participate in various activities, from art exhibitions to sports competitions, fostering a sense of camaraderie. Spectacular airshows and maritime events showcase the country's technological prowess and maritime heritage.



**Mona Al Hebsi**

Doctorate in Business  
Administration, UCAM



Moreover, the UAE National Day is an occasion for reflection, with many taking a moment to appreciate the country's achievements and advancements in various fields. The day promotes a deep sense of pride and patriotism among citizens and residents alike.

To sum up, the UAE National Day is a joyous occasion that blends tradition, culture, and modernity, fostering a strong sense of national identity. As the nation revels in unity, it stands as a testament to the remarkable journey of the United Arab Emirates.



# Romania

Romania celebrated its Great Union Day on December 1, marking 105 years since the country's unification in 1918. Rich in myth and legend, Romania has preserved ancient traditions and rituals, including the famous vampire lore linked to Transylvania. While Dracula's myth originates from Vlad Tepes in Wallachia, not Transylvania, the country boasts unique celebrations like "Boboteaza" (Epiphany), where married women are said to dream of their future husbands by placing basil under their pillow.

Another well-known tradition is "Martisor" on March 1, symbolizing the arrival of spring, where people exchange charms. "Babele," occurring between March 1 and 9, predicts the year's fortune based on weather. "Sanzienele" on June 24 celebrates good fairies with young women donning white dresses and floral crowns, participating in magical dances around bonfires. The hospitable Romanian culture is reflected in the tradition of welcoming visitors with bread and salt. These customs, including unique rituals and festivals, contribute to Romania's cultural richness.



**Bogdan Liviu Copos**  
Doctorate in Business  
Administration, UCAM





# SALTBURN



**S**altburn offers a unique cinematic experience with its haunting atmosphere and visually captivating elements. While the plot may seem predictable, the cinematography, geographic setting, and groovy soundtrack contribute to a pleasing aesthetic. The film explores the theme of privileged obliviousness among the rich, showcasing a world beyond their own.



**Kanza Khan**

BSc (Hons) Business with  
Digital Marketing, LJMU

At first, viewers may sympathize with Oliver, but as the story unfolds, it becomes apparent that he is a bored sociopath seeking relatability and vengeance without justification. Despite a lack of a strong plot, the movie compensates with its suspenseful moments. Jacob Elordi stands out with his performance, bringing depth to his character.

The film's attempt to appear edgy may be evident in certain scenes that add a layer of trauma. Saltburn can be likened to a weird Pinterest Tumblr coming to life, with the most surprising element being the cast's involvement and Barry Keoghan's improvisation in unconventional scenes.

While it may not be a must-watch, Saltburn serves as an entertaining choice for those seeking a film for time pass or one with an 'eat the rich' theme. The movie is enhanced by its attractive cast and is worth a shot if you appreciate visually appealing cinema."





# ACADEMIC EXCELLENCE & PERSONAL DEVELOPMENT AT WUC

Commencing my MBA at Westford and UCAM has proven to be an enriching experience, marked by a blend of academic prowess and substantial personal development. The array of business courses, spanning Strategy, Operations Management, HR, and Industrial Psychology, has not only broadened my knowledge but has also significantly influenced my views on leadership and organizational dynamics.

The cornerstone of my MBA journey undeniably lies in academic excellence. The meticulously crafted curriculum, curated by esteemed educators at Westford and UCAM University, has furnished me with a solid foundation across various business disciplines. The strategic courses in Operations Management and HR have provided me with analytical tools essential for navigating complex business environments efficiently. Additionally, Industrial Psychology courses have deepened my comprehension of human behaviour within organizations, offering invaluable insights into fostering a positive workplace culture.



The pinnacle of my academic pursuit was the dissertation, where I immersed myself in exploring the intricacies of leadership styles. This research allowed me to critically analyze diverse leadership approaches, understand their impact on organizational culture, and explore effective strategies for leadership development. The dissertation not only signifies academic achievement but also demonstrates a profound understanding of practical implications in real-world scenarios.

Beyond academic accomplishments, my MBA journey has catalyzed personal growth and transformation. The diverse courses have expanded my intellectual horizons and fostered a holistic approach to problem-solving. Exposure to various business facets has equipped me with a comprehensive skill set, rendering me adaptable and well-rounded.

Through teamwork and networking opportunities, I have cultivated effective communication and people skills, crucial in today's globalized business landscape. This journey has moulded me into a more resilient, adaptable, and insightful professional.

As a testimony to my dedication and accomplishments in the MBA program, I am pleased to announce that I have been accepted to apply for the Doctorate in Business Administration (DBA) program at a prestigious university in France. The knowledge acquired during my MBA, coupled with the insights gained from my dissertation, positions me as a qualified candidate for advanced academic pursuits.

**“The rigorous academic challenges and collaborative learning experiences have honed my critical thinking abilities, decision-making skills, and strategic mindset”**

# NEW WESTFORDIAN ON THE BLOCK



**Arin Reghunath**  
Officer- Receivables

**Mantra @ Work** : I believe in the power of collective effort, excellence in every task, and an open-minded approach to drive success and team development.

**Quote you live by** : The only way to do great work is to love what you do.

**Creative Vent** : Painting, dancing & photography.



**Dr. Ramya Nair**  
Manager- Academics

**Mantra @ Work** : Clarity, collaboration, communication, & culture.

**Quote you live by** : Be grateful, appreciate life's precious moments, find strength in adversity, believe in yourself, & cultivate a positive mindset.

**Creative Vent** : Travel, cook, dance & provide counseling for seniors, and enhance personal and collective mental well-being.

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