



جامعة دار الحكمة
DAR AL-HEKMA UNIVERSITY



PRESIDENT
REPORT
2019-2020

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DAH VALUE-LED UNIVERSITY





Quais Juleidan
Chairman of the Board of Trustees

Message from the Chairman of the Board of Trustees

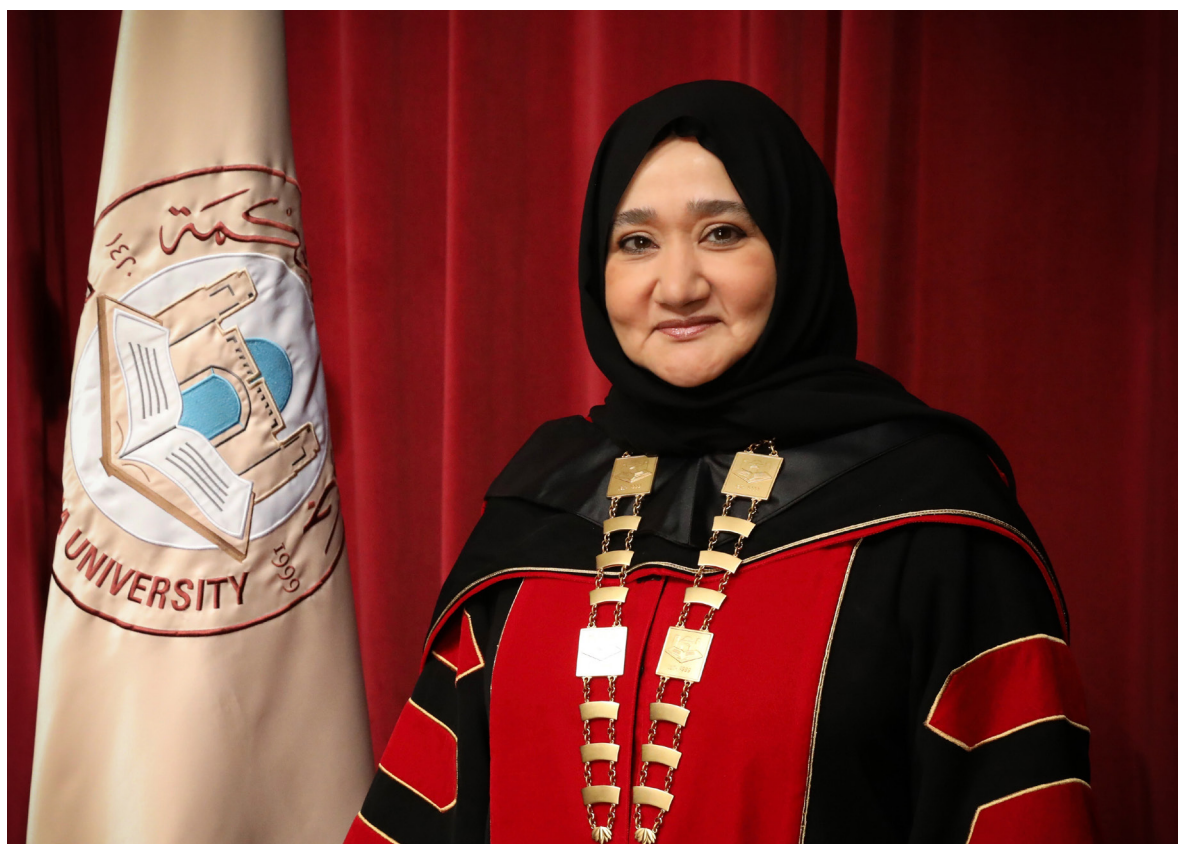
During its twenty-year journey, Dar Al-Hekma University has been successfully able to stand tall in the face of the different types of challenges that every university comes across. When in the year 2020-2019, education encountered a major challenge represented by the COVID-19 pandemic, Dar Al-Hekma was instrumental in surpassing the dire circumstances through distance learning, utilizing constructive and dynamic administrative, educational, and technical strategic plans. As distance e-learning is already one of Dar Al-Hekma's educational projects before it became an imperative reality during the current world circumstances, the transition from face-to-face teaching and learning to distance learning was very smoothly handled and managed.

The different sections of this report celebrate the successes of the undergraduate and graduate programs and how, despite the disquieting circumstances, they were industriously able to conclude the academic year, while effectively and diligently meeting all their goals and objectives.

Not only did our students shine in the curricular activities, but they also excelled in extracurricular activities. Civic responsibility, which is one of the requirements for graduation, was also on the forefront through preparing and developing specific awareness programs related to the special circumstances, attracting experts in the counselling and cultural fields and domains to give valuable and constructive talks and workshops.

The University has also celebrated the graduation of the eighteenth batch of graduates, who have been trained and prepared in their different fields to meet the diverse needs for the development of the nation inspired through their enriching educational journey by the ambitious Saudi vision 2030.

Thus, Dar Al-Hekma, and since its inception, has been a national pioneering edifice for nurturing the future generations of the country by providing education, a culture of diversity, and cultivation of tolerance while upholding to values and principles. Our graduates and their stellar achievements are an embodiment of the goals we industriously and continuously achieve.



Suhair Hasan Al Qurashi, PhD
President

Message from the President

Rising to the Challenges

It gives me great pleasure to present you with my annual report of the particularly challenging year 2019-2020.

A stroll through memory lane takes me back to the year 1999 when the University started in porta cabins, when we were only a few persons working with full energy, dedication, and a clear vision for founding what has become in a few years a prestigious university.

Little did we know at that time that after 15 years of its existence, our college would flourish that rapidly into a full-fledged university in January 2014. That year was a marking year in the life of Dar Al-Hekma, whereby the University had taken long strides of evolution, progress, and development on different levels.

Since its inception, Dar Al-Hekma has been a bastion of cultural interaction, tolerance, and diversity. The positive energy that it enjoyed, and still does, made of it a place for empowering women to succeed and fulfill their dreams. Our University has the singular ability to educate the whole person, transform lives, and graduate qualified citizens guided by its unwavering values which foster positive change in the society and the nation.

Little did we know at the beginning of last academic year that we will end up teaching, learning, and managing from

home. However, the energy, the resilience, and the determination of this beehive called Dar Al-Hekma facilitated the long lockdown period on all parties of the University. With the concerted efforts of faculty, staff, and students, we sailed through rough times to achieve, with flying colors, the different goals and objectives that the University had set for itself.

Despite the trying unprecedented times of the Corona Virus, the University persisted in offering high quality educational experience and services. It continued to promote excellence in research, scholarship, and creativity. During lockdown, Dar Al-Hekma was even more resolute about enhancing student services through career preparation, leadership development, and service to the community. We made sure to expand our academic programs and research to prepare our graduates for a smooth transition into the workforce using a career-led curriculum through alignment with the labor market demands.

I would like to specifically celebrate the efforts of my faculty, staff, and students during the lockdown period. Their concerted and synchronized energies made us all immensely proud of their achievements under the wearisome circumstances.

I leave you now to enjoy reading this special edition of my annual report celebrating our achievements and our 21st year of existence.

Our Strategic Goals and Objectives

Goal I: Expand academic programs, research, and prepare graduates for smooth transition into the workforce

1. Review all Undergraduate and Post graduate programs to decide on continuation, termination, and new.
2. Ensure that each School has a minimum of two employment agreements with the industry and make the current curriculum career- led through alignment with the labor market demands.
3. Integrate research into the curriculum and in teaching Strategies.
4. Enhance the use of IT in teaching and learning.
5. Develop joint programs with international universities.

Goal II: Enhance student services

1. Enhance student services through career preparation, leadership development, and service to the community.
2. Enhance student engagement in the extra-curricular activities.
3. Review and improve students' services periodically.

Goal III: Create a conducive environment for the growth and satisfaction of DAH University employees and preparation of the future leadership of the University

1. Adopt a proactive recruitment process.
2. Measure employee satisfaction of the rewards and recognition system.
3. Enhance the competencies of employees.
4. Develop a succession plan to ensure the continuity of leadership.
5. Integrate a vision to create futuristic projects.

Goal IV: Ensure financial sustainability

1. Expand the sources of revenue to DAH University with the support of the BOT.
2. Develop an endowment fund to finance the growth of DAH University.
3. Structure the system of donations, gifts, and sponsorships to increase sources of revenue.
4. Expand the offerings of the Continuing Education Department to secure more revenue.
5. Ensure efficient utilization of financial and human resources.

6. Identify annual priorities of the strategic goals and objectives and ensure that budgets are allocated for these priorities.
7. Develop University wide marketing strategies that support the university strategic goals.

Goal V: Ensure the high quality of programs and services provided at DAH University

1. Establish an improvement-based QA system incorporating a risk management system and an incident report system.
2. Develop a mechanism to undertake external benchmarking with comparable institutions.
3. Ensure compliance with NCAAA and relevant international accreditations.
4. Obtain and retain programmatic national and international accreditations.

Goal VI: Promote Excellence in Research, Scholarship and Creativity.

1. Improve the infrastructure that supports research.
2. Increase the number of faculty with an academic ranking of associate professor and/or full professor.
3. Initiate collaboration with national and international research centers and related institutions to diversify research funding.
4. Encourage joint (intra-disciplinary, multi-disciplinary) and problem-based research.
5. Increase the number of peer-reviewed and refereed publications.

Goal VII: Enhance and Exchange Knowledge, Skills and Expertise between the University and the Community

1. Nurture existing and promote new Community Engagement initiatives.
2. Establish and sustain partnerships with the community.
3. Integrate elements of Community Engagement within the teaching, learning and research activities of the University.
4. Enforce social responsibility hours' policy for employees.
5. Develop a community engagement framework to live DAH motto "A University with a Social Mission".



Abeer Al Dogaither, PhD
Provost

Message from the Provost

Achieving Goals

In my capacity as Provost, I have been entrusted with the mission of developing divisional goals, objectives, guided by the institutional goals, and objectives of the University. At the onset of the COVID-19 pandemic. It was a challenge to make sure that all objectives of the academic year are met. Gladly, the concerted efforts and the dedication of the division team made it possible not only to achieve our goals, but also to be operating at our highest capabilities during the lockdown period. We prepared graduates across the board to participate actively in social, educational, and economic opportunities. We hired qualified and effective faculty and staff and monitored the teaching and learning process throughout the year, whilst always ensuring quality remained as expected and planned.

As I have completed my first year as a Provost and was able to navigate and manage the COVID-19 consequences, the most gratifying part of my role was to witness the distinguished success, gleeful spirit, and utmost pride that seeps through the veins of our University demonstrated in students' satisfaction regarding their instructors, advisors, and mentors, who have made a lasting impact on both their studies and lives. This instigated our students to cross the bar and rise to a high level of academic and non-academic productivity.

With all modesty, I would like to express my sincere appreciation for the work each student and faculty does, every day, to make Dar Al-Hekma (DAH) one of the great universities in the region. Together are what I call the «DAH Achievers».

It was a true privilege to have served as Provost during the Academic Year 2019-2020, and I look forward to hearing success stories of our graduates and how they have become accomplished women, leaders, and entrepreneurs leading fulfilled lives.

Hekma School of Design and Architecture



Nada Zaidan

President Dean, Hekma School of Design and Architecture

Message from the Dean

Challenging and Productive

As the academic year 2019-2020 comes to an end, we come to realize the time and effort that were put into overcoming one of the most challenging periods in the history of the Hekma School of Design and Architecture and the world.

Like all the other schools, at Dar Al-Hekma University, the Hekma School of Design and Architecture went through a remarkable stage of development during the lockdown period. We invested in training our faculty and staff to deliver the highest standards in teaching and learning. We praise our students and faculty for their persistence in managing to keep going despite all the challenges faced. We will always remember AY 2019-2020 as a year of challenge and growth.

Visual Communication

Program's Mission

To graduate women who contribute to the field of visual communication, express positive values, and advance themselves in education and the professional field.

The first of its kind in the Kingdom, the Visual Communication Department is recognized for producing graduates who are ready to compete in the exciting and demanding job market. The department exposes students to a wide range of job options through different means throughout their study, thus allowing them to choose a career path from a variety of possibilities and opportunities in the competitive industry of Visual communication.

Our students were exposed to and participated in a great variety of national and international events/exhibitions/ and community service endeavors.

The International Students Photography Exhibition PERSONA:

- Persona Photography Exhibition in D.C

Eight VisCom students from the Introduction to Photography Course taught by Ms. Zainab Odunsi exhibited their works in the Persona Photography Exhibition organized by the University of the District of Columbia featuring student's work from UDC, NOLA, AU and proudly DAH. Thanks to the efforts of former VisCom faculty member Ms. Rania Razek, our students participated in the exhibition where they received positive feedback for their work. All the photos that were sent to the Curator of the exhibition, Prof. Iwan Bagus, to select from were chosen to be displayed on a big wall for our University. the eight student who tirelessly worked on their photos and made us proud are: Aseel Bawazir- Bayan Al Alalwai-Lama Al Humidhi-Nouf Bokhari-Rahaf Al Hazmi-Sahar Khoja-Sara Bin Shaihoun-Zahra Ali

The UDC Art Program presents

PERSONA



**The 10th Annual International
Student Photography Exhibition**

presents:

University of the District of Columbia, American University
NOVA-Alexandria, Dar Al-Hekma University
at **Gallery 42, Building 42, A14.**

4200 Connecticut Ave, NW, Washington, DC 20008.

EXHIBITION DATES: 11.06.19-11.25.19.

**OPENING RECEPTION:
11.06.2019**

**UNIVERSITY OF THE
DISTRICT OF COLUMBIA**
COLLEGE OF ARTS AND SCIENCES

Photography by: John O'Neil



Designing National Day cup for Brew 92 Café:

The VisCom department collaborated with the local specialty café and roastery Brew 92, which launches special packaging edition on the Saudi National Day, for designing the special limited packaging for the 89th Saudi National Day in September 2019. Students from the Graphic Design Studio III participated in the project supervised by the course instructors Ms. Basma Beydoun & Ms. Maha Aseel. The client selected our student Dalia Qadi's design which was used in all the branches of the roastery for 3 days and received positive feedback on the department Instagram account.

"It's time to act" Campaign:

Seventeen students from Motion Graphics Studio III, supervised by Ms. Madiha Rana, participated in an awareness campaign "It's Time to Act" by Novo Nordisk in collaboration with the Saudi Society of Family and Community Medicine. Novo Nordisk, whose head office is in Denmark, is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. This awareness campaign was meant to raise awareness about the growing rate of diabetes in the Saudi Arabia. The winning project will be showcased in VOX Cinema on the International Diabetes Day. The winners of this campaign received a gift card from Virgin Megastore, and all participants were awarded certificates.

Winning team:

Fatima Abdullah Al Habshi
Safiya Alamoudi Lama
Almushay

Second Place:

Hebah Tameem Jad
Rahaf AlMikwar

Entrepreneurship World Cup Global Final Bootcamp:

Organized by "Misk" and hosted at King Abdullah University for Science and Technology (KAUST), four VisCom students acted as shadow participants to help designers pitch their presentations designs.

The bootcamp, which has 120 global entrepreneurs from 64 countries, started on November 9th, 2019.

Graphic Design students: Hera Abdulghafour, Joud Bazaham, Jude AlGhossan, Noor Al Wazir volunteered to shadow and assist the designers with the slides of the startups during 2 days in Entrepreneurship World Cup bootcamp under "Misk" at KAUST. They received excellent feedback from the organizers for their commitment, skills, and professionalism.

International Disability Day competition

Two VisCom students won in the Disability Day Competition organized by the Special Education and Speech, Language & Hearing Sciences Programs at DAH on Dec. 11th, 2019 by pitching their projects. Six VISCOM students were top listed as finalists, and two of them won the competition:

- Jumana Felemban 2nd place
- Aseel Sabbagh 3rd place

BMG Awareness Competition

Students in the Introduction to Video course participated in the BMG awareness competition held on a national level across all universities in Saudi Arabia in collaboration with the Ministry of Environment and Agriculture in Spring 2020.

The nationwide campaign and the competition:

"Our Water, Our Life" was meant to raise awareness in the Arab society about the importance of water conservation and the risk of water pollution and depletion of water resources. It was introduced as a class project for Intro to Video» «VLCE 3305» students supervised by the course instructor, Ms. Madiha Rana.

Amazingly, our VisCom student, Aseel Bawazir, won the first place, among all

universities nationwide, for the best video award and received a grant for a scholarship to pursue her master's abroad.

The BMG Foundation was established 23 years ago as non-profit organization that through sports, arts and music supports impressive and inspiring awareness campaigns, such as "Safe Driving, Life Saving", "Our Water, Our life" and "Our Health, Our Crown".

Purificación García and the DAH Design Competition

The Purificación García (PG) competition "Thinker Program" with regional creatives was open in June 2020 for the Hekma School of Design and Architecture (HSDA) students. Purificación García, which is a Spanish contemporary brand inspired by geometry, art, design, and food

held this competition for designing an artwork that consisted and inspired by cube, origami, and vibrant colors which are the brand's essence.

VisCom student, Zina Kilani, won the second place, and her success was celebrated by many publications like Marie Claire Arabia magazine.

The Saudi Ministry of Culture and the "Fondation Européenne pour les Métiers de l'Image et du Son (Femis) School in Paris (The European Foundation of Image and Sound Professions).

Our Motion graphic alumnae Salma Murad & Modhi Alzamil were selected among 12 participants across the country to participate in the Film making course at La Femis school in Paris as part of an initiative by the Ministry of Culture. Students showcased a short film production as the culmination of their intensive course at La Femis School in France.



Community Engagement Projects:

Engagement with Dar Al Fikr

Two faculty members along with the School Dean mentored and trained Dar Al Fikr high school students as part of their entrepreneurship program for their seniors. The mentorship was part of a Memorandum of Understanding with the University during the academic year 2020/2019.

Al Baik "Aamen" Food Safety Competition

The VisCom Department Chair participated in the panel of judges for the competition "Aamen" food safety competition organized by Al Baik restaurant as a community service activity. The competition was an initiative by "Al Baik" to promote food safety among the public using art and design. The competition included various categories among which were film and photography. Our VisCom alumna: Rahaf Shami (class Fall2020/2019) won second place in the creativity track, and Larissa Valys (class Fall 2018/2017) won second place in the photography track.

Trips:**Original Narrative forum for short movies / Dubai**

Seven Motion Graphics students were invited to attend the Dubai Film Festival, organized by the American University of Dubai from 7th to 10th of December 2019. Part of the program of the festival, which had networking sessions, workshops, and training on filmmaking as well as script writing, showcased student films from the MENA region. Short films and documentary screenings followed this. The students got a chance to meet and interact with other students from different regional universities along with directors, award winning producers and international media representative.



**Online Learning:**

The online learning, during the COVID19- pandemic, was indeed a new challenging experience for most students and faculty, as it took faculty and students out of their comfort zone which is always a plus. The VisCom faculty effectively handled students' feedback on virtual practical and studio courses and tried different methods and techniques to accommodate students and support them during lockdown. The department hosted international guest speakers in different courses since the platform for courses was different this time which allowed a new experience of exposure for our students and resolved a variety of challenges and obstacles.

VisCom students were exposed to a variety of renowned guest speakers in the industry who gave an assortment of online workshops and talks during lockdown.

Guest Speaker 1:**Mr. Ali Alfai**

A creative director in UBrand, Saudi Arabia, winner of the Bronze Award in 'A Design Award and Competition' and developer of the intensive online Motion Graphics course through the 24 Etar platform.

Talk:

Motion Graphic Industry Insights and Career management as a freelancer and employee in this sector

Course:

Motion Graphics Portfolio MOGR 4304/ Spring.

Guest Speaker 2**Yousef Al Bagshi**

A Kuwaiti animator, illustrator, and concept artist.

His film (For the Sake of Yousef) won the Best Animated Short Film Award at the Short to the Point Short Film Festival last year. He also has several award-winning short animation films, such as "Sandarah" and "Naqlah".

Talk: Animation Process: Case Studies and Self-employed Animation Business Management.

Course: Motion Graphics Studio II MOGR 3306/ Spring.

After the classes went virtual, an online jury panel for midterm Capstone II Thesis students was formed. Mr. Al Zahar gave feedback to the students based on his industry experience and double graded the projects with the course instructor. Getting someone from the industry involved in the course assessments and planning encouraged students and adequately prepared them to work in the industry.

Guest Speaker 3**Maram Al Esayi,**

An experienced animator with a proven history of working in the animation industry. A solid arts and design professional, skilled in Graphics, Logo Design, Advertising, Adobe Creative Suite, and Animation. She has executed several high-end animation projects and is also one of our alumnae.

Workshop:

Working with Duik as an Industrial Standard Plugin for Character Animation

Course:

MOGR 4403 Capstone II Motion Graphics Project.

Guest Speaker 4**Ahmad Al Zahar**

Senior Video Editor - Saudi TV

He has been associated with Saudi TV as a senior video editor and has over a decade's experience working on major video editing projects. He also acted as a Juror for the VisCom Capstone II thesis mid review in Spring 2020.

Workshop: Video Editing and Motion Graphics using Adobe Premiere

Course: MOGR 4403 Capstone II Motion Graphics Project in both the Fall and the Spring semesters.

Interior Design

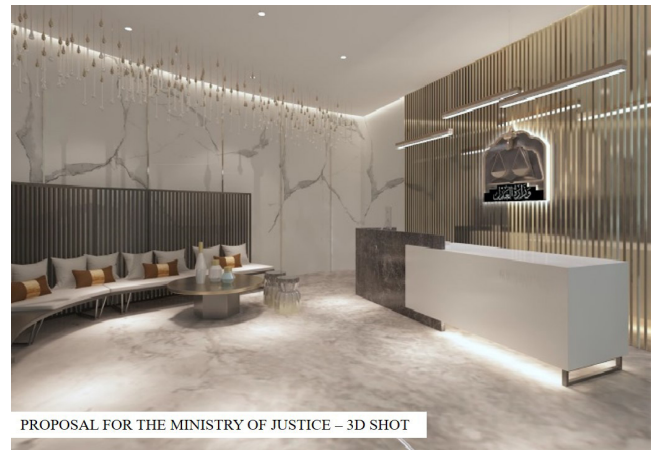
The mission of the Interior Design Program at Dar Al-Hekma University is to graduate professionals and entrepreneurs equipped with the necessary skills and knowledge in the field of interior design who can produce creative and sensible designs. To fulfill its mission & offer high quality education, the program integrated the market needs with the educational aspect by providing real clients & projects which serve the community. In addition, the department was keen on building strong relationships with other educational

entities that offer interior design programs and connecting its students with professionals in the field.

Because of the COVID19-pandemic, the university shifted to full virtual learning in the beginning of March, two months before the end of the academic year. The online learning process did not affect the students work quality and the department maintained its usual high learning standards in all online courses and studios. Although it was a challenging year, the Academic Year 2019 2020- was a stellar year in the history of the Interior

Design Department, which had the greatest number of achievements in the 19 years of its existence. The Department was greatly involved with the community as it completed a range of local and international competitions, dealt with real clients, went on local and national trips, and participated in different events. The department made sure to continue enhancing the learning experience and providing a high standard of teaching.

Throughout this year, the department focused on accomplishing three main





WINNERS IN TWINA DESIGN COMPETITION



WINNERS IN TWINA DESIGN COMPETITION

accomplishing three main undertakings: enhancing the curriculum, supporting community, and connecting with alumnae.

Curriculum Enhancement

Leading by best practices, the Interior Design Department under the leadership of Dr. Alaa Al-Ban introduced 5 real clients and participated in 5 competitions.

Collaborating with real clients:

Students undertook several consulting projects as part of their course work. Through these projects, students demonstrated their acquired

skills and knowledge while experiencing the challenges faced when dealing with clients and working within tight budgets. The best projects in each course were selected as the winning projects for their creativity and thoroughness. One of the clients was the Ministry of Justice: the students Shatha Habis, Reem Kanawati, Razan Nawawi and Amal Haji supervised by Ms. Shahad Abulainain worked on a design proposal for the Ministry of Justice with the aim to operate a unified decision support platform for the housing program.

Participating in competitions:

Students got to work in local and international competitions that broadened their horizons as designers and introduced them to different ways of submitting their work. One of the competitions for this academic year was Twina: Park and Seafood Restaurant Headquarter Office, the students Norah Munassar and Khadija Bsahar supervised by Ms. Arwa Jan & Ms. Jumana Ezmirly were awarded First place in the design competition.



EXTERNAL JURY GIVING FEEDBACK - STUDIO COURSE

Supporting the Community:

External Jury Visits:

Throughout the semester, the Department invited key professionals from the market to act as external jury members to evaluate students' work from the process stage till the final project stage and provide feedback to enhance the students' outcome. All studio courses, including freshman studio courses, had 5 external jury members composed of architects, interior designers, and engineers to monitor the progress of students in those studio courses throughout the year. To enrich the academic and professional experience of its young interior designers, the department was also very instrumental in providing interactive sessions by inviting professionals from other universities. As serving the community is one of the department's objectives, the rationale of the seniors' thesis projects is usually aligned with the Saudi Vision 2030, thus serving the community and the nation at large.

Interacting with other universities:

Some Interior Design students were invited to Effat University to lecture the students there. Faculty members were also invited as jury members to local universities such as Effat University, King Abdul Aziz University, Future Center and regional universities such as the American University of “Al- Shargia”.

Engaging in departmental activities:

The Interior Design students were also involved in a number of activities including:

- Three field visits (Joyn By Sweet & Savory, RedSea Furniture Shops and Lamina Residential Tower),
- Four national trips and one regional trip: (“Shargia” Trip – “Ithra Tanween” Event, Riyadh Design Week, Dubai Design Week Trip, and “AL-Dariyah” Trip, Riyadh);

- Two guest speakers (“Flor Cabana”, a lecture and Workshop by Ms Emmiellia Arip and “Breaking the Grid of Grids”, lecture by Ms Jawaher Marawi);

- Community service event supporting the Breast Cancer Campaign which took place at the Corniche of the Red Sea in Jeddah in which the Interior design students participated.



EXTERNAL JURY GIVING FEEDBACK - STUDIO COURSE



BREST CANCER AWARENESS-COMMUNITY PROJECT



RIYADH DESIGN WEEK TRIP



Given the Pandemic situation, the department still managed to exceed the goal of having two exhibitions annually. The department managed to hold 3 exhibitions; two fully -sponsored -on - campus exhibitions, and one virtual. The department created an exhibition for the Prince Badr Bin Sultan tour for which Interior design students from all levels showcased to showcase their works.

In the Fall Semester 2020/2019, the department held an exhibition under the title «لتعارفو» for the first time in the history of the department in order to celebrate students' life and experiences on campus. It was a huge success as it was visited by high school students, academics, students' families, and professionals, among whom was the Head of the Board of Trustees Arch. Qais Julaidan.



PRINCE BADR BIN SULTAN FALL EXHIBITION AT DAH

Connecting with Alumnae

The Interior Design Department has 12 team members among whom there are 9 DAH alumnae including the department chair, Dr. Alaa Al-Ban. For every exhibition, the department invites all its alumnae and dedicates a wall portraying all their names to celebrate their successes. In addition, every exhibition catalogue has a page on which one of the department's alumnae, who is a leader in the field of interior design or in any relevant field, expresses her thoughts and addresses our graduates. Moreover, the department focuses on connecting the Interior Design alumnae with the current students to familiarize the latter with the career prospects that the field of interior design has, which is a successful marketing tool.



BID FALL 19-20 EXHIBITION AT DAH



BID FALL 19-20 EXHIBITION AT DAH

Fashion Design

Mission

To graduate professionals and entrepreneurs in the fashion industry who are equipped with technical knowledge and skills, while observing Islamic social values and heritage.

Fall 2020 - 2019

The Fashion Design Department has been empowering young women by preparing them to become successful fashion designers and entrepreneurs equipped with the technical knowledge and skills to create innovative groundbreaking competitive designs and start up their own businesses in the Saudi Market.

The Department in Action

On November 2019, 13, the Fashion Design students attended a lecture given by an international guest speaker, Mr. Golam Khan, founder, and CEO of FabriKite Inc., Canada. The lecture was about "Vision 2030: Made in KSA, Launch Your Clothing Brand Globally", which the students greatly enjoyed.

A trip to Safiya Bin Zager Museum was organized

on November 21 where students gained knowledge about the traditional Saudi lifestyle through the artist's paintings. The students were lucky to interact with the artist herself and learn about traditional garments in Saudi Arabia.

The Fashion Design students were given the opportunity to witness the production process of different garments when they visited the Lomar Production Factory in December 2019

Fashion Design Exhibition

A very innovative two-day exhibition "A Journey into a Creative World" was organized by the department in the Atrium of the university on February 9 & 10 showcasing the artistic works of the Fashion Design students for the academic year 2019-2020.

Guest Speakers

Mr. Salman Hafiz, the luxury brand management specialist was a guest speaker on February 11 when he gave an inspiring talk "A Conversation with Salman Hafiz". The students had an exceptionally good time nurturing their curiosity

about the fashion design market, startups, and the management of brands in general and luxury brands, in particular. This was an effective practical experience for our students especially those planning for an undertaking in fashion management.

Mentorship Program

The Fashion Design Department has implemented a mentorship program whereby experts in the field are invited to visit the seniors' class, to review, and give recommendations on the students' work, helping them produce flawless collections.

1. Mr. Emad Gohar – Professor of Apparel Production Technology, KAU, visited Pattern Making II class on February 19, 2020.
2. Ms. Rae Mearkle – Lecturer at Visual Communication Department, visited the Fashion Show Production class on February 19, 2020.

Memoranda of Understanding

1. The Ferrari Fashion School, Milan, Italy

The Fashion Design

Department signed in January 2020 a Memorandum of Understanding MOU with the Ferrari Fashion School in Milan, Italy to achieve the following:

- Establish a dual degree program.
- Student exchange.
- Faculty exchange.
- Joint research projects.
- Curriculum and course review for establishing the dual degree program.
- Organization of joint conferences and symposia in their respective fields.
- Exchange of publications and other materials of common interest.
- Other activities on which the parties may agree upon for the fulfillment of the present agreement.

2. The Corporation of Afterglow Entertainment Events

The Department also signed a collaboration with The Corporation of Afterglow Entertainment Events for mutual benefit. In this collaboration, the two parties have agreed to

facilitate the organization of a Fashion Show during Jeddah Winter Week 2020.

3. Omar bin Saddiq, Jeddah – in Process

A collaboration between the Fashion Design Department and Omar Bin Saddiq Fabrics is under way, whereby the latter will sponsor fabrics to the department to enrich its Textile Resource Center. The fabrics donated from their store would enhance the knowledge of the Fashion Design students in the different types of fabrics and their uses.

4. There are also discussions going on with OTKUTYR Fashion House Team for a future collaboration.

Students on all Fronts

Volunteers from the Fashion Design in a Focus Group

September 2019 ,4

A number of Fashion Design students took part in a focus group conducted by the Dubai-based Landmark Group along with Mr. Omar Hussien, faculty member at the University, CEO of UTURN entertainment, and a YouTuber.

Landmark Group was planning to launch a new online brand in Saudi Arabia, and they wanted to take DAH Fashion Design students' input regarding their experience with the existing Saudi online brands, which they have used before, and whether they had any hurdles using their online websites.

The focus group was conducted in Dammam, Riyadh, and Jeddah. Our Fashion Design students were chosen to take part in the focus group representing Jeddah.

Awards

In October 2019, the Fashion Design Alumna Bashayer Al Qahtani won the first place in the competition "Cinematic Costumes" organized by the Saudi General Entertainment Authority.

Participation in Events

Ten Fashion Design students had the opportunity to participate in the one-of-a-kind event organized in November by the Ministry of Culture "Fashion Futures", the platform for fashion industry during the Riyadh season. The students were able to connect with national

and international experts from the industry and attend various seminars.

International Conference

December 16-17 ,2019

Four Fashion Design students, Eman Mazi, Ayah Fatani, Rania Al Sharif, and Noura Quzani participated in the "International Conference on Fashion Theory and Research" in Barcelona, Spain. The conference is one of the very few devoted to research and theory in fashion around the world. The students had the chance to present papers which were all published in the conference proceedings.

The Fashion Design Department is very proud of the student Noura Quzani who won the best presentation award in the International Research Conference.

Participants in the Movie "Champions"

February 20 – March ,20 2020

Five Fashion Design Sophomore students: Ola Fatani, Sara Abdul Shukor, Hassana Dakhil, Nouf Al Sharif, Norah Al Sarrani and two alumnae: Rahaf Allaf and Heba Khoshaim joined the costume department of the

Saudi movie "Champions" to help dress the actors, on the set of the movie which will be shortly in movie theatres. The students greatly benefited from this real hands-on-experience.

Virtual Teaching Experience- Spring 2020

As the First few weeks of the semester were delivered face to face, the transition to the online platform was not exceedingly difficult. Most of the demonstrations required for the garment construction courses, for example, were already shared with the students. The students were supported by appropriate videos for construction. The most challenging course was Pattern Making, the mode of instruction of which requires the instructor and the students to work at the same time with constant supervision and feedback. A few complicated patterns were moved to be covered in the upcoming Fall semester. Self-reordered videos with instructions and demonstrations were prepared, uploaded on YouTube, and shared with the students. PowerPoint presentations were also prepared to clearly explain the steps of pattern development. Zoom turned out to be a wonderfully

comfortable platform for online teaching. Students were also assisted via WhatsApp video sharing and voice messaging for timely feedback. Overall, the experience was satisfactory, and the students were able to perform to the best of their capabilities.

A Student's Testimony

"At the very beginning, the whole experience was highly challenging due to the sudden change of circumstances. After the first phase was over and by Summer I and II, I felt more comfortable and capable and benefitted from the various online training and talks given by DAH to support us. Today, I am far ahead of where I was last year and much more experienced."



Bachelor of Architecture

The Architecture Program provides students with architecture education that integrates both a broad liberal education and specialized learning of architecture. The educational approach goes beyond the acquisition of technical knowledge and skills to develop the students' abilities to make informed decisions in the increasingly complex world of the twenty-first century.

Mission

To graduate professionals in the field of architecture and equip them with the necessary knowledge and skills, focusing on sustainable design while preserving the cultural and aesthetic values of Saudi Arabia.

Orientation Day for Freshman Students

The Department of Architecture started the academic year by holding an orientation day for the freshman students and their mothers in September 2019. The orientation included a tour of the Department facilities.

Big & Small Sister Mentoring Program

The Department has a Mentoring Program through which senior students connect with freshman/sophomore students for help and support in different aspects of the department, courses, and university life. This year 12 seniors volunteered to mentor 12 freshman students.

The Department in Action

The Department proposed three Architecture Minors:

- 1- Minor in History of Architecture: (15 Cr. Hrs.)
- 2- Minor in Building Construction and Technology (18 Cr. Hrs.)
- 3- Minor in Urban Design: (15 Cr. Hrs.)

The prominent architect Fernando Perez Fraile, KSA country manager of the renowned International firm : "Idom Consulting Engineering" and who supervised two ARCH students during their internship practical training,

accepted to join the Department Advisory Board.

The Department has signed a Memorandum of Understanding with Jabal Omar Development Company, a leading Real Estate Developer in the region.

The Department has also initiated contact with the international organization: National Architectural Accrediting Board (NAAB) to identify DAH – Arch. Department's eligibility to apply for the Substantial Equivalency.

Freshman to Sophomore - Interview Panel

The Department hosted its second interview panel for freshman students entering their sophomore year. In this interview panel, students present their understanding of architecture and all the work done in their freshman year. The Panel assesses them based on various criteria related to their acquired design abilities, freehand drawing, and technical drafting skills.

Career Orientation

The Department organized two career orientation meetings that targeted department alumnae and current students.

- The first orientation meeting was held in September 2019 when three alumnae talked about their experience and professional life. The alumnae who contributed to the event included Ms. Sawsan Jan, and Ms. Karimah Boukhari, and Architecture Department lecturer Ms. Lara Alkhoul, and
- Two Architecture Alumnae, Meaad Hanafi and Rahaf Almuzaini shared their professional experience in the second orientation meeting in October 2019. The alumnae presentation entitled: "The Challenges of Finding your Niche in the Market when Opening your Design Studio" gave a great deal of insight to the audience.

OPENING YOUR OWN DESIGN STUDIO.

فَمَازَ بَعْدَ

THE CHALLENGES OF FINDING YOUR NICHE IN THE MARKET
WHEN OPENING YOUR DESIGN STUDIO BY DAH ARCH. GRADUATES.

MEAAD HANAFI

RAHAF ALMUZAINI



DAR ALHEKMA UNI



WEDNESDAY
Oct. 23 . 2019



from 1:00 pm
to 2:00 pm
in HL068

SIBYI

Faculty Feats

Published Papers:

Dr. Shifana Kafil, Assistant Professor, in collaboration with Dr. Shamim Khan, Assistant Professor in the Department of General Education has published the following articles:

Fall:

Kaafil, Shifana Fatima; Khan, Natarajan & Shamim Shaukat, "Strength assessment and rehabilitation of damaged beam using fuzzy information", International Journal of Earth Sciences and Engineering. Vol.12, No.3, pp. 2019 .148-143

Spring:

Kaafil, Shifana Fatima & Khan, Shamim Shaukat "A comparative study of grey water generated from commercial and residential building", International Journal of Environment and waste Management Vol. 25, No. 2020 ,4

Summer:

Sameh, Sherin & Kamel, Basil "Promoting Green Retrofitting to Enhance Energy Efficiency of Residential Buildings in Egypt, JEAS, Vol. 68, No. 2020 ,2

Conference Presentations:

Dr. Sherin Sameh, Assistant Professor, presented her paper "Sustainability Education in the MENA Region" at the MPhil in Engineering for Sustainable Development 2019 Alumni Conference at Cambridge University in the United Kingdom.

Dr. Azza Eleish, Associate Professor, had also a presentation: "Egypt's New Cities Policies as Reflections of Regime's Urbanism" at the Fourth International City Planning and Urban Design Conference – CPUD'19 in Istanbul, Turkey

Dr. Sherin Sameh, Ms. Lara Al Khouli, Ms. Suman Faruqi gave two talks on the Design and the Pandemic with Archi Net.

Paper Reviews:

Dr. Sherin Sameh, Assistant Professor, reviewed 5 papers for the Journal of Public Space – Special Issue "Placemaking in Arab Cities"

Outstretching Students' Learning Experiences

International Trips

Stockholm, Sweden

The students in ARCH 3501 – Studio III: Contextual, Cultural, and Environmental Design participated in a competition based in Stockholm, Sweden.

As part of their learning experience, the course instructor Ms. Sima Refae organized a trip to Stockholm to visit the actual site of the competition. The trip took place during the Midterm Break in October 2019.

After returning to Jeddah, the students shared their experiences with other students in a formal meeting organized by the Department.



National Trips

Riyadh – Live Project

In September 2019, students in ARCH 4501 – Studio V: Mixed Use Design visited Riyadh.

Dr. Sherin Sameh, the course instructor, together with the M3N & MBO Consultancy organized a trip for students to visit the site of the live project assigned in the course. The site is in the outskirts of Riyadh overlooking the Tawik Mountain, which is a place full of history and culture.



Al Madinah

In September 2019, the students in ARCH 5601 – Studio VII: Comprehensive Design visited the site of the assigned studio project: the Hijaz Railway Madinah Station, in Al Madinah Al Monawarah. The trip was organized by the two instructors of the course, Dr. Jaffer Khan and Ms. Lara AlKhouli, together with the Saudi Commission for Tourism and National Heritage and the Madinah Development Authority.



Riyadh

The students in ARCH 4301 – Theory and Practice of Urban Form and Housing went on a trip, organized by the course instructor Dr. Azza Eleish together with the Royal Commission for Riyadh City to visit King Abdulaziz Project for Riyadh Public Transport Center, the National Museum in Riyadh, and King Abdullah Financial District in November 2019.



Local Trips

King Abdullah Economic City

Architecture students taking the course ARCH 4502 – Studio VI: Comprehensive Design visited in September 2019 King Abdullah Economic City (KAEC) as it is the project site assigned in the course.

The course instructor, Ms. Suman Farouqi, organized the trip to familiarize students whose project is to design a multifunctional recreational facility with water sports, restaurants, small offices, and community hall, with the facilities they have at KAEC.

Dar Halimah School, Al Muntazahat, South Jeddah

The second local trip was to Dar Halimah School in Al Muntazahat District in South Jeddah. The course instructor, Ms. Sima Refae, took her students in ARCH 2502 – Studio II: Small Scale Buildings and Sustainability to visit the school site to understand the social, environmental, and economic aspects of the area.

Saudi Red Brick Factory, Bahrah, Mecca Road

The course instructors of the Building Materials and Construction Methods I & 2 courses: Dr.

Shifana Kafil, Ms. Suman Farouqi and Studio II, Ms. Sima Refae organized a trip to the Saudi Red Brick Factory, Bahrah, Mecca Road, for their students.

The trip was planned for students to discover the possibility of building with bricks and mud, and the use of local resources towards a sustainable design approach.

Jeddah Historical District (Al-Balad)

Students taking ARCH 3305 – History of World Architecture II course visited Jeddah Historical District with their course instructor, Dr. Tamsen Anderson, who organized the trip to make her students learn more about the work of the Renaissance architect Leonardo da Vinci.

Construction Site: Shatea District in Jeddah

In order to introduce the students in ARCH 3304– Building Systems and Environmental Control to the installation of building services in buildings under construction, their course instructor, Dr. Shifana Kafil, organized a trip to Al Shatea District in Jeddah in November 2019.



Golden Tower in Jeddah

Students in ARCH 2309– Materials and Methods of Building Construction II and ARCH 2502 – Studio II: Small Scale Buildings and Sustainability courses visited the construction site of the Golden Tower on the seaside in Jeddah. The trip, which was organized, in November 2019, by the course instructors Ms. Suman Farouqi and Ms. Sima Refae, was for students to get exposed to and understand construction and design details.

King Abdullah University of Science and Technology

The Department organized a trip to The Research and Technology Park Headquarters (FalconViz) at King Abdullah University for Science and Technology (KAUST), for students interested in the Virtual Reality field.

Ten undergraduate students and five postgraduate students participated in the trip which took place in November 2019.

Saudi Smart Cities Summit and Expo, Jeddah

The Department organized a two-day trip for the students enrolled in the Theory and

Practice of Urban Form and Housing: ARCH 4301 course to attend the Saudi Smart Cities Summit and Expo, held at the Jeddah Hilton Hotel on February 2020 ,19& 18.

Eighteen senior students and five Architecture faculty members attended the conference.

Live Project – ARCH 4501 - Studio

In the fall semester, the course instructor, Dr. Sherin Sameh, collaborated with M3N & MBO Consultancy to assign a live project for the students in the course fall 20-19.

The project consisted of a mixed-use development including film studios, a luxurious 5 stars hotel and dormitories that will service the studio, as well as other necessary services.

In the spring semester, Dr. Sherin Sameh, collaborated with Jabal Omar Development Consultancy and assigned another live project for the students in the same course.

The project consisted of a mixed-use -5star - hotel in Mecca.

In both semesters, the students were asked to research and design this

complex project providing all the required elements that will produce a successful contextual yet innovative project.

The client attended the final Jury and certificates were issued to the students for their participation in the Mixed-Use Design

Competitions

Haykalah Architecture Alumna Competition

Haykalah Organization approached the Department to invite our Architecture Alumnae to participate in their Adaptive Reuse Project Competition.

The competition required the submission of the design concept as well as all architectural detailed drawings for the conversion of an old warehouse into a collaborative and shared small business office space on Al Madinah Road in Jeddah.

Two Architecture alumnae, Raghad Badri and Ruba Tuhaif, won the competition:

In a ceremony that took place in the Architecture Department on the 25th of December 2019, the team was awarded certificates and a 6000 SR prize.





Collaborations

Purificación García Design Competition

Founded in 1981, Purificación García (PG), is a Spanish fashion and accessories designer.

With the aim of discovering new talents as well as strengthening the support for aspiring artists in the School of Design and Architecture at the

University, Purificación García presented an opportunity for students to create a work of art inspired by the key concepts representing the brand's identity (The cube and Origami concept) and interpret it in their own unique way.

On the 2nd of July 2020, three of the four short listed projects in the PG design competition were presented

by architecture students respectively, Ayah Almusbahi, Sarah Silsilah, and Marah Alshaban, whose project won the first place in the competition.

Memorandum of Understanding:

Dr. Sherin Sameh, initiated a university level MOU and collaborated with Jabal Omar Development Consultancy, to assign a live



project for the students in the course in spring 20-19. The MOU included working on live projects and providing internship opportunities for Architecture and Interior Design students.

Online Learning:

The Architecture Program adapted to online teaching quickly and did not face any problems in moving from face-to-face teaching and

learning to online teaching. The lessons learned from the online teaching experience were shared with other faculty, students, and the general public, as part of Dar Al-Hekma Center for Excellence in Teaching and Learning webinars. Four faculty members from the Architecture Department: Dr. Yasser Maghoub, Dr. Jaffer Khan, Dr. Ayse Yucel and Dr. Shifana Kaafil prepared

presentations towards this purpose. During these presentations, challenges in particular theory and design studios were evaluated, and the successful example of the Capstone- Project Juries with the contribution of international external jurors was highlighted.

Hekma School of Business and Law



Dr. Amal El tigani Ali

Acting Dean, Hekma School of Business and Law

Message from the Dean

The Hekma School of Business and Law (HSBL) is composed of the Banking and Finance Department, Islamic Finance Track, Accounting Department, Marketing Department, Digital Marketing Track, Human Capital Department, Law Department and the International Law and Diplomacy Department. HSBL also offers two masters programs, a Master of Business Administration (MBA) and a Master of International Relations (MAIR). All undergraduate programs are offered as minors to other programs.

The vision of the HSBL is to be the leading business school in the Kingdom and the region, and its mission is “to graduate professionals equipped with concepts and skills of international standards in the area of business and law”. The school’s commitment to quality guides its actions. All programs were developed to meet the requirements of the labor market, which the HSBL provides with high caliber, well rounded graduates, equipped with technical skills as well as soft skills such as emotional intelligence and communication skills. All courses aim at providing students with analytical, problem solving, and critical thinking skills. The school maintains a strong bond with the industry fostered by the advisory council of each department, which is composed of scholars and representatives of business and legal firms.

In the academic year of 2019-2020 the HSBL faced a challenging situation caused by Covid-19. The school dealt with it successfully by shifting to online teaching. The faculty, being highly committed and flexible, were able to smoothly adjust to the new system with minimum training. Consequently, the learning outcomes of the different departments were achieved despite the difficult situation.

Banking and Finance

Mission

To graduate professionals equipped with concepts and skills of international standards in the area of banking, investment and finance from both conventional and Islamic perspectives.

Students in Action

CFA Research Challenge -

The Banking and Finance students participated for the third consecutive year in the CFA challenge that was held in Riyadh on February 2020 ,29. Two teams competed with top Saudi Universities. One of our teams came in 3rd place.

KAUST: STEAM Innovation Challenge

Students in the Banking and Finance Department participated also in the STEAM Innovation Challenge, which is generally a 2-day competition of innovation. Students are usually put in a random group of students from different universities around the world and given a certain theme to work on. They are sometimes required to tackle issues related to that theme and come up with innovative efficient solutions for them."

Our student, Tracy Tawil, won 2nd place in that competition.

Badminton Tournament

Zainab Alsahtout, 1st place winner

The Badminton tournament, under the «Saudi

Universities Sports Federation», took place in Taif March 2020 ,7-4. Students from 12 universities competed for the medals.

Banking and Finance student, Zainab Alsahtout, won first place «Gold Medal» in the individual Badminton competition, and earned Second place «Silver Medal» in the doubles Badminton competition with partner Sumaiya Alsahtout.

Faculty Achievements

Dr. Amal El-Tigani Ali, Dean of the School of Business and Law, attended the Conference on "The International Day of Education" at the Islamic Development Bank.

Dr. Amal El-Tigani Ali, Dr. Zaemah Zainuddin, Chair of the Banking and Finance Department, Ms. Saida Khalifa and Ms. Arwa Bajbeir, lecturers at the same department attended The 5th Islamic Finance Conference titled «Islamic Finance and Insurance in the Era of Digital Transformation" at Effat University.

Dr. Zaemah Zainuddin, Chair of the Banking and Finance Department, and Saida Khalifa, lecturer in the department and both faculty mentors for the CFA teams, submitted a proposal titled «Measuring the Implications of FinTech Evolution on the Performance of Islamic Banks pre- and post-Financial Crisis."



Dr. Karima Saci

- Invited the regional manager of the Institute of Management Accountants to collaborate with the Banking and Finance Department and speak to faculty and students about the CMA certification.
- An accepted joint conference paper to the Research and studies of Economics Conference in March 2020.
- Supported the two teams to prepare for the CFA challenge.

Ms. Dunia Mamlouk

- Academic Reviewer working with Cengage Publishing Co. as an academic reviewer of the new edition of one of their economics textbooks: Principles Of Economics (Arab World Edition- 4th edition)

- Trainer: Offered workshops on CV Writing and Presentation Skills to Internship students of Spring and Summer 2020-2019 semesters.
- Trainer: Nominated by the HR Department to offer a workshop about the Mentorship Program for new staff mentors at the University for the Academic Year 2020-2019.

Marketing

Mission

To graduate leaders and entrepreneurs, equipped with the concepts and skills of international standards, to formulate, implement, and evaluate competitive marketing strategies.

The Department in Action

Rabea Tea Marketing Presentation

Ms. Nora AlJindi, Coordinator of the Marketing Department, organized with the Rabea Tea Marketing team a project for the Marketing students to work on in one of their courses. Marketing students visited the company and got a briefing session on marketing strategies. Students were then asked to work on a project whereby they had to come up with a marketing strategy for a new product line for the company. It was a project-based real-life learning experience for our students, who signed a non-disclosure agreement (NDA) with the company to work on that project.

The project culminated in the final presentations of students on December

8th, 2019 at the University in the presence of the Rabea Tea Management team, who evaluated the projects and commented on them. Participating students benefited from the expertise and insights of the management team of the company and their comments on their marketing strategy projects.

The Rabea Company has also agreed to have our marketing students do their internships at the company.

Major Events

Drive to Lead – Marketing and Human Capital Management - School Annual event

The “Drive to Lead Event”, sponsored by APSCO-Mobil, in the presence of representative of Al-Rajhi Bank, the Saudi Radio, Aston Martin car company, and the Women Driving School was to raise awareness about female driving in KSA and to educate the audience about taking loans and buying insurance plans for their cars.

The event included an informative session about Mobil in the KSA. The audience was also

entertained with a virtual driving experience to break their fear of being behind the steering wheel.

Cultural Project about the City of Jeddah

Marketing and Design students attended a brainstorming Session facilitated by the UK branding agency, Landor, whereby they were exposed to how brainstorming sessions are conducted and how insights are collected from participants. Landor, which is embarking on a cultural project for the city of Jeddah, wanted to have the Dar Al-Hekma students as a focus group whose perceptions about Jeddah and what the city means to them would be the catalyst for their project.

International Women Day

For the International Women Day, the Marketing Program invited the Fashion Designer, Nasiba Hafiz, an entrepreneur who started her own line of fashion, to celebrate this special day with the students.

Students were given the chance to try the different virtual reality activities such as painting and were able to

print their works as well.

Students exhibited their creativity by doodling on coffee cups at Coffee Bean Coffee, which launched a doodling-on-the-coffee cup activity on that day.

Guest Speakers

Ms. Noura AlJindi, Coordinator of the Marketing Department invited a variety of renowned personalities in the field as guest speakers to talk to students about different aspects of the profession:

1. Mrs. Sarah AbuDawood, owner of a jewelry brand, was invited to speak to the International Business Management class about her valuable experience in leading her jewelry brand from local to global.

2. Ms. Wiam Hasanain, a partner at Aboab & Co, leading the Behavioral Insights Vertical, and also responsible for developing behaviorally infused business strategies that solve pressing community issues, visited the International Business Management class and talked about how to use behavioral science

in international business .

Students in the Research methodology course attended the session as well with their instructor, Ms. Rabia Bokhari, lecturer at the Marketing Department. Participating students benefited a lot from the lecture by gaining more knowledge about “unseen influencers” and their effect on the market at large.

3. Dr. Mohammed Fitaihi, Vice president of the Fitaihi Group, was invited to talk about Innovation in Creating a Brand. Our students first visited the headquarters of the Fitaihi Group, followed by getting details about the “CreativityWins” Marketing Competition between our students and the marketing students at Effat University. The finalists from both Effat University and Dar Al-Hekma visited the Fitaihi Headquarters on December 6th, 2019.

Our DAH team won the first place in the Marketing Competition by devising the best conception of digital marketing plans.

4. Swiss Education Group A company in Jeddah representing Swiss

universities

A representative from the Swiss Education Group was invited to give an informative talk to students about the change that Saudi Arabia is going through in the hospitality sector.

The event, “Swiss Hospitality Made Local”, widened students’ horizons about the hospitality industry in Saudi Arabia showing them how this industry can have a myriad of career paths for them once they graduate.

5. Mrs. Rizane Abbas, Executive Coach and Head of Investment at Al-Hurafi for Advanced Contracting Co., and former Head of Strategy at the National Commercial Bank (NCB) was invited by Ms. Nora AlJindi in the Marketing Program to discuss coaching with the students.

The lecture, “Why A Coach?”, explained to students the importance of coaching while building a career.

6. Mrs. Hala Kashoggi, Head of communication and Sustainability at Unilever, was invited as a guest speaker in the Marketing Research class.



Mrs. Kashoggi spoke about “Data Driven Marketing” and shared with our students her experience and success stories. In her talk, she also stressed how data influences decision making in the marketing field.

7.Mr. Vishal Tikku, executive consultant with more than 30 years in the fast moving consumer goods (FMCG) gave a lecture about “The Evolving Face of the Saudi Consumer” to students in the Marketing Research, Research Methodology and Consumer Behavior classes.

His talk gave the students in those courses an idea about how research helps companies improve understanding consumers’

needs.

Dr. Saeed Badghish, Associate Professor at the Marketing Department, invited **Mr. Mohammed Sajeini** from the Halawani Company to give a lecture “From Idea to Product Management” about how a new product management from idea to implementation then execution takes place. Mr. Sajeini walked the students through the whole process of managing a new product at their company.

Field Trips :

Quantitative analysis for management

Munch Factory in the Industrial Zone

Ms. Nora Aljindi organized a visit for the marketing students to the Munch Factory in the Industrial Zone where students were introduced to the different stages of all products preparation from raw material to product. It was a one-of-kind operations management hands-on experience that the students tremendously enjoyed and benefitted from.

Halwani Factory

Dr. Adel Alotaibi, Assistant Professor took his students on a visit to the Halwani Factory, where they became familiar with the frozen food sector of the Halwani Group. They also had the opportunity to work on a real-life project there. That was in preparation

Bachelor of Law

Mission

To graduate outstanding law professionals equipped with the essential ethical values, knowledge, and skills in Saudi, "Shari'ah", and international law.

Combining theory and skills courses, the Law program is the first program in the Kingdom's West region that teaches international law. Students also learn legal drafting in both Arabic and English.

Graduates of the Law program work in international law firms and pursue post-graduate studies at prestigious schools and universities around the world.

Dar Al-Hekma Law students consistently perform well at the international level. For example, the Law program is the only law school that has represented the Kingdom in international arbitration competitions, and the school's team has been crowned the best in the Middle East for the past several years.

The Department in Action

Launching the Legal Clinic

The Law program launched the Hekma Lawyers Clinic, which is a volunteering project, supervised by Dr. Maha Ahmed, Assistant Professor at the Law Program.

The volunteering team Members are:

1. Muneera Al-Ezzi (Founder, & DAH Alumni)
2. Alya Al-Hussini (Executive member & DAH Alumni)
3. Doha Al-Ghamdi (Executive member & DAH Alumni)
4. Volunteering Law students

Initiative's Mission:

- Offering legal help, through consultations, to low-income members of the society, DAH students, and faculty.

- Offering law students practical experience through involving them in legal consultation under the supervision of professionals.

- Spreading legal awareness in the community.

10th Annual Middle East Vis Pre-Moot in Bahrain (March 2020)

Law students **Duaa Alraihan, Mariam Aldeghaither, Sara Iskander, Tala Sabahi** won the **Claimant Best Memo** in the 10th Annual Middle East Vis Pre-Moot.





10th Annual Vis Moot Court in Vienna (April 2020)

DAH Vis Moot Court team for the second year in a row, made it to the TOP 64 qualifier rounds in Vienna (virtually) out of 250 teams, leaving behind top European and US universities, and making it the only Arab team to qualify this year.

Winners are Duaa Alraihan and Mariam Aldeghaither.

The driving force behind this achievement are the Coaches: Dara Sahab, Yara Al-Saygh and Rahaf Zaini (DAH Alumna) and the rest of team members Sara Iskander and Tala Sabahi.



Faculty Development

On – Campus Workshops attended by the Law Faculty

- Employee Rights in Saudi Labor Law
- Legal Advising
- International Arbitration
- Child Protection Laws in Saudi Arabia
- Corporate Law
- Litigation Skills in Courts
- How to Write Scientific

Research

- How to Motivate Generation z
- How to Write a Better Test
- Online Tools to Engage Your Students: “quizzes”
- Accommodating Students with Learning Disabilities
- Library Orientation
- Zoom Orientation
- How to Record Your Power Point.

Off-Campus Workshops attended by the Law Faculty

Litigation skills Conference by Saudi Bar Association

Creating Value in Bankruptcy Symposium

Recent Developments in Trade-based Money Laundering

Legality: grey areas-fighting economic crime-the implications for international relations-the Italian experience

Role of Financial Information Sharing Partnerships to Promote Compliance and Disrupt Financial Crime

Criminal money management: the criminal enablers, Litigation Skills before Court.

International activities

The Annual International Cambridge Symposium on Economic Crime. Jesus College,

University of Cambridge.

Paper Presentation

“The Role of Criminal Law in Minimizing Food Safety Violations Internationally and in Saudi Arabia”.

Research and Publications

Dr. Samah Al-Agha gave a presentation: “Illicit Enrichment; Reconciliation: A Prevention of Corruption or an Invitation for Corruption?” at Jesus College, University of Cambridge.

She also presented a paper: “The Role of Criminal Law in Minimizing Food Safety Violations Internationally and in Saudi Arabi”, and it has been published in Vol 1, No 10 (2019)) by the Arab Journal of Forensic Sciences & Forensic Medicine (AJFSFM).

Dr. Michele Olivier, Program Chair, co-authored an E-book: “The Environment, Critical Policies and Legal Frameworks: An African Perspective”, LexisNexis, 2019.

The book analyses a range of different legal frameworks to address pressing environmental challenges in Africa. Suggestions are made for legal harmonization, consolidation of legislation and better enforcement.

Lectures

1. "Legal Advising" by Ms. Mariam AlDabbagh

Ms. Maryam is a legal consultant who has been working for the Saudi Environmental Protection Agency for two years and is currently the English-language legal advisor for Dar Al-Hekma University. She graduated from Dar Al-Hekma with an LLB in 2015 and earned her LLM in Environmental & Energy Law from New York University in 2016, passing the New York Bar that year as well. She has interned at the World Bank and the US Senate and has been a part of the Saudi delegation to multiple international environmental agreements, including the Montreal Protocol for the Protection of the Ozone Layer and the climate change convention.

2. "Enhance Arabic Language for Future Lawyers" – A series of three workshops

by Ms. Hanan AlShaker:

I. "علامات الترقيم" "Punctuation Marks"

II. "الكتابة في فقرات" "Writing in Paragraphs"

III. "الهمزة في أول الكلمة" "Al Hamza" at the Beginning of

the Word"

3. "International Arbitration

by Ms. Dara Sahab (02.12.2019)

Ms. Dara holds a LL.M. in International Business Regulation, Litigation, and Arbitration from NYU School of Law, and LL.B. from Dar Al-Hekma University, 2014.

She works as an associate at Squire Patton Boggs in the International Dispute Resolution Practice based in Dubai and advises on disputes in litigation and arbitration in commercial, civil and construction matters. She advised in relation to the US, UAE, and KSA court proceedings, and international arbitration proceedings administered under different arbitration rules, including UNCITRAL, DIAC, ICC, and DIFC-LCIA. She also worked in a litigation boutique firm in Washington DC and at a leading international law firm in Dubai. She is currently the head coach of the Dar Al-Hekma Moot Court team.

4. "Corporate Law" by Mr. Carlos Daoud and Ms. Najat Bahakeem (04.12.2019)

Mr. Carlos is the Legal Manager of Chalhoub Group in Jeddah, and member of Beirut Bar Association.

He published several legal and academic articles and studies: dealing with constitutional law, banking law, money laundering, magistracy and judiciary law, Lawyers law, International Humanitarian law, etc.

Ms. Najat is a Legal Advisor at Chalhoub Group. She holds LL.B. from Dar Al-Hekma University.

5. "Legal Accounting" – BLaw by Mr. Saad Al-Azem (03.12.2019)

Mr. Saad is the Finance Planner and General Manager of Crowe Company. He holds a Bachelor of Science in Industrial Engineering from King Saud University and Master of Business Administration (MBA) in Finance and International Management from Thunderbird, the American Graduate School of International Management, Arizona, USA. He is an Accredited Valuer (TAQEEM), Financial Advisor, and an International Liaison partner.

He gave a workshop to the Law and Accounting students on workflow between Auditors and Lawyers.

6. "Litigation Skills in Courts" by Dr. Hamad Al Razeen.

Dr. Hamad has an extensive

experience as a lawyer, arbitrator, and judge. He was the chief of court in different cities in Saudi Arabia, such as: Alqunfiza courts, the General Court of Jeddah, the General Court of Riyadh, the Execution Court, and the Criminal Court of Riyadh.

7. “Moot Court Mentoring Sessions: Writing Memos and Oral Pleading”

by Dr. Abd El-Rehim Al Kashif

Dr. Abd El-Rehim is a Judge, Lawyer, and Research Associate at the Institute of Advanced Legal Studies, University of London. He holds BA, MA, MPhil, and Ph.D. in Law.

Law Club Events

1. A lecture on “Employee Rights in Saudi Labor Law”, by Dr. Khaled Abu Rashid.

2. A lecture on “Child Protection Laws in Saudi Arabia”, by Dr. Ahmad Balto.

Local, Regional, and International Trips:

1. The Annual International Cambridge Symposium on Economic Crime.

2. Moot Court Trip to Abu Dhabi, United Arab Emirates.

3. Moot Court Trip to Hannover, Germany.

4. The Administration of Forensic Medicine and Criminal Evidence in Jeddah.

5. Prisons of Makkah Region.

6. The Penitentiary Administration



HEKMA SCHOOL OF BEHAVIORAL SCIENCES AND EDUCATION



Farida Larry, PhD.

Dean of Hekma School of Health, Behavioural Sciences and Education

Message from the Dean

The Hekma School of Health, Behavioural Sciences, and Education (HBSE, hereafter) offers a rich learning experience for students enrolled in any of its undergraduate or postgraduate degrees. Since its inception, our school has aspired to offer world-class education in the disciplinary fields of health and social sciences. Our faculty provide a focal point for the reciprocal relationship between higher education and the community, ensuring our students are equipped with transferable personal, clinical, and leadership skills.

HBSE offers a total of six degrees: two undergraduate and three master programs. The blending of our programs in Allied Health (e.g., Speech and Language Pathology) to Psychology, Applied Behaviour Analysis, and Educational Leadership makes addressing health and educational challenges in innovative ways possible, while utilizing interprofessional education and interdisciplinary research

We have a strong focus on clinical and educational training, aligning our practicum learning outcomes

with the standards of international professional bodies to maintain the quality, knowledge, skills, and ethical conduct of these target professions, including but not limited to the Association for Behavior Analysis International® (ABAI) and The American Speech-Language-Hearing Association (ASHA).

The last two years have been remarkable for HBSE. We started a Bachelor of Science in Psychology, which became extremely popular, not only attracting young women to this field, but also recording the highest chosen minor at the university. Also, in Spring 2018-2019, we started the very first Master of Science in Applied Behaviour Analysis in the Kingdom of Saudi Arabia, and the only program to obtain a Verified Course Sequence from the Association for Behavior Analysis International® (ABAI); we are delighted to announce the graduation of our first batch in Fall 2020.

Similar to colleges and universities across the globe, the impact of the coronavirus pandemic was unescapable, especially in the beginning,

when the World Health Organisation declared a public health emergency, and the lockdown of schools and educational institutions was announced. As the situation continued, our school started to think of innovative ways for course delivery, with the added challenge of reaching out to the community of schools, centres, and clinics with whom we closely work to cover the demands for quality service provision and evidence-based interventions. With this, we narrate a few success stories of surviving and striving during the pandemic.

Our Masters in Educational Leadership took the lead, providing awareness-raising workshops on emergency education, and the use of innovative and affordable technologies for teaching and learning. Indeed, we received testimonials from graduates who took the Educational Technology course, asserting their satisfaction with the learning they received, and how it equipped them with necessary skills to overcome the challenges faced by schools, especially in rural

areas with limited resources. Another initiative was undertaken by the Master in Speech and Language Pathology Program, delivering a workshop in Teletherapy, a practice on the cutting edge of health and behavioural sciences

during the pandemic; a total of 80 participants joined the workshop in the summer term. Effectively, the outcomes of these initiatives have inspired our mature and socially responsible students to write their thesis on the impact of coronavirus from

social, educational and health perspectives.

By focusing on knowledge translation, we aspire to continue our journey in closing the gap between disciplinary knowledge and professional practice.



The Speech, Language and Hearing Sciences (SLHS) Program

Led by a staunch commitment to the larger community, the Hekma School of Behavioral Sciences and Education (HBSE) continues to stand tall with all its different specializations and their achievements during the academic year 2020-2019.

The Speech Language and Hearing Sciences (SLHS) Department

The Speech Language and Hearing Sciences Program at Dar Al -Hekma University provides students with the theoretical knowledge and practical application to provide services to individuals with suspected and/or identified communication disorders in various settings. The students are equipped with the necessary knowledge and tools necessary to provide to exceptional evidence-based services to clients, conduct research, develop culturally relevant assessment and treatment materials, as well as, advance overall knowledge about the profession on Speech Language Pathology in Saudi

Arabia. The SLHS department is committed to community engagement, education, and research.

Mission

To graduate professionals in the field of Speech-Language Pathology to provide quality services for those with communication challenges in the Kingdom of Saudi Arabia.

Community Outreach

The SLHS Department participated in the Dar Al-Hekma Open House at King Abdul Aziz University (KAAU) recruitment fair.

In collaboration with the Saudi Society of Speech Language Pathology & Audiology (SSSPA), the SLHS Department held a welcome gathering for freshman students in September 2019.

In October 2019, the Speech Language and Hearing Sciences (SLHS) Department, participated in the "International Stuttering Awareness Day" and held an event on campus to educate the DAH community about stuttering. This event was

organized by Dr. Yaser Al Saabi & Ms. Eman Bugshan.

International Outreach and Recognition

The Department Chair, dr. Martine Elie organized two invited lectures and hosted two international guest speakers who presented lectures through skype:

1. Dr. Sharon E. Moss, The Vice President of Ethics in Speech Language Pathology for the American Speech-Language-Hearing Association (ASHA) presented on the "Code of Ethics" in the Professional Issues Class which was open to all SLHS students. This invited lecture was organized by Dr. Martine Elie.
2. Dr. Lemeitta McNeilly, the Chief of Staff at the American Speech-Language-Hearing Association (ASHA) presented on "Professional Organization and Leadership" in February 2020. This lecture was part of the Professional Issues Class which was open to all SLHS students. The invited lecture was organized by Dr. Martine Elie.
3. Dr. Martine Elie was invited

to serve as a University Ambassador for the American Speech Language Hearing Association Foundation. Dar Al-Hekma was the first International University that has been invited to have a University Ambassador.

4. Dr. Martine Elie served as the Topic Chair for the ASHA Global Issues and Practice Committee for the ASHA 2019 and 2020

Conferences. She was also appointed to serve on the Education Committee of the International Association of Logopedics and Phoniatrics.

5. Dr. Yaser Al Saabi served as a committee member for the Cultural Linguistic Diversity Committee for the ASHA 2019 conference in Orlando, Florida and the Global Issues and Practice Committee for the ASHA 2020 Convention.

6. Dr. Areej Al Asseeri served as a committee member for the Language Disorders in Adults Committee for the ASHA 2020 Convention. Dr. Al Asseeri was also appointed to serve on the ASHA international issues Board. **7.** Mr. Ahmad Al-Salhi served as a committee member for the Academic and Clinic Education Committee for the ASHA 2020 Convention.

Students in Action

The SLHS Department initiated the Dar Al-Hekma University Chapter of The National Student Speech Language Hearing Association (NSSLHA). Established in 1972, the NSSLHA is the only national student organization for pre-professionals studying communication sciences and disorders (CSD) recognized by the American Speech-Language-Hearing Association (ASHA). As a result of the NSSLHA interest meeting, 33 SLHS students applied for NSSLHA executive positions.

All SLHS students participated in the elections of the NSSLHA officers, who presented their platform and vision for NSSLHA. The DAH elected officers are listed below.

Position	Name	Level
President	Athari BinHarharah	Junior
Vice President	Batool Alkaff	Junior
Secretary	Rodaina Kabli	Junior
Treasurer	Noura Al-Ammari	Sophomore
Historian	Hadeel Harazi	Sophomore
Community Service Coordinator	Salma Baarma	Junior



Student Presentations

Senior students in the SLHS Program and alumnae from the Bachelors/Masters of Speech Language Pathology attended and presented the American Speech-language-Hearing Association (ASHA) 2019 Convention in Orlando, Florida between 21-23rd of November. The following research projects and posters were presented.

Ms. Bushra Al Harbi, supervised by Dr. Areej Al Asseeri and Dr. Reem Abul Hamayel, presented a poster on "Arabic Spoken Core Vocabulary for Preschoolers in Saudi Arabia".

Ms. Aya Bantan & Afnan Alyafī, supervised by Dr. Areej Al Asseeri and Dr. Reem Abul Hamayel, presented a poster on the "Acquisition of Arabic Plural Markers in Monolingual & Bilingual Children".

Ms. Basmah Baheid, supervised by Dr. Areej Al Asseeri, presented a poster on "Maternal Perception of the Use of Gestures to Facilitate language Development".

Ms. Eman Bugshan, supervised by Dr. Areej Al Asseeri, presented a poster on "Perception of Parents of Preschoolers About Effects

of Technology on Language Development: Helpful or Harmful?".

Student Research

Students in the Professional Aspects and Ethics of Speech Pathology and Audiology interviewed a total of 32 local and International speech language pathologists (SLPs) representing the KSA, United States of America, Caribbean, and European Countries. The students completed comparative reports/presentations for their final project about the requirements for practice, professional issues, common misconceptions, and the

impact of COVID on service provision. These projects were combined, and two abstracts were submitted to be presented at the ASHA 2020 Conference. The presentation titles listed below were accepted for presentation under the supervision of Dr. Martine Elie.

- 1) "COVID-19: The Global impact on SLPs and Audiologist Across Settings" (-90minute poster presentation)
- 2) "Professional Issues reported by Global Speech Language Pathologist Across Practice Settings" (90 -minute poster presentation)

Although the conference was cancelled due to COVID-19, students and faculty research advisor/instructor will continue working on disseminating this information.

Faculty Achievements

Dr. Martine Elie, Assistant Professor and Chair of the Bachelors of Speech, Language, and Hearing Sciences attended the ASHA Convention, Orlando USA and delivered the following two invited lectures:

- "Creating Student Based Global Opportunities".

- "Working with Haitian Creole Speakers in the USA".

Dr. Yaser Al Saabi, Assistant Professor and Director of the Masters in Speech Language Pathology Program, attended the ASHA Convention, Orlando USA and was part on an invited mini seminar:

- "Models of Service Delivery in Four World Regions".

25th Saudi Otolaryngology Society Conference in Taif, December 2019 ,13-12

Dr. Martine Elie & Dr. Yaser Al Saabi, Assistant Professor in the SLHS Program and Director of the Masters of Speech Language Pathology attended the "25th Saudi Otolaryngology Society Conference" and presented an interdisciplinary panel on Evidenced Based Practice with Dr. Lamis Baowaidan of the Master of Applied Behaviour Analysis (MABA) Program.



Mr. Ahmad Al Salhi, SLHS Faculty, attended the 2nd Conference of Saudi Society for Speech Language Pathology & Audiology.

Dr. Reem Abulhamayel attended the ASHA Convention in Orlando, Florida.

Dr. Yaser Al Saabi, Assistant Professor in the SLHS Program and Director of the Masters of Speech Language Pathology presented an instructional course titled "Acceptance and Commitment Therapy for Adults who Stutter" at the 9th Emirates Otolaryngology: Audiology & Communication Disorders Congress, Dubai.

Dr. Martine Elie, Dr. Yaser Al Saabi, and Dr. Areej Al Asseeri attended the Saudi Society for Speech Language Pathology & Audiology Conference in Riyadh, where they presented the following:

- "Neurogenic Language Disorders: Left Hemisphere vs. Right Hemisphere Damage" - Dr. Areej Al Asseeri

- "Treating Language Disorders" - Dr. Martine Elie

- "Evidence-Based Practice (EBP) in Communication Disorders" - Dr. Yasser Al Saabi

- "Role of Speech Language Pathologist in School Settings" - Dr. Yasser Al Saabi

Dr. Yaser Al Saabi, Dr. Areej Al Asseeri, and Mr. Ahmad Al Salhi presented a workshop titled "Speech, Language and Hearing Disorders" at the Child with Disability Conference at the Child Disability Association in Makkah, Saudi Arabia.

During the lockdown, the SLHS department delivered innovative online teaching and learning. SLHS faculty were provided with various professional resources for professional development and teaching such as the ASHA learning pass, consisting of Continuing Education workshops; the master clinician network-a database of seasoned professionals providing assessment and treatment, as well as, Simucase.

All students were given a free code to obtain access to the observation software shared by the developer for the spring 20 semester, which allowed them to observe seasoned clinicians providing assessment and treatment services. Senior students enrolled in practicum transitioned from providing hands-on in

person treatment sessions to working with simulated clients via Simucase.

Dr. Martine Elie and Dr. Reem Abulhamayel presented a session during the DAH Online Teaching Excellence: Lessons Learned Summer series entitled: "Simucase as a Tool of Instruction in Virtual Classes". Lastly, Dr. Areej Al Asseeri was awarded a grant from of King Abdul Aziz city for Science and Technology (KACST) in the Kingdom of Saudi Arabia related to Coronavirus (COVID - 19).

The Special Education Program

The Special Education Program

Mission

To empower students who will create positive changes in education and improve the life of individuals with special needs in the Kingdom of Saudi Arabia.

Achievements

The SPED Department held an international Disability Day, the coordinator of which was Ms. Mona Al Haddad. Different majors at the University participated with different projects for individuals with disabilities.

The Dean of the School, Dr. Farida Larry and Ms. Mona Al Haddad, attended the Insight Personality Program/ workshop At Dar Al-Hekma and presented at several local and international workshops. Ms. Mona Al Haddad conducted two workshops at "The First Autism Center" an affiliate of the SPED department. One of the workshops was about "Assessment of Basic language and Learning "ABLLS", and the other was about "Ethical Consideration

and Physical Intervention". On the other hand, Ms. Al Haddad attended 6 workshops at the University of Leeds, UK.

In December 2019, the Special Education Department, in collaboration with the Speech Language and Hearing Sciences (SLHS) Department, held the "International Disability Day" organized by Ms. Mona Haddad, SPED Coordinator, & Mr. Ahmad Al-Salhi, Lecturer.

During lockdown, Ms. Al Haddad coordinated and lead a series of "Online Clinical Training" evidence-based interventions for ASD during "Autism International Awareness Day". Ms. Al Haddad presented a workshop titled "Functional Assessment for ASD" for over 500 participants via Zoom.

Ms. Mayan Omair, alumna and lecturer at the Program, passed her VIVA and earned her PhD degree from the University of Leeds, UK in March 2020

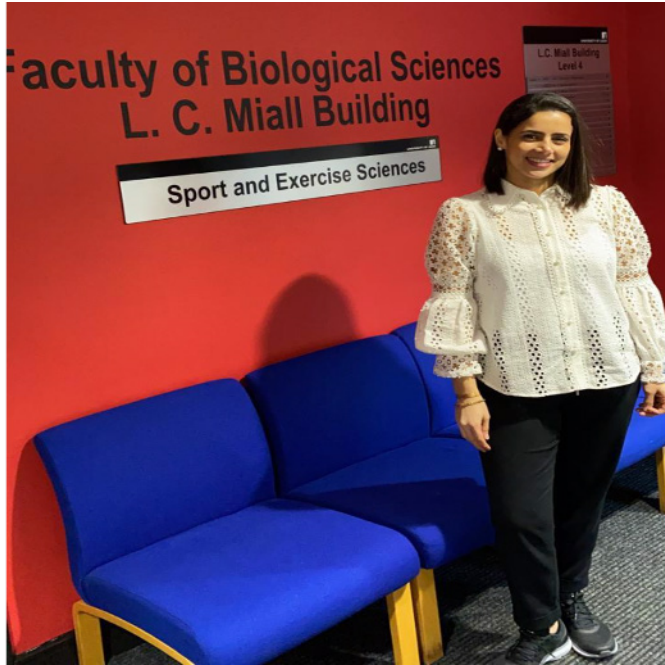
Students in Action

- The Help Center in Jeddah organized a "Walk Together"

Event in which SPED students participated in December 2019.

Let's Walk the Walk Together **هيا نمشي معاً** event is a yearly event organized by The Help Center as the main organizer with the collaboration of other centers in Jeddah. This year, The First Autism Center participated in the event with their students along with Dar Al-Hekma SPED senior students who volunteered to walk the 2 kilometers track with the children along the Jeddah seafront promenade. His Highness Mayor of Jeddah, Mr Saleh AlTurki and Mrs. Maha AlJafali, the director of the Help Center attended the event, which was featured on social media and MBC 1 TV channel. The goal of the event "walk" was to show the importance of sports for individuals with disabilities and its overall effects on their physical, social, and psychological wellbeing.

-The senior students participated in community service activities and offered 'online clinical training' during the Autism Awareness Month in April 2020.



The Psychology Program

The Psychology Program at Dar Al -Hekma University has a rigorous curriculum that provides students with the scientific knowledge that would enhance their understanding of human behavior and enable them to apply that knowledge in real life settings. The program has an engaging learning environment that fosters students' growth, integrity, and self-fulfillment. The curriculum is designed to help students become critical and creative thinkers and skillful researchers.

Equipped with the necessary knowledge and tools, students are empowered to offer excellent services to clients, be the catalyst for change in the community, and improve the field of psychology in Saudi Arabia.

Mission

Our mission is to graduate ethical and competent professionals to best serve and advance the field of Psychology within the Kingdom of Saudi Arabia.

Faculty Achievements:

- Ms. Rola Ashour, Coordinator of the Psychology Program,

attended the Insight Personality Program and the following lectures:

- Family Governance Crisis Guide, 05 Jan 2020
- Leading in a Family Business, 24 Feb 2020
- Introductions to Investment, 05 May 2020
- Ms. Rola Ashour was involved in a community service activity targeting front liners and their families during the Corona Pandemic.
- Ms. Ashour took Emotionally Focused Therapy (EFT) at the International Center of Excellence in Emotionally Focused Therapy

(ICCEFT) 1st level training, 24-21 Oct. 2019 in New York, conducted by President of the NYCEFT, Dr. George Faller.

- Ms. Rola Ashour is currently working on her PhD at the University London College (UCL) in the IOD- Department of Psychology and Human Development.
- Dr. Randa Hariri, Head of the Center of Excellence of Teaching & Learning and Assistant Professor at the Master of Educational Leadership and the Psychology Programs gave the following workshops to all Dar Al-Hekma Faculty:
 - How to Write Better Tests.



- 5 NCAAA- related workshops.
- A two-day workshop for the UAPP program.

Dr Hariri also mentored new faculty, developed the curriculum of a program, and a course review document. She also developed the President’s Annual Report for the Academic Year 2018.

Mr. Khaled Sindi

- Offered 5 workshop programs about Life-Work Balance to the HR employees at King Abdullah University for Science and Technology (KAUST), where he also successfully finished a program about lifestyle wellness.
- Attended a training in the UK about Emotionally Focused Therapy (EFT) at the International Center of Excellence in Emotionally



Focused Therapy (ICCEFT)

- He also became a registered EFT therapist in the Kingdom of Saudi Arabia
- Gave a talk at Dar Al-Hekma about building relationships.

Students’ Achievements

All Psychology students organized the International Day of Mental Health at Dar Al-Hekma to raise awareness about mental health and its importance worldwide, and to educate the public about this major aspect of every healthy society.



HEKMA SCHOOL OF ENGINEERING, COMPUTING, AND INFORMATICS



Sahar Siraj Shabanah, PhD

Dean, School of Engineering, Computing and Informatics

Message from the Dean

In order to adopt the Saudi Vision 2030 that aims to build an education system aligned with the market needs that have been affected with the changes, Dar Al-Hekma (DAH) University has established the Hekma School of Engineering, Computing, and Informatics (HECI).

The HECI School has been structured to house four academic departments, Cybersecurity, Computer Science, Information Systems, and Industrial and Systems, offering high quality academics and professional degrees for both, graduate and undergraduate students, in the field of Engineering, Computing, and Informatics.

As one of Dar Al-Hekma's fastest growing units, the HECI School has started four academic programs: Master of Science in Information Systems (MSIS), Bachelor of Science in Information Systems (BSIS), Bachelor of Science in Cybersecurity (BSCY), and Bachelor of Science in Computer Science (BSCS). To fulfil one

of its main objectives for the academic year -2020 2019: "Plan to develop at least one master program by spring 2020-2021", the school is planning to offer more professional and academic programs with different degrees such as the Diploma of Science in Networking, Diploma of Science in Cybersecurity, and Master of Science Cybersecurity Engineering under the Cybersecurity Department. In addition, a Master of Science in Artificial Intelligence, and a Master of Science in Data Analytics under the Computer Science Department will be launched. On the other hand, the Engineering department is working on developing new undergraduate and graduate engineering programs in the areas mostly needed by our country which are: Industrial Engineering Department, offering a Bachelor of Science in Industrial and Systems Engineering, and a Master of Science in Engineering Management. At the HECI, we took the responsibility of integrating engineering,

computing, and informatics into every aspect of DAH's undergraduate education, research, graduate programs, and activities as well as meeting the market and the society's needs. Accordingly, when designing our programs, we took into consideration the criteria of academic accreditation boards (NCAAA and ABET), and ACM/IEEE curricula recommendations in addition to the input of our school Advisory Board of industry experts. Moreover, to ensure the readiness of our students for the job market, we prepare them to get professional certificates from well recognized corporations such as EC-Council, Cisco, Microsoft, EMC and IBM, provide them with internship opportunities with businesses, and finally guide them in a one-year capstone project to apply what they have learned in real life situations. To guarantee the quality of our programs' delivery, we hired first-class faculty that would put our students on the forefront of 21st-century

engineering and technology using modern instructional and learning models with the concentration on practical labs and interactive activities in the classroom. We have launched a Technology Center, offering workshops and trainings for all the DAH members and the general public. We have also partnered with many professional organizations to offer short courses and certifications. Our student clubs cover the fields of engineering, computing, and informatics bringing awareness of the importance

of the field of technology. The HECI School in collaboration with the Technology Center, constantly strive to have community engagement activities, encouraging our students to participate in many competitions in the field. The School and the Center host professional guest speakers for inspirational talk sessions, whereby they share their experience in the field of engineering, computing, and informatics.

Mission

To graduate professionals,

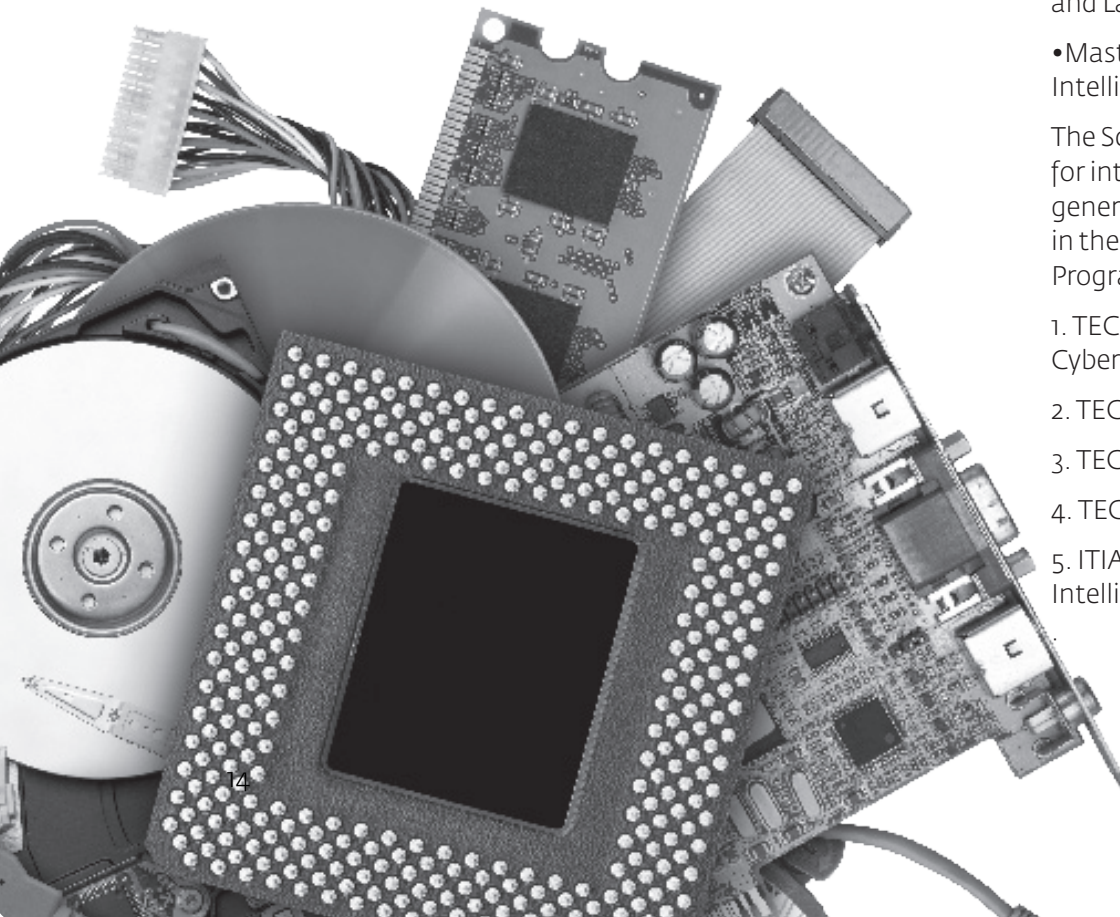
leaders and entrepreneurs equipped with adequate knowledge and technical skills of international standards.

The Hekma School of Engineering, Computing, and Informatics (HECI) has started new academic programs:

- Minor in Cybersecurity
- Professional Diploma in Cybersecurity
- Professional Diploma in Networking
- Higher Diploma of Science in Data Analytics with the Hekma School of Business and Law
- Master of Science in artificial Intelligence

The School diligently worked for introducing five new general specialty courses in the General Education Program.

1. TECH 1301 Fundamentals Cybersecurity
2. TECH 1302 Web Design
3. TECH Project Management
4. TECH Mobile Application
5. ITIA 1201 Intro to Artificial Intelligence



The HECI School has succeeded in getting Professional Certifications and Memberships:

INSTITUTION	AREAS OF COLLABORATION	OUTCOME	STATUS	PROGRAM
<p>EC-COUNCIL Academia The EC-COUNCIL is a professional organization that offers certification on cybersecurity skills. It is headquartered in Albuquerque, New Mexico.</p>	<ol style="list-style-type: none"> 1. Faculty training 2. Professional certification examinations and preparation 3. Access to online courses material 4. Cybersecurity training lab Kits. 	<ol style="list-style-type: none"> 1. Access to Cybersecurity courses and certifications, such as Ethical Hacking, Forensics and Encryption. 2. Special discounts on student courseware and required lab kits. 	Active September 2019	Bachelor of Cybersecurity
<p>Oracle Academy The Oracle Academy membership offers educational institutions and educators free computing education resources for the classroom to help increase knowledge, skills development, innovation, and diversity in technology fields.</p>	<ol style="list-style-type: none"> 1. Faculty training 2. Professional certification examinations and preparation <p>Access to online courses m</p>	<ol style="list-style-type: none"> 1. Oracle’s Java Programming and Database Management courses. 2. Access to Oracle’s online labs. 	Active	All majors of HECI
<p>CertNexus CertNexus is a vendor-neutral certification body, “providing emerging technology certifications and micro-credentials for business, data, developer, IT, and security professionals.”</p>	<ul style="list-style-type: none"> - Professional certification examinations and preparation. - Access to online course material. 	<p>Access to a variety of courses and certifications in different areas including Cybersecurity, AI & Data Science</p> <ul style="list-style-type: none"> - Special discounts on student courseware and required kits. 	Active	All majors of HECI

<p>Cisco Networking Academy</p>	<ol style="list-style-type: none"> 1. Faculty training 2. Professional certification examinations and preparation 3. Access to online material 4. Networking labs requirements and specifications 	<ol style="list-style-type: none"> 1. CISCO Academy membership 2. CCNA training and certification in Cybersecurity 3. CCNA in networking Certificates (training material, exams and faculty training) 4. Networking lab devices. 	<p>Active</p>	<p>All majors of HECI</p>
<p>Microsoft Imagine Academy Microsoft Imagine Academy provides educational institutions with access to a full curriculum solution. for teaching technology courses and learning tools that help teachers gain technology skills and help students to achieve success through employability and industry certifications.</p>	<ol style="list-style-type: none"> 1. Professional certification examinations and preparation 2. Access to online course material 	<ol style="list-style-type: none"> 1. Microsoft Imagine Academy membership 2. 500 professional certificates 3. Microsoft Certified Exam Center 4. Online courses material 	<p>Active</p>	<p>All majors of HECI + All DAH majors + The public Community</p>
<p>Dell-EMC A combination of technology-focused and role-based training and exams to cover concepts and principles as well as the full range of Dell Technologies' hardware, software, and solutions.</p>	<ol style="list-style-type: none"> 1. Faculty training 2. Professional certification examinations and preparation 3. Access to online course material 	<ol style="list-style-type: none"> 1. EMC membership Cloud computing, big data analytics course material and exams for professional certification 	<p>Active</p>	<p>All majors of HECI</p>

Students in Action:**The World Robot Olympiad – Jeddah**

Three students from the Cybersecurity Program participated in the World Robot Olympiad in Jeddah, where they were able to develop their creativity and problem-solving skills in a fun and engaging way.

Capture the Flag

Seven students from the Cybersecurity Program virtually participated in "Capture the Flag" Via a Cyber Hub platform organized by SAFCSF.

Cyber Saber Hackathon

Four students from the Cybersecurity Program participated in the in the Cyber Saber Hackathon Competition ITC in Riyadh.

Students experienced a real-world hacking and breach scenarios of vital sectors and witnessed the implications of cyberattacks and the importance of equipping themselves with the right knowledge to face the attackers.

GCC Robotics Competition – Effat University**7th March 2020– Jeddah**

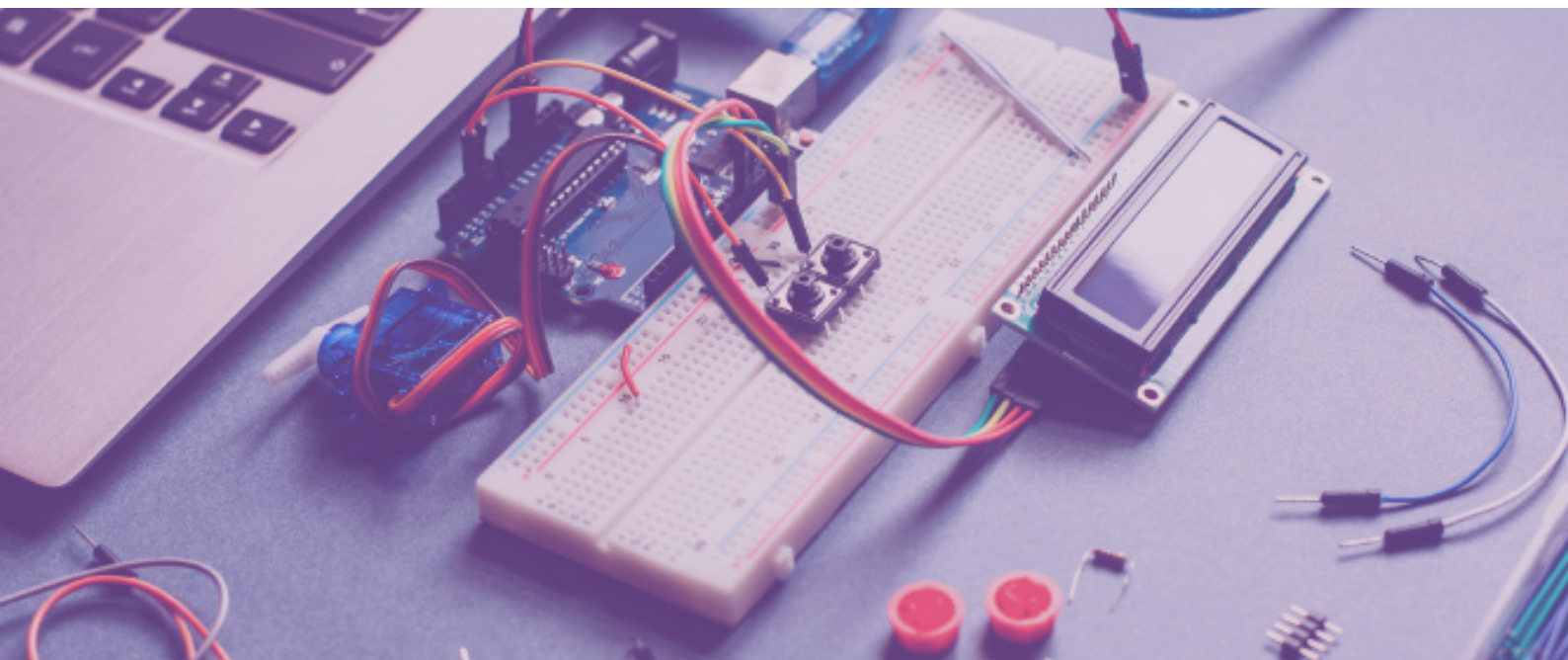
Four students in the Cybersecurity program

participated in the GCC Robotics Competition at Effat University, where they were able to build an innovative robust robot and compete in a pre-designed arena with space and time constraints, utilizing their academic knowledge and technical skills.

The School in Action during Lockdown

As we were all locked down because of the COVID pandemic, our school with the support of the management, immediately adopted virtual learning using Zoom. The HEI faculty were encouraged to attend face-to-face workshops about zoom at the beginning of the pandemic, and later in-house workshops offered through virtual media.

One of the challenges the School faced, is that almost all courses have a practical element, where students and instructors need to be in a face-to-face environment. Whereas theoretical classes were kept virtual, the challenge we had about practical courses will be addressed in the coming Fall semester when on-campus practical-face-to-face sessions will be offered while following the COVID safety measures.



Graduate Studies & Research

Forging Characters of Future Leaders

Master of Architecture

Mission

To graduate innovative professionals who are committed to respecting the environment by creating a holistic, balanced and integrated built environments.

Launch of the March Program

The MArch program was launched in the Fall semester 2019-2018, when 6 students enrolled in the program.

In the academic year 9, 2020-2019 students joined the program: 7 in the Fall semester, and 2 in the Spring semester.

Jazan University Students' Visit

A group of final year undergraduate students from Jazan University visited the MArch program to familiarize themselves, as prospect students, with the program. They were given a slide presentation about the program and examined the Spring 2019 MArch Studio II Exhibition.

Public Lectures

1-“Housing Opportunities”

by Dr. Tarek Fadaak

Dr. Tarek Fadaak, a member of the Shura Council (since 2009), was invited in December 2019 to give a lecture about “Housing Opportunities”.

He was Chairman of the Housing, Haj, and Services Committee, and is now the Vice Chairman of the Transport, Communication, and Telecommunication Technology at the Council.

The lecture hosted students from the undergraduate and post-graduate architecture programs.

2-“Old & Urbanism: Khobar First City Plan Revisited”

by Arch. Atef Alshehri

The program invited Architect Atef Alshehri on February 11th, 2020

His lecture contextualized the planning process of Khobar within the broader framework of concepts and practices of urban industrial development and how the transfer of these ideas shaped urbanism in Saudi Arabia for decades to come.

Students from the undergraduate and post-graduate architecture programs attended the lecture.

Local Trips

1- King Abdullah University of Science and Technology

As part of their learning experience, Architecture students in ARCH 6403– Thesis Research went to KAUST in October 2019. The course instructor, Dr. Ahmed Baik, organized the trip to visit the Virtual Reality Lab in KAUST, where students experienced the CAVE, and investigated the new devices and applications to support their thesis research.

2 Saudi Council of Arts Exhibition

As part of the Hekma School of Design and Architecture (HSDA) end-of- the year-Exhibition preparations, several meetings took place in December through to February 2020 ,5 (day of the Exhibition) with Mr. Nawaf Nassar under the guidance of the HSDA Dean, Ms. Nada Zaidan. Several field trips took place before and after the 'I Love You Urgently' exhibition in the Saudi Council of Arts Exhibition Hall.

Students' Achievements

Fall Semester: First Batch Thesis Defense

The Master of Architecture Program proudly had the first batch 'Thesis Research' defense on 28.12.2019.

External jury attended the defense in the scope of the thesis topics.

Dr. Ahmed Refaat

Dr. Abdulmohsen Farahat

Dr. Eyad Al-Maimani

Dr. Muhannad Bayoumi

Dr. Yahya Al-Shawabkeh

Dr. Doaa Olwi

Arch. Taha Andijani

Spring Semester: First Batch Project towards the master's degree defense

The Master of Architecture Program proudly had the first batch Project in Satisfaction of the master's degree defense on Thursday 30.04.2020.

All 16 students achieved highly successful results and graduated from the MArch Program. External jury attended the defense in the scope of the projects' topics.

•Dr. Tarek Fadaak

•Dr. Jaffer Khan

•Dr. Yasser Maghoub

•Dr. Hanaa Motasim

•Dr. Mohammed Al-Surf

•Dr. Abdulaziz Banawi

•Arch. Abdulaziz Barak

MArch following the 2030 Vision: Research and Live Projects

All MArch students' projects and research focus has been aligned with 2030 Vision: the list includes areas covered so far. Several student works are being prepared to present to the listed authorities:

1.The Saudi Housing Development Projects

2.The Saudi General Investment Authority Projects

•Leveraging Five Existing UNESCO World Heritage Sites in The Kingdom

•Massive New Mega Tourist Destinations Under Development

3.Mohammed Bin Salman Project for Developing Historical Mosques

4.The Ministry of Culture Projects

5.The Ministry of Education Projects

6.The Jeddah Municipality Project

7. The National Program for Environmental Awareness and Sustainable Development Projects

8. The Ministry of Health Projects

First batch successfully graduated at the end of Spring Semester

Because of the COVID19- pandemic, the HSDA Graduation Ceremony took place online, on the 30th of June 2020, celebrating the success of graduates in all Departments.

Dr. Somaya Al-Sulaiman, the CEO of the Architecture and Design Commission at the Saudi Ministry of Culture, was the guest of honor of the ceremony.

Architect Enas Serafi also honored the graduates with his encouraging opening remarks.

Published Student Research and Conference Presentations

- Our student, Areej Alama, had a paper about her MArch research published.

Alama A. M. S. & Sabbagh M. (2020).
Published Paper in Conference Proceedings

Comparing Daylight Distribution Between Two Classroom Prototypes in Jeddah Public Schools, Proceedings of 86th Research World International Conference, Jeddah, Saudi Arabia, 14th – 15th March, 2020

Available from: https://www.researchgate.net/publication/340129815_COMPARING_DAYLIGHT_DISTRIBUTION_BETWEEN_TWO_CLASSROOM_PROTOTYPES_IN_JEDDAH_PUBLIC_SCHOOLS [accessed May 2020 14].

- **Two Students in ARCH 6403 - Thesis Research course, Lujain Barri and Lujain Azzouni, participated in The Second International Engineering Conference.** Co-authoring research papers with Dr. Mohammed Al-Surfi. Dr. Mohammed Al-Surfi

and Lujain Bari: "Does Size Matter in the Saudi Housing Market? A study analyzing the suitable housing sized in Saudi Arabia".

Dr. Mohammed Al-Surfi and Lujain Azzouni:

"Citizens' Attitude Towards Prefabricated Buildings as a Form of Sustainable Construction Method for Housing Solution in Saudi Arabia"

Fall Semester: University of Jeddah Final Jury invitation

- The Interior Design Department at the University of Jeddah invited one of the students, Haifa Al-Harbi, to participate in a final jury of interior design residential projects.

MArch fresh graduates presented results of their MArch theses

- Two of MArch graduates, Amal Algamdey and Soha Binzagr presented conference papers on their MArch thesis, in Islamic Heritage 2020 Conference organized by Wessex Institute, on the 9th June 2020.

Algamdey, A. H. Preservation Scale: Temporary Strategies to Revitalize Settings of Historic Assets (Presentation)

Binzagr, S. Vernacular Saudi Arabian Architectural Techniques: Revival to Modern Saudi (Published Paper and Presentation)

- Two MArch graduates, Areej Alama and Haifa Alharbi, presented their MArch research to a panel from the Saudi Investment Authority at King Abdelaziz University in June.

Architecture Master Prize 2020 Competition International Awards

- The MArch First Batch Graduates received several international awards at the Architecture Master Prize Competition in different areas. Amal Algamdy received the 'Best of Best' award in 6 categories under Landscape/Urban Design/ Architectural Design/Cultural Architecture, Preservation, with her 2020 Spring Semester

MArch Graduation Project: Cultural Spine for Historical Village Ramada in Al Baha, Saudi Arabia. Ms. Amal Alghamdey is the only 'Best of Best' award winner from Saudi Arabia in this worldwide competition.

- Amal Alghamdey, Loujain Azzouni, Soha Binzagr and Noha Qari with their ARCH 6402 Studio II Project, Renovation of Zainal House, Al Balad Jeddah, won a Memorable Mention in Heritage Architecture-Student Category, Renovation of Zainal House, Al Balad Jeddah.

Haykalah Alumna Competition

- The competition required the submission of the design concept as well as all architectural detailed drawings for the conversion of an old warehouse into a collaborative and shared small business office space in al Madinah Road.

MArch Alumna Kholoud Alsaadi won the second prize in the competition.

Misk International Remote Internship Program

- MArch alumna, Amal Alghamdy, won the 1st and 2nd steps of the prestigious Misk Remote Internship Program among 14000 applicants and started her internship in September.

Shaikh Khaled Al Turki Award for the Academic Year 2020-2019

- MArch first batch graduate, Ms. Areej Alama, was among the winners of Shaikh Khaled Al Turki Award for the Academic Year 2020-2019, for her two international refereed journal publications.

Entrepreneurship

- Two of the MArch alumnae, Sara Alireza and Kholoud AlSaadi, successfully set up their architectural practice during the Spring Semester despite the drawbacks of the COVID19- lockdown on the construction sector. Sara AliReza focused on Real Estate

Projects and Kholoud AlSaadi utilized her research outcome from the MArch for low-cost middle-class villa designs.

Graduate's Employment Rate Reached %88 Despite the Pandemic

The employment rate of the first batch of graduates reached up to %88 as 14 out of 16 graduates are currently employed. 2 students started up their professional offices at the end of the Spring Semester.

In addition to the 14 employed graduates, one is pursuing further studies for her future career, and one is working on a paper for publication.

DAH Teaching Excellence: Lessons Learned Webinar

- Dr. Ayse Yucel shared MArch experience during the lockdown with other Architecture Faculty through the Dar Al-Hekma Online Teaching Webinars on June 17th 2020

Online Learning:

Both the Bachelor of Architecture and the Master of Architecture Programs overall adapted to online teaching quickly, as a matter of fact, on the evening of the lockdown, on March 9, the first MArch Studio course was delivered online without having a break while transferring from face to face to online teaching. The lessons learned from the online teaching experience were shared with other faculty, students, and the general public, as part of DAH Center of Excellence in Teaching and Learning webinars on June the 17th. Four faculty members from the Architecture Department; Dr. Yasser Maghoub, Dr. Jaffer Khan, Dr. Ayse Yucel and Dr. Shifana Kaafil prepared presentations towards this purpose.

During these presentations, together with particularly the theory courses, challenges in design studios were evaluated and the successful example of Capstone Project Juries with contribution of international external jurors were highlighted.

Master of Business Administration

Mission

To graduate professional managers and leaders, equipped with applied knowledge and skills of international standards in the field of business administration.

The MBA program, which is open for females and males, provides theoretical and practical training to help graduates gain a better understanding of general business management functions. The MBA degree exposes students to different business fields such as accounting, finance, or marketing with a focus on leadership, planning, business strategy, organizational behavior, and human capital management.

Designed by international scholars at the Hass School of Business, UC Berkeley, the curriculum combines best practices from the West with the most current and challenging areas in the world of business that are of significance to the Kingdom.

Courses in the program, which are modular and semester-based ones, include intensive workshops and training to equip students with outstanding skills of negotiation, communication, leadership, problem-solving and time management, and to enhance their eligibility and employability.

The MBA Program Achievements:

Curriculum Enhancement:

The MBA Program added 2 new Elective Courses to its elective courses' clusters to match job market requirements.

The courses are:

1. Social Media Marketing.
 2. Statistics with R Programming.
- A number of selected courses/Course Files for courses from POS offered in AY 2019-2018 were reviewed by academic experts (External Examiners) for measures of quality and content of courses.

Guest Speakers

Two guest speakers were invited to talk to students

Mr Jonathan Bustani: Audi Brand Manager at Audi- KSA attended a Zoom meeting and presented to students the marketing challenges Audi-KSA is facing.

Mrs Christine Williams who was a content creator and copywriter for a digital marketing firm, handling many accounts for different companies at KSA including Audi-KSA. Mrs Williams discussed the creative process for brand campaigns and how an IMC account manager developed the creative content for IMC plans for companies.

Memoranda of Understanding/Partnerships

The MBA program was very effective in signing a number of Memoranda of Understanding/ partnerships with the following institutions and companies:

- King AbdulAziz University (KAU)- Saudi Arabia
- Islamic Development Bank (ISDB)- Saudi Arabia
- Management & Science University (MSU) – Malaysia
- Bahrain Institute of Banking & Finance – Bahrain
- Absco/Mobile (Saudi Arabia)

Collaboration and Partnerships Areas:

- Research
- Consultation and scientific studies
- Faculty exchange
- Joint projects
- Students' Training and Internship
- Field Trips

Faculty Achievements

-Ms. Dunia Mamlouk, the MBA Coordinator, is working with Cengage Publishing Co. as academic reviewer of the new edition of one of their economics textbooks: Principles of Economics (Arab World Edition- 4th edition)

Students Achievements

Integrated Marketing Plan for Audi-KSA

In the Integrated Marketing Communication (IMC) course, the final group project was to design an integrated marketing communication campaign for Audi-KSA, particularly for the launch of the new Audi Q3 in Saudi Arabia.

Students presented their creative marketing campaigns & ideas through the course projects (in a class competition) via Zoom, in the presence of Audi brand manager, Ms. Jonathan Bustani, who was very impressed and stated that some of the creative ideas presented could even be implemented by Audi in the Saudi market. The event was organised by Dr. Mohammed Abuljadayel.

Master of Science in Applied Behavior Analysis

Mission

«To graduate professionals and scholars committed to enhancing the quality of life of individuals, providing them with state-of-the-art behavior analytic services, and leading radical advancement in the field of Applied Behavior Analysis in Saudi Arabia.»

Being keen on offering first class education to its students, the MABA Program had its courses verified by the Association for Behavior Analysis International (ABAI) in October 2019. Consequently, the MABA program has become the only Applied Behavior Analysis graduate program with a verified course sequence (VCS) offered by a Saudi university. This is a testimony of the quality and rigor of the program.

- Verification of MABA courses by the Association for Behaviour Analysis International (ABAI) on October 2019 ,28.

The Association for Behavior Analysis International® (ABAI) is a nonprofit membership organization dedicated to contributing to the well-being of society by developing, enhancing, and supporting the growth and vitality of the science of behavior analysis through research, education, and practice. They verify course sequences in applied behavior analysis on undergraduate and graduate levels.

A Verified Course Sequence (VCS) is a set of courses that has been verified by the Association for Behavior Analysis International as meeting specific coursework requirements, content hours, and faculty standards.

- Welcomed the first Emirati Board Certified Behavior Analyst (BCBA) Ms. Sharifa Yateem as a guest speaker in MABA 6302 Ethical and Professional Practice in ABA in March 2020 to discuss issues related to the ethical practice of ABA in the UAE including those related to

cultural differences.

The Program held an awareness event in celebration of the World Children's Day (The Team around the Child), on November 2020 ,20 at DAH, where Four free workshops were delivered to parents & professionals in both Arabic & English with over 40 attendees.

Workshops in English:

- “The Principle of Reinforcement and Identifying Reinforcers” by Dr. Lamis Baowaidan.
- “Enriching the Child's Environment with Language Experiences” by Dr. Sara Silsilah.

Workshops in Arabic:

- “Applying Behavioral Strategies to Prevent and Minimize Behavioural Problems” by Ms. Enas Abdullah, who is a clinical supervisor at the Jeddah Institute for Speech and Hearing and Medical Rehabilitation (JISH)
- “Behaviour Functions and How to Address Behavioral Problems from the Applied Behavioural Analysis Perspective” by Ms. Sultana Asfahani, who is a clinical supervisor at Prince Mohammad Bin Salman Center for Autism and Developmental Disorders.



Faculty Professional Development

Dr. Lamis Baowaidan participated in and presented the following:

- A lecture on “The Principles and Concepts of Applied Behavioural Analysis” at the 2nd Conference for Speech-language Pathology and Audiology in Riyadh, September 2019.
- A workshop at the 1st Khaleeji Pediatric Conference in the Eastern Province in November 2019.
- A panel discussion on evidence-based practices with Dr. Yaser Al Saabi, Chair of the Master of Science

in Speech-Language Pathology Program and Dr. Martine Elie, Chair of the Bachelor of the Speech, Language and Hearing Program at the 25th Saudi Otorhinolaryngology Society Conference at Taif in December 2019.

- A poster presentation in the First Gulf Autism Conference in Muscat, Oman in January 2020.

Students Achievements:

- Reem Abdulrazzak: published a book titled (50 أفكار إيجابية للمجتمع عن الأشخاص ذوي الإعاقة)
- Zaina Zedan: published a book titled (عودي يا نقودي) in October 2019.

Online Learning

The MABA Program was able to smoothly transition to online learning during the lockdown. The program faculty utilized student-centered teaching strategies such as case study analyses, debates, and class discussions to enrich the students' learning experiences in the absence of on-campus classes and in-class application activities.



Master of Science in Speech-Language Pathology

The MSLP at Dar Al-Hekma University is the first and only graduate program in speech-language pathology in Saudi Arabia and the Gulf region and the second in the Arab world.

It has been designed to provide students with the knowledge and skills required for competent clinical service delivery to children and adults in Arabic and English.

Mission

To provide students with the knowledge and skills required for competent clinical service delivery to children and adults in Arabic and English.

Orientation Day

At the beginning of the Academic year, the Program organized an Orientation Day, in collaboration with the SLSH Faculty, Registration Office, Library, and IT, to

familiarize the new students with the University and its different services and facilities and to answer their questions.

The World Hearing Day

On March 1st, 2020, the Master of Science in Speech-Language Pathology Program celebrated the World Hearing Day by organizing an awareness day "Hearing Aids and Cochlear Implants Hand-On Training" on Campus to offer training for students & professionals on how to use Hearing Equipment. The successful event was in collaboration with the following companies:

- Vision Medical
- Advanced Bionics
- Cochlear
- MED-EL Medical Electronics



Speech Telepractice: A Standard of Care for the 21st Century Workshop:

On July 2020 ,17, the Master of Science in Speech-Language Pathology Program organized an online workshop entitled "Speech Telepractice: A Standard of Care for the 21st Century Workshop." It was presented by five prominent professionals and expertise from the Voice and Swallowing Center of Maine at Waldo County General Hospital in Belfast, ME., USA: Mr. Michel Towey, Mr. Nathan Curtis, Ms. Amy Reid, Ms. Zoe Kennedy, and Ms. Danielle Fossa. The workshop was organized in collaboration with the Emirates Speech-Language Pathology Society (ESLPS) and the Saudi Society of Speech-Language Pathology and Audiology (SSSPA). More than 80 participants from different countries attended the workshop.

Faculty Professional Development

• Dr. Yaser Al Sabi, Chair of the program, participated in the following events:

- As a member of the Scientific Committee of the

Emirates Speech Language Pathology Society, Dr. Al Sabi participated in their second regional conference held in Abu Dhabi, United Arab Emirates between 2-1 March 2019.

- Participated as one of the scientific committee members for the American Speech-Language-Hearing Association (ASHA) Convention 2019 which was held in Orlando, Florida, USA between November 21 and ,23 2019. The ASHA convention is an annual convention held every year in a different state in America and is considered the largest conference in the world for speech-language pathologists and audiologists.

- Participated as part of a panel and presented a workshop: "The Saudi Expressive Vocabulary Test" at the 25th Saudi Otorhinolaryngology Society Conference which was held in Taif between December 2019 ,13-12.

- Participated as one of the scientific committee members and presented the following topic "Models of Service Delivery in the Arab World" at the 10th Emirates Otorhinolaryngology,

Audiology and Communication Disorders Conference, which was held at the InterContinental Festival City, Dubai, United Arab Emirates between 17- 15, January 2020.

- Presented a seminar "Models of Service Delivery in Four World Regions" at the American Speech and Hearing Association (ASHA) Convention in Orlando USA, November 2019 ,23-21

Presented a workshop titled. "The Partnership Between the Speech-Language Pathologist and the Parents in the Auditory-Language Rehabilitation Journey"

- "التأهيل السمعي اللغوي التشاركية بين أخصائي النطق واللغة والأهل في رحلة

- at the Children's Disabled Association in Mecca, on February 2020 ,20. Was interviewed by Okaz Newspaper

Students' Achievements:

• Lama Al-Ohali, an MSLP graduate participated as speaker in the Second Emirates Speech Language Pathology Society Regional Conferences, which was held in Abu Dhabi, United Arab Emirates between 2-1 March 2019.

- Three MSLP graduate students: Lama Al Ohali, Asma Abdullah, and Nawal Jama met the Standards for the Certification of Clinical Competence in Speech-Language Pathology, and they received their ASHA Certification.
- Three MSLP graduate students participated with poster presentations at The American Speech-Language-Hearing Association (ASHA) Convention, which was held in Orlando, Florida, USA between November ,23 - 21 2019.
 - Eman Bugshan – Poster title: “Perceptions of Parents of Preschoolers about Effects of Technology on Language Development: Helpful or Harmful?”.
 - Boshra Al-Harbi – Poster title: “Arabic Spoken Core Vocabulary for Preschoolers in Saudi Arabia”.
 - Basma Ba Hamid – Poster title: “Maternal Perception of the Use of Gestures to Facilitate Language Development”.
- MSLP students visited the 15th International School and conducted a screening to a large number of students between December ,17-16

2019 as part of their services to the community.

MOUs / Partnership:

- Dr. Yaser Al Saabi met in February 2020 with the Head of Therapeutic Services at the Help Center along with Dr. Lamis and Dr. Martine, Chair of the SLHS Program at the University to discuss collaboration with the Center in the areas of training and research.

Online Learning:

Effective March 2020, all the courses scheduled for the Spring and the Summer semesters were offered online. To make sure that the faculty members were ready for the online teaching, all full time and part-instructors attended all the online preparation workshops offered by the university. “The Speech Telepractice: A Standard of Care for the 21st Century” workshop was organized to make sure that students and faculty members are ready for the online clinical services which were provided in the clinical practicum courses. As per the feedback of students, families, and clients who received online telepractice services, the online learning

proved to be effective, however, challenging as some of the assignments had to be modified. Because of lockdown, students were requested to do online surveys in one of the courses to fulfil a research assignment. They learned how to develop and conduct online surveys and indicated that they benefited a lot from that assignment.

Master of arts in International Relations

Mission

To graduate scholars and professionals with a local and global perspective on the increasingly complex and challenging world of international affairs, law, and diplomacy.

Dar Al-Hekma University is the first and only higher education institution in Saudi Arabia which offers a Masters' Program in International Relations.

The curriculum was developed in collaboration with the Fletcher School of Law and Diplomacy, Tufts University, Boston.

With a wide exposure to international relations and regional issues, students may specialize in one of two tracks: International Law or International Economics.

The Master of International Relations (MAIR) at Dar Al -Hekma offers a well -structured program that prepares students for success in the world of diplomacy and International relations. The two- year program includes 9 core courses that provide a strong foundation for students in both the theory as well as the practice of International Relations.

Students then select a concentration of 3 additional courses in the specialized fields of International Law or International Economics.

All MAIR courses are taught by a pool of dedicated, passionate, and high-caliber faculty from diverse local and international backgrounds some of whom teach in international universities and are practitioners in the field. Such a variety empowers graduates of the program with the essential skills to thrive locally and globally.

Graduates of the program will be prepared for the





exciting new opportunities that are opening up for women in the Kingdom in the field of diplomacy and International Relations.

Courses in the MAIR program are taught in the evenings to accommodate working students and are delivered on a modular basis in -4-3week cycles for each course throughout the semester. In addition to theory-based lectures, students are engaged in research and in practical work in a required internship course usually completed at an International or

governmental organization.

MOUs / Partnership

The HSBL School-MAIR Program signed a Memorandum of Understanding with the Islamic Development Bank in order to be able to have internship placements at IDB.

Guest Speakers

The German Consul General in Jeddah gave an informal talk on the “Legacy to of the Cold War and the Reunification of Germany” to MAIR students on

Wednesday 9th of October 2019.

Faculty Publications

Forthcoming publication in Fall 2020

The Program’s Chair, Dr. Caroline Attie, Chapter 15: “The Crisis of 1958 in Lebanon” in Karam, Jeffrey, The Middle East in 1958: Reimagining a Revolutionary Year. I.B. Tauris (2020)

Students’ Publications:

- Wedyan Madani
Fundamental Legacy of The Nuremberg and Tokyo Trials

Master of Educational Leadership

Mission

To graduate professional managers and leaders, equipped with applied knowledge and skills of international standards in the field of business administration.

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The Research Center

Mission:

To create a culture of research that fosters knowledge creation needed for the community and develop skilled, ethical, and productive investigators who add value to their disciplines.

The Scientific Research Centre, which functions under the Deanship of Graduate Studies, promotes, encourages, and supports the advancement of Research Development in DAH.

With the support of the University Research Committee members, the Centre implements new policies to support researchers and increase research output by providing research funding, research collaborations with internal and external universities, workshops, and conferences.

The past year has been challenging for all universities around the world. The effect of the Corona virus pandemic was so immense, especially with the lockdown of schools and various institutions. As we went through these challenges, the Research Centre supported faculty members in conducting research during lockdown. which will hopefully lead to an increase in the number of conducted research studies by the end of the Academic Year 2021/2020.



DAH Strategic Research Objectives

1. Improve the infrastructure that supports research.
2. Diversify research funding.
3. Increase the number of faculty with an academic ranking of Associate Professor and/or Full Professor.
4. Initiate collaborations with national and international research centres.
5. Encourage joint research (Intra-Disciplinary, Multi-Disciplinary).
6. Encourage problem-based research.
7. Increase the number of peer-reviewed and refereed publications.
8. Establish centers of excellence.

The Centre's Annual Objectives:

1. Improve the Infrastructure that Supports Research.

- a. Develop a database system for the Research Centre to collect KPI's.
- b. Train faculty and end users on the new database System.

- c. Offer research enhancement workshops and lectures based on needs gathered from schools.
- d. Conduct a yearly Student Research Forum.
- e. Assign research mentors and consultants.
- f. Conduct a yearly conference (One per School and per discipline).
- g. Ensure that all research conducted by personnel and students use best practices in research, protects the safety and confidentiality of human subjects, and conforms to ethics.
- h. Ensure that the Library resources cover the needs of the different disciplines at the University.

2. Diversify Research Funding.

- a. Identify three sources of research funding by 2021.
- b. Scout for research funding from governmental and non-governmental sources.
- c. Communicate with funding organizations.
- d. Collaborate with businesses for funding.

- e. Inform the faculty about the funding sources.
3. Initiate collaboration with national and international research centers.
 - a. Identify collaboration opportunities with three national and one international research centres by 2020.
 - b. Scout for collaboration opportunities.
 - c. Contact national and international research centers.
 - d. Find topics / projects of common research interest.



Research Progress

RESEARCH ACTIVITIES	No.
Faculty International Presentations	6
Faculty Presentations in Conferences	8
Faculty Published in Peer-Reviewed Journals	9
Faculty Research in Progress	31
Faculty Publication (Book - eBooks) 19-20	1
New DAH Research Proposals	50
Research Conference	1
Faculty Accepted Full-Paper Submissions in Peer-Reviewed Conferences	4
Workshops and Events	3
Faculty Submitted to Peer-Reviewed Journals	3
Faculty Published Papers	13
Faculty Research in Progress	4
New DAH Research Proposals	23
Student Scientific Research Forum	1
Mentorship and Consultation Hours	hours 43
Members (Mentors and Consultants)	9
Created DAH's Scopus "Institution Account" to View DAH's Publications in Reputable Journals	1
Number of Faculty Publications in Scopus	9
Collaborate with the HR to Sign a Contract with Faculty to do Research during the Summer Session	
Faculty Research Awarded to Scopus Indexed Journals	1
Joint Research with KAU	5
Initiated a Research Hub to Meet Weekly	Faculty joined 5
Conducting Workshops. Speakers on Publications and Promotions	3
"Reviving DAH's Research Website Page Including Tabs for Faculty Publications, Faculty Conference Presentations, Faculty Research Interests (for Potential Joint Research).	The 5 schools at DAH

Research Activities Carried out during the Academic Year 2020-2019

School of Business and Law						
Management & Marketing						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
1	Dr. Amani Mohammad Principal Researcher amohammad@dah.edu.sa	Assistant Professor, The Marketing Department	—	Emotional Intelligence in Higher Education: Case of a Private University in Saudi Arabia	Social Science	Journal Publication
2	Dr. Adel Alotaibi Principal Researcher aotaibi@dah.edu.sa	Assistant Professor, The Marketing Department	Marketing	Understanding of Motives and Welcoming Young Tourists from Muslim Asian Countries	Exploratory Research	Research Papers
3	Dr. Michele Olivier Principal Researcher molivier@dah.edu.sa	Associate Professor, The Law Department	Law & Political Science	An Emerging African Union Law	Mostly Literature Review	Publication of an edited collection by the Oxford University Press
			International Law and Political Science	The Emergent African Union Law: Conceptualization, Delimitation, and Application	E.G. Purpose, Importance, Literature Review, Data Collection Method	Book An edited publication that will be published by the Oxford University Press in 2020. Dr. Olivier is one of three coeditors. Her contribution will be 2.5 Chapters.
4	Dr. Samah Al Agha Principal Researcher sagha@dah.edu.sa	Assistant Professor, The Law Department	—	Female Judges in Saudi Arabia: Hope Versus Reality	Qualitative Research	Peer Reviewed Journal /ISI Scopus

Banking and Finance						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
5	Dr. Zaemah Zainuddin Principal Researcher zzainuddin@dah.edu.sa	Associate Professor, Acting Chair of The Banking and Finance Department		Measuring the Implications of Fintech Evolution on the Performance of Islamic Banks Before and after the Financial Crisis Period	Quantitative Research (Secondary Data)	1. Publishing research findings In Scopus Journals 2. Presenting at an international confer- ence and meeting of professionals from the Islamic finance industry. 3. Summarizing important find- ings in progress reports for Islamic finance organizations such as The Islamic Development Bank (IDB) and the Islamic Financial (Services Board (IFSB)
	Ms. Saida Khalifa Second Researcher skhalifa@dah.edu.sa	Lecturer, The Banking and Finance Department				
6	Dr. Karima Saci Principal Researcher ksaci@dah.edu.sa	Assistant Professor, The Banking and Finance Department		Assessing the Impact of Financial Development (Bank-based and Market-based) on the Economic Growth of Saudi Arabia.	Empirical research	Peer Reviewed Journal
	Ms. Saida Khalifa Second Researcher skhalifa@dah.edu.sa	Lecturer, The Banking and Finance Department				
7	Dr. Inass Ali Principal Researcher iali@dah.edu.sa	Assistant Profes- sor, Hekma School of Business and Law Director/Strategic Planning & Quality		Integrating ICT (Information and Communication Technology) with Knowledge Management in Response to COVID-19		Paper sent for publishing and awaiting acceptance
				Moderating the Effect of Employees Engagement Age, Gender, and Work Experience on Intention to Quit Among Employees of the Banking Sector		Research paper

Human Capital Management						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
8	Ms. Rabia Bokhari Principal Researcher rbokhari@dah.edu.sa	Lecturer, Human Resource Management Department, Hekma School of Business &	Organizational Behaviour & Psychology	Psychological Reactance and Resistance to The Coronavirus Lockdown	Theory -based (Data- driven) research	Refereed Publication
School of Design and Architecture						
Visual Communications						
9	Dr. Samar Altarteer Principal Researcher starteer@dah.edu.sa	Assistant Professor, The Visual Communication Department	User Experience Design & Social Studies	An Online Crowdfunding Charity HCI System: Preliminary Investigation in Saudi Arabia	Exploratory Research	Academic journal/ Conference
				How COVID-19 Remote Learning Shapes the Future of Higher Education System in SA: A Case Study of CAD Courses	Empirical Study	Academic journal/ Conference
10	Ms. Madiha Faiz Rana Principal Researcher mrana@dah.edu.sa	Lecturer, The Visual Communication Department		The Impact of Animated Infographics on Complex Teaching Modules	Action research	Publication or a Conference Presentation
11	Ms. Zaynab Odunsi Principal Researcher zodunsi@dah.edu.sa	Lecturer, The Visual Communication Department	Art and Social Anthropology	A Photographic and Illustrative Investigation into the Correlation Between the Ab- sence of Grandparent Role Models and the Emotional, Social, Religious and Cultural Development of Gen Z in the Middle Eastern/African Region.	Qualitative	An Illustrated Photobook
	Ms. Ola Nassief Second Researcher onassief@dah.edu.sa	Lecturer, The Visual Communication Department				

Architecture						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
12	Dr. Azza Eleish Principal Researcher aeleish@dah.edu.sa	Associate Professor, Acting Chair, The Architecture Department		Jeddah's Waterfront Regeneration Project: A Post Occupancy Evaluation and Social Impact Assessment	Quantitative research	Research paper
13	Dr. Sherin Sameh Principal Researcher ssameh@dah.edu.sa	Assistant Professor, Internship Officer, The Architecture Department		The Promotion of Green Retrofitting to Increase Energy Efficiency of Residential Buildings in Egypt	Research paper	Journal paper
				Human Relation to Space During Quarantine a Post Pandemic Case Study	Research paper	Journal paper
14	Dr. Sherin Sameh Principal Researcher ssameh@dah.edu.sa	Assistant Professor, Internship Officer, The Architecture Department		The Call for A Decentralized Neighbourhood Design Approach Post	Research paper	Journal paper
	Ms. Lara Alkhouli Second Researcher lkhouli@dah.edu.sa	Lecturer, The Architecture Department				
	Ms. Suman Faruqi Third Researcher sumanayedesign@ gmail.com	Lecturer, The Architecture Department				
15	Dr. Shifana Fatima Kaafil Principal Researcher skaafil@dah.edu.sa	Assistant Professor, The Architecture Department	Analytical Chemistry and Environmental Science	A Study of Aware- ness and Safe Disposal of Waste, Prevention and Spread of COVID-19 and Other Infectious Diseases	Theory + Questionnaire + Survey + Interview + Chemical Analysis	To create public awareness regarding protection against infectious diseases and a safe disposal of waste (Masks, gloves) generated by the COVID-19 pandemic.
	Dr. Shamim Khan Second Researcher skhan@dah.edu.sa	Assistant Professor, of Chemistry General Education Program				
16	Dr. Shamim Khan Second Researcher skhan@dah.edu.sa	Assistant Professor, of Chemistry General Education Program	Analytical Chemistry and Structural Design	Study on the Characteristics of Grey Water Generated from Different Sources and Design of Grey Water Treatment Plant	Experimental Analysis	To study the Characteristics of Grey Water Generated from Different Sources.
	Dr. Shifana Fatima Kaafil Principal Researcher skaafil@dah.edu.sa	Assistant Professor, The Architecture Department				

NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
17	Ms. Sema Ghazi Refae Principal Researcher srefae@dah.edu.sa	Lecturer, The Architecture Department	Urban Heritage, Heritage and Technology	Augmented Reality for Heritage Interpretation: A User Experience Evaluation Through a Pilot Study in Historic Jeddah	Qualitative & Quantitative	Peer Reviewed Journal / with a high impact factor
Fashion Design						
18	Dr. Monisha Kumar Principal Researcher mkumar@dah.edu.sa	Asst. Prof./ Coordinator Fashion Design Department		Improving Grading Process in Fashion Design Using Rubrics Embedded in Learning Management System	Applied Research	Journal Article
Interior Design						
19	Dr. Alaa Z. Q. Alban Principal Researcher aban@dah.edu.sa	Chair of The Interior Design Department / Assistant Professor	Architecture, Islamic Design, Cultural Design, Gender Study	The Hijazi House: Gendered Space & Cultural Relations	Descriptive Vs. Analytical	Conference Proceeding
20	Ms. Arij Sebai asebai@dah.edu.sa	Lecturer, Interior Design	Architecture Environmental Behaviour & Design	Future Campus in The City, 2030	Mixed Method	Journal Publication
	Ms. Deema Habis dhabis@dah.edu.sa	Lecturer, Interior Design				
	Ms. N.Merve Goknil mgoknil@dah.edu.sa	Lecturer, Interior Design				
	Ms. Iman Islam iislam@dah.edu.sa	Lecturer, Interior Design				
Master of Architecture						
21	Dr. Ayse Yucel Principal Researcher ayucel@dah.edu.sa	Assistant Professor, Acting Chair, Master of Architecture Department	Architecture Philosophy, Cultural Studies	Authenticity of Dwelling in Pandemic Quarantine/ or Questioning Authenticity of Non-Dwelling While Uncanny Becomes the 'New Normal'	Theory - Based Data- Driven Research Towards a Publication	The results can be disseminated in Architectural Humanities Research Association (AHRA) Conferences/ Publications as well as high caliber and indexed journals such as Environment and Behaviour, and the Journal of Environmental Design Research Association (EDRA)

School of Health, Behavioural Sciences and Education						
Speech, Language and Hearing Sciences						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
22	Dr. Saeeda Shehab Principal Researcher sshehab@dah.edu.sa	Assistant Professor, at the General Education Department		Body Language in The Holy Qur'an Among Believers, Unbelievers and Hypocrites, a Comparative Study	المنهج التحليلي الوصفي Descriptive- analytical	Refereed Journal
	Dr. Areej Al Asseeri Second Researcher aasseeri@dah.edu.sa	Assistant Professor, Speech, Language and Hearing Sciences Department				
	أ. أحمد الصالحي Third Researcher asalhi@dah.edu.sa	Lecturer, Speech, Language and Hearing Sciences Department				
23	Dr. Martine Elie Principal Researcher melie@dah.edu.sa	Chair / Assistant Professor, Speech Language and Hearing Sciences		Student Perception of Simulated Experiences	Qualitative Research	Professional Presentation and Article
	Dr. Reem Abulhamayel Second Researcher rabulhamayel@dah.	Assistant Professor, Speech Language and Hearing Sciences				
24	Dr. Areej Al Asseeri Second Researcher aasseeri@dah.edu.sa	Assistant Professor, Speech, Language and Hearing Sciences Department		Opportunities for Implementing Augmentative and Alternative Communication (AAC) in Saudi Arabia in Light of the Current Challenges of the COVID-19 Pandemic	Mixed Research (Quantitative & Qualitative)	ISI Journal AAC Journal
	Dr. Mohamed Fares Second Researcher mfares@dah.edu.sa	Assistant Professor, Management Information System				
	Ms. Saja Al-Sulaimani SLP-A – (Research (Assistant samsulaimani@gmail.com	Senior Administrator, Speech Language Pathology, Speech Language and Hearing Sciences				
Master of Science in Speech-Language Pathology						
25	Dr. Yaser Numan Al Sabi Principal Researcher ysabi@dah.edu.sa	Assistant Professor, Chair, Master of Science in Speech- Language Pathology Department		Assessment of Expressive Vocabularies in Saudi Children	Quasi Experimental	Peer-Reviewed Indexed Journal
26	Dr. Muna Karim Principal Researcher mkarim@dah.edu.sa	Assistant Professor, Director, Ideal Teacher Centre		القيادة المدرسية الحديثة بناء على مهارات القرن 21 في ظل رؤية 2030	بحث وصفي تحليلي	مجلة علمية

NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
26	Dr. Muna Karim Principal Researcher mkarim@dah.edu.sa	Assistant Professor, Director, Ideal Teacher Centre		القيادة المدرسية الحديثة بناءً على مهارات القرن 21 في ظل رؤية 2030	بحث وصفي تحليلي	مجلة علمية
27	Dr. Randa Hariri Principal Researcher rhariri@dah.edu.sa	Assistant Professor, Master Program of Educational Leadership General Education Department		"Improving Quality Assurance and Accreditation Practices to Attain High Quality Teaching and Learning in Private Higher Education Institutions: Perspectives of Teachers and Staff"	Mixed method approach will be utilized: Quantitative Research Design (Using survey) will be used in order to collect the data from a big number of teachers, and qualitative research design (Using indepth semi structured interviews) will be used to obtain indepth perceptions of Program Directors and Quality Assurance staff about the existing practices and possible means of improvement.	Scientific Journal
28	Dr. Dalal Alabbasi Principal Researcher dabbasi@dah.edu.sa	Assistant Professor, Chair Master of Educational Leadership Program	Educational Technology	مقترحات لتطوير متابعة الإشراف التربوي الإلكتروني للعملية التعليمية من واقع خبرات المشرفات التربويات بجدة في جائحة كورونا	منهج الوصفي النوعي	Refereed Journal
Master of Science in Applied Behaviour Analysis						
29	Dr. Sara Silsilah Principal Researcher ssilsilah@dah.edu.sa	Assistant Professor, Master of Applied Behaviour Analysis	Special Education, Applied Behaviour Analysis	The Anatomy of Teacher Effectiveness: Investigating the Relationship Between CABAS® Teacher Ranks and Teacher Effectiveness	Quantitative: Statistical Analysis	Peer Reviewed Journal Article
30	Dr. Lamis Baowaidan Principal Researcher lbaowaidan@dah.edu.sa	Department Chair, Master of Applied Behaviour Analysis		Systematic Literature Review on the Effects of the Good Behaviour Game		

School of Engineering, Computing and Informatics						
NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
31	Dr. Sahar Shabanah Principal Researcher sshabanah@dah.edu.sa	Assistant Professor Dean, Hekma School of Engineering, Computing & Informatics (HECI)		A Gaming-Based Virtual Environment for Teaching Daily Living Skills to Autistic Children		
Information Systems						
32	Dr. Saoucene Mahfoudh Second Researchers smahfoudh@dah.edu.sa	Assistant Professor, Engineering, Computing, and Informatics	Nano Sensor Network Deployment	Efficient Deployment Protocol to Ensure Coverage and Connectivity in Wireless Nano Sensors Network	Technical Paper	ISI Journal or Scopus Journal
33	Dr. Areej Alasseri Principal Researcher aasseri@dah.edu.sa	Assistant Professor, Engineering, Computing, and Informatics	Assistant Professor Speech Language and Hearing Sciences	Opportunities for Implementing Augmentative and Alternative Communication (AAC) in Saudi Arabia in Light of Current Challenges of the COVID-19 Pandemic	Mixed Research (Quantitative & Qualitative)	Publication in ISI Journal (AAC Journal)
General Education Program						
34	Dr. Ahlam Alaki Principal Researcher aalaki@dah.edu.sa	Assistant Professor, Dean of Students	Education	The Effect of "Fear" on Classroom Performance Among University Students	Applied Research	In Process
35	Dr. Eiman Kurdi Principal Researcher ekurdi@dah.edu.sa	Assistant Professor Director, General Education		Advertisement and Women Driving in Saudi Arabia	Qualitative Content Analysis	Journal Article
35	Dr. Abeer Aldoghaither Principal Researcher adoghaither@dah.edu.sa	Provost Academic Affairs Division Assistant Professor General Education		The Existence and the Uniqueness of the Parameter Identification Problem for a Fractional Partial Differential Equation	Scientific Research	Conference Publication (Scopus Index)
37	Dr. Shifana Fatima Kaafi Principal Researcher skaafil@dah.edu.sa	Assistant Professor, Architecture	Analytical Chemistry and Environmental Science	A Study of Awareness and Safe Disposal of Waste, Prevention and Spread of COVID-19 and other Infectious Diseases	Theory + Questionnaire + Survey + Interview + Chemical Analysis	To create aware- ness in the public regarding protection against infectious disease and safe disposal of waste (Masks, gloves generated by the. COVID 19
	Dr. Shamim Khan Second Researcher skhan@dah.edu.sa	Assistant Professor of Chemistry, General Education				
38	Dr. Shifana Fatima Kaafi Principal Researcher skaafil@dah.edu.sa	Assistant Professor, Architecture	Analytical Chemistry and Structural Design	Study on the Characteristics of Grey Water Generated from Different Sources and Design of Grey Water Treatment Plant	Experimental Analysis	To Study the characteristics of grey water generated from different sources
	Dr. Shamim Khan Second Researcher skhan@dah.edu.sa	Assistant Professor of Chemistry, General Education				

NO.	Faculty Name	Rank / Department	Multi-Disciplinary Research	Proposed Title of Research /Project	Type of Research	Dissemination of Research
39	Ms. Doha Mohammed Abualsaud Principal Researcher researcher dumi84@	Lecturer General Education & University Academic Preparation Program		An Investigation into Students' Knowledge About Future Implications and Side Effects of Alcohol and Cannabis at the University of Exeter and their Attitudes Toward Alcohol and Cannabis Consumption	Survey Design	Academic Research
40	Dr. Khawla Zahran Principal Researcher kzahran@dah.edu.sa	Assistant Professors General Education		Academic Misconduct: An Investigation into Female Students' Cultural Beliefs and Attitudes Towards Cheating in Saudi Arabia	The Study will follow a qualitative research design where in-depth interviews will be conducted with students (Data –Driven)	Peer-Reviewed Journal Conference Presentation
41	Ms. Karen Palmer Principal Researcher kpalmer@dah.edu.sa	Lecturer, General Education & The University Academic Preparation Program		The Effectiveness of Oral Reading Versus Silent Reading on Pronunciation, Word Recognition, and Comprehension for ESL University Students	-Student Questionnaire -Pre-Testing -Post-Testing -Student Interviews	Potential peer-reviewed journals for publication— The Reading Teacher Journal of Research in Reading Journal of English as an International Language Journal of English Language Teaching
42	د. سعيده شهاب Principal Researcher sshehab@dah.edu.sa	أستاذ مساعد، اللغة العربية، قسم التعليم العام		لغة الجسد في القرآن الكريم عند المؤمنين والكافرين والمنافقين دراسة مقارنة	سيتمتع الباحثين المنهج التحليلي الوصفي	مجالات علمية محكمة
	د. أريج العسيري Second Researcher aasseri@dah.edu.sa	أستاذ مساعد، قسم علوم النطق واللغة والسمع				
	أ. أحمد الصالحي Third Researcher asalhi@dah.edu.sa	محاضر، قسم علوم النطق واللغة والسمع				
43	Dr. Caroline Attie Principal Researcher cattie@dah.edu.sa	Assistant Professor	History/Political Science	The Title of the Chapter: "The Crisis Of 1958 In Lebanon: Political Rivalries The book is published By I.B. Tauris and is Entitled The Middle East In 1958: Reimagining A Revolutionary Year	Was invited to contribute an article in a book based on an international conference held in March 22-23 at The American University of Beirut	

Centers: Excellence on All Fronts

The Center of Excellence in Teaching & Learning (CETL)

Mission

The mission of The Excellence in Teaching and Learning Unit is to provide high quality professional development programs that support innovative practices in teaching based on students' engagement, centeredness, and learning.

True to its mission, the Centre of Excellence in Teaching and Learning provided faculty with high quality professional development programs that support innovative practices in face-to-face and online teaching based on students' engagement, centeredness, and learning.

This academic year, as every year, started with the center assigning mentors in every department for new faculty in those departments. Those mentors accompany the new faculty members to facilitate their journey of adaptation and integration in their own departments and in the University at large.

The Center offered throughout the year a variety of workshops under different themes. There were workshops on Using Advanced Features in Blackboard, Writing Better Tests, and Using Online Tools to Enhance Students' Engagement.

During lockdown, Dr. Randa Hariri, Director of the Center and Assistant

Professor at the Educational Leadership Master's Program, was very effective in offering faculty online professional development programs addressing all the phases of online teaching and learning starting with the development of courses, utilizing appropriate teaching strategies, applying assessment, and monitoring quality. Under the same theme, other faculty members shared their expertise and experiences of online teaching and learning with the faculty of the University.

Three webinars under the theme "DAH Online Teaching Excellence: Lessons Learned" addressing the University faculty members and the public at large, and which were presented by the four different Schools at the University. The webinars, tapping on very crucial and essential issues of online teaching and learning under the unprecedented circumstances of the COVID-19 pandemic, attracted a large audience who reacted and participated in giving opinion and questioning the presenters which made the sessions extremely enlightening to the participants.

1. June 15:**The Hekma School of Business and Law with the Hekma School of Engineering, Computer, and Informatics.**

The sessions were moderated by Ms. Nora Al Jindi, Director of Business Development.

- Exploring Distance Learning in Legal Education by Dr. Michele Olivier, Chair of the Legal Studies Department
- Exploring Distance Learning in Business Education by Ms. Nora Director of Business Development
- Blackboard Analytics, Ms. Shaimaa Masry
- Data Correlation Analysis, by Dr. Nouman Bantan, Associate Professor and Director of the Master Program of Information Systems at Hekma School of Engineering, Computing, and Informatics at DAH.

2. June 16:**The Hekma School of Health Behavioural Sciences and Education**

The sessions were moderated by Dr. Randa Hariri, Assistant Professor and Director of the Center for Excellence in Teaching and Learning.

- Digital Portfolio, by Ms. Mona Haddad, Lecturer at the Special Education Department
- Simucase as a Tool of Instruction in Virtual Classes, by Dr. Martine Elie, Assistant Professor and Chair of SLHS
- Basic Steps Towards Having Your Own Kit of Assistive Technology, by Ms. Noha Halawani, Assistive Technology Specialist at King Fahd Medical City.
- A Mindset for New Times, by Ms. Maha Noor Elahi, Lecturer at the General Education Department

3. June 17:**The Hekma School of Design and Architecture**

Sessions moderated by Ms. Hind Talal, Chair of the Visual Communication Department

- The Online Studio Culture, by Dr. Yasser Mahgoub, Associate Professor at the Architecture Program
- Undergraduate Capstone Research and Master's Studio, by Dr. Ayse Yucl, Associate Professor, Chair of the Masters of Architecture Program
- Learning from Virtual Capstone Projects, by Dr. Jaafar A. Khan, Chartered Architect and Educator, at the Architecture Program at DAH University
- Lessons Learned: Theory Courses, by Dr. Shifana Kaafil, Assistant professor, at the Architecture Department

In an effort to help faculty adhere to the standards, criteria, and requirements of the National Commission for Academic Accreditation and Assessment (NCAAA), the Center also offered five NCAAA-based workshops on Course Syllabus (2 workshops), Course Files, Course Reports (2 workshops). Such workshops assist faculty in drafting their course syllabi, preparing their course files and writing their course reports at the end of each semester.

Ideal Teacher Center





The Ideal Teacher Center is specialized of teachers and schools' principals training. It is started in 2015 until 2020. The center provided the annual free program (The Ideal Teacher Program) (32 training hours) attendees around 800- 500 teachers each year. In addition, it provided at least 44 specialized workshops presented by several educational expertise. The center also provided diplomas; 703 students passed this diploma in summer 2020. The center also organized an international conference had global and local speakers such as Finland, U.S.A and UK. The Center had several activities such as educational exhibitions where teachers presented there special and distinguish programs. The center cooperated with international programs that presented in Saudi for first time and specially for education fields, for example, Jam for education and Outward mindset. In total more than 40,000 trainees get benefited from the center services.

Entrepreneurship Center

Mission:

“Support the creation of new businesses from ideation to expansion, through education, incubation and consultation”

The Center offered a wide range of services such as:

- Mentorship to current students, alumnae, and faculty.
- Incubation Letters to support start up or new companies
- Consultation services to external parties
- Giving talks or workshops, as guest speakers, about entrepreneurship to students at other universities. Dr. Rawaa Bakhsh, Director of the Center gave a talk in King Abdul Aziz University as part of Design class there.
- Co-teaching the ENTR 3301 Entrepreneurship Center and Design Thinking Course.



The strategy of branding you have should be consistent because it leads to a strong brand equity



Guest Speakers

One of the main services of the center, is to invite prominent keynote speakers in the community to share their knowledge. Also, one of the key factors of the ENTR 3301 Entrepreneurship and Design Thinking course, is to host distinguished figures on a daily basis who would speak to the students and share their experience and guidance.

During the academic year 2020-2019, the Center invited the following guest speakers:

- | | |
|--|---|
| 1) Mr. Sultan Ghaznawi (Vibes Office founder) | 9) Mr. Rayan Fadul (CRATE founder and CEO) |
| 2) Mr. Loai Nassem (Founder and CEO) and Mrs. Mona Alhaddad (Founder and Head of Design Department). | 10) Mr. Omar Malaikah & Mr. Tamim Al-Ghamdi (QUANTUM Sampling Solutions Cofounders) |
| 3) Mr. Faisal Al-Qthami (General Manager at BADIR Accelerator) | 11) Mrs. Rawaa Bakhsh AZHA Workshop (Founder and Owner) |
| 4) Ms. Emon Shakoor (Founder and CEO of Blossom Accelerator) | 12) Ms. Sara Bin Ladin (AZHA Co-founder) |
| 5) Mr. Mashhoor Baeshan (Program Manager at MISK Innovation and MEP) | 13) Mrs. Moudi Ak-Ghashyan (Hadiya Registry founder) |
| 6) Dr. Faisal Asaad (BEYOND Management Company) | 14) Mr. Ahmad Darwish (The Foodies) |
| 7) Mr. Omar Hussain (Content Creator) | 15) Mrs. Sara Khashoggi (Baby Itra) |
| 8) Mr. Abdullah Al-Yousef (TAM Development LLC Cofounder and CEO) | 16) Ms. Karima Saleh (KAAFMEEM Cofounder) |
| | 17) Ms. Sara Al-Marzoogi (Founder of Workshop X) |

- **Mr. Rayan Fadul (CRATE founder & CEO)**
- **Ms. Karima Saleh (KAAFMEEM Cofounder)**
- **Mr. Sultan Ghaznawi (VIBES Office - Founder),**
- **Mr. Omar Malaikah & Mr. Tamim Al-Ghamdi QUANTUM Sampling Solutions (Cofounders)**
- **Mr. Abdullah Al-Yousef from TAM Development LLC (Cofounder and CEO)**

Training Sessions

In conjunction with the Global Entrepreneurship Week, the General Authority for Small and Medium Enterprises «Monshaat», in cooperation with the Saudi Global Entrepreneurship Network, launched a series of capability building programs intended for entrepreneurs, investors, mentors and entrepreneurs. These programs were designed and availed by "Monshaat" Academy to build the capacities of the participants to launch entrepreneurial projects, build knowledge, and bridge the gaps by establishing networks to link investors and mentors with entrepreneurs.

The Director of the Entrepreneurship Center, Dr. Rawaa Baksh, attended one of their offerings, "Entrepreneurship Curriculum Program" in Dec. 2019 in Riyadh.

Dr. Bakhsh attended also the "Entrepreneurship Program" at the Jeddah Chamber of Commerce (2020/02/4-3). This was on the importance of willpower and self-confidence for an entrepreneur who should be a strong believer in the idea and the project she/he presents in order to achieve success.

Workshop Offerings

The Center offered a rich variety of different talks and workshops:

"Introduction to Storytelling" by TEAL

"Storytelling for Powerful Communication" a workshop at DAH Entrepreneurship Center in collaboration with TEAL Company (2020/02/05). This was a highly interactive workshop based on sharing and examining narrative experiences and personal stories within the workplace. the participants

learned how to use storytelling to enhance communication and inspire their audience to act!

"A Step Toward Social Entrepreneurship" in collaboration with "Arweqah"

A training session that discussed an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund, and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs.

Talks

Dr. Rawaa Bakhsh had the chance to speak in different conferences and platforms.

- "Entrepreneurship at 20 vs. 19," 30th December 2019

How having your own business differs on certain age period according to your mindset, experience, education, and market growth

- Judging Panel at Majed Society for Development and Social Services, 3rd March 2020

Majed Society provides competition and prizes for outstanding entrepreneurs. Dr Rawaa was invited as a judge among the panel

- Dr. Rawaa Bakhsh gave a talk in King Abdul Aziz University as part of a Design class there.

- How Do Novice Entrepreneurs Overcome the Corona Hurdle?"

Part of HEKMA @ HOME series during the month of April when the pandemic was on its peak in Saudi Arabia, Dr. Rawaa Bakhsh gave a virtual talk on the topics of: Leave everything you don't need temporarily, Find everyone who can help you and Create and find a new solution

Field Trips

- “Vibes Office”

It is an incubation office and a workspace for entrepreneurs and small businesses. As part of their ENTR 3301 Course, students paid several visits to that office where they met and listened to over 20 speakers in different fields.

- “4th MITEF Saudi Startup Competition” at King Abdul Aziz Economic City (KAEC)

Organized by Ms. Rawaa Bakhsh

MIT Enterprise Forum (MITEF) Saudi Arabia is part of a global network dedicated for the promotion of entrepreneurship and innovation worldwide. They inform, connect, and coach Saudi entrepreneurs—enabling them to rapidly transform ideas into world-changing companies. Dar Al-Hekma students went on that trip to KAEC to participate in that rich competition where they were coached to come up with real life start up projects. They also attended several talks on entrepreneurship, how to start a business and how to excel among competitors in the same field. Moreover, they mingled and networked with high profile stakeholders and business owners in the market.



Center of Art and Design (CAD)

The Center of Art and Design has been established to serve the students in the School of Design and Architecture, alumnae, and the public. Every year, the Center invites local and international guest speakers to give our students a real-life experience of the art industry in the country and abroad. This year was no different; the Center invited several local and international guest speakers who talked about different interesting topics in the art industry.

Mission

To provide short training in the areas of Art and Design, and design consultation in relevance to the fields of Fashion, Visual Communication, Interior Design, and Architecture. Our mission is to fill the gap between academia and the job market, while providing design services to the market utilizing our students' expertise.



THE STORY BEHIND THE LOGO (همة حتى القمة)

This workshop introduced the young Visual Communication students to the designer behind this year's national branding (همة حتى القمة) celebrating the 89th Saudi National Day, and how and why it is different from other logos. The iconic branding logo and patterns were used by more than 10,000 businesses nationwide, in celebration of the 89th Saudi National Day. Mr. Hazem Kamal, the designer of the 89th Saudi National Day logo presented the workshop to over 70 attendees from Dar Al-Hekma students, alumnae and guests.

CREATIVE ENTREPRENEURSHIP Start your career in Art

Layal Idriss, MFA Art Director/Illustrator and Noha Khashoggi, MFA, Art Director/Motion Designer, both academicians and entrepreneurs with many years of experience in the field of art and design, came in as guests from the US to present this workshop to Dar Al-Hekma students, alumnae and guests. The purpose of this workshop was to introduce our young entrepreneurial artists to the tools and formulas of how to start a career as an artist, and obtain art related jobs.



VISION 2030: MADE IN KSA

Launch Your Clothing Brand Globally

Young fashion designers were introduced to the different tools and resources necessary for globally launching a clothing brand. Mr. Golam Ahmed Khan, founder and CEO of FabriKite Inc., an academician and a business owner flew in from Canada and presented the workshop to over 35 attendees from Dar Al-Hekma students, alumnae and guests. He elaborated on all aspects of launching clothing brands, the competition in the market, and the strategies that should be adapted.

TAMASHEE

Designing Cultural Experiences



Designing contemporary cultural experiences in its footwear, accessories, customer journeys and trips was of a great interest to our young designers. The purpose of this workshop was to introduce our designers to "Tamashee's" work over different time periods in the form of art and words. Mohammed Kazim & Muneera Al-Tamimi Founders of "Tamashee", presented the workshop to over 45 attendees from Dar Al-Hekma students, alumnae and guests.

TEXT TO VISUAL CONTENT

Children's Book Illustration

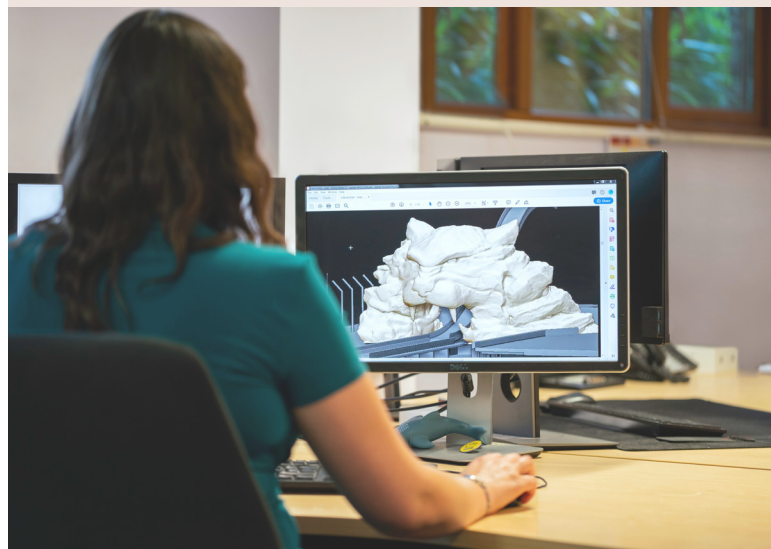
In this workshop, young designers were exposed to the art of children's book illustrations. With over 18 Published Books, Layal Idriss, MFA Art Director/ Illustrator, an academician and a specialized children's book illustrator with years of experience in the field of art and design provided the attendees with the skills needed to help them pursue a career in publishing. For this workshop, CAD partnered with "Tasami" Gallery, which provided the space and equipment needed for the workshop at the "Serafi" Mall in Jeddah.



BASIC 3D MODELING

Using Autodesk 3Ds Max

The purpose of this workshop was to introduce the fundamental basics of 3D modeling tools and techniques using Autodesk 3Ds Max, to create a 3D modeled character. Dr. Samar Al Tarteer, Dar Al-Hekma University Assistant Professor and Certified Autodesk Trainer presented the workshop to Dar Al-Hekma students, alumnae, and guests.



THE ART OF PRINTMAKING

Gelatin Plate Monotype & Stamp Printmaking

Basic principles of print making tools and techniques, using gelatin plate monotype and stamping technique, to create different forms of art were introduced to the audience by Dr. Karima Hussein, Dar Al-Hekma University Assistant Professor and Print Making Expert, utilizing our state of the art Print Making facility. The audience greatly benefited from this workshop as the knowledge gained could be employed in the courses that our young designers are taking at the University.

Dukkan Dar Al-Hekma (The Hekma Store)

دكان دار الحكمة

Dukkan Dar Al-Hekma

Dukkan Dar Al-Hekma is a non-profit gift shop that promotes DAH start up designers and raises funds to support the DAH scholarship fund?

Dukkan DAH was launched in February 2018, with less than 20 vendors. Now it has over 48 vendors and over 600 products. It sells products ranging from handmade items, home décor, stationery, greeting cards, toys and books through Dukkan's main store at Dar Al Hekma University and online at www.dukkandah.com

Dukkan DAH provides a platform for Dar Al Hekma students, alumna, faculty, and staff to sell their products and promote their businesses.

Over the past two years, Dukkan helped over %60 of its vendors start their business and position themselves in the market.

EXPANSION PLANS

Dukkan signed an agreement with Al Musbah Group in September 2019, to expand the Dukkan ventures. Dukkan will be opening its 2nd branch at Abraj Avenue Department Store, part of Al Musbah Group and a luxury department store located on the 4th Floor, in the Clock Tower in Makkah.



OPENING SOON Dukkan Dar Al Hekma in Abraj Avenue, Clock Tower, Makkah.

قريبا افتتاح دكان دار الحكمة بأبراج أفينيو، في برج الساعة، مكة المكرمة.

دكان دار الحكمة
Dukkan Dar Al-Hekma

ABRAJ AVENUE
أبراج أفينيو

@dukkandah www.dukkandah.com



On the 10th of February 2020,

Dukkan signed an agreement for expansion with Ithra Gift Shop in King Abdullah Center for Art and Culture in Dhahran. Offering a selective number of products, Dukkan's 3rd branch is now open at Ithra Gift Shop.

In an attempt to expand the presence of Dukkan outside of Dar Al Hekma University, Dukkan signed with twelve 19, a start-up concept store in Al-Balad, Historical Jeddah on the 18th of February 2020. A selective collection of Dukkan products with strong local flavour can be found at Twelve 19, Al-Balad.



EVENTS

On September 19 and until September 23rd, 2019, and as part of the Al Musbah Group agreement with Dukkan, we were offered a spot at Sensi Cosmetics (Part of AlMusbah Group), during the 2019 Saudi National Day long weekend, to setup Dukkan pop up shop in Al-Yasmin Mall, Jeddah.

Dukkan was invited to participate in the Saudi Design Week Market place, in an attempt by the Saudi Design Week to

support Dukkan as a non-profit initiative supporting young designers.

Saudi Design Week is a fair for design in all its various mediums. The fair's program is divided into curated exhibitions, workshops, a design forum, design market and several activities all taking place within the context of design, temporarily transforming the Kingdom's capital of Riyadh into a dynamic platform to discuss, judge, and admire good design.

صنع بيدي معرض from 16th 20-th February 2020 in KAAU.

Dukkan was invited by King Abdul Aziz University (KAAU) to participate in صنع بيدي معرض annual fair, as part of KAAUs efforts to support young start ups and entrepreneurs. The fair received hundreds of visitors daily which gave Dukkan good exposure outside of Dar Al Hekma University.

Basta Market 28th and 29th February 2020

Dukkan was invited by Basta Market to the annual public fair organized by Jeddah Chamber of Commerce, to setup Dukkan Popup shop. Another great exposure for Dukkan.

5th, 6th, & 7th March 2020

Dukkan was invited to participate in the 4th edition of أنا وإنت يا رمضان, a women and children pre-Ramadan Bazar. The Dukkan Ramadan and Eid greeting cards and gifts were among the best sellers at that event.

دكان دار الحكمة
Dukkan Dar Al-Hekma

Booth L17

www.dukkandah.com

From 4 pm to 11 pm

Basta_Market_5
Jeddah_Chamber

بسطة ماركت
BASTA MARKET

5

Every Friday & Saturday
21 FEB - 29 FEB 2020

Jeddah exhibition center

BASTAMARKET1

Main Sponsor: Jeddah Chamber of Commerce
Community Sponsor: Jeddah Chamber of Commerce
Event Sponsor: Jeddah Chamber of Commerce
Media Partner: Jeddah Chamber of Commerce
Service Provider: Jeddah Chamber of Commerce
Bastamarket Center: Jeddah Chamber of Commerce
Golden Sponsor: GOODY
STRATEGIC PARTNER: شركة محمد يوسف ناصيب للسيارات, Ford, HYUNDAI, نيسان للسيارات, NISSAN

معرض
صنع بيدي
للمشاريع الصغيرة (٤)

دكان دار الحكمة
Dukkan Dar Al-Hekma

مشارك

الإفتتاح
الأحد ١٤٤١/٦/٢٢ هـ
٨ صباحاً - ٢ بعد الظهر

مشاركات
من الإثنين إلى الخميس ١٤٤١/٦/٢٣-٢٤ هـ
(٨ صباحاً - ٢ بعد الظهر) (٥ مساءً - ٨ مساءً)

العروضات
الأربعاء ١٤٤١/٦/٢٥ هـ
(٥ مساءً - ٨ مساءً)

تأهية البنك عبد العزيز - مركز البنك العمل للمشاريع
توجد خافضات لنظف النظارات في حبل من
البنوة الشاملة (٢٠١) والبنوة الشرفية في المحم الطهي
ومعاني السنة التحضيرية



BOOK SIGNING

1) Dukkan Book Signing and Story Time عودي يا نقودي was on Sunday 13th October 2019.

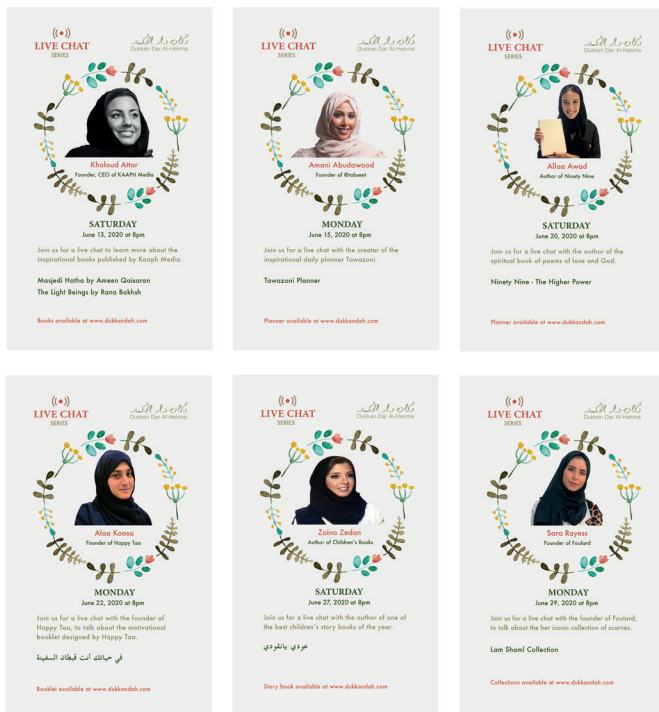
It is a children's story book by ABA master student Zaina Zedan and illustrator VISCOM Alumna Deema Merdad. The book raised awareness about the value of money and the importance of saving.

The author Ms. Zaina Zedan during story time with the children, the event was open

to the public and took place at the DAH Dukkan.

2) Second Book Signing was Ninety-Nine - The Higher Power on Tuesday 4th February.

Ninety-Nine - The Higher Power is a spiritual book of poems of love and God. Alaa Awad, the book author, is an alumna of the Visual Communication Program. Sold at Dukkan, the book is considered the first of its kind.



SUMMER ACTIVITIES

Instagram Live Chat

In June 2020, Dukkan launched a series of Live chats through the Dukkan Instagram account to highlight certain vendors/ alumna with products that have great concepts. Few of these include Kholoud Attar, VISCOM alumna and publisher of the photography book Masjedi Hatha. Amani Abudawood, SPED Alumna and founder of Tabseet Platform and content writer of the popular book Tawazani, and Zaina Zedan, ABA Master student and author of children's books was also featured.

A Tote for a Good Cause

In August 2020, Dukkan collaborated with VISCOM alumna and Artist Sara Taibah in creating a design for a tote bag that was sold at Dukkan during the month of August in support for the city of Beirut after the devastating bombing of its harbour. 100% of the proceeds went to help families who lost their homes in Beirut.



شظرة القلوب المكسورة ١٠٠ ريال



Continuing Education - An Enduring Commitment

It is the mission of the Continuing Education Department to assess, monitor, and provide quality lifelong learning opportunities aligning with the national development plan and serving the diverse needs of individuals, businesses, and the community through dynamic partnership and innovative, educational, and training experiences for people of all ages.

The Continuing Education Department was very instrumental this year in acquiring authorizations of different educational bodies for launching different tests and assessments:

- Acquired authorization for a second Venue for the Occupational English Test (OET) with an expected revenue of 1,900,000 approximately by the end of AY 20/19.
- Acquired the CELTA Center Authorization from Cambridge Assessment English. The first in the Kingdom besides the British Council. The Center will qualify as Second Language Instructors for:
 - Adults
 - Secondary Schools
 - Primary Schools
- Increased the offering of the English Language Programs from 5 to 6/year through working during Midterm breaks and Summer.
- Opened the Professional Graphic Design Diploma for male students.
- Enhanced the English Language Diploma (ELD) & the Cambridge English Programs by adding 20 online hours to each level through the use of MyEnglish lab, Google Classroom, Quizziz, the gamified quizzes for every subject to play in class and at home.

Collaborations

1. Collaboration with Cambridge Assessment English for:
 - ESL Teacher's Qualification
 - CELTA Center
 - Occupational English Test
2. Collaboration with the IDP for the IELTS Exam
3. Collaboration with the International Business Training Association (IBTA) for the professional Diploma of Business Administration.



Prendre
Maman
Torvald
Krossaad
Voilà, ma petite
c'est quoi
Il est encore temps, Tor
pour toi, pour
Torvald, fais-le ! Tu ne
pour nous tous
Mais je te pardonne cette anxiété
de la forêt, elle n'offense
Avec sa sueur, elle est si douce
Mais je te pardonne, ma fille, tout
de la grande anxiété que tu
as. Quand la situation
se calme, elle pourra.

Handwritten notes in a notebook, including the words 'Maman', 'Torvald', and 'Krossaad', which correspond to the text in the book being read.

ТОЛКИН
The Hobbit
The Silmarillion

Фил
The Hobbit
The Silmarillion



university's community with 10 library workshops/ talks about library electronic databases including full text academic journals, theses & dissertation, articles and eBook's)

Library Initiatives:

Honesty Library at the Atrium and the Central Library Entrance

The Library came up with this new initiative to promote reading in the University community, help students expand their knowledge, and foster the culture of sharing knowledge in different domains of interest. A variety of books were put on display in different corners of the University, where students can take a book and leave a book or take a book and drop a symbolic amount of money to support the Library.

DAH Theses and Dissertation Project.

The Library, the backbone of research, has created this project whereby all recommended students' thesis completed at the University in both English and Arabic are archived in hard copies and can be read in the Media Center Room at the Library. This

project accepts also digital copies which are archived in the Library repository. Library created an electronic databases for all theses as soft copy which allow students to search all theses collection Abstract internally and externally.

- Created personal accounts for the DAH community (Faculty, Staff, and Students) so that they can remotely access the library databases and electronic resources.

- Provided electronic services round the clock such as Find eBooks and full text articles.

- Provided round the clock "Ask the Librarian" service for the public and reference services via Direct Call, WhatsApp, and email.

- Activated the "Library Awareness Service" by sending invitations to DAH community (Faculty, Staff, and Students) to attend online workshops and lectures.

Information Technology

As usual, the Information Technology (IT) at DAH offers support to all departments, and this academic year, IT was extremely instrumental in offering great help to all departments and individuals at the University especially during lockdown. IT had the challenging mission of ensuring that all online classes were running smoothly, and that all instructors and students are not having any hassles of any sort during the whole period. It also worked, during lockdown, on easing out the process of online learning by offering training sessions to enhance the teaching, learning, and working online.

In order to maintain a smooth flow of operations during lockdown, IT provided faculty, students, and staff with the latest tools to enhance and facilitate teaching, learning, and administrative processes. This was mainly through the Zoom platform, the Virtual Private Network connection (VPN) to enable DAH staff

to access their computers and resources from home in a secure environment when needed. Moreover, and as requested by the Ministry of Education, a new grade system was implemented in the Student Information System.

IT developed 28 video materials and 22 Infographics to help educate faculty, students, and staff about important data and processes in a quite an easy way to help them delve their way through the online process of teaching and learning. It also offered more than 7 training sessions, during lockdown to enhance teaching, learning, and working online.

Because of the lockdown period, many automated processes and forms were introduced to provide the University with an efficient and smooth way of communicating like the process of communication between the students' advisors and the Registration Unit, the Human Resources Clearance Forms, the process

of renewing contracts, the Leave Forms, handover documents, the Performance Management System, workflow, and approvals.

IT was also remarkably effective in getting free licenses for Endpoint Protection to be installed in the employee's mobiles and personal computers to provide employees with a secure and safe work environment. This also materialized in developing a "Borrowing System" to be used by all departments when assigning assets or important materials to employees, and the DAH Event Registration and Ticketing System providing a professional registration interface for DAH events.

To crown all their stellar achievements, our IT Department won the "Blackboard Catalyst Award for Teaching and Learning 2020" from the Blackboard inc. for developing "Blackboard Best Practice Mobile App".



Human Recourses Achievements

Mission:

To recruit, develop and retain the best possible employees and create a culture built on commitment to creativity, diversity, effective communication, and healthy work-life balance.

True the mission of the Department, the Recruitment Office

- Increased the percentage of PhD holders with 4 % compared with last AY 19-18.
- Hired 12 full time faculty (3 Associate Professors – 7 Assistant Professors – 2 Lecturers).
- Signed the Staffing plan of all the academic programs for five years.
- Digitalized the recruitment process during the pandemic period.

The Government Relations Office in the HR Department industriously worked on several governmental requirements and had stellar achievements making Dar Al-Hekma, as of July 2020 ,25, one of the first educational institutions in the Saudization Quality Indicator among all universities and colleges

and also attaining %100 compliance with the Ministry of Labor's regulations. Other achievements are as follows:

- Authenticated Faculty and Staff contracts by uploading them in the GOSI system.
- Maintained an excellent monthly record with GOSI with no penalties.
- Reached a high percentage for **Saudization of 71 % (platinum "Netaq")**.
- Applied and registered in **"SANED"**, the governmental initiative created for the private sector firms that have been impacted by the current consequences of COVID19- outbreak, and as a result, the University saved **2,600,000 SAR** in total up to August 2020.
- Maintained throughout the year a high compliance rate (%98) for file uploading in the Ministry of Labor's System for Wages.
- Subscribed in **the Jeddah Chamber of Commerce** electronic services and started electronically attesting official documents with the JCC stamp using the electronic services portal.

• Signed the **Ajeer agreement, stipulating and documenting temporary work of expatriates**, with a part time faculty for the Engineering, Computing, and Informatics Department.

• Nominated and applied for the Ministry of Human Resources and Social Development's Labor Award that targeted private institutions to promote compliance with the ideal working environment standards, but the award results were not announced due to the COVID 19 pandemic.

Personnel Office:

The Personnel Office actively acted during the University lockdown to facilitate all processes that faculty and staff needed while working from home. The following forms were promptly automated:

1. The Leave Application Form.
2. The Performance Management System (PMS) Form.
3. The Clearance Form.

4. Contracts' Renewal through LOGOS.

5. Exit Interview Form

Professional Development:

The HR department arranged for the one-day- workshop, **"Insights Discovery- an Introduction"** for the top management of the University offered by **Ms. Kathrin Wuetz**, Chief Trainer and Executive Business Coach; Perception Unlimited in September, 2019.

The management members attended the one-day interactive workshop to get trained on how to understand the Insights Discovery psychometric test and how to make the best out of it to perform at their highest potential. The objective of the training was to increase self-awareness and promote effective relationships at work by improving communication and reducing conflict.

There was also another workshop that the HR arranged for the Staff to attend entitled **"Communication Strategies"** offered by **Ms. Fatma Bayoumy**, Director of the Continuing Education

Program in February 2020. It was designed to help participants improve their interactions with other people in the workplace or at home. It gave participants the opportunity to improve the critical communication skills of listening, asking questions and being aware of nonverbal messages through understanding the different methods of communication and how to make the most of each of them. The workshop helped participants in developing skills in asking questions, dealing with different people, listening actively and effectively, handling difficult situations, and resolving conflict.

A series of general training, targeting all the staff and faculty, was offered throughout the year. Dr. Jamilah Hashemi gave the following lecture series:

- "Obesity Operations, With or Against" in September 2019
- "Vitamin D" September 2019
- "Planning Healthy and Balanced Meals" October 2019
- "Intelligent Shopping" November 2019 ,25
- "How to Motivate Gen Z" by Ms. Nour Barazi, February 2020
- "Interpreting Islamic Art and

World Art" by Ms. Muzna AlQuaiti, February 2020

- "Art Therapy Using Mandalas and Affirmations" by Ms. Reem Alquaity, February 2020
- "Excel Dashboard" by Ms. Eman Musawi, February 2020
- "Body language in the Holy Quran" by Mr. Ahmad Al-Salhi, February 2020

Student Affairs



Ahlam Alak , PhD
Dean of Students

Message from the Dean

The Student Affairs Division (SA) ensures the transformation of characters into dynamic, proactive, and visionary citizens that will positively shape the future of the country in all possible domains. With the help of the SA team, students find a hub of human power skill development, which provides them with the technical skills for leadership, entrepreneurship, employability, and dream-fulfillments. But more important, they will find a healthy, caring community that empowers them and nurtures their soft skills to bring about positive change for the betterment of the self, family, and society.

We focus on students' success inside and outside the classroom. With the variety of our extracurricular activities, there is something for everyone: from Sport Programs, to Students Clubs, to Student Development Workshops, to Traveling for a Cause (serving the global community), to Volunteering and Community Service opportunities, our students will find a passion and a dimension to their academic life way beyond the classroom.

DAH implements an Equal Opportunity Policy for all students with different needs. Students with special needs and their families have our full support throughout their journey to success.

Despite the challenges following the COVID lockdown and the shift of a number of classes to online, we strive to keep our student live as dynamic and vibrant as possible. We offer online mental and academic support to our student community including undergraduates and postgraduates. We offer online athletic exercises, sports challenges, personal growth lectures and workshops, Quran lessons and spiritual guidance, in addition to speeches on leadership and holistic living by experts. We also facilitate volunteer opportunities (implementing all precautionary measures). Our students continue to make friends, feel valued, grow in different horizons, and engage in civic duties despite of all the challenges.

Admissions & Enrollment

Mission

To facilitate the empowerment of students through efficient admission, enrollment, registration, student development, and co-curricular programs.

Admissions Office and the Registration Unit

Academic Year 2020-2019 New Students' Intake

	Fall	Spring
Total Number of Applicants	572	135
Accepted Applicants	448	96
Rejected Applicants	55	8
Pending Applicants	69	31
Registered Applicants	340	84
% of Growth in # of Registered students than last AY 18-19	29%	15%

Student Recruitment Program

The Student Recruitment program under the Admissions Office held a rich variety of events for student recruitment.

Event Name	Event Description
DAH Fair	An Annual Fair for all prospective schools and their students to attend a one-hour event to learn more about the university and its programs.
Open House	An open day for interested applicants with their families to visit the University and take a tour around the graduate and undergraduate program booths and campus.

A Day @ DAH	A day dedicated for prospective student where she can book for a visit to the University and live a day at Dar Al-Hekma as if she were a student by attending classes and engage with the students.
School visits	The Admission Office coordinate with interested school to visit their campus or visit Dar Al-Hekma University, to meet with their students and introduce them to Dar Al-Hekma Programs, Student Life, and Admissions Criteria.
Exhibition	To attend all related [educational, career] events where we can introduce Dar Al-Hekma.
Companies and Career Fairs	To coordinate with the graduate studies department to attend and communicate with prospective companies

The Admissions Team visited schools in Jeddah to explain the admission criteria and promote DAH University programs to prospective students:

- Conducted 15 School visits during the AY 20-19.
- Participated in 4 Exhibitions that targeted around 1500 high school students in each event.
- 19 Prospective Students attended classes at the University through the newly launched "A day at DAH" activity.
- Conducted the Open House Event to market DAH Programs for prospective undergraduate and graduate applicants targeting around 80 students.
- Approached 4 companies and associations to recruit eligible candidates for Graduate Programs.

the admission Unit had prepared for the DAH University Fair and the second Open House Event, but they were cancelled due to COVID pandemic.

The Scholarship Unit

The Scholarship Unit offers the following categories of Scholarships:

- Raiaa Scholarship which is a partial discount of %20 from the regular tuition fees for applicants with high academic standing.
- Al-Elm Scholarship offers %32 discount on regular University fees, and unlike other awards, places no special restrictions on students' GPA or credit hours.

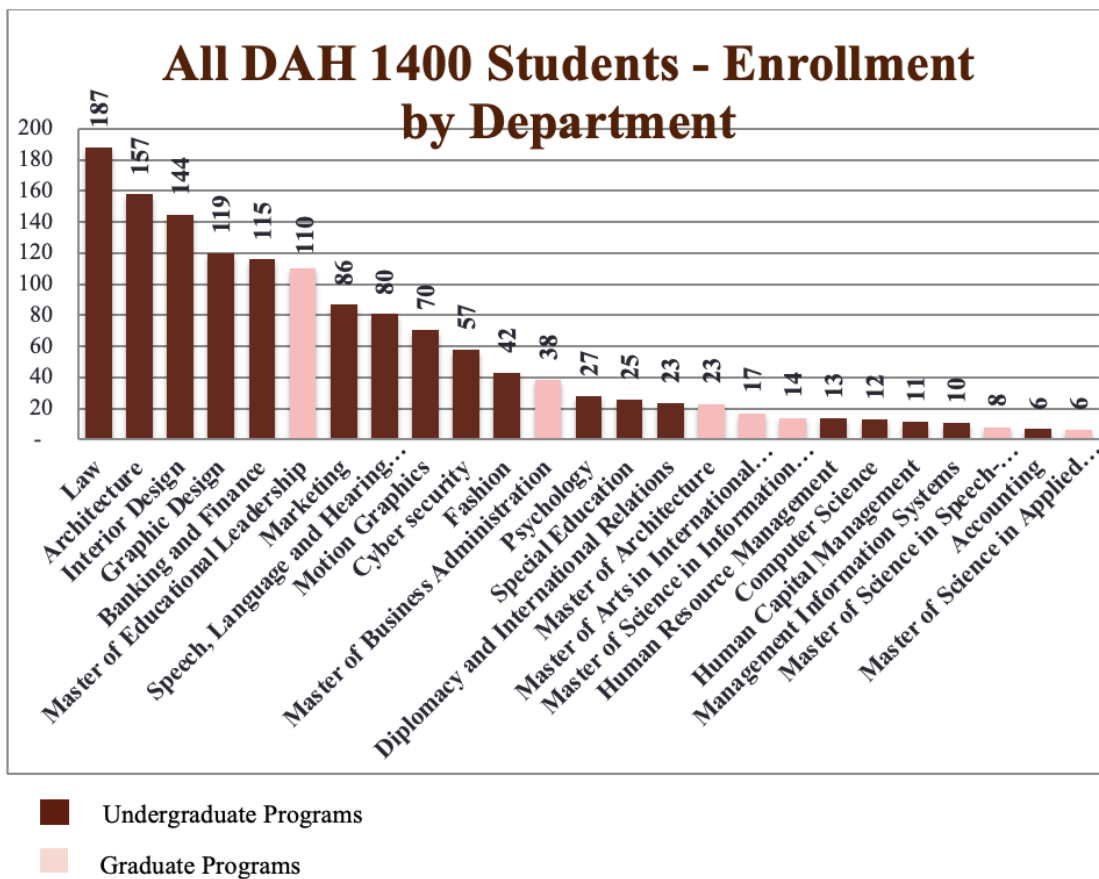
- DAH Excellence Scholarship is a partial scholarship offered to students based on Scholarships' availability and covers four years of study for a bachelor's degree.
- DAH Discount is a special discount by the University to specific Organization, DAH employees and alumnae.

Scholarships in Numbers

Financial Category	Fall		Spring	
	New Students	All DAH Students	New Students	All DAH Students
Regular	90	364	37	367
Raiaa Scholarship	56	155	5	230
Al-Elm Scholarship	43	449	10	415
DAH Scholarship	113	163	20	181
DAH Discount " Alumnae, employee, Masters discount"	32	179	10	118
MOE Scholarship	0	34	0	15 (Nominated)
Takaful Scholarship	0	17	0	12
Sponsorship	6	39	2	47
Total	340	1400	84	1355

The Registration Unit

Enrolment in Numbers



Other Extensive Achievements

Introduced new types of DAH scholarships (5 Talent, %40 ,%50 for group) which positively have impacted the number of new enrollments.

- Offered the Hessa Al Qubaisi full Scholarship (17 students)
- Offered the Sinsi full Scholarship (2 Students)
- Sent initial acceptance offers to excellent students from our top 5 schools.
- Launched new services through the Petition System/E-Forms:
 1. Student Clearance
 2. Graduation Clearance
 3. Change of Grade (for instructors)
- Minor Degrees was offered, and 58 students were registered in different minors.

Satisfaction Surveys

- Student Services Overall Satisfaction average rate is 4.14 out of 5:
 - Admission and Scholarship Unit Services 5/4.2
 - Registration Unit Services: 5/4.08

Admission and Registration Services During the Lockdown Period

1. All Admission application services became online: including uploading all applicants' documents, viewing admission test results, notification about missing documents or exams in order to complete them and view their admission status.
2. Payment was done through transfer so all application processes could be done without visiting the campus.
3. Conducted online admission interviews, Professional Interest Test "PIT" and accepted the online certified English language proficiency tests: IELTS, IBT and Linguaskill.
4. Processed the following Registration operations through the online services:
 - Receiving students' final grades signed digitally by all authorized parties.
 - Printing graduation certificates with digital signatures.
 - Issuing transcripts and official letters with digital signatures.
 - Transferring the manual registration forms which were not done through petition system to be processed digitally.
 - Processing the scheduling changes digitally in order to finalize the final exam, Summer sessions and Fall schedules.

Academic Support and Wellness Services

The Counselling and Career Advising Office

Our counseling services help students:

- Overcome difficulties in both their personal and academic lives.
Explore feelings and emotions that are related to their experiences.
- Discover their personal traits and skills.
Acknowledge their weaknesses and work towards growth and development.
- Identify their ambitions, goals and prepare a plan to fulfill them.

The Career Advising Office administers the Personal Interest Test (pit), which helps students:

- Discover their professional interests and have a better understanding of various career options.
- Choose the appropriate major according to their interests and future aspirations and prepare their future career plans.

Career Advising

Personality Test and Job Interview	7
Exit Interview	8

Counselling Services

Total number of students seeing counselor	101
Total number of provided sessions	189
Total number of students referrals	10

Academic Support Unit

The Academic Support Unit offers the following services:

Psycho-educational assessment: when intervention is necessary, a referred student completes a comprehensive assessment so that her strengths and weaknesses are identified to be able to decide whether she has a learning difficulty of some sort or not. Such an assessment guides the Academic Support Unit in providing the adequate learning support for the student and the necessary measures for her to comfortably take exams.

Math Support Lab: This Math Lab provides students with tutoring sessions delivered by student tutors and math instructors to help students develop their mathematical skills and to give them support in their math courses.

Workshops: Workshops are offered to focus on enhancing students' skills in a number of areas in support of their learning. Topics covered may include time management, test taking strategies, note taking skills and effective study skills.

PIT Assessment & Academic Support Service

Total number of PIT Students	177
Total number of Scholarship Students Personality interviews	32
Total number of Change of Major students	17
Number of referred students to the Academic Support Service by the Dean of Students' Office	15

Workshops Offered:

- Two workshops were offered in collaboration with the Student Development Office and the Counselling and Career Advising Office

"Managing Relationships" by Coach: Khalid Sendi

"From Judgment to Curiosity" by Ms. Nuha Younis

- Live Instagram Awareness Session in collaboration with the Marketing Office

"How to Choose the Right Major" by Ms. Reem AlQuaity

- Four school visits and four in-house sessions for high school students to raise awareness on how to choose the right major by Ms. Reem AlQuaity

The Dar Al-Hekma Clinic held three significant events:

Breast Cancer & Diabetic Day

Blood Donation Campaign

The Flu Vaccine Campaign

Student Development & Extracurricular Activities

As an implementation of the five dimensions' program, Student development and Career Services Department has organized many events and activities during the academic year 2020-2019.

Following are some highlights of the SD important events under each dimension:

Social Dimension:

1. In collaboration with Together voluntary Group 300, فريقاً معاً التطوعي, volunteers from Dar Al-Hekma helped in the project العلم رفعة, and who, through the Student Development Office, were able to donate 2000 school bags well equipped with all the needed stationary items to 2000 less privileged students. (I need more info about the Together Voluntary Group and the project العلم رفعة)

Together Group is a voluntary group which aims to activate the role of youth in serving their community.

2. In collaboration with the Ministry of Education and King Abdul Aziz University, Dar Al-Hekma hosted the Social Responsibility Forum for two days, when 20 charity organizations participated and 2000 people attended over the two days.

3. Six students participated in cleaning Jeddah Southern Cornish as part of Le Ayoun Jeddah Community project بيتك مرآتك.

4. The Student Development Office also held the Annual Bazaar which had 48 booths selling a great variety of items

Intellectual Dimension:

The Student Development Office called for two trips: one a Safari trip in which 52 students participated. The second trip was to South Korea, where they visited prominent sites in the capital, Seoul. Twenty-three students participated in that trip on which they were enriched with getting exposed to a different culture and a different way of living.

The Arabic Language Day

The Arabic Journalist Club at the University and in collaboration with The General education Department and the Arabic Language Department at King Abdul Aziz University held the Arabic Language Day event in the Atrium by organizing a play authored and directed by Dr. Maisa Alsobaihi, the Arabic language professor at KAAU. The successful event was attended by 700

Physical Dimension

The Student development Office organized a Sports Week, during which DAH hosted famous sport figures and social media influencers in the field of Sport to give lectures on sports, and the importance of sports as a lifestyle. These lectures were associated by live sports shows which took place in the Atrium of the University.

At the physical and intellectual level, Dar Al-Hekma organizes a Creativity Week Program during the annual New Students' Orientation Program.

At the beginning of every academic year, Dar Al-Hekma University embarks on a rewarding experience for its new students by welcoming them and igniting their creativity during three days of activities.

This program aims at preparing students, in a creative way, for their academic journey that they are about to start. It allows them to feel at home, identify themselves with the place, and let their creativity soar up high. 290 freshmen attended this program this year.

Spiritual Dimension:

Like every academic year, Dar Al Quran at the University has a number of students who seek this facility to memorize the Holy Quran besides other students who come to Dar Al Quran to take a great variety of different types of lessons in religion.

Qur'an Memorization	Number
Hafizah between 2020-2018	17

Activity	No. of Sessions
Memorization Classes	542
Islamic Culture Classes	943
Tajweed Classes	173
Tafseer "Translation"	115
Consultations and Questions	65
Qur'an Recitation	48
Mashiakhah "مشيخة"	40

Faith Sessions	82
Total	2008
Omra Trips	One trip. Other trips were canceled due to Covid-19

SELF-DEVELOPMENT

Lectures and workshops

"We Are One series" is a series of 10 lectures on different topics related to Career Development, some of which are "Prepare for the Career of Your Dreams" by Ms. Nora Alazza. "Meet the Entrepreneurs" by Ms. Jawaher Safi, and "A journey into the Dinosaur Mindset" by Mr. Faisal Ashour.

Club Fair

Like every academic year, the Student Development Department organized the Annual DAH Club Fair on Sep. 18th to get students introduced to a variety of 19 clubs that the Department offered, so that they can choose the clubs that they would like to join.

The Annual Business Etiquette Course is a course that is organized every other year for junior and senior students to develop their skills and to prepare them for their career life. It is a two-day program with a total of 12 hours on business etiquette by Ms. Shahrazad Faisal, a certified trainer, and an expert in the field of etiquette.

It took place on the 30th of Jan 2020 and the 6th of Feb 2020, and a total of 555 Seniors & Juniors Students attended.

Club Competitions

"Riyali" club is a club for financial awareness among youth, and it is empowered by SEDCO among all Jeddah universities.

The "Riyali" Club organized the Kings of Money **ملوك المال** competition.

Five teams, of 20 students were given 10 SAR (for each team) to compete together to invest those 10 SAR and generate revenue. The winning team made a revenue of 260 SAR.

Music Club:

the Music Club offered Piano and Vocal courses.

Piano Courses were offered to students by a pianist from outside DAH.

Vocal Courses were given by Ms. Sawsan Albahaiti, a certified trainer from outside DAH.

The Marketing Office – Trumpeting the University's Successes

Mission

To inform the public, including prospective students and potential donors about Dar Al-Hekma University as the leading university for women in the Kingdom through effective marketing and branding strategies.

The Marketing Office was very efficient and industriously worked, especially during the lockdown period, to launch different campaigns and update the University Website. All the constructive tireless efforts of the Marketing Office yielded valuable results for the University.

Achievements:

- Launching the Fall 2019 marketing campaign contributing to %40 of total registration
- Launching the Spring 2020 marketing campaign contributing to %62 of total registration
- Launching the University Arabic website
- Launching the "Hekma at Home" campaign via social media to build engagement with our target audience – resulting in 38,037 viewers
- Getting Dar Al-Hekma University featured on the Newsweek website for the month of April It had 2,5 million views globally. The feature will remain permanently accessible on their page.
- Reaching the public via events taking place at DAH, through building relationships with "Benchmark" to hold events in the auditorium.
- Building engagement in social media which led to an increase of %25 of Instagram followers, and %14 of Twitter followers
- Conducting research (focus group & survey) to have an in-depth understanding of Dar Al-Hekma's target audience and the impact of the DAH marketing campaigns on them.



Sticky notes on the glass wall and whiteboard contain various handwritten notes, including:

- REMEMBER
- ALWAYS BELIEVE IN YOUR COURSE
- TECHNICAL
- MANAGEMENT
- PLANNING
- STRATEGY
- MARKETING
- SALES
- FINANCE
- OPERATIONS
- LEGAL
- HUMAN RESOURCES
- COMMUNICATIONS
- INFORMATION TECHNOLOGY
- RESEARCH AND DEVELOPMENT
- LOGISTICS
- ENVIRONMENTAL AND SOCIAL GOVERNANCE
- GOVERNANCE
- ETHICS
- COMPLIANCE
- RISK MANAGEMENT
- QUALITY MANAGEMENT
- INTEGRITY
- TRANSPARENCY
- ACCOUNTABILITY
- RESPECT
- INCLUSION
- DIVERSITY
- SUSTAINABILITY
- INNOVATION
- LEADERSHIP
- TEAMWORK
- PROFESSIONALISM
- INTegrity
- Accountability
- Respect
- Inclusion
- Diversity
- Sustainability
- Innovation
- Leadership
- Teamwork
- Professionalism

Annual Awards for Outstanding Performance

Awards from the Board of Trustees

The Board of Trustees confers four different annual awards on students, faculty and staff: Prince Abdulmajeed Bin Abdulaziz Award for Excellence, Khalid Ali Alturki Award for Creativity, Mr. Ibrahim Julaidan Award for Excellence in Teaching and Administration, and Dr. Hussein Al Sayed Award for Scientific Research.

This year's winners, under the different categories, were as follows:

Prince Abdulmajeed Bin Abdulaziz Awards for Excellence - Students

• Hekma School of Business and Law:

1. Ruba Hazim Zagzoog
2. Zainab Hayder Al-Sahtout

• Hekma School of Design and Architecture:

3. Khadega Ali Al-Kaf
4. Rwzan Salem Al-Khulaqi

• Hekma School of Health, Behavioral Science and Education:

5. Muxaaza Suleman
6. Athari Abdulkareem Binharharah

• Hekma School of Engineering, Computing and Informatics:

7. Tala Adel Mahmoud Abed
8. Mawaddah Bandar Mirza

Khalid Ali Alturki
Awards for
Creativity – Students

• **Hekma School of Design and Architecture**

1. Ragad Salem Alawajy
2. Layan Ehab Farhan
3. Noura Mutaz Quzani
4. Areej Mohammed Alama

• **Hekma School of Business and Law:**

5. Kiran Arshad Azim
6. Jawahir Mohammad Al Saud
7. Duaa Khalid Alraihan
8. Mariam Ahmed Aldegaither
9. Sara Abbas Iskandar
10. Tala Mohammed Sabahi

• **Hekma School of Health, Behavioral Science and Education:**

11. Ayah Nouman Bantan
12. Afnan Masad Al-Yafie

Mr. Ibrahim Julaidan
Awards for Excellence
in Teaching

1. Ms. Jihan AlBayati from the University Academic Preparation Program
2. Dr. Khawla Zahran from the General Education Program
3. Dr. Randa Hariri from the Master of Educational Leadership Program
4. Dr. Nouman Bantan from the Computer Science Program

Mr. Ibrahim Julaidan
Awards for Excellence
in Administration

5. Ms. Monira AlBogami

**Dr. Hussein Al Sayed
Award for Scientific
Research**

1. Dr. Shamim Khan from the General Education Program
2. Dr. Shiffana Kaafil from the Architecture Department

Dar Al-Hekma Awards

At the end of each academic year, Dar Al-Hekma University recognizes and honors the outstanding performance of its faculty and staff by conferring on them its annual awards under different categories.

**This year's awardees
are:**

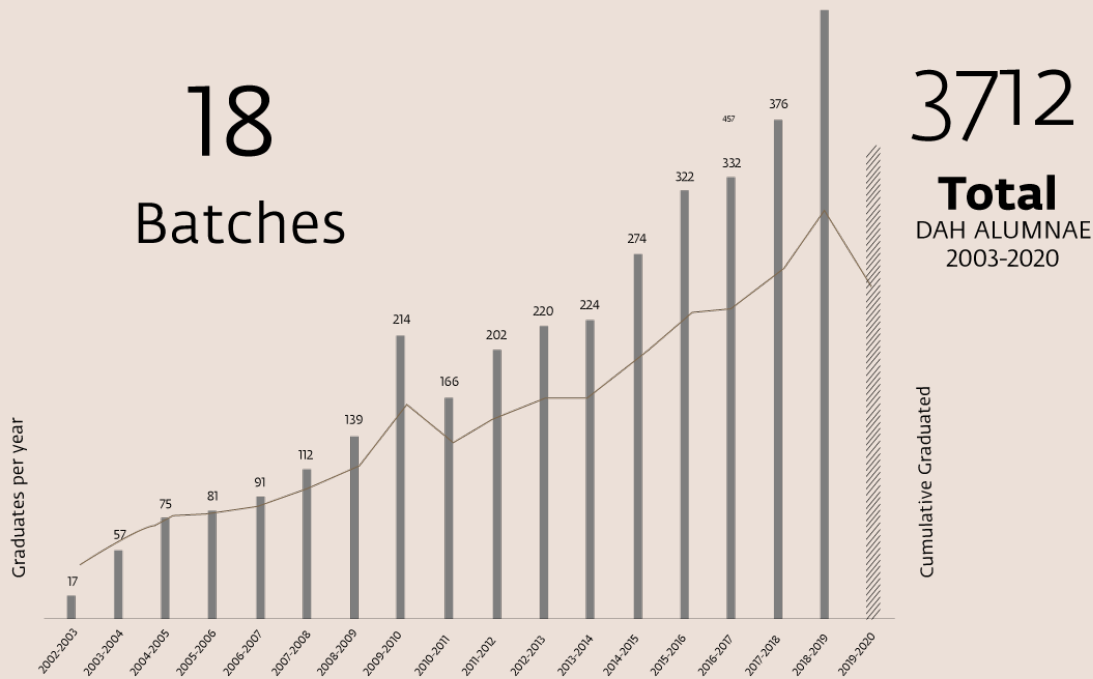
1. Ms. Nada Zaidan for the category of Department Chairs.
2. Ms. Kholoud Madani for the category of administrative directors.
3. Ms. Zarina Santos for the category of senior administrative staff.
4. Ms. Hind Al Sahtout and Ms. Fatima Baaboud for the category of junior administrative staff.
5. Ms. Maysoun al Sawayigh for the category of community service.

Our Alumnae – Beyond Boundaries: Leaders & Innovators

Spread throughout the nation and around the world, DAH alumnae have been succeeding in every way.

Our alumnae have pursued their studies in top Universities around the world, joined local and international companies, established their own businesses and created their own brands.

It gives us great pride to see our alumnae contributing and giving back to the society, thus marking their fingerprints in different fields and fostering positive change in the society.



41 nationalities

From 2003 until 2020, students of 41 different nationalities have graduated from Dar Al-Hekma University. Our alumnae come from all over the world.



78% Employed (1629)

26% Entrepreneurs/Self-Employed (546)



25% PhD (22)

87.5% Master Degree (77)

3.4% Other (3)

Reem Abuzaid

BA, Interior Design, Hekma School of Design and Architecture

Master of Architecture M.Arch,

Massachusetts Institute of Technology (MIT), US, 2012

Senior Design Manager, The Red Sea Development Company

Dara Sahab

BS, Law, Hekma School of Business and Law

Associate

International Law Firm Clyde & Co.,

International largest law firm in the Middle East

The New York State Board of Law

**Reem Mansour
Al Saud**

BA, Interior Design, Hekma School of Design and Architecture, Fall, 2004-2003
 Master of Science MSc, EvidenceBased Social Intervention, The Blavatnik School of Government, University of Oxford, United Kingdom, 2008 Doctor of Philosophy PhD, Oriental Studies, University of Oxford, United Kingdom, 2012
 UN, women's development specialist, sustainable development expert Member of the Kingdom's permanent delegation to the UN in New York
 Was featured in the ABOUT HER Magazine as one of the top 10 strong Saudi females.

Hanan Taleb

Architecture,
 MSc in Educational Leadership, University of Leicester, UK
 MA in Interior Design, Bournemouth University, UK
 M.Arch in Architecture, University of Sheffield, UK
 PhD in Sustainable Architecture, University of Sheffield, UK
 Associate Professor at The British University in Dubai-st
 Associate Professor Alumnae
 Winner of the Emirates Energy Award 2013
 Winner of the «Distinguished Women in Engineering» award based on her extensive scientific research and contribution to knowledge in the field of «Sustainable Architecture».

Maram Taibah

BA, Graphic Design, Hekma School of Design and Architecture

Director and Writer of the Short Film

«Munukeer» at Cannes Short Film Festival in 2016

Dubai International Film Festival

2015

TEDxAlhamraa Women – 30 Nov 2018

Featured in the Destination

Magazine – KSA March/April 2019 Issue

**Reem Ahmed
Garash**

BS, Banking and Finance, Hekma

School of Business and Law, Spring, 2011-2010

Master of Business Administration

MBA, General, Queens University of Charlotte, United States, 2017

Chief Executive Officer, Shada

Homes Co Shada Hotel & Dara Hotels

Entrepreneur, Dara

Member of Aseer Tourism

Development Council Founder and

Vice Chairman for Sa'af Foundation

Winning the title of Loading 3.0 for the Dara concept by Shada Hospitality

**Sarah Samir
Murad**

BA, Graphic Design, Hekma School of
Design and Architecture, Spring, 2009-2008
TV Presenter, MBC

Launched her own jewelry collection specially for the
Saudi National day.

September 2019

**Bashaer Khalid
Alqahtani**

BA, Fashion Design, Hekma School of
Design and Architecture, Fall, 2018-2017

Founder/ Fashion Designer, Bashair Khalid

One of the top three fashion designers selected at
the General Authority for Entertainment Challenges,
September 2019

Won 1st place as the most talented

Fashion Designer in the Kingdom of
Saudi Arabia 2019

Reem Habis

BA, Interior Design, Hekma School of Design and
Architecture

Top10 Finalists, Dream Neom Competition

Misk Fellowship, March 2019

Leed Green Associate Certified Sep 2018

2nd Place, KAUST Steam Innovation Challenge April 2018

Wala'a Shaheen

BS, Management Information System, Hekma School of
Business and Law

Enterprise Partner Group Controller

**Haya Monther
Sawan**

BA, Interior Design, Hekma School of Design and Architecture, Spring, 2010-2009

Founder of She Fit Gym

Pregnant and Fit institute, Fitness Trainer, Self-Employed

Was featured in Okaz newspaper, February 2020

Was featured in the UNDER THE ABAYA: Street Style from Saudi Arabia campaign sponsored by LUX

Guest of the Blossom Majlis, Jeddah Youth Center for inspirational talks.

**Lamis Mamdouh
Ba-Owaidan**

BS, Special Education, Hekma School of Education and Health Sciences, Fall, 2007-2006

Master of Arts in Applied Behavior Analysis (ABA), Columbia University, United States, 2012

Doctor of Philosophy, PhD in Applied Behavior Analysis, Columbia University, United States, 2016

Assistant Professor, Dar Al-Hekma University

Participated as a guest speaker in the 2nd conference of the Saudi Society of Speech Language Pathology and Audiology in Riyadh.

**Hind Mansour
Talal**

BA, Graphic Design, Hekma School of Design and Architecture, Spring, 2008-2007

Master of Arts, Graphic Design, The

University of Leeds, United Kingdom, 2010

Chair/Lecturer VISCOM, Dar Al-Hekma University

Jury member of Al-Baik Amen Design

Competition

**Nouf Ibrahim
Hakeem**

BS, Special Education, Hekma School of
Education and Health Sciences, Fall,
2008-2007

Master of Arts in Education, University of Nottingham,
United Kingdom, 2011

Founder, onceuponachair.com- Balain.co -
InnerLight.ae

As part of the Saudi Design week discussion, she gave a
talk about how designing your day with simple rituals
allows you to design a life that fosters creativity and joy,
on a personal and professional level.

**Lama Ziad
Ajeenah**

BA, Graphic Design, Hekma School of Design and
Architecture, Spring, 2008-2007

Master of Arts, Graphic Design, University of the Arts
London, United Kingdom, 2010

Former Lecturer and Graphic Designer, Dar
Al-Hekma University

Founder, TopUp by Lama

Was selected to be jury member, for the third year in a
row, of the "A' Design Award and Competition, which is
the most significant and prestigious design competition
in the world,

Sara Baeshen

BS, Management Information System, Hekma School of
Business and Law

Co-Chair of the Saudi Delegation at the
United Nations on Climate Change

**Reem Omar Bin
Saddik**

BS, Management Information System, Hekma School of Business and Law, Fall, 2005-2004

Master of Business Administration, Business, Management,

Marketing, and Related Support Services, Lebanese American University, Lebanon, 2007

Certified Professional Trainer, startup expert, marketing strategist,

certified brand manager, Self-employed

Presented a workshop about

Digital Trade, Monshaat,

December 2019

**Lara Yasser
Alkhoul**

Bachelor, Architecture, Hekma School of

Design and Architecture, Spring,

2016

Master of Architecture, Yale School of Architecture, United States, 2019

Instructor, Dar Al-Hekma University

Founder/ Project Manager, New Beginning Cancer Organization

Won the Atkins Global Competition, KSA

Won the MITT ME Prize for her invention of EDC application to measure water consumption, 2015

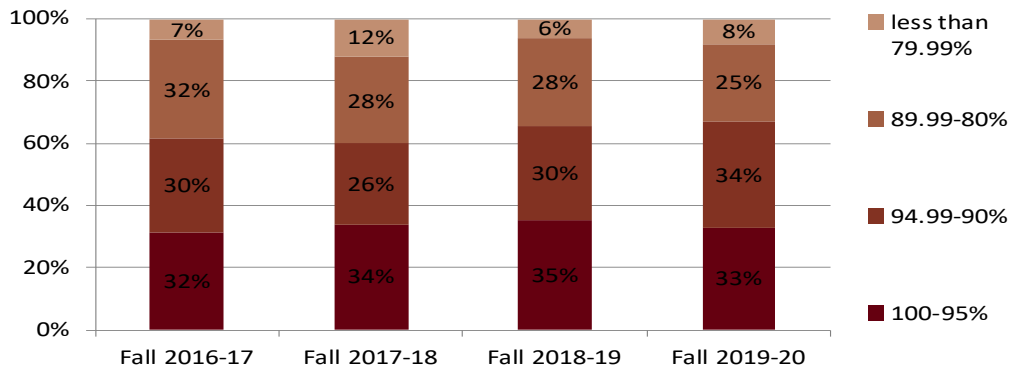
Guest speaker along with other Architects in series about Urban and City Planning Post

COVID19, July 2020

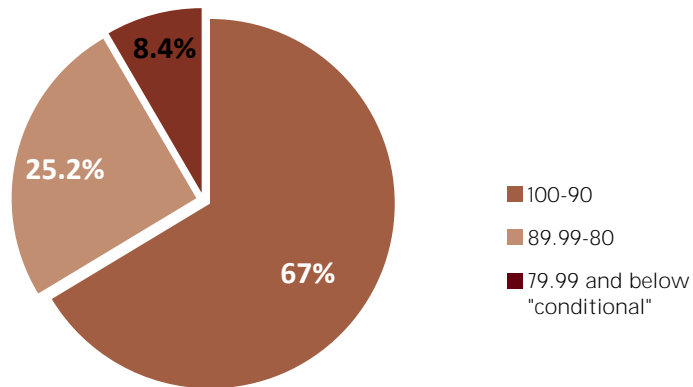
The University in Numbers

Admissions & enrollment indicators

High school/GPAs of Newly Registered Students from Fall 2016-2017 to Fall 2019-2020

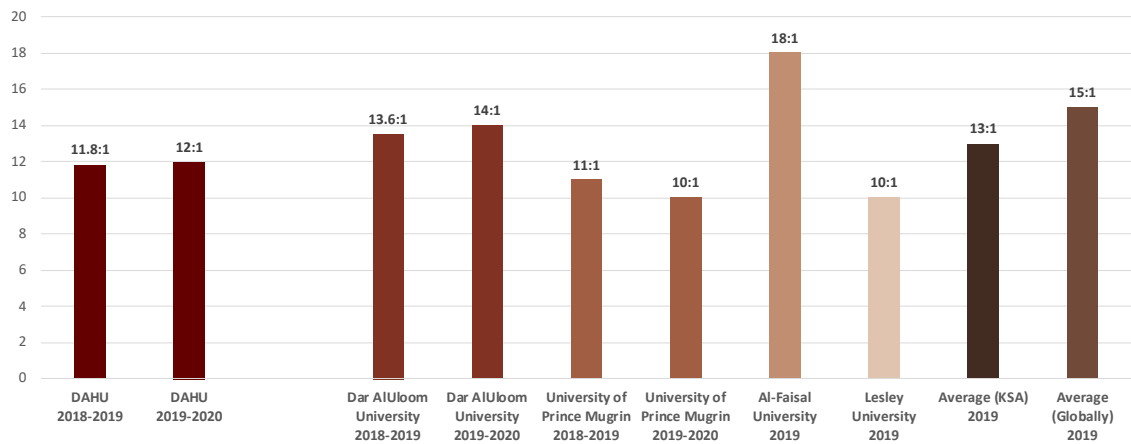


High School/GPA for Newly Registered Students Fall 2020-2019



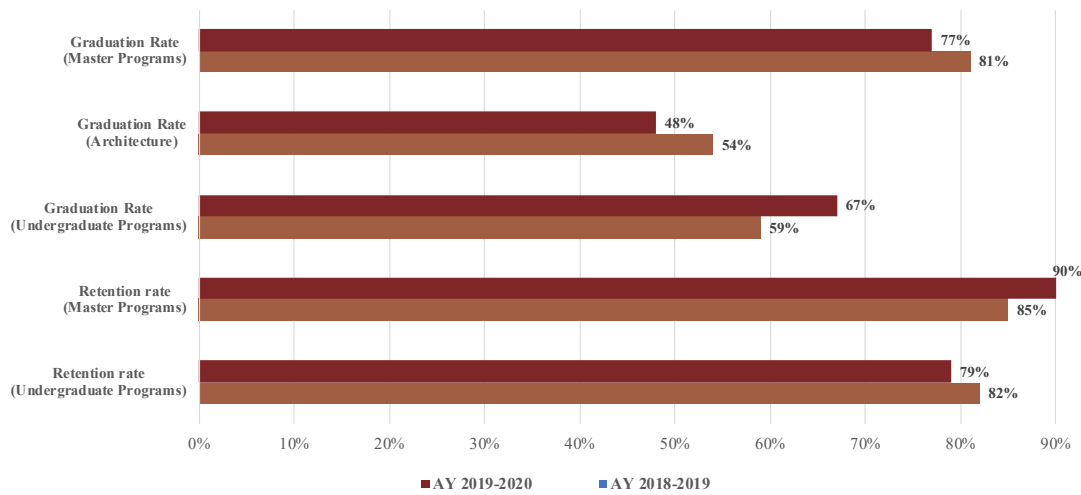
ENROLLMENT (Registered Students)

Student to Faculty Ratio



Students to faculty ratio in Dar Al Hekma University is closer to the global average and the average in Saudi Arabia. In addition, it is aligned with MOE requirements

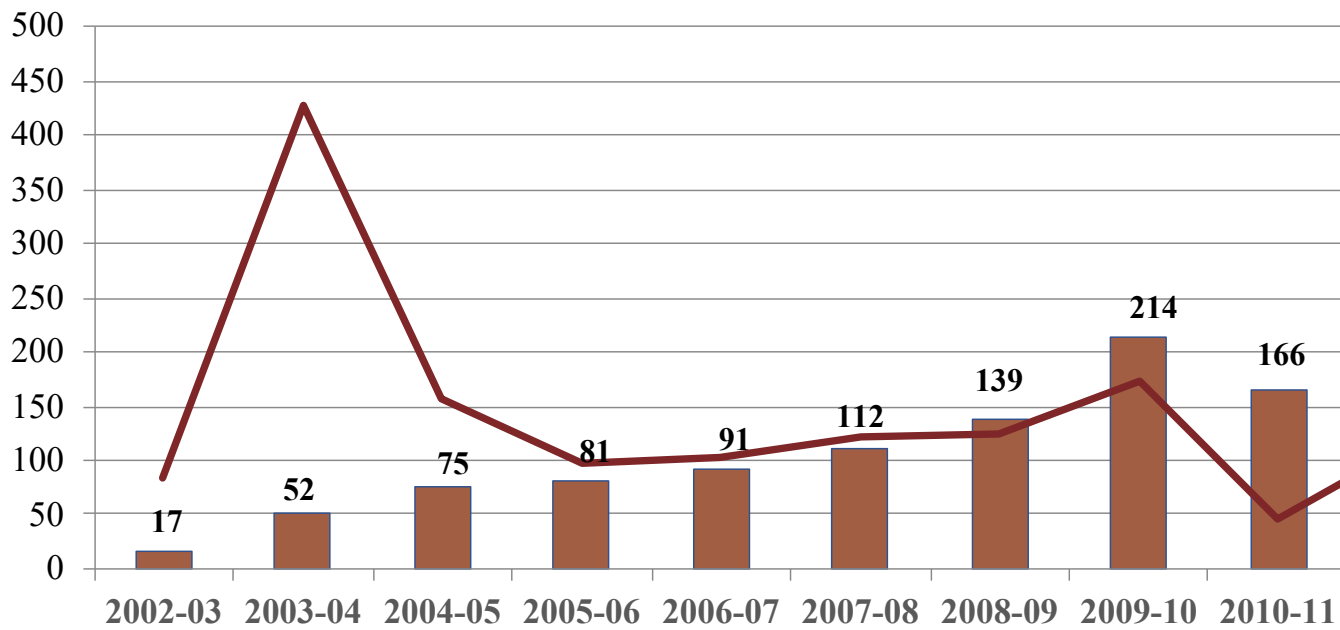
Student Success Rates



KPI	AY 2018-2019	AY 2019-2020
Average number of students in the class	15	14

GRADUATES (ALUMNAE)

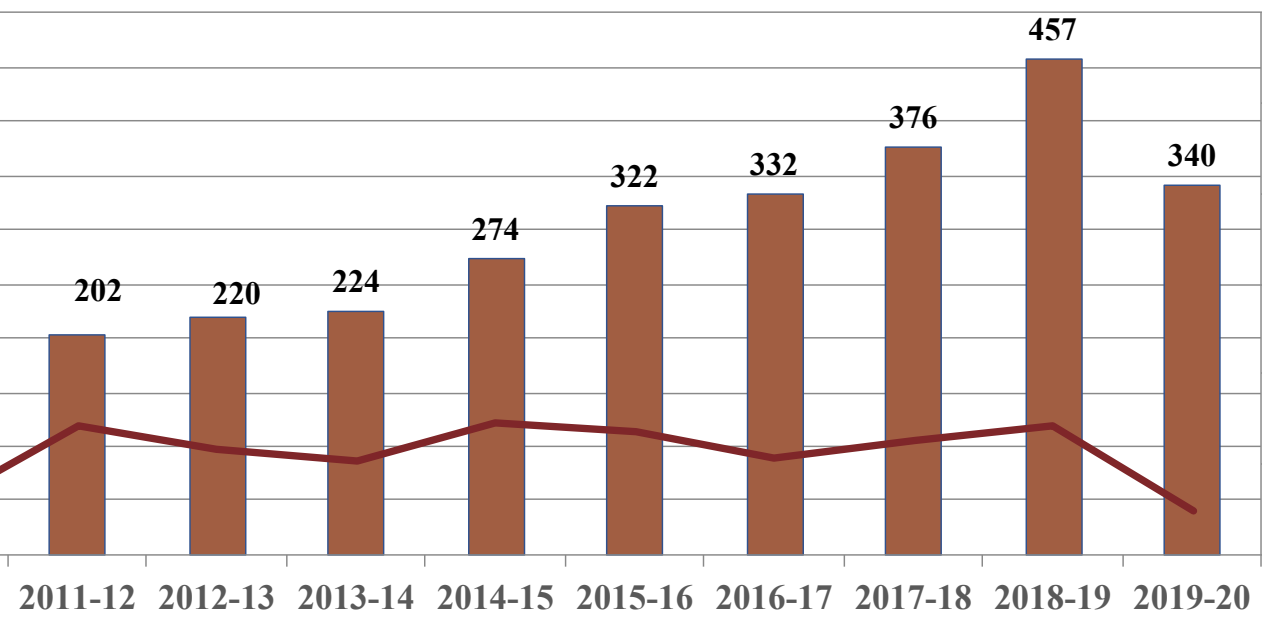
Number of Graduates by academic year



Total Number of DAHU Graduates (including Summer 3,694 : (2020 Graduates

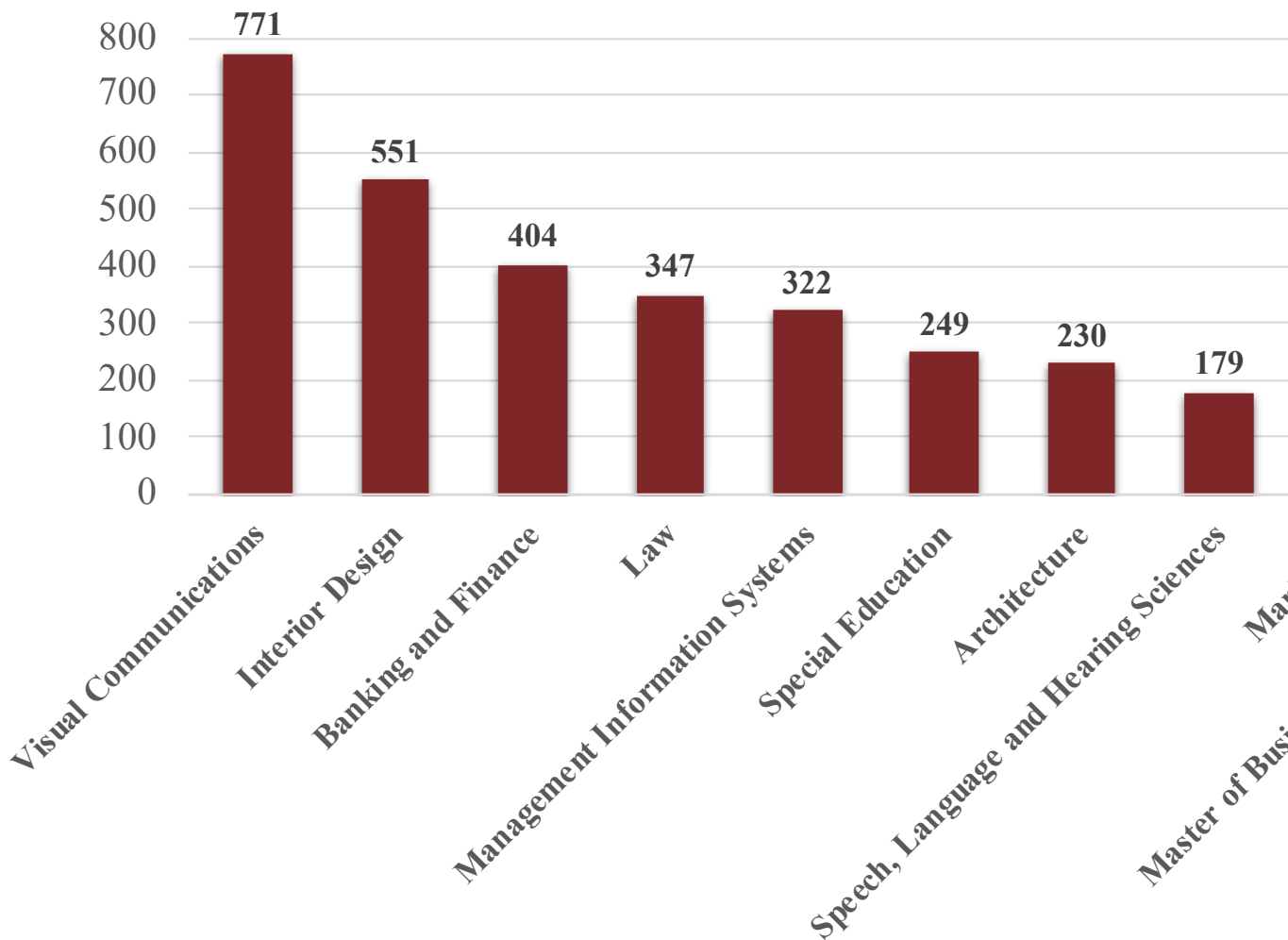
Continuous increase in the number of graduates and significant increase in AY 2019-2018 by (%22), then the number decreased in AY 2020-2019 by (%26-)

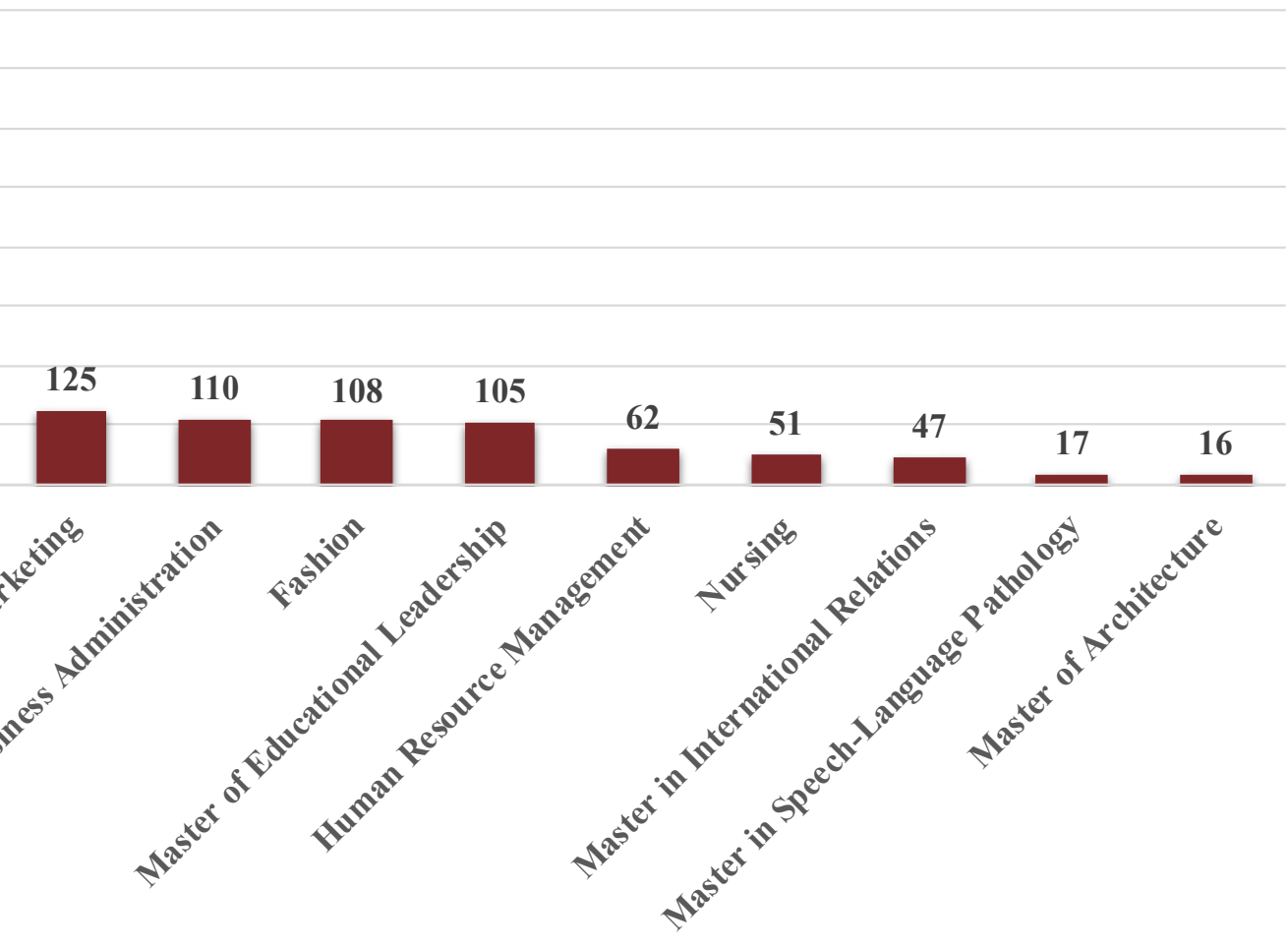
In AY 2020-2019, some of expected graduates 'around 40 students' deferred their graduation due to the unavailability of internship courses during summer 20-19 due to COVID 19 situation.



Total Number of Graduates by Department up to Summer 2020

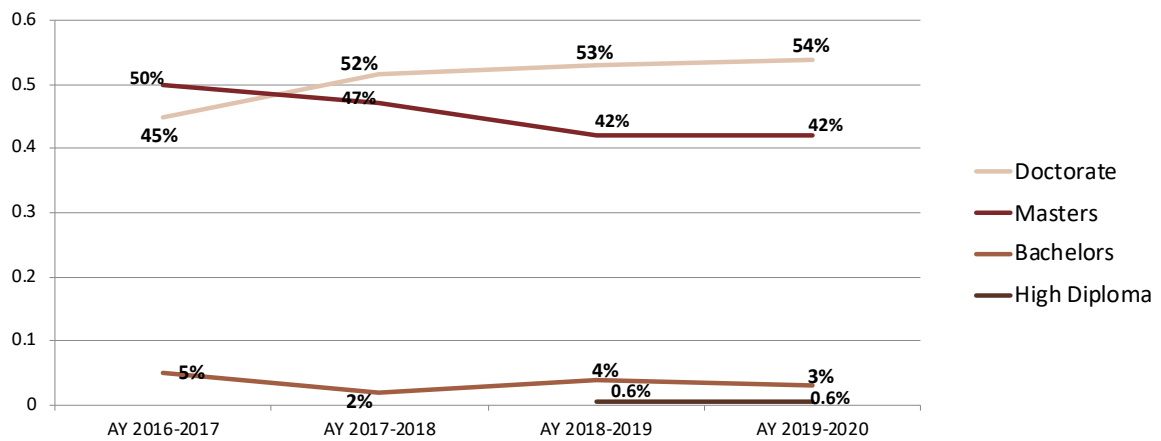
%45.4 of the graduates students from Hekma School of Design & Architecture, following with %38.4 from Hekma School of Business & Law and 16.3 % from Hekma School of Health, Behavioral Sciences and Education.





HUMAN RESOURCES INDICATORS

Percentage of Faculty by Highest Degree (without UAPP Faculty members)

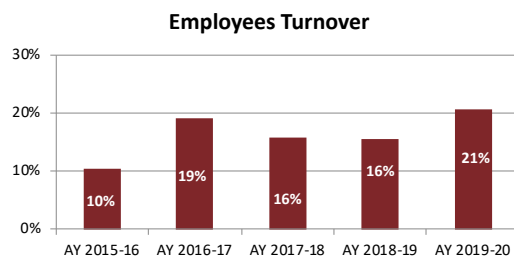
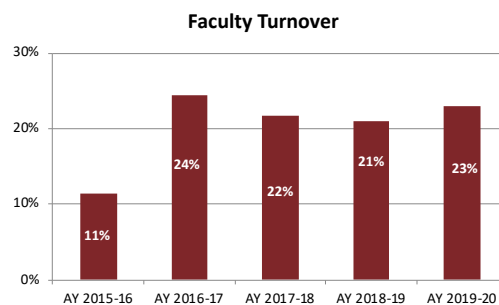
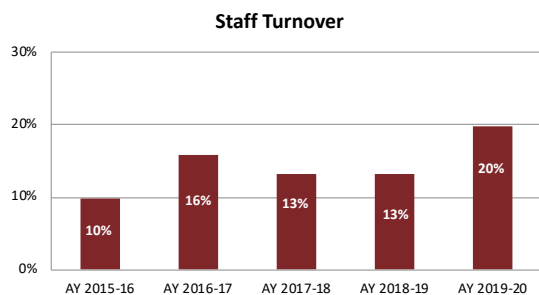


Private Higher Education Bylaws and Regulations:

'Academic staff members must be Ph.D. holders or an equivalent degree conferred by an accredited university. The degree must be in a major that qualifies the member to hold an academic position.'

There is a significant increase in the number of PhD holders in the University in the past years.

Turnover - Five years Trend Analysis

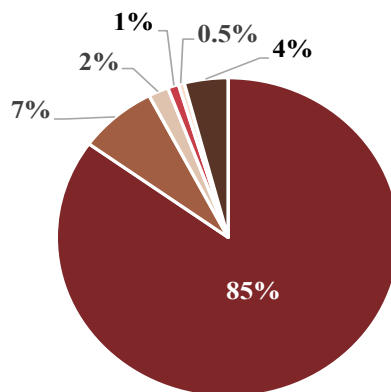


Community Service and Professional Development

KPI	AY 2018-2019	AY 2019-2020
Percentage of faculty members who participated in community service program	37%	49%
Percentage of faculty participating in professional development	85%	80%
Total number of community service hours by staff and faculty	1,836	2,398

RESEARCH

Breakdown of Revenue: 2020-2019



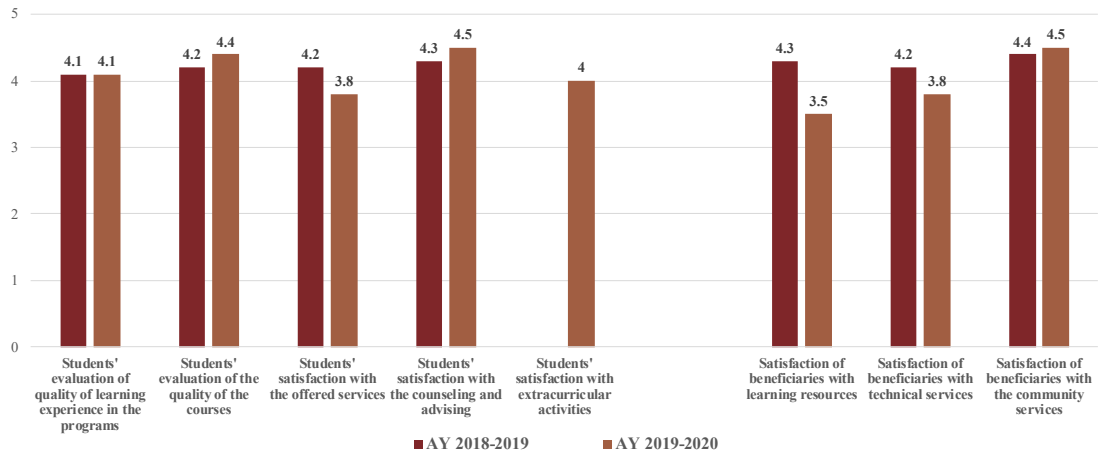
- **Tuition Revenue**
- **Continuing Education Revenue**
- **Donations & Capital Expenditure**
- **Event Sponsorship**
- **Auditorium & Other Facilities Revenue**
- **Other Revenue**

Financial indicators

KPI	AY 2018-2019	AY 2019-2020
Annual expenditure rate per student	73,577	60,754
Percentage of self-income of the institution Self-income of the institution = University income from projects, business, consultancy, training and exclude government subsidies and tuition fees	11%	13%

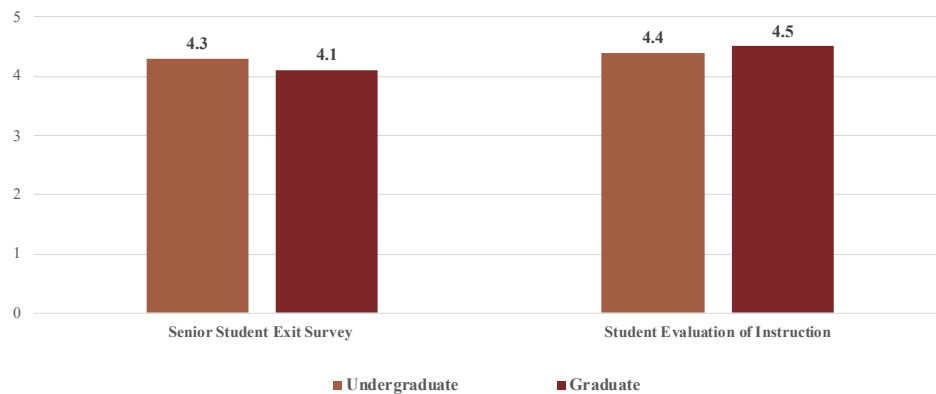
SATISFACTION SURVEYS

Students Satisfaction Surveys and Beneficiaries Satisfaction Survey



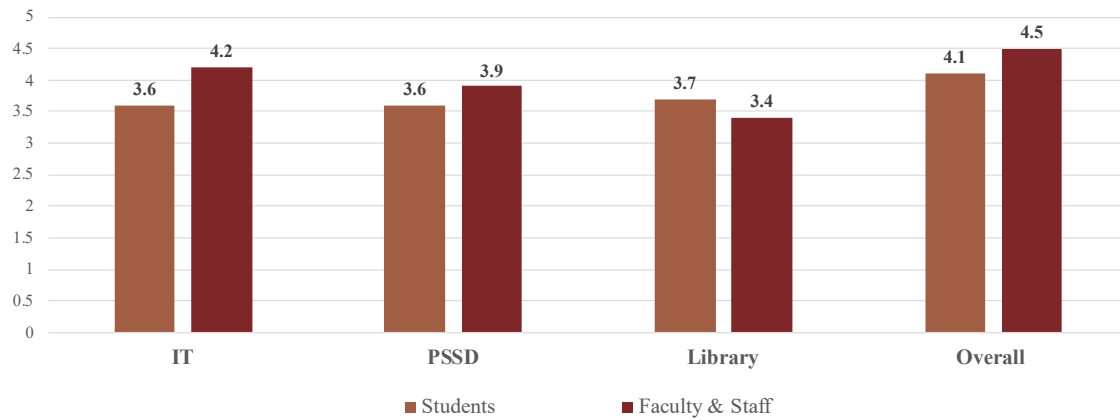
Grad and Undergrad Student Satisfaction Survey

Senior Student Exit Surveys

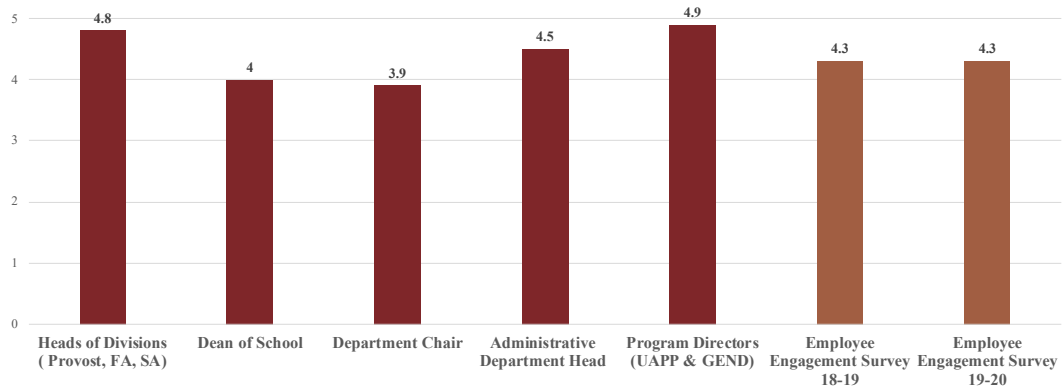


Grad and Undergrad Student Satisfaction Survey

Students and Employees Satisfaction Survey Services



Employee Evaluation on Immediate Supervisor and Employee Engagement Survey



The University in the Media

Television:

Many Dar Al-Hekma events and achievements were covered by several TV stations.

- Iqraa TV sponsored and covered the Ideal Teacher's Leadership Summit in October and November 2019 for about 6 weeks, through TV commercials, interviews, and supporting programs.
- Iqraa TV also covered "Educational Jam" event, (Jam) is a global workshop program that
 - covers various topics. Ideal Teacher Center tied-up with them to create a custom workshop for education in Jeddah, discussing pioneering techniques in modern education.
- Rotana Khalijiyah hosted Dar Al-Hekma students, alumnae, and faculty in the **ساعة شباب** Program:
 - Dr. Mona Karim, Director of the Ideal Teacher Center, was hosted by Rotana Khalijiyah, where she talked about leadership qualities, how to gain them and develop them to support the parent experience in raising their offsprings.
- Life is Movement: An interview with our sports instructors Hind Alsahtout from the Student Development Office, Zainab Alsahtout member, and Soumayah Haidar who spoke about the launching of the "Life is Movement" initiative to encourage women to lead active lifestyles through choices related to exercise and a healthy diet.
- Fashion Award Achievement: Noura Quzani & Rania Alsharif, students at the Fashion Design Department who participated in a Fashion Research symposium and won for their research projects were interviewed. They talked about their achievement and the symposium which was held in Barcelona in Dec 2019, and which they attended with their writing instructor, Dr. Duha Abualsoud. Noura's research was on "The Effect of Fashion Apps on Consumers", studying the change of shopping habits from real shops versus online shopping. Rania researched "The Cognitive Effects of Perceived Good or Bad", an interpretation of color on the psyche.

the psyche.

- The TV channel also had a separate interview with Dr. Doha Abualsoud, who discussed the significance of academic research & methodology.
- Dr. Dalal Al Abassi, chair of the Master of Educational Leadership Program was interviewed about "Virtual Learning as the Future of Education" in August 2020. Dr. Al Abassi discussed the longevity and effectiveness of virtual learning for the future.
- Dr. Reem Abulhamayel, Assistant Professor at the Speech Language and Hearing Sciences Department was interviewed about How Learning English as a Second Language (ESL) would affect children after the government's decision of beginning ESL teaching in the primary grades.
- Al-Ekhbariya TV and Saudi TV hosted Dr. Dalal Al Abassi, Chair of the Master of Educational Leadership Program, who shed light on virtual learning and the strategies that should be adapted to have the best experience possible for our

students.

- SBC, Saudi Broadcast Channel covered the Interior Design Annual Exhibition and interviewed Dr. Alaa Al Ban, Chair of the Interior design Department and her students. and instructors who showcased their projects and elaborately talked about them.

- Ms. Nada Zaidan, Dean of the Hekma School of Design and Architecture was also interviewed, and talked about the new Gaming track in the Visual Communication Department. SBC's morning shows also hosted several alumnae, two of whom were Jumana Mufti, an Applied Behavior Analyst, who talked about behavior changing tools in children, and Rahaf Abushusha, an Interior Design graduate, who talked about creating beautiful and engaging children's bedrooms.

- Social Media:

There was a strong effort and presence on social media platforms, most notably during curfew and lockdown.

Two social media influencers (Aido Advisor & JeddahEvents_Star) were invited to cover the play **مسرحية عطل فني**, which is an Egyptian play brought

to Jeddah by General Entertainment Authority (GEA) and Benchmark, and took place in the Auditorium of the University. Publicizing the event was on Radio, TV channels, press, and social media.

- **مسرحية عطل فني** Was an Egyptian play brought to Jeddah by the General Entertainment Authority (GEA) and Benchmark, (And what is GEA and Benchmark?)

- **الحكمة في دارك**

- An on-going campaign effort that featured live chats with speakers, and self-improvement specialists during lockdown.

- The University invited many local prominent personalities in their fields such as Kaswra Alkhatib, an entrepreneur of many successful businesses including U-turn entertainment, Fullstop advertising, and a member of the GEA. Guest Speakers discussed the impact of advertising and social media in today's world.

- Dr. Nessreen Yacoub, a clinical psychologist, was invited to speak about planning the future and navigating uncertainty after graduation, particularly in an unstable world.

- Ms. Esraa Girtly, who established "Resume Reborn" advised students on preparing and writing their resume effectively, in conformity with modern standards to obtain best results.

- Ms. Shahrazad Faisal, Business development trainer, spoke to students about business etiquette.

- Dr. Ala Nassief, Assistant Professor of Arabic and Islamic Studies, gave two talks: one exploring spirituality in times of stress and fear, and the other on how to benefit from the last 10 remaining days of Ramadan.

- Turki Khan, an influencer, family counselor, and life & relationships coach, gave a talk on how to navigate the COVID19- crisis by adjusting attitude and perspective.

- Mr. Nawaf Al Nassar, a leading Interior designer, and head of the Saudi Art Council, spoke about architecture, from the practical perspective of practice.

- Solafa Batterjee, author and entrepreneur, spoke about emotional intelligence in the world of business and entrepreneurship.

- DAH Alumna, Haya Sawan, a fitness coach and TV

presenter at MBC, gave a talk about the benefits of exercise.

Press:

- The University has been featured on the Newsweek website for a special mention of the University in April 2020.

“Hia” Magazine featured the following at the rate of 6 pages per issue in articles about the University and its events:

- Dukkan DAH in Sensi store

- Creativity week
- Entrepreneurship Center Activities
- Memorandum of Understanding with the Crown Plaza
- Memorandum of Understanding with Islamic Development Bank
- Student Development Activities
- Memorandum of Understanding with UNESCO

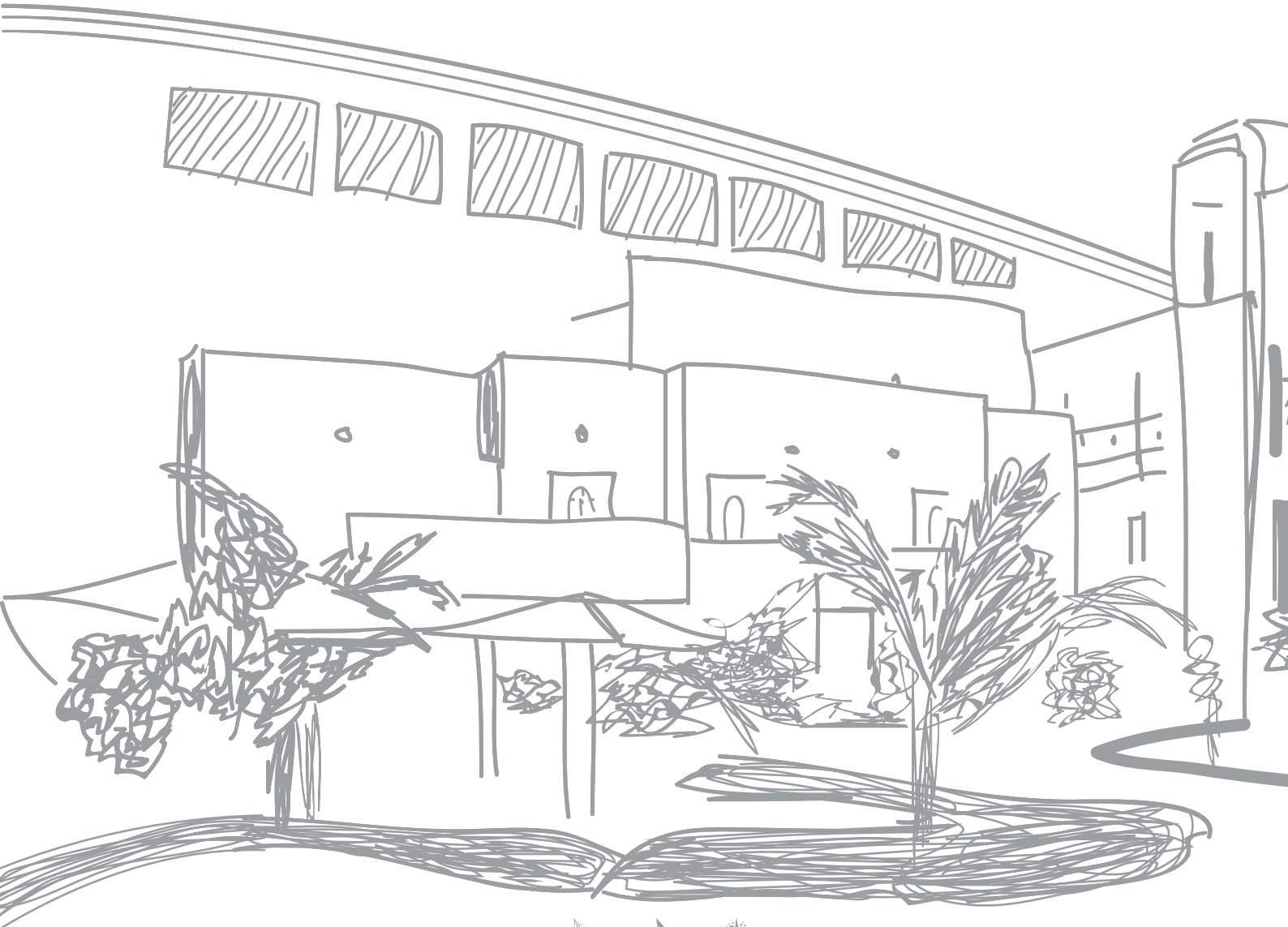
- Prince Bader visit to the University
- Saudi Design Week Featuring Dukkan
- Social Volunteering Symposium
- International Arabic Language Day
- Winners of the Fashion Design research in Spain
- World Disability Day event (Also covered in “Albilad”)
- “Aamen” competition winners for Albaik



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