



جامعة دار الحكمة
DAR AL-HEKMA UNIVERSITY



PRESIDENT
REPORT
2022-2023

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DAH VALUE-LED UNIVERSITY





Quais Juleidan
Dr. Adnan bin Abdullah Al Mazrou'

Message from the Chairman of the Board of Trustees

Since its inception in 1419 AH, the founders of Al Elm charitable foundation have been keen on establishing a prestigious academic institution with international standards that will be a leading educational competitor at the local, regional, and global levels, possess the fundamental components of quality educational that make it an active partner in the process of the cultural renaissance witnessed by the Kingdom of Saudi Arabia, and have the ability to face future challenges in building a vibrant and prosperous society.

With God's blessings, an approval was issued to establish Dar Al-Hekma University in the year 1419 AH, 1998 AD, as the first non-profit private university for girls in Jeddah with a vision of "A University that takes the lead in education, development, and creativity to positively impact the society" , and the mission of "Graduating leaders and entrepreneurs who embody the values of the university by providing an educational environment that encourages development, creativity, scientific research, and community service".

My colleagues and I, on the Board of Trustees of Al Elm Charitable Foundation and the Board of Trustees of Dar Al-Hekma University, are honored to continue the journey of success that the University has embarked on. We are eager to develop its academic, research, and scientific programs and activities that keep pace with the Kingdom's ambitious vision 2030 and raise the level of scientific research in the Kingdom making it among the first ten countries in the Global Competitiveness Index. This is closely linked to the aspiration of Dar Al-Hekma in engaging in research and development, and its interest in applying scientific research and benefiting from it, thus creating an educational environment that encourages students to be creative and distinguished, and making sure that the educational system outcomes are compatible with the needs of the labor market.

The Board of Trustees made sure that Dar Al-Hekma University keeps adding honorable achievements to its record like it has always outstandingly done during its journey of more than two decades, during which the University obtained a 100 rating on the quality of education it offers from the National Commission for Academic Accreditation and Assessment (NCAAA) and has signed approximately 38 comprehensive educational and cultural collaboration agreements with local, regional, and international educational and cultural institutions. It has developed innovative technical

projects and advanced facilities and laboratories, such as the Code Lab in partnership with the Ministry of Communications. It has held conferences, seminars, and workshops and has attracted distinguished local and international experts and consultants from the fields of education, research, and development to enrich the educational process, cultural diversity, exchange of experiences, and domiciliation of knowledge.

I extend my sincere thanks to the administration of the University and its employees, led by the University President, Dr. Abeer Abdel Aziz Al-Deghaither, for the qualitative strides the University has taken in the field of pioneering education and distinguished scientific research that seeks to find sustainable solutions for issues of education, development, and community service. Dar Al-Hekma University is one of the best universities in achieving a high employment rate of its graduates reaching %86, which is a percentage that reflects how skilled our students are and how various institutions and companies are keen on attracting and employing our graduates.

We are also proud of our graduates' accomplishments and the awards they have received. Three of our alumnae won the Ministry of Culture award, and a group of our female students won excellence awards for innovative projects in several scientific fields. Our female students also participated in raising the nation's landmarks by designing a "Model of a Nation" with Dar Al-Hekma fingerprints, which is a source of national pride and honor, endorsing its undertaking of promoting creativity, innovation, and excellence.

With Allah's blessings, Dar Al-Hekma University will continue its ambitious academic and scientific journey as a national educational institution participating in achieving the Kingdom's Vision 2030 through the efforts of its employees and the support of its partners.

I extend my sincere thanks and appreciation to the Ministry of Education for their support of Dar Al-Hekma and their willingness to develop it to reach the ranks of prestigious international universities and achieve its goals and mission.

Chairman of the Board of Trustees

Dr. Adnan bin Abdullah Al Mazrou'



Message from the President

It gives me great pleasure to share with you the outstanding achievements of our University during the academic year 2023 -2022 in this annual report.

Dar Al-Hekma University was founded in 1999 with a simple, but powerful vision: "a university that takes the lead in education, development, and creativity to positively impact the society", and with the mission of "graduating leaders and entrepreneurs who embody the values of the University by providing an educational environment that encourages development, creativity, scientific research, and community service." With such a vision and mission grounding its progress, Dar Al-Hekma strives to create a rich and empowering teaching and learning experience for its students providing them with the skills they need to excel in their future professional and personal lives. The University remains committed to and guided by its values to sustain its community as it continues its core mission of delivering a rigorous quality education, producing new knowledge, and improving the quality of human life. It values its obligations to the larger community and ensures, through the design and delivery of all its academic programs and services, that the community is well served.

This year, the Community Engagement Unit was established to facilitate the use of the University resources to support existing partnerships and engage new sustainable partners to contribute to the educational, social, and economic progress of the community. It has been gratifying to witness the resilience of our University community and its determination to carry out missions and duties and to come together in the face of any challenges that came their way. Our faculty have tirelessly worked to find new and innovative ways to teach and make students learn, excel, and ultimately be the sought-after ambassadors of the University locally and globally. During the academic year -22 23, we have expanded and enhanced collaborations with national and international organizations to support the learning environment and improve the quality of programs and services and scale them up to international standards. We have made major progress with the digital transformation to boost efficiency and enhance the quality of the services we provide. With cost optimization being our focus this academic year, we continue to enhance the quality of our academic programs to achieve the set learning outcomes which are our top priority while reallocating savings on the budget towards improving the quality of teaching and learning and research activities.

This academic year also marks a major milestone in our quest for excellence. Our vision, mission, and strategic goals have proved to be aligned with the current and future market needs as well as with quality assurance and accreditation requirements. Our core focus is on high-quality programs and services, financial sustainability, published research, enhancement of student knowledge and skills, and extensive outreach and impact of the University on the community.

As I reflect on those accomplishments, I would like to thank our Board of Trustees for their strategic guidance, unwavering support, commitment towards Dar Al-Hekma, and their hard work, valuable advice, and insight, to take the university to an outstanding level.

I am grateful and proud of every member of the Dar Al-Hekma community for their determination, dedication, and commitment in nurturing many generations of our youth over the years helping them reach their goals, realize their ambitions and aspiration, and sustaining our DAH culture and values.

I hope this annual report portrays how Dar Al-Hekma University, with all its prestigious achievements, shared commitment, team spirit, and assiduous efforts, has enriched the knowledge of its students and enabled them to be life-long learners and substantial life-changing initiators in the community at large.



Abeer Al Dogaiter, PhD
President

Our Strategic Goals: Expansion, Enhancement, and Excellence

Vision of Dar Al-Hekma University

To become a premier institution of higher education for women in the Kingdom of Saudi Arabia and a model for teaching and learning. Our graduates will be capable of bringing about positive change for the betterment of self, society, and humanity with the aim of pleasing the Creator.

Mission of Dar Al-Hekma University

To graduate accomplished women, leaders, and entrepreneurs

The Eight Focus Areas to achieve the Institutional Objectives:

- 1- Strengthen the quality of teaching and learning with a focus on the master's programs and cultivate partnership with reputable institutions for each school.
- 2- Expand the enrollment strategies.
- 3- Align with the Kingdom's digital transformation.
- 4- Foster greater focus on research.
- 5- Widen community partnerships through training and consultancy.
- 6- Address the financial position of the University by actively pursuing alternative revenues.
- 7- Improve efficiency while investing in the quality of academic programs.
- 8- Support DAH long-term financial sustainability.

Goal 1: Expand academic programs and strategic research contributions

Objective 1.1 Expand & enhance collaborations with national and international organizations

Objective 1.2 Invest in state-of-the art and cutting-edge technology across all programs

Objective 1.3 Invest in the expansion of academic programs

Objective 1.4 Enhance research contributions

Goal 2: Ensure high quality programs, services and teaching

Objective 2.1 Ensure meeting high quality standards nationally and internationally

Objective 2.2 Strengthen the quality of academic programs

Objective 2.3 Raise the efficiency of internal operations to ensure continuous development

Objective 2.4 Support the Learning environment to encourage active participation

Objective 2.5 Strengthen institutional and student excellence

Objective 2.6 Develop organizational structure and policies to support academic and administrative excellence

Goal 3: Upskill & prepare graduates to transition into professional careers & leadership roles that fulfill job market needs

Objective 3.1 Enhance skills and capabilities of students

Objective 3.2 Improve and increase alumni services and employability

Objective 3.3 Create a stimulating learning and creative environment

Goal 4: Expand reach and impact of Dar Al-Hekma

Objective 4.1 Achieve social impact nationally and internationally

Goal 5: Achieve Financial Sustainability

Objective 5.1 Increase revenue and assets, and manage operating costs

Objective 5.2 Achieve a sustainable financial status that controls risk

Objective 5.3 Strengthen financial governance and accountability

Objective 5.4 Increase enrollment and reach through a robust marketing and admission strategy.

Collaboration Office

The Collaboration Office at Dar Al-Hekma University is under the Office of the President's scope of units, offices, and departments and under the direct supervision of the President. The Collaboration Office supports academic and non-academic partnerships and collaborations based both in Saudi Arabia and overseas, contributing to the achievements of the University mission, vision, and core values. It also contributes to the strategic development of Dar Al-Hekma's collaboration portfolio including its management and all approvals and monitoring processes associated with entities needed to move forward. A key task for AY 23-22, as in AY 22-21, has been choosing 'quality over quantity' and actual activation of finalized collaborations. As a point of contact for partnerships/collaborations, the Office provides advice, guidance, and support for the divisions and departments seeking collaboration. Local and international partnership/collaboration MOUs are processed through the Collaboration Office which advises also on the renewal of existing agreements and their re-activation. Working at all times in close liaison with the University legal advisor, the Collaboration Office also ensures that the MOU approval process is carefully followed and that reviews are correctly incorporated and completed before coordinating among involved parties. Regular follow-ups take place on the activation of the signed MOUs to ensure quality, efficiency, and credibility of the University together with its faculty, students, staff and above all, its internal and external image and academic standing.

Overview of AY 23-22:

Countless meetings (live/virtual) and correspondences were held and maintained throughout the year, which is a challenge due to delays, both internal and external; however, efficiency was paramount and continued follow ups were undertaken until objectives and collaborations were met and proceeded with, activated, or followed up when under process.

Major achievements throughout 2023-2022:

- A signing ceremony held at the end of the spring term with the KSA Ministry of Culture at their Riyadh headquarters. The event was attended by the President and notable DAH team members.
- Renewal of the Texas International Education Consortium (TIEC) MOU, which was first established with the founding of the University in 1999, and which offers access to many US universities.
- Ongoing success of collaboration with e-Cornell, Cornell University, in offering "Women in Leadership" certification for 90 DAH students.

Signing and activating an MOU with Samaco-Bentley for their "Extraordinary Women Programme", through which DAH students are involved both in KSA and the UK. The president and the provost both took part in the Association of International Education Administrators (AIEA) Annual Conference, in Washington DC. During the conference, many collaboration opportunities with international universities were set up with solid contacts initiated.

Academic Affairs Achievements

The Office of the Provost supervises the Division of the Academic Affairs that comprises academic and non-academic departments. It administers four schools, two units, and one academic center:

- School of Design and Architecture,
- School of Business and Law,
- School of Behavioural Sciences and Education and
- School of Engineering and Computing Informatics.
- General Education Program
- University Academic Preparation Program
- DAH General Library
- Academic Centers and Units:
 - The Academic Advising Unit
 - The Excellence for Teaching and Learning Unit
 - The E-learning Center

Mission Statement

To promote academic excellence through providing guidance and support to all academic programs, departments, and centers in light of national and international standards.

Overview of the year 20-21

As our students entrust us to continue providing them with education and a learning experience of the highest quality regardless of any statuses; shifting to remote learning due to the emergency planning caused by the COVID19 pandemic was a challenge to face to achieve our mission. Our office became a focal point for schools, and teaching staff to seek guidance and resources on remote teaching, alternatives for academic assessment and creative course delivery approaches. No doubt, the work we do in this division supports the University's mission in tangible ways and we strive to continue to do so.

Our division brings together under one umbrella a myriad of services to empower academic excellence and innovation. This annual report demonstrates our transformative impact on the University's teaching and learning activities through the division's special initiatives, projects, and services.

Major Achievements

- Established and launched the E-learning Center.
- Established and launched the Science and Technology Unit, which is a specialized administrative unit responsible for managing and implementing the administrative, financial, and technical tasks of the University's research projects in accordance with the rules governing the support programs for universities and research centers and the stipulations issued by King Abdul Aziz City for Science and Technology.
- Strategically planned for 11 master and 2 PhD programs. Four programs are currently in the developmental stage and will be launched in Fall 22-21:
 - Master of Law
 - Master of Science in Artificial Intelligence
 - Master of Science in Cybersecurity
 - Bachelor of Science in Industrial Systems Engineering
- Collaboration and joint courses with reputable universities:
 - The Dar Al-Hekma E-Learning Center (ELC) will be collaborating with eCornell to offer certified course via the ELC and the DAH Institute to DAH students and reputable leading academic institutions in the country focusing on female educational institutions in alignment with female empowerment and the KSA Vision 2030.
 - Arranged with the American University of Beirut (AUB) to offer to our students two summer courses: "Business Ethics & Social Responsibility" and "Introduction to Archaeology".
 - The Hekma School of Design and Architecture (HSDA) signed an MOU with Saudi "Umran" Society to work on a project for the Jeddah Municipality.
 - The Hekma School of Engineering and Computing Informatics renewed its agreement with the Computer Information System Company (CISCO).



Hekma School of Business and Law



Dr. Inass Salamah Ali
Dean of the Hekma School of Business and Law

Message from the Dean

It has been an eventful year for the Hekma School of Business and Law with numerous achievements that have elevated our school's reputation and enhanced its academic standing.

Our esteemed faculty actively participated in conferences and seminars, allowing them to stay abreast of the latest developments in their respective fields. This not only benefited our faculty members, but also enhanced the knowledge they impart to our students.

Our faculty's commendable dedication to research has resulted in numerous publications. These research endeavors contribute to the advancement of knowledge and enhance our reputation as a leading institution in both business and law disciplines.

Our commitment to providing a holistic education experience led us to organize various field trips, both locally and internationally. These enriching expeditions allowed our students to gain practical exposure and develop a deeper understanding of real-world scenarios.

Inviting distinguished guest speakers from various professional backgrounds added immense value to our educational programs. Their insights and experiences provided a fresh perspective and broadened our students' horizons.

We take great pride in the diverse certifications earned by our diligent students, which endorses their commitment and competence, empowering them to excel in their future endeavors.

Equally important is our students' active involvement in competitions, which showcases their exceptional skills and competitiveness on various platforms. Their achievements bear testament to the high caliber of education provided at our esteemed institution.

As part of our commitment to community engagement, our students embarked on several projects aimed at benefiting the society. These initiatives demonstrate our students' social responsibility and their ability to make a positive impact on their surroundings.

To foster continuous learning and professional development, we organized workshops that

focused on enhancing practical skills and knowledge acquisition. These workshops served as platforms for students to refine their abilities and groom themselves for the challenges of the future.

We are delighted to have established memorandums of understanding (MOUs) with national and international entities, opening doors for collaboration and further enhancing our academic offerings.

In line with our pursuit of quality education, we have been diligently preparing for the National Commission of Academic Accreditation and Assessment (NCAAA) accreditation. This ongoing endeavor is a testament of our commitment to maintaining high academic standards and delivering excellence in education.

I am pleased to announce that two of our programs have successfully received NCAAA accreditation, namely, the MBA and the Banking & Finance programs. This recognition validates the quality and rigor of those programs and reaffirms our dedication to academic excellence.

With these remarkable achievements, the Hekma School of Business and Law remains committed to nurturing a conducive environment for academic excellence producing highly skilled graduates.

I, hereby, would like to express my gratitude to our esteemed faculty, dedicated staff, and supportive stakeholders for their unwavering commitment to the success of our institution.

Inass Ali, PhD.

Dean

Hekma School of Business and Law

The Department of Finance and Accounting

The Banking and Finance Program

Mission Statement:

To graduate professionals equipped with knowledge, skills, and values in the areas of banking, investment and finance within an academic environment that encourages scientific research and community engagement.

The Banking and Finance Program, which started in the spring semester of the academic year 2005-2004, offers a unique well-structured program that prepares students for success in the dynamic financial world, and it is the first program in the region that offers an Islamic Finance track. The program is immensely proud of its 444 graduates who have either professionally excelled in their field or continued their higher education studies.

The program aims at bridging the gap between the theory and the practice of the banking and finance industry by offering many opportunities of experiencing real life dynamics through exposing its students to inspiring industry leaders, guest speakers, and educational trips. Students also regularly participate in worldwide competitions, such as the CFA Institute Research Challenge, which is an annual global competition that provides university students with hands-on mentoring and intensive training in financial analysis and professional ethics. Each student is tested on her analytical, valuation, report writing, and presentation skills. Students gain real-world experience as they assume the role of a financial research analyst. So far, 47 students have participated in this competition since the academic year 18/2017. Last year, DAH banking and finance students won 1st place in the Western region, 3rd Place in the Kingdom following King Saud University and KFUPM, 1st Private University and 1st female-only team in the Kingdom.

Our students are in high demand in the financial job market, which offers many career paths and opportunities. Our graduates start their careers with top Saudi banks such as the National Commercial Bank, the Saudi British Bank, and international firms such as PwC, Ernst & Young, BMG Financial Group, and Unilever.

Combining their academic and financial expertise gained through many years of experience in the industry, our faculty expose students to the realities of the market by engaging them in real life projects and case studies, which ensures enhancing their critical thinking skills.

The Accounting Program

Mission Statement:

To graduate professionals equipped with concepts and skills of international standards in the area of accounting and auditing.

The accounting program, which started in the fall semester of the academic year 2019-2018, is considered one of the most versatile degrees in business.

The accounting program at Dar Al-Hekma offers thorough and rigorous academic courses in accounting studies. Students get an in-depth understanding of the technical and theoretical aspects of accounting, including auditing, taxation, financial management, management science, economics, and marketing. The program prepares students for a variety of job opportunities in numerous sectors of the economy.

The Hekma School of Business and Law incorporated the accounting program to cater for the needs of the labor force and the recent market developments in the field, such as the adoption of International Financial Reporting Standards (IFRS) in Saudi Arabia, effective since 2017. The curriculum reflects both the entrepreneurial character of Dar Al-Hekma's institutional philosophy in graduating accomplished women, leaders, and entrepreneurs as well as its alignment with the directions of vision 2030. It allows the School's graduates to enter yet another exciting labor market segment, which is currently undergoing some changes due to standard and international transformations because of continuous technology-related development and diversification. The accounting program at Dar Al-Hekma University prepares its graduates for international certificates such as Certified Management Accountant (CMA), Certified Public Accountant (CPA) and the Association of Chartered Certified Accountants (ACCA).

In this context, students in the accounting program gain advanced theoretical and practical knowledge of accounting and finance, master computational and calculation skills as well as techniques used in professional accounting practices, and become, upon graduation, skilled in corporate governance, corporate financial analysis, and financial planning.

The programs offer an internship in a senior course to prepare students for the labour market. This senior course provides students with the opportunity to gain knowledge through actual job experience in the profession. Internships constitute a job experience, which supplements the classroom learning process and allows students to become familiar with real world experiences related to the finance and accounting profession. The internship program period covers 180 hours of working experience spent at a bank or a related local or international financial institution.

Major Achievements of the Department:

• Trips

Ernst & Young (EY):

In November 30 ,2022 students, supervised by Dr. Karima Saci, visited the EY company to attend a workshop on the current complexities of financial literacy. The workshop exposed students to the current complexities of financial literacy and made them familiar with the current and future trends and dynamics of the financial industry. The visit, which also included a tour of the company, presentations, and a Q&A session, helped students recognize the implication of domestic and foreign influences on financial markets and financial institutions in KSA and in the rest of the world.



The Saudi Economic and Development Company:

(SEDCO) Workshop:

The SEDCO workshop, which took place in November 2022, supervised by Dr. Karima Saci, and assisted by Ms. Saida Khalifah exposed students to the current and future requirements of the job market. It also included tours, presentations, and discussion sessions with executives, and Q&A sessions. The students recognized the implications of domestic and foreign influences on financial markets and financial institutions in KSA and in the rest of the world. They also recognized the requirements of their first job.



The Bahrain Trip:

In January 2023, Dr. Karima Saci assisted by Ms. Saida Khalifa, organized a trip to Bahrain to the Bahrain Institute of Banking and Finance (BIBF). The trip offered a certified unique trading practical experience in global markets. The students were engaged in state-of-the-art simulations, which exposed them to different roles across the financial industry such as an investment banker, asset manager, and hedge funds. The students obtained a certification in Trading and Financial Market Analysis, which is accredited by the London Institute of Banking and Finance and offered by the Bahrain Institute of Banking & Finance (BIBF).



Green Jeddah Planting Campaign:

The event was organized by Dr. Karima Saci from the Department of Finance and Accounting in collaboration with the municipality of Jeddah on the Saudi National Day. A hundred and fifty-three participants planted 392 trees. This campaign was in support of the Saudi Green Initiative under Vision 2030. Participation in this event was considered community service for all students of the department.



Workshops:

Financial Awareness Workshop:

This workshop, organized by Dr. Karima Saci, exposed the students to the dynamics and complexity of financial awareness, the concept of wealth, and wealth building. It also enhanced their critical thinking related to the factors influencing financial awareness and wealth.



Post Covid Risk Management: What has changed?

The workshop, facilitated by Dr. Karima Saci, exposed the community to the concepts, processes, and practices of risk management. It was live streamed on DAHU Instagram. The workshop reinforced and assessed the participants' knowledge of risk management. The focus was the risk management processes and practices of business post the COVID 19 pandemic.



Other Events:

Fintech Careers Fair:

Fintech Careers Fair event, which took place in March 2023, at the Riyadh Airport Marriot Hotel aimed to connect job seekers with leading companies involved in the fintech industry in Saudi Arabia. It also offered fresh graduates the path to explore different opportunities in fintech. Participants could visit exhibitors' booths, connect with different potential employers, attend workshops related to career development and Fintech, explore different job opportunities with top companies in Fintech, and directly apply for available jobs.



The International Development Bank (IDB) Annual Meetings:

Our students attended the annual meetings of the IDB, held in May 2023 at the Ritz Carlton Hotel in Jeddah. The theme of their annual meeting was "Partnerships to Fend off Crises". In that meeting, the IDB hosted a series of knowledge-sharing and flagship events featuring top-level panelists from government, international and regional organizations, the private sector, academia, and civil society, aiming to foster discussions, debates, and partnerships that promote cooperation and knowledge sharing. In addition, various venues of research related to the development of the financial industry were explored.



Table Soccer Tournament (2023):

In collaboration with the Saudi Table Soccer Committee, Dar Al-Hekma University hosted the First Female Table Soccer Tournament in the Kingdom. Four banking and finance alumnae, Zainab AL Sahtout, Albatool Alattas, Reem Alghamdi, and Dalia Alamri, participated in this event.



The Marketing Department

Overview

The Marketing Program at Dar Al-Hekma University (DAH) gives students all the core abilities and professional competencies needed to succeed in the workplace. By integrating theory and practice in delivering content, students learn both the art and the science of marketing through their undergraduate years at DAH.

Due to the high demand on the track of Digital Marketing along with its relevancy in the workplace, the program encourages its students to obtain professional certificates in the field, specifically the Certified Digital Marketing Associate (CDMA) certificate issued from the Digital Marketing Institute (DMI). This certificate and others from the DMI provide students with the practical foundation of digital marketing. Graduates acquire an understanding of digital marketing, its meaning, uses, tools and the technologies it employs. The certificate also explores how digital marketing is applied within a business, which digital marketing channels to use, and how to tackle future changes. It is a large-scale experiential learning exercise that is designed to provide students with an opportunity to gain first-hand experience in international virtual collaboration.

Our students are also exposed to different opportunities and venues of learning to experience the different elements of international businesses like the global X-Culture project. Students from around the globe get placed in groups of international team members, and they work together to solve a real business challenge, which helps them develop and strengthen their confidence and enhance their communication skills. They are evaluated on a weekly basis by their team members and by international instructors on the quality of their final report. The project has around 6,000 students, among whom two students from the International Business Management Course were selected as coaches due to their outstanding performance in the competition.

Furthermore, the marketing program organizes field trips for students to enable them to visit leading companies and grasp how the marketing theories are being practiced in the business field. In October 2022, the twenty-eight students taking the International Business Management Course, supervised by Ms. Nora Al-Jindi and Ms. Rana Bataweel, visited Al-Sunbulah facility (vegetables and pastries) and attended a presentation by the facility manager. Students were able to see all the production phases and understand how a leading local business exports its goods. Students learned how to illustrate marketing management, multinational firms and organizational strategy and analyze cases related to Saudi Arabia and regional (Arabian Gulf) and Asian countries.

Digitect Jeddah

In November 2022, our marketing students, supervised by Dr. Adel Alotaibi, visited Digitect Jeddah, which is one of the biggest marketing agencies in the region. Students were introduced to the real practical field and to the steps in building comprehensive marketing plans and learned how to link what they have studied to the real world. Students were introduced to company directors of different departments from whose expertise they benefitted. Students also got to work on their marketing projects under the Digitect supervision. After the trip, our students were able to explain

the uses of different marketing communication tools, identify basic principles of communication and persuasion that apply across all forms of marketing communication, and write a brand positioning statement and operational objectives for a communication campaign. Their ability to set up the process of an integrated marketing communication campaign, demonstrate the application of the local and regional regulatory environment, while maintaining professional and ethical standards related to marketing communication was strengthened.

إستراتيجيات الاتصال التسويقي للمنظمات

Dr. Adel Al-Otaibi invited Dr. Hassan Somali, who is the Director of the Marketing Communication and Advertising program at Al -Imam University, with more than 15 years of experience in the field, to virtually speak to 14 marketing students in November 2022. Dr. Somali spoke about Integrated Marketing Communication (IMC) and presented the steps used in designing a communication plan in the practical field and how to overcome difficulties that arise during the campaign activation. He highlighted the practice of IMC and general practices in Saudi Arabia in this field. The talk, which was a practical application on real life cases from someone in the field of integrated marketing communication, explained the use of different marketing communication tools. Other learning outcomes that were achieved in this lecture include identifying basic principles of communication and persuasion that apply across all forms of marketing communication, setting up the process of an integrated marketing communication campaign, demonstrating the application of the local and regional regulatory environment, and finally demonstrating professional and ethical standards related to marketing communication.

MDLBEAST

In November 2022, Mr. Ramadan Al Hartani from MDLBEAST was a guest speaker in Dr. Mohammed Abuljadail's class. Mr. Al Hartani is a strategy and incubation expert with a diverse industry portfolio in developing national level strategies, conceptualizing mega projects, and developing cultural economy. Throughout his professional career, Mr. Al Hartani advised various organizations to elevate their businesses to new heights. He brings vast experience in designing and facilitating workshops, such as national transformation labs, Kingdom's vision 2030 goals, and priority labs.

Mr. Al Hartani talked about how MDLBEAST started in Saudi Arabia in 2019, and how they were able to explore the Saudi consumers and tailor digital marketing strategies that are suitable for the Saudi culture. He also discussed how they benefited from data and analytics to improve their marketing strategies. Through his discussion with the students, Mr. Al Hartani was able to demonstrate the link between what students learn in class and what is happening in the real world. He also explained the relationship between online and offline marketing, how firms use the Internet to provide value to consumers, and how firms use analytics to make data-driven decisions in internet marketing.

Dania Al-Masri and Ahmed Zaki Kamel from AZKA Foods visited Ms. Nora Al-Jindi's class of 28 marketing students in November 2022. Ahmed Zaki Kamel is the founder & CEO of AZKA Farms and

Ms. Al-Masri is their project manager. On their website, AZKA Farms is described as “a company that is revolutionizing farming as we know it. Its CEO started a community that brings together passionate farmers and vendors and encourages them to produce and deliver ethically sourced food directly to their homes. AZKA Farms aims to make it easy for its clients to consume fresh food that is organic and locally sourced. AZKA Basket is a project of AZKA Farms that makes this aim a reality for clients. Clients can select baskets of vegetables, meat, herbs, honey, dates or dairy produce – in big or small sizes – that are delivered to their homes weekly. Ahmad Zaki’s vision is to one day supply these local goods to homes across KSA”.

Students had the chance to be exposed to a local business which evolves around an ethical online local grocery store.

DMI Certification:

In the Fall 2023-2022, sixteen marketing students, supervised by Dr. Mohammed Abuljdayel, become Certified Digital Marketing Associates (CDMA) who are equipped with a foundation and understanding of digital marketing, its meaning, uses, tools and technologies. Students also explored how digital marketing is applied within a business, which digital channels to use, and future changes in the field. Through this certification, students were able to describe the recent moves in the digital space and examine the use of the Internet by firms to provide value to consumers.

Women Leadership Course:

Ms. Nora Al-Jindi completed “The Women Leadership Course” provided by Prince Mohammad Bin Salman College (MBSC) Executive Education which was delivered in Riyadh on 22-20 November 2022. The course is valuable as it adds to the professional development of Ms. Nora in her leadership role as a program director.

Dr. Tahar Ayad, participated in an international conference in France in June 2022, by presenting his paper titled: “The Roles of Digitalization and Knowledge Sharing (KS) in Organizational Resilience (OR) Modeling during the Covid19- Pandemic: Evidence from French Companies”.

Based on the perspective of dynamic capabilities, this study constructs a theoretical model to explore the roles of digitalization and knowledge sharing in organizational resilience modeling. The paper explained how resilient organizations can effectively activate digital technologies to create value, how organizations can improve their KS processes by relying on digital tools, and how digital solutions prevent loss of knowledge and improve storage and sharing. Furthermore, the paper displayed how companies can digitalize processes in order to better anticipate and manage crisis, how to analyze the KS process internally and externally that leads to more resilience and finally, how to develop productivity and open new digital perspectives for young and future entrepreneurs.

Jury Members in the Digital Marketing Hackathon:

As part of their community engagement and to support and empower university students and graduates in the labor market, Wadi Makkah Investment Company and Majid Association, sponsored a digital marketing hackathon with a training camp in Jeddah in August 2022 and chose Dar Al-Hekma as their strategic partner.

Marketing Internship Students:

Five students from the Digital Marketing course, supervised by Ms. Nora Al-Jindi, completed their internship requirements to be able to graduate in the spring semester. Companies where the students were allocated are Tam, KPMG, Sela, Core Investment, Paper Trails and Crown Plaza. Through this experience, students were able to fulfill their graduation requirement through actual work experience in the marketing field. They also had the chance to apply previously acquired knowledge and skills in an actual work environment related to the marketing field and demonstrate the professional skills acquired during the internship program. The field experience gave students the chance to analyze real world situations related to their field while associating how theory and best practices are exhibited in real organizations. Furthermore, they had the opportunity to practice their decision-making and problem-solving skills by performing self-directed work assignments. They were also able to assess their future career plans in relation to the evaluation of the internship experience.

Social Media Landscape (KAUST)

As part of her professional development, Ms. Nora Al-Jindi attended the Winter Enrichment Program WEP 2023 at KAUST. The experience was a great learning experience for Saudi faculty and staff and an opportunity to network with professionals. The workshop, which explored the current global social media landscape, took place on the 15th & 16th of January 2023. It overviewed the leading social media platforms and looked at how they are used for successful branding and marketing, and achieving communications goals for organizations worldwide in higher education, science, technology, and beyond.

Future Industrialists:

Future Industrialists is a community engagement initiative sponsored by the MOE and different leaders in the industrial sector to promote several industries to the youth and help them identify their career specialization at an earlier stage. Ms. Nora Al-Jindi, representing Dar Al-Hekma as an active participant of this national initiative, attended the launching ceremony at UBT in January 2023.

Community Engagement :

HRH Prince Saud bin Jalawi, Jeddah governor, thanked Ms. Nora Al-Jindi for her efforts while being amongst the founding volunteers of the initiative **لنبادر** with the Jeddah Municipality. The ceremony took place in the municipality of Jeddah in February 2023. The initiative was a great display of how Dar Al-Hekma is an active participant in the community leading this national initiative by the Jeddah Municipality. This initiative also provided our students with excellent volunteering opportunities.

DAH Annual Career Fair:

During the Dar Al-Hekma Annual Career Fair in March 2023, Ms. Nora Al-Jindi was invited together with Ms. Adwa Al Dakheel and Princess Ahd Al-Saud to act as panelist in the Fair to discuss the realization of vision 2030 through career development and the role of educators in academia. The participation of Ms. Al-Jindi embodies the spirit of community engagement of the marketing program at DAH.

Jury Members at Dar Al-Fikr school:

Dr. Mustafa Fawzi and Ms. Nora Al-Jindi were invited by Dar Al-Fikr school as jury members to evaluate the graduating projects of their senior students. The event took place on the 24th of May 2023 at Dar Al-Fikr school. Their participation encouraged collaboration between our marketing program and other community members.

Real Client Project with Gandour:

Ten students from the Brand Management & Strategy course, supervised by Dr. Adel Al-Otaibi, worked on their course project Gandour. The students examined the brand and wrote a new marketing strategy for the product. The students presented their strategies to the Marketing Director, Mr. Abdulaziz Zaini, on May 2023 ,25. Gandour's marketing director appreciated the students' efforts and encouraged them to apply for internships at the company.

Also, sixteen students from the Mobile Marketing course, supervised by Dr. Adel Al-Otaibi, worked on their course project Gandour. In this project, the students created a mobile marketing campaign for Gandour's products and presented them to the Marketing Director, Mr. Abdulaziz Zaini, on May 2023 ,25. Mr. Zaini was very pleased with our students' efforts and encouraged them to apply for internships at the company.

Real Client Project with Baytonia:

Twenty-two students from the Advanced Marketing course worked on preparing a marketing strategy for Baytonia, which is a company in the furniture industry. The project was supervised by Dr. Adel Al-Otaibi, tutor of the course. The students learned how to prepare and present a

marketing plan for a real client. The feedback they got from the practitioners was valuable and comprehensive. The company was happy with the students' work and selected some of their ideas to be executed such as the B2B partnership.

Guest Speaker:

Thirty students from several marketing courses (Advanced Marketing, Mobile Marketing, and Brand Management & Strategy) were invited to attend a lecture by Mr. Mohammad Alyami, the marketing supervisor of the Saudi Industrial Development Fund (SIDF).

In this session, which was organized by Dr. Adel Al-Otaibi, students learned from Mr. Alyami how he created the marketing strategy for the Saudi Industrial Development Fund. Following the lecture, the guest speaker offered internship opportunities for our students at the SIDF.

Real client Product Testing with Marketing Students / Tamria Date Cake by Gandour:

As a learning-outside-the-classroom activity, Dr. Adel Alotaibi organized a visit to the Gandour factory to test the new product, Tamria date cake. Thirty students from the Advanced Marketing course, the Mobile Marketing course, and the Brand Management & Strategy course participated in this activity. Students were very interested in the whole experience and expressed their opinions on many aspects of the new product. It was a good chance for the marketing students to see how actual products are tested before launching and understand what a product testing experience is.

Professional Development:

Ms. Nora Al-Jindi was selected by the American Chamber of Commerce among a group of leading women in business to join the Ken Blanchard Mentorship Program in Riyadh. Ms. Al-Jindi is currently a consulting associate with Blanchard where she facilitates leadership workshops among professionals in Saudi Arabia.

Awards:

In recognition of her contributions to the field of education and learning, Ms. Nora Al-Jindi received the Outstanding Leadership Award by the Education 2.0 Conference held in Dubai in June 2023.

The Law Program

MISSION:

Graduating legal professionals equipped with ethical values, professional skills, and updated knowledge in Saudi and international law with a commitment to scientific research and community needs.

ABOUT THE PROGRAM:

The Bachelor of Law (BLaw) program is the first program in the Kingdom's West region that teaches international law and legal systems. Combining theory and skills courses, the legal studies curriculum enables students to learn the Saudi law, the Sharia law, international law, and legal systems. Students also learn legal drafting in both Arabic and English. After completing the required core curriculum, students can choose elective courses that complement and meet their individual interests and career goals.

Students enrolled in this program can demonstrate a thorough understanding of the essential theoretical, conceptual, and practical features of the Islamic, international, and Saudi legal systems. In addition, they exhibit a comprehensive knowledge of the basic theory, principles, and conceptual framework of core legal subjects, undertake research on legal issues, and are tech-savvy in the use of online legal databases.

The unique and rich environment of the University allows its students to develop confidence and poise in making oral and written legal arguments and critical examinations. Students acquire legal knowledge from different resources such as jurisprudence, domestic laws, international laws, and Sharia law. They also learn how to apply the gained knowledge on case scenarios in class. Law students' confidence is also improved through doing in-class debates and power point presentations to enhance their public speaking skills and to prepare them to be competent legal professionals.

True to its mission of graduating legal professionals equipped with ethical values, professional skills, and updated knowledge in Saudi and international laws with a commitment to scientific research and the community needs, the Bachelor of Law Program is recognized nationally and internationally for producing graduates who are ready to compete in an exciting and demanding professional market. The highly qualified faculty, who have graduated from esteemed universities around the world, represent a variety of backgrounds, nationalities, and research interests, which provide students with international perspectives and expertise. The Program develops and aims to achieve strategic objectives through annual projects, most of which have their goals achieved according to set plans.

Agreements and Partnerships:

To graduate outstanding law professionals, the Law Program provide its students with professional training opportunities.

The program signed in March 2023 an MOU with ADG International Law Firm in Dubai to offer senior students and alumnae internship opportunities to prepare them for the job market. This MOU will be effective for one year from the first of August 2023.



In May 2023, the program renewed the MOU for one year with Matouk Bassiouny & Hennawy International Law Firm in Egypt, Cairo to train six student/alumnae at the firm and to offer a comprehensive internship program in litigation or arbitration proceedings, under the supervision of a mentoring lawyer.



Students' Competitions, and Awards:

The students at the program participated in three prestigious competitions, namely:

- Pre – Moot Court Competition: Moot-court team achieved very good results in the Prince Sultan pre-moot competition held from March 16th to 18th, 2023. The students performed well in their pleadings, with Hala Zamzami winning first place as the best oralist representing the Defendant online on the procedural part.
- The Saudi Center for Commercial Arbitration (SCCA) Arabic Moot Court, in Saudi Arabia was held in May 2023. DAH SCCA Arabic Moot Court team Hala Zamzami, Tulin Iraqi, Sahar Ahmad, Asyiah Awale, and Khadeeja Dabbagh came tenth in the memos among 113 teams from many countries



Local and International Recognitions (Students & Faculty):

Dr. Samah Al Agha, conducted two research projects focusing mainly on two important issues: Fighting corruption and human trafficking, two notions that are closely linked to the community and Vision 2030. The research papers were published in prestigious international journals.

1. The first research paper titled "Combatting Money Laundering in Saudi Arabia" has been published in the Journal of Money Laundering Control (Scopus) in March 2023.



2. The second research paper is titled "Combatting Human Trafficking in Saudi Arabia" has been published in Access to Justice in Eastern Europe (Scopus) in April 2023.



3. Fifteen law students went on a trip, organised by Dr. Samah Al Agha, to Jesus College at Cambridge University, where they attended the 39th Cambridge International Symposium on economic crime. The students gathered with a unique blend of individuals from all fields of law and other professions to promote meaningful cooperation in the prevention and control of economically motivated crimes and misconduct in the span of eight productive days, starting on the 4th of September and ending on the 11th 2022. During this conference, Dr. Samah Al Agha delivered a speech on "The Risks to Integrity and Security -Going Forward?"



4. Eight law students, accompanied by the organizer of the trip, Dr. Samah Al Agha, attended the Sharm El-Sheikh Conference in December 2022. Sharm El Sheikh series of conferences is the world's sole biennial event on "The Role of State Courts in International Arbitration" known to have established a permanent venue for practitioners from all over the world for the exchange of expert views on the diverse relationship between state courts and arbitration in a cross- cultural context.

5. Dr. Samah Al Agha represented Dar Al-Hekma University in serving the community by disseminating legal knowledge through a two-hour lecture titled "Legal Awareness of Workers in the Non-profit Sector" in November 2022 at Aloula Non-Profit Organization.



6. Dr. Samah Al Agha represented Dar Al-Hekma University in a two-hour lecture titled "Money Laundering Crime in KSA" in April 2023 at Aloula Non-Profit Organization, thus serving the community by making legal knowledge accessible



7. Dr. Rabih Monzer conducted a workshop on International Contracts at the Beirut Bar Association in November 2022. Dr. Rabih was invited by the president of the Beirut Bar Association, Maître Nader Kasbar, to deliver a one-day workshop on international contracts. It was an opportunity to internationally represent Dar Al-Hekma University.

8. Dr. Samah Al Agha gave a presentation at The Governance & Policy Design Lab International Conference (GPDRLIC) held in Prince Sultan University in March 2023. The presentation was about "Combatting Human Trafficking in Saudi Arabia".



9. Dr. Inass Ali, Dean of the Hekma School of Business and Law accompanied by Dr. Samah Al Agha gave a workshop on the 14th of February 2023, through the Center for Scientific Research at Dar Al-Hekma titled "Promotion... Lessons Learned!!!" through which they shared their promotion experience with the faculty members.

10. Dr Samah Al Agha was appointed as a judge at the Pre – Arabic Moot Court, 9th Edition which was remotely held in December 2022 to select two universities from each Arab country to represent their countries in the ninth edition of the Arab Moot Court Competition, which was held at the Kuwaiti International College of Law. Dr Samah Al Agha was also appointed as a judge (for written memos and the oral pleadings) in the Arabic Moot Court that is held at the Kuwaiti International Law University (9th version) in March 2023.



- Dr. Rabih Monzer participated as an arbitrator in the pre – moot court competition held in Prince Sultan University in March 2023 in preparation for the main SCCA moot court that was held in May 2023. Trips



Trips:

A workshop was organized by Dr. Samah Al Agha for senior law students and was conducted by the Saudi Economic and Development Company (SEDCO) in Jeddah.

Twenty-two senior law students visited the legal department in SEDCO. The students' visit initiative was to empower them by giving them the guidance needed to prepare for their future careers and an idea about professional practice. This was facilitated through a tour in the company in which different legal specializations in the department were elaborated on followed by presentations and consultations given by the SEDCO law specialists.



Guest Speakers/Invitees:

- On May 2023 ,17, the Law Program invited Senior Council and Head of Indirect Tax in Aurifer, Mr. Omar Hisham, to present a lecture on "Tax Framework in KSA and Prospective Job Opportunity". The lecture touched on topics revolving around the tax landscape in KSA and how different taxes are levied in KSA. The mechanics of the types of taxes were also briefly shared with students who were also informed of the types of careers available in the tax field, and of specific tax profiles as well.



2. On the 22nd of May 2023, Dr. Ibrahim Abdel Majeed Al Abadi was our guest speaker to give a talk about "The Importance of Law in People's Lives" during which he stressed the fact that people should be aware of the jurisprudential rule and said: "There is no excuse for ignorance of the law". The 34 students who attended the talk were adequately equipped with the basic and necessary knowledge of laws, decrees, and regulations.



The Diplomacy and International Relations Program

With an eye on the future, Dar Al-Hekma is proud to have launched the first program in diplomacy and international relations for females in the Kingdom of Saudi Arabia. The program started in the academic year 2019-2018, and in the span of four years, enrolment increased. Our graduates are well-prepared to work in diplomacy, government, business, non-profit, or community service sectors, or to pursue post graduate studies in Saudi Arabia or abroad.

Diplomacy and international relations is the study of interactions at the global level, among states, as well as between states and other entities, such as international organizations and non-governmental organizations. How those actors interact with each other affects international trade, economic prosperity, migration, the global environmental, cross-border crime, war, and, ultimately, global peace and security. These outcomes are felt not just at the international level, but also at the national and local levels.

The curriculum of the Bachelor of Diplomacy and International Relations (BADIR) program combines theory with practice and is designed to provide students with the tools for understanding and analyzing the complex interactions among global actors. Students learn about theories of international relations, global politics, international law, culture, migration, environmental sustainability, and economics. They also develop practical skills through courses on economic analysis, negotiation, and policy analysis, as well as through an internship during their final year of study. Students acquire outstanding critical thinking and writing skills that allow them to analyze and assess current global events and to create policy recommendations. The capstone of this intense analytical training is the production of a senior thesis.

The faculty in the BADIR program have lived and conducted research in communities around the world, and therefore, bring diverse experiences and perspective to their classrooms. BADIR students also come from a variety of backgrounds, and they have the opportunity to expand their horizons by taking classes with students in the Business and Law programs.

Agreements and Partnerships:

The Department of Law and Diplomacy ensures that its mission is aligned with the mission of the University and Saudi Vision 2030. The department has recently signed an MOU with the Family Affairs Council to build a course on Women in International Relations. Another MOU is signed with the UN Institute for Training and Research (immersion program) to send students on a yearly trip to Geneva, the purpose of which is to provide our students with the necessary knowledge on the international organizations and their roles and functions. Students will gain experience through a series of workshops and simulations. The department is also in the process of signing an MOU with Al Nahda Society, which aims to ensure a social environment that values women's participation and preserves their dignity while building their capabilities to reach leadership positions to support students in research skills and internship opportunities.

Faculty Recognitions:

Two research projects were published by the Department Chair and Program Director, Dr. Dareen Abdulmohsen in collaboration with Prof. Nadia Yosef, full time professor at King Abdulaziz University. This interdisciplinary research output brings together a diverse range of methodologies, data resources, and analytical tools.

- Yosef, N., & Abdulmohsen, D. (2021) "Improving Higher Education System in Saudi Arabia: Ethnographic Methods in Contemporary Perspective for Women's Education".
- Yosef, N., & Abdulmohsen, D. (2023) "Neom Project as Testing Ground for Economically Feasible Planned Cities". SIS Journal.

Learning Outside the Classroom:

In collaboration with the United Nations Institute for Training and Research, the department was pleased to organize a trip to Geneva. Ten students were able to join the UN Immersion Program in January 2023. The program offers participants a full immersion experience into Geneva's multilateral working environment. Participating in this program will enhance the participants' knowledge and skills in the area of international affairs and diplomacy. The added value of the program was to equip students with knowledge and skills in diplomacy, empowering them to work more effectively and efficiently in any international environment. It further aspires to offer access to the UN's institutions and staff to build up networks and gain insights into future career paths.

In May 2023, the Hekma School of Business and Law organized a trip for students to visit IsDB Group Private Sector Forum, where ten BADIR students attended a series of sessions and workshops on sustainable development. Each student was assigned a specific diplomat from foreign delegations.

Events:

The department held a gathering, in September 2022, for its students during which new students met seniors who introduced themselves and shared their academic journey and experience with their peers.

Guest Speakers:

- The Department of Law and Diplomacy invited a variety of speakers from the field to deliver talks that were enriching and inspiring to its students. In October 2022, both the Masters of International Relations (MAIR) and BADIR programs invited Dr. Mohammed Shafiq, who is the executive director of the Hickey Center for Interfaith Studies and Dialogue and a professor in religious studies to give a lecture on "The Role of Interfaith Studies & Dialogue in Promoting a Culture of Tolerance and Moderation" to educate students on the role of Interfaith Studies to better accept diversity among people and embrace differences. In addition, the students recognized the need for dialogue in promoting a culture that advocates tolerance and

understanding among different nations.

- In November 2022, the department hosted two students from the course of International Security and Economic Policy at the Sciences Po University in Paris. They met with BADIR students to share their experience with them and also learn about the region's culture, history and politics. Students were enriched with the knowledge of other cultures and international relations theories.
- In December 2022, the MAIR and BADIR programs were honored to invite HRH Prince Turki Al Faisal to lecture not only BADIR students, but all DAH students on Diplomacy in Saudi Arabia in accordance with vision 2030. This opportunity allowed our students to learn from HRH experience in the field of diplomacy.
- The MAIR and BADIR programs were pleased to host Mr. Rabih El- Haddad, the director of the Multilateral Diplomacy Division at the UN Institute for Training and Research (UNITAR). Mr. El- Haddad gave a lecture on "Multilateral Diplomacy" in which he talked about the function of UNITAR and his work as a diplomat. He concluded his talk with a Q&A session with students regarding employment at the UN agencies.
- The BADIR and MAIR programs under the Department of Law and Diplomacy were honoured to invite Dr. Eltje Aderhold, the consul general of the Federal Republic of Germany. She gave a talk about the major challenges and tasks in the daily life of a diplomat. Students had the chance to interact with a professional in the field of diplomacy.

Education for the Community:

To represent Dar Al-Hekma University in serving the community, Dr. Dareen Abdul Mohsen delivered a one-hour lecture titled "Women Empowerment" at Dar Al Fikr School and Building Blocks International School based in Jeddah.





Hekma School of Engineering, Computing, and Design



Dr. Sahar Shabanah,

Dean of Hekma School of Engineering, Computing, and Design

Message from the Dean

A Transformational Journey

Reflecting upon the accomplishments and advancements that shaped our educational community over the past academic year, it is a great pleasure to share this report with you, filled with stories of success, collaboration, and growth, emphasizing the remarkable achievements of our departments and programs. As I dwell upon the collective efforts and unwavering commitment to excellence that were exhibited, I am filled with immense pride of the remarkable strides we made as a united school community. Fueled by the power of hard work and dedication, this year was remarkable as we achieved several significant milestones and embarked on a transformational journey.

Joint efforts at the Hekma School of Engineering, Computing, and Design were exerted to thoroughly revise and update the curricula of the different departments in the School to meet the evolving demands of the field and the labor market. The mission and vision were also revisited and refined to be well aligned with the University's shared values and aspirations.

In line with our commitment to academic excellence, we also undertook an extensive curriculum update for the master of information systems program. By incorporating the latest needs of the industry and technological advancements, we guarantee that our learners receive a cutting-edge education that prepares them for success in the digital age.

Along with all the new changes, we were thrilled to welcome a number of new faculty and staff members to our school this year. Their diverse backgrounds, expertise, and passion for education have enriched our learning environment and enhanced the educational experience for our students.

We proudly announce that one of our esteemed faculty members has been promoted to the rank of professor. This achievement recognizes their outstanding commitment to teaching, research, and service to the school community.

With this in mind, the past academic year has been one of transformation, collaboration, and growth. We are grateful for the unwavering support of our school community throughout this journey. As we progress, we remain committed to providing a nurturing and inspiring educational environment that empowers our students to reach their full potential.

Sahar Shabanah, Dr.
Dean of the School

Visual Communication Department

The Visual Communication program at Dar Al-Hekma University is a pioneering program in the Kingdom of Saudi Arabia that prepares graduates to compete in the challenging labor market. The program offers two tracks: Graphic Design and Motion Graphics.

The program's innovative curriculum provides students with a beacon for knowledge and values and contributes to constructing knowledge aligned with the Kingdom's Vision 2030. It strongly emphasizes training resourceful, influential designers who deeply understand the communication and visual field. The program integrates modern and conventional design approaches

in its work, teaching, training, and research, in order to create a learning environment that fosters creativity and innovation. It infuses in students' skills and knowledge through theoretical, practical, and internship courses to equip them with high efficiency and creativity to fulfill the demands of the labor market. In addition, it aims to promote local design culture by

instilling in students a sense of responsibility for the future of design and visual field in the community and around the globe. Furthermore, the program aims to give its students' a feel of the conceptions of the market through working on real projects, and to place them in constant collaborations with industry professionals and entrepreneurs, to enhance their confidence, improve their practical knowledge, creative and critical thinking to be qualified for top positions the job market.

The two tracks, graphic design and motion graphics, that the Department offers align with the university's mission, goals, and vision, in preparing accomplished women to be researchers, leaders, and entrepreneurs.

In addition, the Visual Communication program offers a niche since graphic design is still a developing industry in the region, and a relatively new field of study in Saudi Arabia.

It empowers Dar Al-Hekma graduates to succeed, bridge gaps in skills in the community, and lead the industry. Besides, it supports Saudi women's educational

and intellectual growth by furnishing them with excellent design education. Women from various backgrounds may succeed in visual communication, due to its versatility and the flexible opportunities it offers, for instance, they may seek employment and founding their own companies, yet they can also work remotely or undertake freelancing work.

Accreditation signifies one of the University's and the department's objectives. For that purpose, the department embarked, in the spring semester, on compiling all documents and evidence needed to obtain the National Commission for Academic Accreditation and Assessment (NCAAA). Besides, all the course specifications, outlines, program learning outcomes, and course learning outcomes were reviewed and revised to be aligned with the updated DAH mission. The department's mission and goals were also reviewed and updated to be aligned with our graduate attributes.

The curriculum is the heart of any learning institution and the core of students'

learning experience. A comprehensive curriculum review was launched in the spring semester, the goals of which were to enhance the department's educational results, verify that the curriculum is up to date with the industry requirements, and make sure that it complies with the KSA goals for 2030.

One of the department's strategic objectives is to incorporate actual projects within the curricula. The delivery of courses places a strong emphasis on preparing students for the industry by engaging them in real clients' projects, which are essential to help them gain the skills needed in the job market. This experience empowers students to acquire soft skills encompassing interpersonal qualities, communication capabilities, problem-solving acumen, and professional etiquette.

Before embarking on a new plan for the department, the management considered all feedback provided by the stakeholders. In order to accomplish this, the department gathered the responses from the program instructors in the course reports, senior exit surveys, student course evaluations, internship field experiences, external reviewer, employer interviews, alumnae focus

groups, benchmarking with national and international universities offering comparable programs, and advisory board meetings. The proposed plan was to add new tracks in the visual communication department, and establish one foundation year for all design programs at the University, namely, architecture and interior design, in order to introduce students to the three majors and broaden their horizons in terms of learning and expose them to different career options. Moreover, the restructured plan is aligned with NASAD specifications and requirements so that the program could apply later for The National Association of Schools of Art and Design (NASAD) affiliation, as the first program in Saudi to obtain that.

Moreover, the department obtained the Imam Abdulrahman University (IAU) KPIs to compare them with the program's performance and use them in the benchmarking report for the NCAAA. The IAU has a comparable program in size and caliber and was recently accredited by the NCAAA. The data will be used to finish the department's annual report and help set goals for the following academic year. On the other hand,

the department is currently establishing, with the support of the dean's office's, MOUs with Umm Al-Qura University and Princess Nora University.

Faculty and staff at the program participated in multiple in-house training sessions offered by the different divisions at the university on work-related topics such as teaching, soft skills, and quality assurance. There was also a conference on creativity at DAH that all faculty members of the program attended. Moreover, the community is something that our faculty members are enthusiastic about. Our full-time faculty members, Ms. Ola Naseif, Ms. Somayah Alsowaiyegh, and Mr. Abdul Qader Al Nobani, gave several workshops to students at Dar Al Fikr School. The workshops, which were related to design, covered different topics. Another community initiative was undertaken by Ms. Ayhan, Ms. Ola Nasif, and our students who gave several workshops to Al Jamia'a Al Oula students. The different designs executed at the workshops were later sold at a bazaar.

One of the program goals is to effectively communicate with the students by engaging them in events and gatherings. A student was selected to

attend Extraordinary Women Program with Bentley.

At the start of the fall semester, all the departments under the Hekma School of Design and Architecture collaborated to organize a welcoming event for students, instructors, and staff to the new academic year and to inform them about the school's programs.

Additionally, the visual communication department had its own welcoming event at the beginning of the fall semester. The gathering included the returning staff and faculty who updated students on the program's accomplishments, and the advising process that they will all go through. The event also had fun activities and games allowing new students to interact with their instructors. The welcoming event was concluded with gifts given to the students and faculty through a lucky draw.

During the Saudi founding day, all the faculty and students in the visual communication department participated in the all-university event. It was supervised by Dr. Tasneem Kabli, Dr. Ruaa Lary, Ms. Ola Nassief, Ms. Ayhan Niyaz, Ms. Missan Madani, and Dr. Michelle Kanaan, who involved students in several activities related to the

celebration.

Moreover, by end of the spring semester, senior visual communication students participated in the Creativity Conference and showed their capstone projects results on the research poster day.

The students were able to participate and present their projects' process. This opportunity helped them explore different aspects of their projects. The poster day was conducted under the course Capstone II: Graphic Design Project and Capstone II: Motion Graphics Project, and supervised by Dr. Tasneem Kabli, Dr. Michelle Kanaan, and Mr. Abdel Qader Alnobani.

Through this event, the students learned how to apply conceptual, technical, and aesthetic principles to a design project, critique their own and peer work, and demonstrate effective problem-solving and decisions making skills.

At the visual communication department, students are given the necessary resources to succeed. They utilize Mac labs with the latest software, printmaking labs, photography studio, and animation lab, and on-site digital printing services. Besides that, this year we have upgraded our facilities,

namely our software, to expose our students to the latest industry trends. We have created working stations, relaxing areas, and motivated graphic installations with our student collaboration to engage students with the department and create a relaxing enthused atmosphere.

As part of the Studio III Branding course, one of the projects our students worked on was designing many actual products for Dukkan Dar Al Hekma. Ms. Boudour Al Hout and Ms. Somayah Alsowayigh, were in charge of this project which was held in September 2022. Through this project, the students learned more about branding trends and strategies for the psychology of social and cultural environments, generated coherent visual systems through branding elements, and managed deadlines. Under the same course, our students worked with the Jeddah Municipality, where they were asked to create a brand identity for the new Obhur Waterfront. The students collaborated and discussed the feedback with the clients and the Jeddah Municipality engineers through online and offline meetings. They visited the site and learned more about the

project's target audience. In the end, the students learned the concept of a brand identity, how to build a bilingual brand from the initial concept to the brand name and brand mark into different applications, wayfinding and tools, and how to generate coherent visual systems.

In another collaboration with the Jeddah Municipality and connecting the students with the community, our students participated in developing aesthetic scenes in Jeddah city under the supervision of Ms. Ayhan Niyaz. The collaboration was conducted between some Visual Communication students from different levels as groups and the Jeddah Municipality to create illustrated murals to add aesthetic value to one of Jeddah city

honored to motivate them to participate in such activities.

In November 2022, in collaboration with Studio Zaho, our students participated in designing illustrative T-shirts for the 26 North Glamping Resort in AlUla, supervised by Ms. Ola Nassief.

This project was done under the course Introduction to Digital Illustration. There were three winners: Dana Binshahoun, Noor Bantan, and Fatima Balfaqih. Through

this project, the students explained their visualized ideas based on research, applied appropriate software solutions to visualization problems, reproduced illustrations with various digitized techniques, and utilized problem-solving skills to create meaningful images.

Another collaborative project was conducted with kunuuuz Art Studio in December of 2022, under the Motion Graphics Studio 3&1 course supervised by Mr. Abdel Qader AlNobani. The students had an excellent opportunity to create products for kunuuuz Studio, which helped them to explore their interests and motivated them to learn. Through this project, the students learned how to design 2D graphic elements appropriate to motion and visual effects sequences that meet production requirements and apply animation principles.

In the spring semester, the department was contacted by Namat Studio, which is a non-profit organization that has an architecture and interior design studios, to collaborate in working on three projects.

The first project was designing gift-wraps and sticker sheets for several occasions. The design included a design of a set of full colors of cyan,

magenta, yellow, and key (CMYK), spot colors, and black and white.

Through this project, the students understood the difference between spot color and processed colors on digital screens and in separation (paper) form. They used several software and techniques to develop their composition and design skills.

Another initiative with Namat Studio was a project supervised by Ms. Ayhan Niyaz under the course Islamic Design. This project was an educational and community collaboration, through which the students applied theories and design thinking strategies to solve design problems, create original artwork, and practice ethical visual communication standards, social responsibility, and community engagement as visual communicators. They created gift wrapping and cards.

The last collaboration was within the photography course. The students had a chance to practice their skills by taking pictures of real products.

Students at the department participated in national and international competitions. They participated in the

SDG competition under the supervision of Dr. Tasneem Kabli and Ms. Ayhan Niyaz. They also collaborated in drawing and painting on a 3m x 2m wall in a hall at the Dubai Port (DP) World, Jeddah Islamic Port. The competition's goal was to spread awareness about protecting our planet. The students who participated won first place among three universities. The prize was monetary rewards of 10,000 SR voucher cards, and a certificate presented by the Department of Visual Communication department.

Hyundai Motor Company and Mohamed Yousuf Naghi Motors company, in partnership with the Saudi Food Bank Eta'am and Dar Al Hekma University, organized a competition in March to design the packaging of boxes which will be distributed around Jeddah -to residents who have economic hardships, supervised by Ms. Boudour Al Hout and Ms. Somayah AlSowayigh. This project improved the students' skills in utilizing software and handcraft to create prototypes.

Three of our students, Shahad Al Kaf, Ward Al Bukhari, and Jana Zahid won the competition and received certificates and iPads as rewards.

Moreover, students in the motion graphic and graphic design tracks participated in the competition of the BMG foundation, which focuses on increasing awareness of societal issues and promoting safety. Two of them won the competition and received scholarships for completing their master's degree.

In celebration of the Saudi National Day, the visual communication department announced a Sticker Competition for the National Days supervised by Dr. Tasneem Kabli and Dr. Ruaa Lary.

The topic of the competition was about: National Day Heritage. In addition, the students in the Art of the Poster course participated in " وحدة الوعي الفكري " competition on that day; the theme was "Unity of intellectual awareness." Three winners, Anan Bin Harjarah, Rehaf Kinsarah, and Reema Al Subaei won first, second, and third place respectively all from BVC. The visual communication department always makes a point to make its students participate in different international competitions and collaborations. One of these was the Global Game Jam. For the second time, Dar Al-Hekma University hosted and organized the event for three days.

It was held in collaboration with the Saudi Digital Game Association in 9 cities across the Kingdom with over 500 participants, 70 organizers, and mentors. It is the world's largest game-creation event in 103 countries. The event aims to empower youth interested in game development to design game prototypes through fresh and creative ideas.

Moreover, students in the photography class took several shots related to the Founding Day and exhibited their work at the event.

In line with the 2030 vision, the University strives to invest in the youth and empower them to support the promising sectors of our industry, contributing to job opportunities for the development of the Saudi economy. Dar Al-Hekma's participating groups submitted five games. Three groups won the competitions, and the BVC department sponsored the received rewards and gave certificates for the student's contributions.

Our students are always involved in extracurricular activities to enhance their educational experience. The department constantly notifies the students of on-campus and off-

campus community service opportunities. Joud Zahran, one of our students, attended a Winter Enrichment Program WEP 2023 (WEP) session at King Abdullah University of Science and Technology (KAUST), where Ms. Evan Barker, a graphic designer from the USA, delivered a workshop about how dubbed photoshoot brought all of the advantages of movie-based team building to the field of stop motion animation.

Another initiative related to the community in which our students participated was the Misk Jeddah Dome exhibition related to the Banally 2023 festivals. Our students were involved in the event as ushers and guides who explained the art pieces to visitors.

We are proud of our students because they exemplify social responsibility and a strong desire to give back to the community.

The faculty at the department always arranges workshops for students on particular topics, from fundamental to advanced levels. They invite experts and guest speakers from the field to enhance their learning experience. For example, Dr Samar Altarteer organized an online workshop with Mr. Ahmed Al Zaher on "After Effects Skills". This workshop was conducted

under the course Introduction to 4D Design. The workshop introduced the students to introductory video and sound editing software for motion graphics for composited text and object-based 2D animation.

In December 2022, Dr. Tasneem Kabli invited Dr. Ahad Al Jurf, the vice dean of computer science at Um Al-Qura University, to give a workshop about the basics of creating proper scientific posters as part of the courses of Motion Graphic Thesis and Graphic Design Thesis.

Students benefitted a great deal from the workshop and were able to create proper scientific posters with creative design solutions for the Creativity Conference leadership and HSDA poster day.

Ms. Missan Madani invited Ms. Basma Sunbol, who is a sustainability advisor and co-founder and director of Nymb1 branding. She has eleven years of experience in the industry and currently works as a manager consultant at Pure Consultancy, to give a speech on "Culture in Design: The Fashion Cycle". The speech was informative and elaborate, and students acquired a deep understanding of consumer culture and the function of

design from the end of the 19th century and up till now.

Mr. Abdel Qader Al Nobani invited Mr. Mahmoud Zauiter, who is a lecturer at the Jeddah College of Advertising at the University of Business & Technology, to his Motion Graphic Design Studio I and III to talk about adjusting the light in the green studio for a video shoot.

Moreover, Ms. Danah Nassief, a graphic designer and design educator currently pursuing her Ph.D. at the University of Arts in London, gave a speech about conceptual posters from the Arab world, was invited by Ms. Missan Madani to explain the significant milestones of time-based design throughout history and examine the interplay between static graphic design and time-based media.

To help students understand the valuable tools for research methods, Dr. Ruaa Lary invited in February 2023, Ms. Shahla Geoffrey, who is a Ph.D. student at school of Business and Management specialty at Queen Mary's University and a lecturer at King Abdulaziz University. Ms. Geoffrey gave a lecture on qualitative research demonstration and discussed the preparation, the formulation, and the significance of focus groups.

In January, the department invited Mr. Ahmed Albobah, a graphic designer, to give a workshop to the motion and graphic graphics students about logo design basics and identity development.

Another activity that was organized by the department was a talk by the Milk agency. The talk included designers, art directors and our alumnae, Hajer Alamoudi and Lujain Sallam. In this talk, the students learned more about the labor market and what it needs. they interacted with the presenters and asked them different questions to satisfy their curiosity about the field and the current market of the field. This talk helped them dispel their fear of becoming part of the labor market.

Field Trips and Learning Outside the Classroom

In order to allow students to interact with professionals in the field and engage in the industry to increase their skills and knowledge, the program planned several field trips to various sites during this academic year.

In order to compliment the concepts students learned in the Motion Graphics Studio II course, Dr. Samar Al Tarteer, the instructor of the course organized a trip to the Zeez Animation

Studio, which works mainly on producing kids and family cartoons with a unique blend of locally relevant and positively entertaining premium content. In the studio, students learned how to develop a storyboard from a script for a successful visual narrative combining animation and sound.

In the fall semester, Ms. Ayhan Niyaz and Dr. Michelle Kanaan took the students to the House of Islamic Arts Museum in Jeddah Park, where they were exposed to Islamic arts to gain visual inspiration and keep them motivated. It was a journey through 15 centuries of art history that recall the richness of the Islamic civilization and intercultural exchanges. The students were able to see real-life art and identify the content and the context of the artwork using correct terminologies and defining materials, processes, and also terminology associated with different genres of art and design. This trip was part of the courses Survey of World Art II and Fundamentals of Design.

In December 2022, students taking the courses Motion Graphics Studio 3 & 1 went on a trip to Curvature Studio with their instructor, Mr. Abdelqader Alnobani. The trip gave the students an excellent opportunity to explore how

the design and production industry works, which increased their motivation to learn. They also learned more about the technical composting processes and the relationship between space and time on screen, performing technical and aesthetic corrections to video footage, and demonstrating an understanding of copyright and intellectual property when developing design solutions.

During the Misk Art Week in Riyadh, the BVC students, under the supervision of Dr. Tasneem Kabli and Ms. Ayhan Niyaz got to attend the Misk festivals, workshops, visiting Noor Riyadh Exhibition and The Line Exhibition

In cooperation with the Ministry of Culture, the Biennale Foundation organized an exhibition accompanying the Jeddah Biennale 2023 under the name "Art and Engineering in the Modern Middle East". It presented a series of workshops and activities and a selection of artworks that shed light on the arts of oriental architecture. The visual communication department arranged a trip to the exhibition supervised by Ms. Ayhan Niyaz and Ms. Ola Nassief, instructors of the Islamic Design and Survey of World Art II courses. Students learned about the influences of Islamic art on contemporary art and the

structure and characteristics of various Islamic designs. Another group of students, supervised by Ms. Ayhan Niyaz, visited Misk Islamic Art exhibition, held at the Jeddah Dome, to see more works of Islamic art.

Students went also on a trip, organised and supervised by Dr. Tasneem Kabli and Mr. Abdulqader Alnobani, to visit Effat University and attend the 10th Show reel Festival that could help them in their Capstone courses. The students learned more and expanded their knowledge about cinematic make-up and directing and more about animation and story-telling. They were also inspired by watching the best films produced by their colleagues and developed effective problem-solving, teamwork, and decision-making skills.

This year, the program alumnae accomplished incredible achievements in many different areas.

Ms. Khould Attar, one of our alumnae, was classified among the 50 most influential women in Saudi Arabia who held high positions during the last two years. She was interviewed by Vogue Arabia, where she spoke about the blossoming future of Saudi Arabia.

Sara Taybah, another visual communication alumna, acted in a movie titled Short Fest, where she played

the main character. Later, Jamalouki, Marie Clair, and Haya magazines interviewed her about her vision of Saudi Arabia's development in the movies industry and her dream as a writer and director.

Furthermore, alumna Ahaad Alamoudi participated in the Global Art Forum in Dubai. She presented her work as a two-channel video. One played a selection of her work, while the other, at the edge of the screen, showed "Future Ahaad". Her work deconstructs national and cultural symbols, such as folkloric dance, falconry, and popular songs. Besides that, she collaborated in representing the Middle East and Roberto Cavali's signature fragrance in an advertisement in Elle Arabia and Elle Italia.

Our alumna and former faculty Dr. Rawaa Bakhsh, was assigned as the Head of Tourism Experience at the Jeddah Historical District. She was also interviewed by the ATM channel to talk about Jeddah Historical District activities.

In addition, our alumna Rawan Bakhsh, the owner of Rawan Stationery, launched two new stores, one in Hay Jameel in Jeddah and the other in Riyadh.

Moreover, Aseel Bawazeer, another visual communication alumna, won the best Video category at the

BMG foundation Award 2023.

Academic year 23- 22 was full of accomplishments of all the enthusiastic members, namely faculty, staff, students, and alumnae of the Department of Visual Communication— who tirelessly and creatively worked on many different projects. Their hard work, determination, and constant efforts have resulted in outstanding endeavors and accomplishments. We are looking forward to another fruitful year.

Interior Design Program

- The Department of Interior Design at Dar Al-Hekma University is committed to providing excellence in education, through providing high quality teaching and continuously improving the curriculum, the services, and the activities. The mission of the Department of Interior Design is to graduate professionals equipped with the design thinking, leadership, and research skills in the field of interior design, to foster creativity and sustainability.
- The department aims to inspire and equip students with vision, leadership, and professional skills. One of our objectives is to prepare our students to the varied and complex labour market, through a large palette of activities such as real-client projects, external juries, exhibitions, and national, and international competitions. All these activities aim to broaden the students' exposure, preparing them to the real-world challenges and opportunities.
- Moreover, the department works hard to provide students with a rich and supportive academic environment that fosters creativity, perseverance, and leadership. The faculty exert great efforts to equip students with the most updated best practices and knowledge in the domain of interior design and continuously strive to link students' aspirations and potential to local needs, culture, and challenges.
- During the academic year 2023-2022, the Department of Interior Design made countless inspirational achievements:
- Under the close supervision and support of the Chair, Dr. Alaa Al-Ban and the program director, Dr. Oula Aoun, and in a rich teamwork ambiance, the department started preparations to get accredited by the Council for Interior Design Accreditation (CIDA), one of the most prestigious international accreditations in the domain of interior design. The department's Quality Assurance Committee succeeded in December 2022, in fulfilling all requirements needed to achieve the CIDA eligibility as a first milestone in the accreditation process. Several internal workshops with the team were organized to introduce the CIDA's process, requirements, standards, and alignment with current courses. The alignment with CIDA standards has provided insightful changes for starting the process of integration of CIDA recommended topics and principles in courses' content and assignments.
- As for the curriculum enhancement, and in the context of regular evaluation of the plan of study, new courses were proposed, in light of benchmarking with a number of world best departments of interior design, and insights from knowledgeable consultants from the field. The new proposed plan of study is in alignment with the CIDA standards as well.
- Courses were also enriched with external jurors, guest speakers and educational trips. More than five educational trips were organized by the faculty, namely to the Islamic Art Biennale, IKEA, Nesma Orbit factory, IBIS and Adajio Hotels, Al-Guthmi, and others. These trips

- contributed to the consolidation of students' learning outcomes. The educational trips provide a new perspective of learning outside the classroom, and they provide students with an opportunity to discover new market tendencies, practices, and preferences.
- In addition to trips, many faculty members invited external jurors to their classes. More than 14 external jurors were invited in the context of studio courses and proved to be crucial for students' progress as they provided an insightful external angle of evaluation, and a variety of feedback reflecting their multidisciplinary profiles.
- Seven guest speakers who are experts in the domains of construction, law, ethics, Saudi building codes, and other topics that are relevant to the courses, were invited to share their most recent findings and insights in their different domains with our students. Such external contributions are very essential to senior students in particular, who are about to take the first steps in their career paths.
- Students and faculty were also highly active in research; most of our senior students have published their thesis research on ResearchGate, and also participated in two poster-events organized by the DAH Research Center. Two research articles written by faculty members were published in peer reviewed journals while other research works are to be published soon.
- As the interior design department believes in real world exposure, students are always encouraged to be in contact with real clients and to work on real clients' projects while being supervised by an energetic team of instructors. In the academic year 2023-2022, five real clients were introduced to students, and five real projects were required, so that they get the feel and experiment with real projects in the field of interior design.
- The interior design department continuously provides students with a broad exposure to national and international events and exhibitions in the domain of design. A group of students attended the region's most creative and festive Design Week in Dubai. Another group of students attended the INDEX exhibition in Riyadh, which is the Kingdom's premier interior design, furniture, and fit-out trade event. They enjoyed and learned a great deal from the most updated techniques and creative design ideas at the exhibition.
- Our students are very well prepared and are always encouraged to participate in and win in competitions. One of our students won the first-prize in the Designathon event organized by the Ministry of Culture in Riyadh. Other students won in other competitions such as the Baytounia internal competition and the Ritz Ramadan tent.
- The hard work of our senior students culminated in a highly elegant and professional graduation exhibition, displaying all their graduation projects and organized by the exhibition committee,

under the patronage of his Highness Prince Saud bin Abdullah bin Jalawi, Governor of Jeddah.

- The Noor exhibition was inaugurated at the Ritz Carlton Hotel, where students got to present their graduation projects to the visitors of the exhibition. The contact of our students with experts in the field and CEO's of companies who visited the exhibition paved the way for substantial future career opportunities by giving them the opportunity to receive job offers from experts in the market. The exhibition was also a great opportunity to connect with the department alumnae who shared their achievements. The total number of visitors of the exhibition exceeded 1,500.

Bachelor of Architecture Program

The visionary approach and response to the broader community's needs is a quality that Dar Al-Hekma University is distinguished for. Back in 2008, the Board of Trustees and the administration of the University decided to launch a bachelor degree program in architecture focusing on sustainable design and cultural heritage. The program was approved within the institution on the 15th of May 2011 and by the "Ministry of Higher Education (MOHE)" in the fall semester of the academic year 2011-2012. The significance of the architecture program is that it focuses on sustainability and cultural heritage aligned with the needs of the country and the region, and in harmony with the Saudi Vision which was launched seven years later yet placed particular emphasis on these two aspects.

The Program aims to prepare women to practice architecture and assume leadership positions in the design profession in the Middle East and in the outer world. This was realized by providing an undergraduate architecture education that integrates a broad liberal education and specialized learning required for architecture. This integrated approach would enable successful graduates with a bachelor's degree in architecture (BArch) to make informed decisions in the increasingly complex and rapidly changing twenty-first-century world. The BArch program is designed to provide students with the skills and the abilities to collaborate with other disciplines in exploring creative solutions to local and global concerns.

The development of the Architecture Program's vision began with thoughtful deliberations based on Open Systems Thinking (OST), starting with a broad view of changes and trends in the world. Like a funnel, the conversations moved to explore hopes for a desirable world, defining what Dar Al-Hekma's architecture students would need to know and be able to do to make that desirable world a reality, and ended with a specific framework for a five-year bachelor's degree in architecture unique to Dar Al-Hekma and distinctive in architecture education. The process cultivated ownership and commitment, which led to an intentionally designed curriculum.

In 2008, Dar Al-Hekma approached the University of Colorado Denver (UCD) to develop the Architecture Program. For almost eight months (November 2008 till August 2010), a team from the UCD worked on developing the curriculum. During that time, there were constant amendments and developments based on discussions between the UCD team and the DAH/Interior Design (IDES) Architecture team to ensure that the curriculum's environmental, contextual, and cultural qualities remained relevant to the particular context of the Kingdom.

Architecture students have the chance to apply the knowledge they acquire through internship programs which prepare them for the local, regional, and international markets and their challenges.

Architecture Mission statement:

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.

Academic Achievements:**External Juries:**

The program invites external jury members to allow a wider feedback for students on their works and also for instructors on the way studios are taught by bringing new insights. Hence cross grading among instructors of different studios and by external jurors is very fruitful in this regard. External jurors bring the perspective of other academic institutions and practitioners and widen the exposure of students by providing them with the opportunity to work on their communication skills and act professionally as they would before a real client.

For all studio courses, external jury members were invited for both the midterm and the final exams to validate and critique students' work, give a new perception to the students' approach to their work, and guarantee that the experience is balanced and the grading is fair.

Students' Competitions:**Al- Madinah Neighborhood Mosque**

The students in Studio III: Contextual, Cultural and Environmental Design participated in a local competition called "Designing a Neighborhood Mosque" in Al-Medinah Al-Munawarah. The competition aimed to design a mosque that would serve as a community center for social activities and community building. The mosque should be environmentally sound and a catalyst for local economy and social development. The students aimed to address social issues, diverse cultures, economic systems, environmental systems, and global contexts in their architectural project. They also defined the amplification of diverse needs, values, social and spatial patterns that characterize different cultures and the societal roles and responsibilities of architects. The project enhanced their skills in applying architecture, urban design, landscape, and environmental principles, and demonstrated the relationship between human behavior, the natural environment, and the design of the built environment.

PG PURIFICACION GARCIA x DAR AL-HEKMA UNIVERSITY:

Purificación Garcia and Dar Al-Hekma University organized a competition for students to design pop-up installations for their brand. The competition was held at various locations, including the Mall of Arabia, Red Sea Mall, Nakheel Mall, Riyadh Park, and Al Rashid Mall. The project allowed students to work on real-life projects, promoting peer learning and strengthening their relationship with a partner. Students were encouraged to identify cultural, religious, economic, environmental, and global contexts in architectural design and practice, and to develop problem-solving skills and critical thinking methods. The competition aimed to create a cube-shaped installation that reflected Purificación Garcia's timeless brand identity, using colors, lights, and wall patterns. The winners were our alumni Ms. Khayal Al-Shareef and Ms. Naseem Hussein, who won 1st place. The project encouraged architecture students to improve their design abilities and address the aesthetic and functional needs of luxury retail clients.

- **Real Client Experience**

Real Project: Abdul Maqsud Khojah Street**Supervisor: Dr. Nader Azab & Ms. Suman Faruqui****Students: 14 students**

The Governor of Makkah Region has chosen Studio VII: Urban Design students to participate in the Linobadir campaign, supporting Vision 2030. Under the supervision of Dr. Nader Azab and Ms. Suman Faruqui, the students developed a proposal to create a distinctive identity for Abdul Maqsud Khojah Street in Jeddah. The project enriched the street's fabric, increased walking areas, and provided various functions for the wider neighborhood. The project helped students identify urban design history, theory, and practice in Saudi Arabia and surrounding regions, demonstrate the urban structure as a complex system of social, cultural, economic, and environmental systems, and recognize diverse needs, values, and spatial patterns. The project also enhanced students' skills in evaluating fundamental principles, responding to site characteristics, and analyzing the relationship between human behavior and built environment design. The project also helped students categorize ethical issues in urban design and practice on large-scale urban projects through teamwork and individual effort.

Exhibitions:

In June 2023, the department launched an exhibition displaying the work of graduating students and distinguished works of different studio levels. The exhibition attracted many guests who were all impressed with the outstanding students' projects.

- **Learning Outside the Classroom**

Academic Trips in September:

Architecture students in different courses went on seven different trips during September 2022, the aim of which was to facilitate learning outside the classroom, enhance student's exposure and learning, and achieve different learning outcomes in different courses.

The trips were to the following different companies, sites, districts and cities:

1. The Saudi Red Bricks Co. in Jeddah:

Dr. Shifana Kaafil, assistant professor at the Department of Architecture, took her students to the Saudi Red Bricks Co. factory in Jeddah. This field trip enhanced student learning by integrating theoretical knowledge from the classroom with practicum. It was a very successful learning-outside-the-classroom trip during which students witnessed the manufacturing process of clay bricks which introduced them to the design possibilities of those bricks.

2. The building services at Dar Al-Hekma University:

Dr. Shifana Kaafil took her students to the building services of DAH. With the support of the maintenance team of the University, students of the Building Systems and Environmental Controls course explored all the building services provided at the University which included the underwater tank, the plumbing details, the HVAC system, the elevators, the sprinkler systems, the air conditioning system, and other building services and became familiar with the various building service systems. They could also interpret the working principle of vertical transportation systems provided in the building.

3. Al Madinah Al-Munawara:

Ms. Sima Refae, lecturer at the Department organized a trip for 13 students to Al Madinah Al Munawarah in preparation for designing a mosque in Al-Sud neighborhood for a competition hosted by the Saudi Omran Society, a leading architectural and engineering consultancy established in 2009 by architect Abdullah Al Omran. Students on that trip understood social issues, diverse cultures, economic systems, environmental systems and global contexts necessary to develop an architectural project. They also could differentiate between the old and the current social structure in Al Madinah and everything related to its architecture, culture, and history that will inspire them to create new ideas and understand the site's culture and context, so that they reflect them in their design.

Ms. Shatha Abualfaraj and Arch. Abdulmohsen Adas, lecturers at the Architecture Department, led a trip for Studio V: Mixed-Use Design students to Al Madinah Al Munawarah. The students were given the task of designing an iconic mixed-used building with hospitality, social, and activity spaces. They also visited Al Tabakha Market to gain insight into local building types and architectural styles. The students also toured museums, including the Dar Al Madinah Museum, which showcases Saudi Arabia's architectural heritage. The trip helped students understand social issues, diverse cultures, economic systems, environmental systems, and global contexts, enabling them to develop architectural projects. The trip also highlighted the differences between the old and current social structures in Al Madinah, inspiring them to create new ideas and understand the site's culture and context in their designs.

4. Al Balad (Downtown Jeddah):

Ms. Sima Refae organized the following two trips:

Students in the Freehand Drawing course visited Al Balad, Downtown Jeddah to learn about interior and exterior architectural environments, practice visual note-taking, and submit sketching results in assignments. They also visited a renovated boutique hotel and explored old houses. The second trip was a two-day trip to Al-Jouf Province, where three architecture students attended an international conference, at which they learned about the Camel Site, home to the world's largest animal relief sculptures. The trip exposed them to the ancient art of carving and sketching historical sites in Saudi Arabia, helping them understand the intricacies of carving and sketching, and identify the values and traditions of the Kingdom.

Academic Trips in November:

In the month of November 2022, architecture students went on 2 trips, the aim of which was to facilitate learning outside the classroom, enhance student's exposure and learning, and meet different learning outcomes in different courses.

1. Avenue Mall Trip:

Dr. Shifana Kaafil and her Structural Design students toured Avenue Mall, which is currently under construction in Al Muhammadiyah District in Jeddah. Over the course of three and a half hours, the site engineer Mohammad Elbadrawy and the project manager Tameem Kouzi addressed all aspects of the construction process, beginning with the importance of safety. Students on this trip could identify the appropriate structural design methodology for reinforced concrete and prestressed construction while learning about different construction technologies.

2. Madrid and Barcelona International Trip:

Dr. Tamsen Anderson and Ms. Shatha Abualfaraj organized an international trip to Madrid and Barcelona, Spain. Ten architecture students embarked on a seven-day whirlwind architecture tour of Spain, spending three days in Madrid before traveling on a high-speed train to explore Barcelona for four days. This international trip gave architecture students an insight into the lifestyles of various people and also provided them with a sense of direction to thoughts on how to vary the present design for a future one. Traveling opens doors to timeless architecture. At the same time, it helps students to recognize what relates to them the most. It brings them closer to their interests, concerns, and fascinations, which eventually helps them realize their strengths and weaknesses as architects.

Academic Trips in January

Architecture students attended a workshop at KAUST's Visual Computing Center, where the jury included Dr. Mohammed Gomaa, Dr. Nader Azab, Ms. Shatha Abualfaraj, and Ms. Sima Refae, all faculty members at the department. The workshop emphasized the link between architecture and science, focusing on deployable grid shells and web structures. Students also gained access to digital fabrication and rapid prototyping for building physical models. They also learned about geometry, surfaces, and shells through practical design tasks.

Academic Trips in February

In the month of February, architecture students went on 7 trips, the aim of which was to facilitate learning outside the classroom, enhance student's exposure and learning, and to meet different learning outcomes in different courses.

1. Um Hableen/ Wadi Ghia (Site Visit):

Dr. Djihed Berkouk, an associate professor in the architecture department, organized a site visit for 16 students to Um Hableen/Wadi Ghia. The students collected in-site data to design an environmentally friendly building in harmony with the site. They analyzed the environment, selected the site, created a topographic survey, justified the site selection, and proposed ideas for integrating the building. Students identified sustainable principles, discussed site characteristics, and used contour manipulation in project design. They applied these principles to conserve resources, provide healthy environments, and reduce future construction impacts. The students also designed an architectural project that integrated program, site characteristics, climate, and sustainable design principles.

2. Construction Site Visit:

Dr. Shifana organized three trips to construction sites for students to explore the different components of the buildings and identify the appropriate structural design methodology for reinforced concrete, steel and, wood structures. They could also recognize a broad range of technical aspects of the building practices, systems and materials, their role in the implementation of design, and their impact on the environment. This trip helped students identify construction methods, materials, and systems for commercial and residential projects, survey cladding systems, and understand technical aspects of building practices, systems, and materials. They also collected, examined, compared, and contrasted complex data, fostering critical thinking and efficient design skills for real-world problem-solving through Blended Learning.

3. King Abdullah Economic City (KAEC)- Site visit:

Ms. Suman Faruqui, a lecturer at the department, organized a site trip to King Abdullah Economic City (KAEC) to witness the University Incubators Initiative. Jeddah's universities aim to support graduates and the entrepreneurial community by establishing incubator centers in key locations. These centers will link young entrepreneurs with strategic partners, sponsors, and mentors, accelerating startup processes. The initiative includes flexible office spaces, services, meeting and convention facilities, furnished apartments, recreation, and entertainment options. Students learned about life-safety systems, structural behavior, building envelope systems, and technical principles for construction materials.

4. Islamic Arts Biennale at the Hajj Terminal:

Dr. Tamsen Anderson, an assistant professor in the architecture department, led a field trip for 16 students to the Islamic Arts Biennale in Jeddah. The students explored historical Islamic architectural elements like the Ka'aba columns and the iconic Hajj Terminal, which won the Aga Khan Award in 1983 for its innovative yet sensitively contextual design.

5. Eng. Abdulaziz Al-Hebshi Wood Workshop Trip:

As a celebration of the Saudi Founding Day, Ms. Sima Refae organized a trip for 20 students to visit Eng. Abdulaziz Al-Hebshi wood workshop and model gallery that displays a miniature of the old houses in Jeddah. Eng. Abdulaziz Alhebshi explained about the old houses through the wood model he did in his workshop, the old houses, and the social life that people used to live and experience in the historical context and learn from the old building material and design

6. Al Balad (Downtown Jeddah):

Ms. Sima Refae took 10 architecture students on an urban sketch trip to Al Balad as a celebration for the Saudi Founding day. Students had an exciting experience exploring the culture and history of the city and taking part in interactive activities and trying their hands at sketching and photography. During the celebration of the Saudi Founding Day at the University, a video was displayed showcasing the trip and the students sketching and celebrating our culture with a background of a national song.

7. Solutions and Mining Laboratory:

Dr. Shifana Kaafil took students of the Materials and Methods of Building Construction II course on a field trip to Experimental Research to Solutions and Mining laboratory in Jeddah. Students developed a sustainable mortar cube with different waste material and tested the compressive strength of the cube by applying pressure on the casted cube in this lab.

Academic Trips in March

- Trip to Dammam

Ms. Sima Refae organized a three-day trip to Dammam. The students in livable city course ARCE 4303, visited Al-Murjan waterfront site in Dammam city. It was their site final project, which was a real project with the quality-of-life program in the Ministry of Culture.

- Trip to KAUST

the second trip in March was a trip to KAUST Visual Computing Center (VCC) Open House. Students on that trip could get a glimpse into the future of visual computing and discover the cutting-edge research and advancements at the Visual Computing Center Open House. They also met experts there and learned about their latest projects, and saw demonstrations of the technology shaping our future.

- Trip to Downtown Jeddah

Ms. Sima Refae initiated an activity in downtown Jeddah (Al-Albalad). The department took Al-Yosur school senior students in collaboration with the Al-Kutab organization to play a door-hunting game

and learn more about the old houses and door ornaments, then sketch the hunted doors. The objective was outreaching to high school students and let them know more about the design discipline from the faculty and our senior students, architects or interior designers, and all other designers in the field to link the new generation to heritage and culture. We look forward to highlighting the design field and expanding the high school students' vision of design and creative thinking opportunities.

Guest Speakers:

Talks and workshops are central to architecture education. They widen students' exposure to emerging and innovative practices and research in the field.

They also strengthen the relation of the department with a wide range of actors in academia, public institutions, market and civil society.

The talks that the department had during the academic year 23/22 allowed students to identify the role of cultural, religious, economic, environmental and global contexts in architectural design and practice, recognize a broad range of technical aspects of the building practices, systems and materials as well as their role in the implementation of design, and their impact on the environment, communicate in various forms using traditional and digital mediums, and recognize the value of lifelong learning and professional ethics in the field of architecture while working individually or as part of a team

The Architecture Department hosted the following guest speakers during the academic year 23/22:

September

Ms. Aljohara Bydon, DarAl-Hekma University alumna, founder and chief designer at Ink and longtime architecture instructor, kicked off the 23-2022 lecture series with her engaging discussion titled "The Mind and Creative Process", in which she analyzed the concepts of creativity and innovation in the architectural design process. Ms. Aljohara also worked one-on-one with students in Studio IV: Civic Design, to help generate creative ideas in their architectural design proposals.

October

Dr. Massoud Sofi, a research fellow in the University of Melbourne's School of Engineering, presented a timely lecture on the important role that green infrastructure plays in the creation of sustainable cities, which is a critical part of Saudi Arabia's Vision 2030. He introduced the Life Cycle Assessment (LCA) methodology, which enables a systematic evaluation of the environmental impact of the man-made urban environment. Engineers, city planners and architects can use the LCA methodology to develop sustainable solutions for urban and architectural problems.

Dr. Djihed Berkouk, an Associate Professor in the Department of Architecture at the University of

Biskra in Algeria, shared his current research on the relationship between soundscape components and the mean walking speed of pedestrians in Algerian oases. Drawing on the pioneering work of the Canadian composer and acoustic ecologist R. Murray Schafer, Dr. Berkouk introduced the concept of soundscape, which refers to the collection of sounds associated with a particular place.

Dr. Yathreb Sabsaby, assistant professor in the Faculty of Fine Arts and Architecture at the Lebanese University in Beirut, addressed the role that energy simulation tools can play in the design of zero-energy buildings to combat environment problems.

Dr. Najib Al-Ashwal gave a talk exploring methods and techniques to improve indoor lighting environments. Dr. Najib Al-Ashwal, currently a post-doctoral fellow at the University of Technology in Malaysia, examined innovations in daylighting design to improve the sustainability of indoor lighting environments.

Spanish architect, Fernando Pérez, was invited by the architecture department to give a talk about the intensive and introspective design process of the Guggenheim Museum Bilbao in Spain which celebrated its 25th anniversary in October 2022.

November

Atif Alshihri gave an engaging talk on the architectural and urban heritage of Medina in western Saudi Arabia. Drawing on his research published in *Architecture Beyond Europe (ABE) Journal*—, Arch. Alshihri shared his insights on the pre-modern urban development of Medina during the Ottoman reign within the framework of the Ottoman administration of Arab provinces.

December

On December 13, French artist Alain Bony spoke to 30 architecture students about the important impact that artistic interventions can have on architecture and its users.

January

Prof. Helene Vu gave a talk titled "Reinventing Cities: A New Urban Regeneration Process in Circulation" to share her current research on the actors involved in the urban redevelopment projects in Paris planned for the upcoming 2024 Summer Olympics. Vu addressed the important role that calls for innovative urban projects (CIUPS) play in current urban redevelopment projects, including those planned for the 2024 Summer Olympics in Paris. Building on her previous work, Vu's new research project focuses on the process of urban development, paying special attention to the logic, tools, and modalities of urban actors as well as the restraints they face in the production of urban districts.

Dr. Manal Ginzarli gave a talk about "Mapping Historic Urban Landscapes Through Social Media

Data". In using social media as evidence, Dr. Ginzarly stressed the importance of analyzing textual and visual information closely and critically as well as using other more traditional types of evidence to corroborate and support findings. Her multidisciplinary inquiry combines urban governance, sustainable development, heritage management, and tourism management.

February

Arch. Abdulmohsin Adas gave a talk "How to Generate a Concept". The process of being creative begins with the generation of a concept. The talk included elements for developing an architectural concept. The Tornado Tower was used as an example by the speaker. Students learned that generating a concept is a crucial element.

Dr. Mohammed Fekry gave a talk about his book "How to Think Architecture," which includes 19 inspirational notes for better architectural thinking was discussed. The dual nature of man as the primary concern provides architecture its complicated structure. It includes numerous overlapping and interesting aspects and dimensions. The architect seeks answers to three major questions in order to gain a better comprehension of these dimensions (why, what and how).

March

Eric Verdeil, Full Professor in the School of Urban Affairs at Sciences Po in Paris, joined us at Dar Al-Hekma University to deliver a lecture entitled "Urban Metabolism and Urban Planning: Challenges, Potentials, and Paradoxes of Waste Land Reuse." As an expert in urban planning and environmental studies, Professor Verdeil delved into the complex and timely topic of waste land reuse, exploring the challenges and potentials of this approach to sustainable urban development. Drawing on his extensive research and practical experience in the Arab region, he offered insights into the paradoxes of urban metabolism and the ways in which waste land reuse can be repurposed to create livable, sustainable, and resilient areas.

April

Ms. Anwar Basunbul holds a Bachelor of Architecture from Effat University in Jeddah, Saudi Arabia, and a Master of Sustainable Design from Thomas Jefferson university in Philadelphia, Pennsylvania. As a graduate student at Weitzman School, she is expanding her research under the primary field Environmental Design, her research focuses on natural cooling strategies in hot-humid climates. This lecture is about her research project which investigates the spatial and environmental performance of the Hijazi vernacular Architecture of Jeddah, Saudi Arabia. The larger purpose of this study is to investigate and understand the nature of the interaction between the Climate of Jeddah, the traditional Hijazi house form, and the occupants' living patterns.

Workshops:**December**

Associate Professor, Nader Azab conducted a workshop on "Poster Design" which covered issues related to architectural posters. Dr. Azab discussed how students should approach a certain task, guidelines, and limitations? He also presented samples for inspiration.

January

Dr. Shifana Kaafil gave a workshop titled "Islamic Personality Development". The workshop encourages the Islamic personality development with the techniques and skills required. It was mainly about self-transformation and growing. Refining one's thoughts and counseling is a great way to approve flaws and accept one's self. Time, anger, stress management, and conflict resolution will result in personality development.

February

Architecture department invited Design Zone to give a workshop on Chaos® Corona. One important aspect of being an architect is the ability to create architectural visualizations. Students who participated in this workshop learned how to create 3D models from scratch using the 3D Max and Chaos Corona programs. They also learned about the fundamentals of the software, including the interface, layout, and common controls and how to construct the model while keeping the site's dimensions in mind.

March

Arch. Abdulmohsin Adas organized a "Workshop on Building Codes, Standards, and Regulations". The workshop covered a range of issues related to Saudi building codes, standards, and regulations, including their importance in ensuring public safety, their impact on architecture design and construction processes, and the challenges and opportunities they present for architects and builders. Through a combination of a lecture, case studies, and interactive discussions, participants gained a deeper understanding of this critical aspect of the architecture profession.

The ARCH Student Representative and Students Council:

From each studio in the ARCH Department, a student volunteered to be the voice of her batch. The student representative is responsible for effectively listening to, compiling, and communicating the concerns and views of all the students they represent, taking these views to meetings and to the chair of the department to bring about positive change in the department

Small Sister & Big Sister Mentorship

The Big & Small Sister Mentorship is an initiative that was launched in 2018 by Dr. Hana Motasim, faculty member at the program. The goal of the program is to create a culture where all students help and support each other through connecting senior students (Big sister) with freshman and sophomore students (Small sister). The big sister will receive community service hours based on the duration of meetings conducted with the small sister throughout the semester.

The architecture department continued this initiative to have a mentoring program that connects senior students to freshman/sophomore students for help and support in AY 23-22.

dwg Architecture & the Design Club

The architecture department has initiated ARCH Club ".dwg" under the supervision of Ms. Shatha Abulfaraj with the support of the ARCH Students. ".dwg" is a student-conducted design club that provides educational and enjoyable activities where students can gain, share, and network. The club aims to better understand design while simultaneously disconnecting from university stress. Meetings are held twice a month on Tuesdays, with various activities including talks and discussions with former students and experienced designers/architects, Jeddah (Al Balad and Corniche) sketching trips, brainstorming sessions, movie nights, and many more.

The .dwg Club was established to support architecture students' self-determined design-related initiatives. With the guidance of a faculty supervisor, architecture students select and prioritize the club's activities for each semester. Among other things, .dwg Club members have helped organize international architecture trips, have arranged spaces within the university for the use of architecture students, and have organized formal student-led debates on architecture topics. Accordingly, the club has given students the opportunity to engage in civic activities that are life-enriching and socially beneficial to the community.

Tanween

Opened in 2016 in Dhahran, the King Abdulaziz Center for World Culture (popularly known as Ithra) hosts Tanween, an annual creativity festival to celebrate and promote imagination and innovation in Saudi Arabia. Architecture students Reem Hatem Bamanie and Deema Abdulrahman Habbal were among the selected few who had their creative work displayed. The event provided students with the opportunity to participate in an important national competition, widen their exposure, and enhance the visibility of the department.

Learning outcome: B. Arch K1: Identify the role of cultural, religious, economic, environmental and global contexts in architectural design and practice.

K2: Recognize a broad range of technical aspects of the building practices, systems and materials, their role in the implementation of design, and their impact on the environment. S4: Communicate in various forms using traditional and digital mediums.

Saudi National Day

On the 27th of September, Dar Al Hekma University celebrated the Saudi National Day. In a two-day event organized and overseen by Ms. Sima Refae, fifty-five architecture students expressed their love and gratitude to the Kingdom by sketching famous and historically significant buildings and distinctive architectural ornament from the country's five regions. The activity provided students with the opportunity to share their skills and to contribute to a nationally celebrated moment through collective authoring of an artwork and also allowed them to communicate in various forms using traditional and digital mediums.

Alumni Day

Dar Al-Hekma University hosted an Alumni Afternoon Tea to reconnect with valued alumni, who have contributed so much to the University. In conjunction with the event, the architecture department organized a multi-media display in the northern wing of the University. It was a moment where the department's alumnae are celebrated, and stronger ties are built with them and also an opportunity to showcase the department and its work. It was an occasion to recruit new students for the master's program. It represented an opportunity for students to contribute to a collective department's project and get community service hours.

Launching A Monthly Newsletter

The Department of Architecture launched Shababik Al-Hekma Newsletter, on the University's website. The newsletter represents a very important communication tool that allows showcasing the work of the department. It provides an opportunity for students to contribute to a collective work that would be shared with the public and gain writing, editing and publishing skills. Learning outcome. the newsletter allowed our bachelor students to identify the role of cultural, religious, economic, environmental and global contexts in architectural design and practice, recognize a broad range of technical aspects of the building practices, systems and materials, their role in the implementation of design, and their impact on the environment, Communicate in various forms using traditional and digital mediums, and engage, as a responsible architect, in civic activities that are life-enriching and socially beneficial to the community.

<https://www.flipbookpdf.net/web/site/52b45e0c5b307f1c8e644696ebc70cc738c7b2aeFBP26462296.pdf.html>

Studio Critique

The architecture department and .dwg students organized studio critique sessions before midterms and finals jury, to evaluate each other's projects. Studio critique is necessary to allow wider feedback between students on their works and instructors on the way studios are taught by bringing new

insights. Hence cross reviewing between students of different studios is very fruitful in this regard. Also, it provides the opportunity for students to work on their communication, problem-solving skills, and critical thinking methods and act professionally as before a real client.

Annual Spring Open House

On the 21st of December and the 10th of January 2023, the architecture department held its annual Open House when it welcomed prospective students interested in the bachelor's and master's programs. Five attendees expressed interest in the bachelor's program and four attendees indicated interest in the master's program. For their convenience, guests were able to scan a Shababik Al Hekma code for access detailed information about the architecture department, including the Plan of Study and the Program Learning Outcomes.

Memorandum of Understanding (MOU) Signing with (IHCC)

On the 19th of January 2023, the architecture department signed a Memorandum of Understanding (MOU) with the International Hospitals Construction Co. (IHCC), which was arranged by Dr. Mohammed Gomaa, the chair of the architecture department, and Ms. Shatha Abualfaraj. The signing ceremony was attended by representatives from both organizations. The MOU was signed by Acting Provost Dr. Eiman Kurdi and Arch. Sultan Al-Batterjee, the CEO of IHCC. The MOU outlines the areas of collaboration, which include but are not limited to:

- Providing training and professional development opportunities for students and faculty.
- Sharing knowledge and expertise on the latest industry trends and technologies.
- Participating in conferences, workshops, and other events related to healthcare architecture.

This partnership is a significant step forward for the architecture department at Dar Al-Hekma University, as it will provide students and faculty with access to valuable resources and expertise. We are excited about this partnership and look forward to the opportunities it will bring for our students, faculty, and the wider community.

MOU with Bawtaqa Foundation:

Bawtaqah Foundation is a training center and a private institution that specializes in training and education in the fields of architecture and urbanism, covering specializations in architecture, urban design and planning, interior design, environment design or landscape.

Bawtaqah aims to involve a number of entities as strategic partners to reach its desired goals by cooperating with them in a number of programs, initiatives, and agreements that help achieve benefits for all parties, through cooperation with a number of universities, colleges, and institutions to host educational and training programs that suit the needs of students.

Bawtaqah is also working to cooperate with several ministries and authorities as well as engineering consultant companies in preparing programs and educational packages commensurate with the needs of their employees.

Dar Al-Hekma University and Bawtaqah Foundation propose to work together in a collaborative manner, with their respective contributions. Dar Al-Hekma University and Bawtaqah Training Center have agreed that the cooperation referred to in this memorandum of understanding aims to establish cooperation through exchanging the use of available resources and experiences of both parties and participating in programs and projects. Accordingly, the scope of this agreement includes, but is not limited to, the following areas of cooperation:

Exchanging information related to the experiences of the two parties in areas of common interest to enrich knowledge and cultural content specialized in the fields of architecture and urbanism.

1. Offering and promoting joint training courses, short courses, workshops, study tours and cultural programs.
2. Cooperating in programs, events, exhibitions to achieve the goals of both parties.
3. Holding seminars, conferences, and other joint events.
4. Cooperating in scientific research.
5. Becoming a member in the advisory board.

Meeting with the Saudi Center for Energy Efficiency to Discuss Potential Collaborations

On February 1st, 2023, the architecture department held a meeting with representatives from the Saudi Center for Energy Efficiency (SCEE) to discuss potential collaborations. The purpose of the meeting was to explore ways in which the architecture department can collaborate with the SCEE to promote energy efficiency in the Kingdom of Saudi Arabia. The SCEE representatives assisting in the meeting expressed their enthusiasm for working with Dar Al-Hekma University and agreed that energy efficiency is an important issue that needs to be addressed in Saudi Arabia. They also expressed their commitment to working together to achieve this goal. The meeting was just the first step in a long-term partnership aimed at creating a more sustainable future for the Kingdom of Saudi Arabia.

ARCH Gathering Event

On February 1st, 2023, all architecture students were invited to a special gathering with the faculty members of the department. A variety of departmental suggestions were discussed by students and lecturers. The department also hosted a Kahoot game during the gathering, where students enjoyed playing a question- game about their courses and their studies.

Saudi Founding Day

On 21st of February, 2023, the architecture department actively participated in the Saudi Founding Day celebration at the University with two activities: Urban sketch in Al Balad and wood workshop trips. The department participated with a panel which was set up to showcase the students' urban sketches from Al Balad Trip. The Department also created and displayed a clip of Al Balad Trip, in which students learned about older buildings and their histories. Keychains and cup coasters with "Architecture" marked on them were made and distributed as souvenirs.

The Computer Science program

The computer science program, under the School of Design and Architecture, contributes to the process of digital transformation, building human capabilities, raising the level of efficiency and technical awareness, thus achieving one of the goals of Vision 2030. In addition to reflecting the needs of the labor market and recent developments in the market, the program also provides basic computer knowledge for other programs in the School required by the Accreditation Board for Engineering and Technology (ABET). Moreover, the curriculum reflects the entrepreneurial nature of Dar Al-Hekma's corporate philosophy in producing female leaders and entrepreneurs. Accordingly, the computer science program at Dar Al-Hekma University is distinguished by the following:

The program prepares its students to engage in careers in many sectors of the economy by building strong foundational skills in computer science.

Students at the program study the design, the development, and the analysis of software and hardware used to solve problems in a variety of business, scientific, and social contexts.

The faculty members have diverse backgrounds in academic and research fields.

The tracks of artificial intelligence, data science, and game development are aligned with the needs of the national and international labor market.

Computer science offers great opportunities for true creativity and innovation.

The specialized program fulfills the aspirations of the School graduates of entering one of the most important and most interesting sectors of the labor market due to the continuous developments and diversification related to technology.

In this context, the corporate and school education philosophy of comprehensive education that focuses on intellectual, practical, technical, cognitive and problem-solving skills will make computer science graduates exceptionally qualified to handle programming and analytical tasks and raise the level of performance of dealing with and contributing to technical changes.

The type of education the program offers its students

The program presents lectures in an interactive manner. Learning at the program is project-based which simulates reality and tests that depend on solving real problems for systems. Moreover, many courses provide preparation to professional certificates like the Cisco Certified Network Association (CCNA) introduction to networking, cisco fundamental of cybersecurity. In fact, we focus in the program on the practical part and the hands-on learning approach to prepare students for the labor market. Hands-on learning is an integral part of our teaching strategy, and it is a way for students to explore, retain, and experiment with different aspects of the computer science field.

Student development in the Department

Students in the first courses of the program develop their knowledge in several areas of computer science. As the second step and with practical courses, students develop their skills in computer

science, discover their preferences, and then determine their exact paths. The department offers many tracks that help achieve digital empowerment, including data analysis, intelligent systems, and game development. Throughout their academic journey, our students develop the ethical and moral values that are very important in the field of computer science. Furthermore, the program enables students to develop their leadership skills, which is one of the University's goals.

Curriculum changes

Based on the Advisory Board meeting and the program Curriculum Committee meetings, several changes have been introduced in the study plan of the computer science program. First, some courses in the tracks were changed, and a new track in data analytics and intelligent systems was proposed as these two specializations are very much in demand in the labor market.

Second, the prerequisite courses tree has been reviewed by the curriculum committee and updated based on benchmarking with the same program in national and international university.

The department closely follows students' performance, provides the necessary help to students with particular needs. Moreover, we collect the students' opinions and consider their feedback to tackle different problems that they encounter whether with courses or with instructors. We quickly act upon it as appropriate and provide prompt and detailed feedback to students on the outcomes of the consideration of their feedback.

The department functions according to the University's strategic plan. First, the mission and goals of the department were updated to be aligned with the new mission and goals of the University. During the academic year 22/23 the department worked on all projects defined by the University to achieve the objectives planned for that academic year.

Agreements and Partnerships

Microsoft and Cisco agreement: Many courses like Network and Data Communication, Fundamentals of Cybersecurity follow the material of Cisco courses. At the end of those courses, the student is allowed to pass the Cisco exam to obtain a certificate of completion in those courses.

Moreover, we are working on a new MOU with SAMATWAIQ company. This MOU will provide our students with internship and capstone project idea opportunities and a collaboration to provide drones programming certificates to our students.

Exhibitions and events.

During the academic year 22/23, the department held different exhibitions and events as follows.

Students Achievements:

Drones Challenge workshop at Jeddah International College

Computer Science students participated in the Drones Challenge workshop at the Jeddah International College during the International Conference on Advanced Innovation in the Smart City (ICAISC) Conference held on 23-25 January 2023 and scored third place in the competition. During the three days of the event, our students and faculty attended the workshops and the competitions and learned about drones, mechanical and aerospace concepts, teamwork, trust, and the practical work of computer scientists today. Dr. Imed Ben Dhaou, associate professor at the program, supervised the nine students who participated in this challenge.

The Department's participation in the Saudi National Day:

The computer science department participated in the Saudi National Day celebration on September 27, 2022, held at the University by making a poster explaining the work of the Saudi Data and Artificial Intelligence Authority (SDAIA) and its digital applications.

Game Jam Competition:

The Global Game Jam competition was held for the University students by the Department of Computer Science and the Department of Visual Communication. Global Game Jam is a world worldwide competition, in which 32 countries are involved. The theme for the year 2023 was ROOTS. There were about four groups, a total of 13 individuals from different governmental/private universities in addition to some individuals from the private sector. It was about designing interfaces for game applications in a creative way. Three days were set for the competition 3rd, 4th, and 5th of February 2023 under the supervision of faculty members from the two departments. The results were announced on the third day, and the certificates of participation were handed over to the students. Student Shahd Al-Sharani from the Department

Demonstrate the Virtual Reality Solutions offered by WorldViz:

WorldViz is a company that makes virtual reality hardware and software. Three representatives from the company presented to the University audience the current WorldViz solutions and virtual reality tools, which the students and faculty tried, like the Vizard plank demo, and the virtual PRISM.

The Institute of Electrical and Electronics Engineers (IEEE) Talk:

Computer science students attended the IEEE Talk that was held on the 21st of March 2023. Dr. Imed Ben Dhaou, associate professor at the program, presented the benefits of joining IEEE and the process of establishing a student branch at Dar Al-Hekma University.

Course at KAUST During the Spring Semester - Development and Corporate Innovation Class:

Computer science students visited KAUST, where they learned about prototyping and agile and got the opportunity to experience the full product development cycle, including the opportunity to work in KAUST's prototyping lab to develop a functioning Minimally Viable Product (MVP).

The Poster Day

Our Computer Science students participated in a School exhibition - The Poster Day - that was held on the 24th of May 2023, presenting the senior students' project.

The Computer Science Day

The Computer Science Day held on the 16th of May 2023 was prepared by faculty members and volunteer students from the Future Technology Club. During this event, two speeches were

delivered by speakers from outside the University. The first speech, by Mr. Walid Meskine, business development manager, was about drones' technology for sustainable development, and the second one, by Mr. Hasan Zamzami, chief executive officer, was about how to start a business. In addition, a programming competition was also prepared for the students to enhance the concepts that were learned during their study.

Board of Trustees Annual Awards for Outstanding Performance :

Dr Saoucene Mahfoudh, assistant professor and computer science program director was awarded Dr. Ibrahim Julaidan Award for Teaching, and Dr. Imed Ben Dhaou, associate professor, was awarded Dr. Hussein Mohammed al Sayyed Award for Research.

Dr. Saoucene Mahfoudh

Dr. Imed Ben Dhaou

Learning Outcomes Seminar (Part1):

Dr. Saoucene and Dr. Imed Ben Dhaou conducted a seminar about learning outcomes for the University faculty members on the 6th of October 2022.

CLOs and PLOs Assessments:

In November 2022, Dr. Saoucene Mahfoudh, director of the program, presented a CLO and PLO Assessment training workshop for the University faculty members covering the following topics:

Preparing the course assessment plan.

Distributing course grades between different assessments and different CLOs.

Putting students' grades in the Excel file.

Generating the CLOs and PLOs achievements for each student and for the whole class

Determining if there is grade inflation or not.

2.2.4 Grant writing: writing proposals that get funded:

In December 2022, Dr. Imed Ben Dhaou, associate professor at the program presented a Grant writing seminar via Zoom to the University faculty members.

Publications of Faculty Members of the Program:

1. Professor Saoucene Mahfoudh, director of the program, Professor Imed Ben Dhaou, and Mr. Wadee Al Halabi, faculty at the program, were very active in working on research and had their co-authored papers published in international journals and conferences:
2. Dutta, P.; Ramyasree, J.; Sridhar, V.; Minchula, V.K.; Mohanta, H.C.; Mahfoudh, S.; Shah, S.B.H.; Singh, S.P. Evaluating the Efficiency of Non-Orthogonal MU-MIMO Methods in Smart Cities Technologies & 5G Communication. Sustainability 2023, 15, 236. <https://doi.org/10.3390/>

- su15010236.
3. Ullah, F.; Chen, X.; Shah, S.B.H.; Mahfoudh, S.; Hassan, M.A.; Saeed, N. A Novel Approach for Emotion Detection and Sentiment Analysis for Low Resource Urdu Language Based on CNN-LSTM. *Electronics* 2022, 11, 4096. <https://doi.org/10.3390/electronics11244096>.
 4. Sghaier, S.; Krichen, M.; Ben Dhaou, I.; Elmannai, H.; Alkanhel, R. Identification, 3D-Reconstruction, and Classification of Dangerous Road Cracks. *Sensors* 2023, 23, 3578. <https://doi.org/10.3390/s23073578>.
 5. Namane, S.; Ahmim, M.; Kondoro, A.; Dhaou, I.B. Blockchain-Based Authentication Scheme for Collaborative Traffic Light Systems Using Fog Computing. *Electronics* 2023, 12, 431. <https://doi.org/10.3390/electronics12020431>.
 6. C. Lin, G. Han, J. Jiang, C. Li, S. B. H. Shah and Q. Liu, "Underwater Pollution Tracking Based on Software-Defined Multi-Tier Edge Computing in 6G-Based Underwater Wireless Networks," in *IEEE Journal on Selected Areas in Communications*, vol. 41, no. 2, pp. 491-503, Feb. 2023, doi: 10.1109/JSAC.2022.3233625.
 7. Gupta, R.K.; Chawla, V.; Pateriya, R.K.; Shukla, P.K.; Mahfoudh, S.; Shah, S.B.H. Improving Collaborative Intrusion Detection System Using Blockchain and Pluggable Authentication Modules for Sustainable Smart City. *Sustainability* 2023, 15, 2133. <https://doi.org/10.3390/su15032133>.
 8. Hussain, M.; Baloach, N.K.; Ali, G.; ElAffendi, M.; Dhaou, I.B.; Ullah, S.S.; Uddin, M. Hardware Trojan Mitigation Technique in Network-on-Chip (NoC). *Micromachines* 2023, 14, 828. <https://doi.org/10.3390/mi14040828>.
 9. Home energy management system using fog computing paradigm (Dr. Ben Dhaou).
 10. Real-Time Intruder Detection System for IoT-Enabled Smart Meters (Dr. Ben Dhaou).
 11. MHAMDI, L., Dammak, O., Cottin, F., & Ben Dhaou, I. Deep Learning for COVID-19 Contamination Analysis and Prediction Using ECG Images on Raspberry Pi 4. Available at SSRN 4220603.
 12. Singh, R., Sturley, S., Sharma, B., & Dhaou, I. B. (2023, January). Blockchain-enabled Device Authentication and Authorisation for Internet of Things. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-6). IEEE.
 13. Kumar, R., Sharma, B., Shekhar, S., Dhaou, I. B., & Singhal, S. (2023, January). Real Time Prediction Model for Air Pollution and Air Quality Index based on Machine Learning. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-6). IEEE
 14. Singhal, S., Mangal, D., Kumar, R., Sharma, B., & Dhaou, I. B. (2023, January). Smart vegetable cutter for Smart Home. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-6). IEEE
 15. Sharma, A., Shukla, P., Gourisaria, M. K., Sharma, B., & Dhaou, I. B. (2023, January). Telecom Churn Analysis using Machine Learning in Smart Cities. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-5). IEEE
 16. Kandpal, M., Sharma, B., Barik, R. K., Chowdhury, S., Patra, S. S., & Dhaou, I. B. (2023, January). Human Activity Recognition in Smart Cities from Smart Watch Data using LSTM Recurrent Neural Networks. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-6). IEEE.

17. Sharma, A., Agrawal, P., Sharma, B., & Dhaou, I. B. (2023, January). Accidental Face Recognition and Detection Using Machine Learning. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) (pp. 1-5)
18. Garg, K. D., Gupta, M., Sharma, B., & Dhaou, I. B. (2023, January). A Comparison of Regression Techniques for Prediction of Air Quality in Smart Cities. In 2023 1st International Conference on Advanced Innovations in Smart Cities (ICAISC) .
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Accreditation news:

The program applied for the ABET accreditation in March 23.

We are pleased to encourage you to attend the below essential workshop

CLO and PLO Assessments (1)

The workshop will take place **Thursday 17 November 2022**

Presented by
Dr. Saoucene Mahfoudh
Dr. Layla Khoja

from **12:00 to 2:00 pm**

in **Lab 80-82**

DAH Scientific Research Center



**GRANT WRITING:
WRITING PROPOSALS
THAT GET FUNDED**

**19 DEC
1-2 PM**



Learning Outcomes- Part1

AY 2022-2023

Presented by:

- Dr. Saoucene Mahfoudh, Assistant Professor, HECI
- Dr. Imed Ben Dhaou, Associate Professor, HECI
- Dr. **Khawla** Zahrani, Assistant Professor, General Education



The Department of Cybersecurity

The institutional and School philosophy of a well-rounded education focusing on a range of intellectual, practical, technical, cognitive, and problem-solving skills render the cybersecurity graduates particularly qualified to tackle and contribute to the exciting and significant changes that the technology and the computing disciplines and profession are currently undergoing.

Currently, the program provides face-to-face and online types of instruction. The education that students get in the cybersecurity department will allow the School's graduates to enter yet another exciting labour market segment, which is currently undergoing changes due to continuous technology-related developments and local and international diversification.

The curriculum of the cybersecurity program has been designed with input from cybersecurity experts to meet the recent Accreditation Board for Engineering and Technology, Inc. (ABET) accreditation criteria and the Institute of Electrical and Electronics Engineers/ Association for Computing Machinery (IEEE/ACM) guidelines for cybersecurity programs. Many of our graduates are employed in leader companies such as Deloitte and government sectors such as the Jeddah Municipality. Other graduates have pursued their master's degrees in high rank universities while some others got certified in ethical hacking and Security+.

The program obtained partnerships with high-standard international organizations in the field like Cisco, the International Council of E-Commerce Consultants (EC-Council), and the Professional Evaluation and Certification Board (PECB). Students will be qualified to pass professional certification exams from vendors such as Certified Ethical Hacker (CEH), Computer Hacking Forensic Investigator (CHFI), (International Standards for Organisations (ISO) 27001 Lead Implementer, Security+, and others. The program has many courses that are equipped with virtual labs from the EC-Council with the latest and most powerful tools for ethical hacking and digital forensics. Faculty in the program are certified in cybersecurity by international organizations such as Certified EC-Council Instructor (CEI), Certified Ethical Hacking (CEH), Computer Hacking Forensic Investigator (CHFI), ISO 27001 Lead Implementer, Security+, Certified Information Systems Auditor (CISA), Certified in Risk and Information Systems Control (CRISC), and many others.

The department has made some changes to the curriculum to cater to the needs and the recent developments in the labour market. The department constantly guides students during their academic journey through advising for courses, capstone projects, and internships. Other than that, the department complies with standards in the field of computing such as the Accreditation Board for Engineering and Technology (ABET) to improve the department's curricula and course assessment processes.

Collaborating partnerships with cybersecurity organizations help our students to access and practice through the high standard materials and labs in the field. The agreement and partnership with the Professional Evaluation and Certification Body (PECB) allows DAH to provide professional and certified training in International Standards for Organization (ISO) to students and the industry in the fields of cybersecurity and risk management, which makes Dar Al-Hekma University internationally recognized. With this partnership, more than ten senior students passed the ISO 27001 Lead Implementer (information security) exam.

In addition, the agreement with the EC-Council, which is a well-known organization for ethical hacking and digital forensics, has allowed the department to provide students with official materials, a virtual lab, and exam vouchers. For that purpose, labs were upgraded with new hardware and software to meet the ethical hacking and forensic requirements. Accordingly, senior students can easily prepare for the Certified Ethical Hacker (CEH) and the Computer Hacking Forensic Investigator (CHFI) exams and will be able to take these exams every summer.

Professional Development

Having certified instructors in the cybersecurity department helps students to acquire high standard education which allows them to sit for international and professional exams and obtain recognized accredited certificate. Dr. Hashem Alaidarous, chair of the department, passed the Certified in Risk and Information Systems Control (CRISC) exam from Information Systems Audit and Control Association (ISACA).

Events:

Cybersecurity Awareness:

In October 2022, the department, as part of its social responsibility towards the community, organized the Public Cybersecurity Awareness Month which is a yearly worldwide event that takes place in October. The department organized and launched this campaign on the 5th of October to make the community more aware of how to protect themselves from different digital threats and attacks. Many posters were presented by our students on the topics of social engineering attacks and many other types of threats.

The speakers of the event were Mr. Moayyad Alghanmi, director of information & cybersecurity at Emirati multinational real estate development company and Mr. Mohannad Alkhalash, CyberX Founder, who shared their valuable knowledge in the field of cybersecurity. Students and visitors learnt a great deal from these speakers on how important and valuable stored information is, and how it should be protected. During the event, competitions using Kahoot were conducted for the audience who greatly enjoyed the competitive spirit that prevailed. In addition, the department sent weekly cybersecurity tips by email to all DAH members during the month of October to increase the awareness of cybersecurity among the DAH community.

Workshops, Exhibitions, and Talks

The Hacking Certificate Workshop:

The department had many talks and workshops during the academic year 2022 - 2023. In November 2022, Dr. Homam El-Taj, faculty member in the department, organized a workshop titled "Hacking Certificate Workshop" presented by an institute named "Careerera" which is a Certified Ethical Hacking Company. The workshop covered hacking topics, such as Web Application, Web Services, Mobile Platform, and System and Wireless Networks. Students learned new hacking tools by demonstrating live in a hacking environment that is up to date with the latest technology.

The Internship Exhibition

1. In December 2022, the department organized an event named "Internship Exhibition" in which our senior students who already finished their internship presented their work to their supervisors and to their colleagues. The exhibition was successful, informative, and a confidence-gaining experience for our senior students and an enlightening knowledge experience for our junior students.
2. The Black Hat Event - Riyadh: From the 15th to the 17th of November 2022, thirty cybersecurity students participated in the "Black Hat" event in Riyadh. The event included a computer security conference that provided security consulting, training, and briefings to hackers, corporations, and government agencies around the world. Students attended lectures, seminars, and workshops and were part of competitions related to cybersecurity. The event

was very informative, and students gained a lot of insight in cybersecurity through the different cybersecurity-related activities they participated in which strengthened their communication skills.

3. The Poster Day Exhibition: In May 2023, the department organized an event titled "Poster Day Exhibition" in which senior students displayed and presented their Capstone II projects. The event was open for the parents of the students to attend. Students had the chance to showcase their projects to the evaluators and the audience.

How to Write a Report Workshop:

In December 2022, Dr. Homam Al-Taj, faculty member at the department, presented a workshop titled "How to Write a Report" to the capstone students to assist and guide them in writing their capstone projects.

Training

In October 2022, two corporate training courses were conducted to executives from the Saudi Electricity Company (SEC) and the General Organization for Social Insurance (GOSI). The Department Chair, Dr. Hashem Alaidarous, who is a certified trainer from PECB, delivered the training courses which were related to PECB ISO 31000 Risk Manager and PECB ISO 27005 Risk Manager. The feedback from the audience was very positive.

Capture the Flag Workshop:

In March 2023, the department organized the "Capture the Flag (CTF) Workshop" which was a comprehensive one-day event to equip participants with knowledge and skills related to various aspects of CTF challenges. The workshop was presented by two of our cybersecurity experts and lecturers, Dr. Homam El-Taj and Dr. Dhyaaldeen Alsalman, who provided an in-depth understanding of the different types of CTF challenges and their corresponding strategies. The participants had an opportunity to enhance their problem-solving abilities, sharpen their analytical skills, and explore new techniques for approaching complex challenges.

During the workshop, participants learnt about the different types of CTF challenges, including web application hacking, cryptography, steganography, reverse engineering, and binary exploitation. The instructors provided hands-on training for participants who got the opportunity to work on CTF challenges in a simulated environment.

The workshop culminated in a CTF competition during which participants had the chance to put their newly acquired skills to the test and compete against each other in a fun and challenging environment to win exciting prizes. The competition included a range of challenges that were designed to test participants' knowledge and skills in various areas of CTF. Participants worked in teams to solve the challenges, and the team that solved the maximum number of challenges within the allocated time was declared the winner.

Overall, the "CTF Workshop" was an excellent opportunity for the cybersecurity students to learn about CTF challenges and improve their skills in a fun and engaging environment. With experienced

instructors, hands-on training, and exciting competition, participants walked away with a deeper understanding of CTF challenges and reassured confidence to take on future challenges.

The Cybersecurity Day:

In May 2023, the department organized "The Cybersecurity Day", which was one of the major events of the department to enrich the students' learning experience, skills, and knowledge. The event hosted three guest speakers: Ms. Mernan Milyani, Dr. Ehab Abouzinadah, and Mr. Ammar Abdali.

Ms. Milyani, who is our alumna, shared tips on how to choose the right internship exposing students to the internship experience and its challenges. Then Dr. Abouzinadah, AI director in King AbdulAziz University (KAU), talked about "Artificial Intelligence and Cybersecurity". It was a very valuable narration on the challenges of ChatGPT regarding privacy and security. Ms. Abdali, Cybersecurity Analyst at King Abdullah University for Science and Technology (KAUST), presented and discussed the cybersecurity career path. He showed students how to draw a road map for the professional certificates and how necessary it is for the job market. In between the speeches, the Cybersecurity Club held competitions and fun activities to entertain the audience.

In addition, the event had a poster exhibition for some of the cybersecurity courses projects where students presented their projects to the guests, faculty, and their peers. At the end of the day, the event held a CTF competition supervised by Dr. Homam Al-Taj.



HEKMA SCHOOL OF BEHAVIORAL SCIENCES AND EDUCATION



Lamis Mamdouh Baowaidan, PhD.

Acting Dean, School of Education, Health, and Behavioral Sciences

Message from the Dean

As we reflect on the academic year gone by, I am honored to present the progress and achievements of the School of Education, Health, and Behavioral Sciences.

In the pursuit of excellence, our faculty, staff, and students have collectively worked towards fostering a dynamic and inclusive learning environment. Our commitment to innovation and academic rigor has borne fruit in numerous ways, and I am pleased to share some highlights for the President's Annual Report.

First and foremost, our dedicated faculty members have continued to demonstrate exemplary scholarship, contributing with groundbreaking research that not only advances knowledge in our respective fields, but also enriches the educational experience of our students. From exploring innovative teaching methodologies to addressing pressing societal issues through interdisciplinary collaborations, our faculty have been at the forefront of intellectual inquiry.

Two of our school's programs, namely, the Bachelor of Science in Speech, Language, and Hearing Sciences and the Master of Science in Speech-Language Pathology, completed the requirements for NCAAA accreditation to ensure that they remain responsive to the evolving needs of the education, health, and behavioral sciences sectors.

Student success remains a top priority for us, and I am delighted to report that our students continue to excel academically and make significant contributions to their respective fields by winning awards of excellence and earning professional certifications. Our commitment to experiential learning has provided students with valuable hands-on experiences, internships, and research opportunities, preparing them for meaningful and impactful careers post-graduation.

The School has actively engaged with the broader community through outreach programs, partnerships, and collaborative initiatives. Our faculty and students have been involved in numerous community service projects, leveraging their expertise to address local challenges and contribute to the well-being of the community at large. These initiatives not only embody our commitment to

social responsibility but also serve as a testament to the transformative power of education and research.

This year, our School demonstrated resilience and adaptability to several internal changes, during which time the dedication displayed by our faculty and staff was greatly commendable. I am, indeed, proud to lead such a resilient and forward-thinking academic community.

Looking ahead, we are excited about the opportunities and challenges that the future holds. We remain true in our commitment to fostering a vibrant and inclusive learning community, where intellectual curiosity is nurtured, and diverse perspectives are celebrated.

In conclusion, I would like to express my gratitude to the President of the University, the Board of Trustees, and the entire University community for their unwavering support. The School of Education, Health, and Behavioral Sciences is poised for continued growth and success, and I am confident that our collective efforts will contribute to the ongoing advancement of our beloved institution.

Lamis Mamdouh Baowaidan, PhD.

Acting Dean.

The Speech, Language and Hearing Sciences (SLHS) Program

The Speech Language and Hearing Sciences (SLHS) Program

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 knowledge and tools necessary for providing exceptional evidence-based services to clients, conduct research, develop culturally relevant assessment and treatment materials, as well as advance overall knowledge about the profession of speech language pathology in Saudi Arabia. The SLHS department is committed to community engagement, education, and research.

Nationally, the DAH SLHS program is the second leading program in number of graduates practicing as speech language pathologist.

It is the first undergraduate program of speech, language, and hearing sciences in the Kingdom to have received a Conditional Accreditation Certificate from the National Commission for Academic Accreditation and Assessment (NCAAA).

Faculty Achievements:

- Two faculty members, Dr. Mona Indargiri and Dr. Yaser Al Sabi participated in the 3rd Conference of the Saudi Society of Speech-Language Pathology and Audiology held in Riyadh in October 2022. Dr. Al Sabi chaired a panel discussion in the conference, and Dr. Indargiri gave a workshop on parent-child interaction therapy for children who stutter.
- Mr. Ahmad Al Salhi gave, in November 2022, a workshop on "Writing Behavioral Objectives for Communication Disorders" to SLPs at the Disabled Children Association.
- In May 2023, Dr. Mona Indargiri participated in the twenty second Annual Scientific Conference on Communications Disorders of the Jeddah Institute for Speech and Hearing (JISH), where she chaired a panel session on "Treatment of stuttering in western and eastern countries" and also presented a lecture titled "Factors Affecting Young Children Who Stutter in the Khaleeji Culture".

Dr. Indargiri attended in June/July 2023 a -16hour online workshop on the Lidcombe program of early stuttering intervention.

Students' Achievement:

- Students and alumnae of the program attended, as part of the professional development program for students, the Conference for the Saudi Society for Speech-Language Pathology & Audiology (SSSPA) held in October 2022 in Riyadh.
- The program held, the Stuttering Awareness Day in October 2022. In this event, the SLHS students, supervised by Dr Mona Indargiri, presented interactive tables each on a different topic related to stuttering.
- Student Lamees El Nawaty was awarded by the University for Outstanding Extracurricular Activities.
- Our student, Sumaia Chalabi, won second place in the Cultural Competition Between Universities in the Jeddah Governorate "The Knowledge Race" held in King Abdul Aziz University in Jeddah.
- Student Feryal Mohammad won second place in the Chess Competition.
- Noor Fatima, student at the program won second place in the Prince Abdul Majeed for Excellence Award for Outstanding Talent, and also won the Ramadan Walking Competition.

Program Achievements:

The program held the International Day of Sign Language Event, supervised by Dr. Yaser Al Sabi. The event spread awareness about sign language through the presentation of the different speakers who each discussed a different case which was extremely beneficial for the audience of the event.

The Psychology Program

Ever notice how some great transformations seem to transpire overnight? Our country celebrated a space mission this year. How did we get there? It all starts with providing the best quality and environment for learning that inspires creativity, curiosity, and services. With its diverse sub-specialties such as the emphasis on Applied Behavioural Analysis (ABA), and its faculty of diverse backgrounds in advanced specialties, the psychology program at Dar Al-Hekma University stands out. True to the mission of the University of graduating leaders, leaders and entrepreneurs who embody the values of the University by providing an educational environment that encourages development, creativity, scientific research, and community service, the psychology program is proud to graduate such leaders who are of great service to the community.

The program closely works with all divisions of the University divisions to provide the best quality of services to its students.

The psychology program (HPSY) supports its students by coordinating with the Academic Support and the Counselling Services, which are committed to enriching the academic experience of students by helping them overcome academic hurdles. Students who experience challenges in their coursework would benefit from those services where their individual needs are addressed, and a plan of action is outlined for them.

Students in the HPSY program have access to counseling and career advising services, which support the academic mission of DAH by providing students with group and individual guidance in areas of personal growth and career development. The office also helps students adjust to university life in general and make a smooth and effective transition from their higher education experience into the world after graduation.

When it comes to connecting and supporting the community, the HPSY program is the headmost pioneer. Activities that range from holding the world mental health day, to providing therapy sessions nationally and internationally through the internship course, to planning conferences, and much more is an essential part of the HPSY program's signature community-based activities.

World Mental Health Day (October 2022):

We're proud to note that our psychology students helped prepare and execute one of the best events in Jeddah to increase awareness about the importance of mental health. With more than nine public and private clinics, hospitals, and institutions, our psychology program, along with the student affairs division and the counseling services held workshops and educational booths to help raise awareness about mental health.

Seven distinguished guest speakers presented in the event.

Following are some of the presentations that were given during the Mental Health Event:

1. Dr. Arwa Arab, vice dean of student activities and skills at King Abdul Aziz University, spoke about psychological first aid.
2. Ms. Samirah Al Ghamdi, chairmen of the Board of Family Protection Association, gave a presentation titled "Mental Health and Wellbeing for All".
3. Ms. Najla Al Thaqafi, founder of Etizan Psychological Center, spoke about emotional regulation.

The following workshops were given during the Mental Health Event:

"Art Therapy", "Mental Mindfulness", "Emotional Regulation", "Journaling for Self-awareness", "Together with Breathing Sessions", and Yoga sessions.

Because preparing future leaders is an essential part of our mission, the HPSY program is home to an active student club, namely the Psychology Club. Students learn how to become future leaders by working together on developing activities that support the University's mission and vision.

The HPSY program helps students develop in the program by providing them with diverse experiences about multiple subspecialties in psychology. We offer courses such as the Environmental Psychology course, which provides an overview on the theory and research of environmental psychology. It focuses on the interrelationships between the environmental systems and human beings, as well as on the mutual influence that people and the environment have on each other. The course emphasizes the natural, built constituents of the environment, the socio-cultural, and the political settings. It also highlights the way solving problems is facilitated by understanding the context. Another signature course offered at our psychology program is Forensic Psychology, which explores the application of psychological science to legal matters. Special attention is given to developing an understanding of the most prevalent mental disorders that are encountered in forensic evaluations and how forensic psychologists assist judges and juries in determining criminal responsibility and punishment. Students, in this course, learn about the insanity defence, capital murder and the death penalty, and competency to stand a trial. Additional topics to be covered include the

psychological underpinnings and motivations for sexual offenses, murder, and repeated criminal behaviour.

Our clinical experience at the psychology program is the reason students choose our program. Some of our courses provide a practical experience in professional and applied settings such as government clinics, hospitals, schools, and mental health institutions. They also focus on providing opportunities for applying the learned academic background and developing applied skills. The courses also emphasize the professional development and the competencies needed to succeed in future careers or graduate studies, as well as the benefits, education, and motivation to be shared with the hosting settings. Students get the opportunity to see their theoretical knowledge applied on real clients/patients. Students enjoy being able to provide support to the community while developing their own clinical skills.

The HPSY program strives to graduate educators, health professionals, and distinguished scholars empowered to lead in the field of health and enhance the quality of life of people in Saudi Arabia.

The General Education Program

The General Education Program's mission is to foster student agency in interdisciplinary thinking, effective communication and collaboration across academic disciplines thereby preparing students to be lifelong learners with well-rounded personalities and the ability to make thoughtful choices to enhance their lives and communities. The Program's main purpose is to broaden the intellect of students by enhancing their knowledge of subject matter in a variety of disciplines through introducing the methodology of inquiry and applying critical thinking and problem-solving techniques and practices across the board. With their broad spectrum, the General Education courses aim at enriching the students' university experience whereby their overall intellectual and moral development would contribute to the enhancement of their aesthetic and cultural sensitivities.

The Program orients students to the high expectations and culture for learning in Saudi Arabia in the 21st century to fulfil Vision 2030 where technology, design thinking and entrepreneurship, the methodology of inquiry and application of collaboration, communication, creativity, critical thinking skills, and problem-solving skills are essential components of learning. Among its objectives is to enable students to communicate effectively with different audiences, to be emotionally intelligent, and to be equipped with entrepreneurship.

Curriculum Review

To ensure alignment with the recent trends in the different disciplines, and to enhance student learning, engagement, experience, and outcomes, the Curriculum Committee in the Program reviewed during the academic year 23-22 several courses in collaboration with the faculty. The courses which were reviewed are:

1. ARAB1302 – Genre of Writing
2. PHYS1301 – Introductory Physics
3. ARTS1304 – Saudi Art
4. MATH1302 – Math for Architecture
5. ARTS1301 – Art Appreciation
6. MUSC1201 – Music Appreciation
7. ISLS1301 – Love of Allah
8. COMM1301 – Communication Skills I
9. COMM1302 – Communication Skills II
10. ENRM1301 – Remedial English Instruction

In addition, a new course on Research methodology targeting all DAH undergraduate students was developed.

Research

The General Education faculty are actively engaged in conducting research that fills a gap in knowledge in their fields and serves the community. The following faculty members have published their papers in reputable journals.

1. **Dr Shamim Khan:**

An Effective Environmental Solution for Disposal and Recycling of Single Used Face Mask

https://www.ijsonline.co.in/wp-content/uploads/05/2023/Shaukat-Khan-Fatima-Kaafil_32-27-.pdf

2. **Dr. Malukah Eitani:**

The necessity of external examination for university admissions in the United States and the United Kingdom

[http://www.wiete.com.au/journals/WTE&TE/Pages/Vol.20%,2021%No.-10/\(2023\)20%2Itani-M.pdf](http://www.wiete.com.au/journals/WTE&TE/Pages/Vol.20%,2021%No.-10/(2023)20%2Itani-M.pdf)

3. **Dr. Sheikha Basamah:**

واقع تطوير أداء القيادات الأكاديمية في جامعة دار الحكمة في ضوء مدخل الرقابة الإستراتيجية

https://ijeps.journals.ekb.eg/article_299087.html

Workshops:

Under the supervision of the Director of the program, Dr. Khawla Zahran, the General Education Program conducted six workshops targeting all faculty in collaboration with the e-Learning Center:

- Edpuzzle, presented by Ms. Lubna AlHamoomi
- ClassPoint, presented by Ms. Renad Alnunu
- Padlet, presented by Dr. Alaa Najjar
- Socrative, presented by Dr. Malakeh Itani
- Poll Everywhere, presented by Ms. Reem Orfali
- Using AI to Maximize your Teaching Efficiency, presented by Mr. Abdelqader Alnobani

Collaboration:

Dar Al-Hekma University has systematically sought diverse educational partnerships that link to a specific national priority such as Vision 2030 and align with the mission, vision and strategic plan of the University. One of these is DAH partnership with ECornell. Ninety students were awarded the "Women in Leadership" Certificate under the General Education Program.

Another partnership was concluded with the Ministry of Culture for offering a general elective music course under the General Education Program



Major Events:

Overall, the General Education Program strives to serve the University community, students and faculty alike. Its objectives and activities are aligned with the University strategic plan. For this purpose, it organized different activities as listed below:

1. Entrepreneurship and Design Thinking, Final Pitch Competition 1, Fall 2023- 2022
2. Entrepreneurship and Design Thinking, Final Pitch Competition 2, Spring 2023 - 2022

Project Name: ENTR3301 – Entrepreneurship and Design thinking, final Pitching Competition

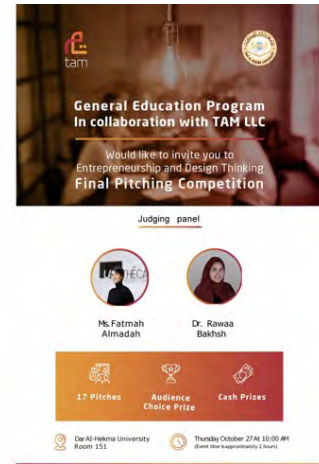
It was an event to showcase students' work in the Entrepreneurship and Design Thinking Course and celebrate the achievements of 133 students who participated in the course.

Objectives of the activity:

- Use design thinking approach to explore market opportunities and generate innovative business ideas.
- Convert business ideas into business plans.
- Evaluate different aspects of business opportunities such as financial planning, marketing strategies, human resources and operations management that are necessary to successfully launch the new venture.
- Relate different issues learned in this course to the Saudi business environment.

The judging panel consisted of well-established entrepreneurs such as Dr. Rawaa Bakhsh and Ms. Fatmah Al Madah for the fall competition. For the spring competition had also Dr. Rawaa Bakhsh as guest speaker together with Mr. Amer Mandora. Three winners were selected by the jury and given prizes by the sponsor, TAM.

Supervisor's Name: Dr. Abdullah Al Damak



The Arabic Language Day Celebration :

The World Arabic Language Day was celebrated at Dar Al- Hekma in different forms. In line with the new trends in technology, a workshop was organized by the General Education Program in which students wrote short stories in Arabic and created storyboards to represent the stories.

The objective of the workshop, supervised by Dr. Saida Shehab, was to foster nationalism and reinforce the Arabic identity in students.



- The guest speaker, Dr. Abeer Almehdar, manager of Academic Programs at Microsoft, gave a brief on the tools used to create the storyboards and demonstrated to participants, 70 students and five faculty members, how they can create and digitally publish their Arabic stories.

The World Speech Day Event:

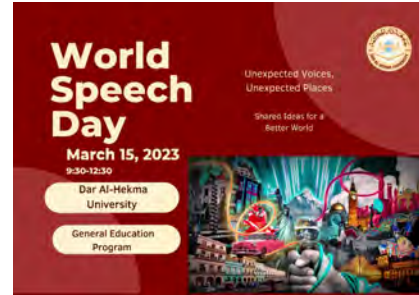
The World Speech Day was another event organized by the General Education Program and supervised by Dr. Malakeh Itani, assistant professor in the Program. A total of 100 Dar Al-Hekma Students and invited school students participated together to prepare and give speeches under the theme "For a Better World."

The objectives of the activity were to:

1. Emphasize the importance of communication skills for DAH students both as audience and as speakers.
2. Promote DAH for school students by having them visit its campus and attend an international event.

The Founding Day Celebration:

The General Education Program and the University Preparation Program in collaboration with Student Affairs, organized Dar Al-Hekma Founding Day celebration. The objective of the activity was to recall the foundation of the Saudi state and highlight the depth of its history and civilization, in addition to celebrating the Saudi identity and diverse cultural heritage.



Events that aim to improve the well-being of Dar Al-Hekma community:

1. General Lecture:

Dr. Mayson Al Sowayegh, from the General Education Program, gave a general lecture about eating healthy food in the Holy month of Ramadan. Seventy participants attended the lecture and were



2. Yoga Sessions:

Stemming from their belief that Yoga promotes physical and mental health and improves the power of concentration, The General Education Program organized, under the supervision of Dr. Mayson Al Sowayegh, eight sessions of yoga to 15 participants. Most of the participants reported that they found it a cooling and energetic way to start the day.

In conclusion, The General Education Curriculum and activities enable students to acquire skills, knowledge, and experiences for living in interconnected contexts, so they can contribute to making life better for others, themselves, and the world. The activities also target the faculty for an ongoing professional development and well-being.

Academic Preparation Program (UAPP)

The mission of the University Academic Preparation Program (UAPP) is to prepare students to communicate using the English language, and to encourage them to be life-long learners with sound critical thinking skills, who respect diversity, appreciate dialogue, understand the value of personal development, and are ready to serve the community. UAPP aims to enhance students' English skills, and in so doing, provides them with the best possible grounding to enter the University's degree programs. Learning takes place in a collaborative and friendly atmosphere where the UAPP dedicated team of professionals offers practical advice to help students develop their English language proficiency and study skills to become better autonomous learners. The UAPP enables students who successfully fulfill the requirements of the program to become academically qualified to enroll in University courses. Students are trained to develop critical thinking and active learning skills with academic readiness for university level work.

Major Achievements:

The UAPP faculty share a commitment to creating the best experiences for the students throughout their journey of English language learning.

Remedial Work:

A remedial plan for students with poor language proficiency in the two levels was created and implemented.

Islamic Arts Biennale Field Trip:

The UAPP students had the opportunity to visit the Islamic Arts Biennale, which was the first of its kind in the Western Region. At the Biennale, students were able to relate back to their Islamic heritage in an interactive environment of sights and sounds. The academic goals of the activity were to enhance students' English reading, writing, and listening and speaking skills. Students were able to read and listen about many diverse artworks from international and Saudi institutions. In choosing a favored artwork, students were to write about their interaction and experience with a work and then orally present their encounter to their fellow classmates. The value of this event had students explore and be in touch with Islamic contemporary art and historical artifacts.

Founding Day Celebration:

The General Education Program and the University Preparation Program in collaboration with Student Affairs organized Dar Al-Hekma Founding Day celebration which was attended by all DAH members. The objectives of the activity were to recall the foundation of the Saudi state and highlight the depth of its history and civilization, in addition to celebrating the Saudi identity and the diverse cultural heritage.

UAPP Nursery Event:

The UAPP had its major community service event celebrating Eid Al-Fitr. It aimed to enhance the

sense of community service in the UAPP students by organizing fun and exciting activities for the children, such as face painting, finger painting, picture taking, puzzle playing, and the highlighted breaking of the pinata. Coupled with the entertainment was the achieving of several academic goals. One goal was for the UAPP students to use the activities for identifying and explaining vocabulary in English to demonstrate that learning English is fun. Also, students were to reflect on their experience with the children by creating and presenting videos.

Guest Speakers

Ms. Reem Alquaity from the Academic Support Center gave two presentations to the UAPP students on two crucial skills: the first was on the note taking skill which is a great source for creating outlines for reviewing and studying class material to better understand it, saving at the same time students' time and energy. The second was on presentation skills to help students improve their ability to present information in a professional manner.

Faculty members from different departments were invited to promote their majors and to answer UAPP students' questions. The purpose of these sessions was to allow potential students to get an understanding of what they could expect if they enroll in a specific major. Also, the major purpose of these session was to give the UAPP students an opportunity to use English language skills (i.e., formulating questions, critical thinking skills, listening skills, and writing skills).

The guest speakers for this event were as follows:

- Ms. Nora Al-Jindi—Marketing—Oct. 2022 ,5
- Dr. Samah Alagha—Law—Oct. 2022 ,12
- Ms. Saida Khalifa—Finance--Nov. 2022 ,13

The Continuing Education Department

Overview: The continuing education department (CED) is committed to bringing rigorous programs and innovative teaching capabilities to learners, working professionals, and high school students to meet the continuing educational and training needs of the community.

The department provides students with flexible scheduling and programming to cater to the different life schedules that students have. World-class faculty engage students in and out of the classroom with constructive and entertaining activities.

Mission:

The department's mission is to "Provide niche, high quality and lifelong learning programs to serve the community and contribute to its economic, cultural, personal, and professional development".

Overview of the Academic Year 2021/2022:

This academic year, the continuing education department at Dar Al Hekma University achieved remarkable success in providing quality programs and courses for learners of different ages and backgrounds. We offered a variety of topics, such as academic and general English, business, costume design, digital marketing, teacher training, CELTA, and others, to meet the diverse needs and interests of the community.

The department also collaborated with reputable partners and instructors to ensure the highest standards of excellence and relevance. We are proud of our accomplishments and look forward to continuing our mission of lifelong learning and empowerment.

A Complete Digital Transformation of the Department:

The department has been able to digitalize all operations at the department by collaborating with Classera, which provides a collaborative, and interactive learning environment for students.

Classera has many features and benefits that have enhanced our sales, marketing, teaching, and learning experience. Some of these benefits are:

- A great payment method with the instalments' possibility.
- A quick and practical landing page that can be customized immediately by our CED team.
- A smart analytics system that tracks and measures learners' progress and performance.
- A smart Google analytics system that tracks our visitors' performance on the website.
- A user-friendly interface that is easy to navigate and customize.
- A gamified learning environment that motivates and engages learners.

International Recognition by Cambridge University:

Dar Al Hekma University has been recognized as the best Test Venue of Year 2023 by the Occupational English Test (OET) (). We are the first university in Saudi Arabia to become an OET test venue and the first test venue to win the award in the region.

National Recognition by the Saudi Fashion Commission

Dar Al Hekma University, in collaboration with the Saudi Fashion Commission and ITSCOMOS Institute, organized a costume event, in May 2023, to celebrate and showcase the graduation project of the costume design students. The event showcased 15 different costumes designed and made by the students in the course.

The exhibition demonstrated different aspects of costume design as it is used in films, theatres, opera, music videos, musical dance, skating, and Met Gala, as an artform.

This event provided an opportunity for designers and fashion influencers to network, and also included a panel discussion led by prominent fashion experts who discussed the latest trends in fashion and how they have impacted the fashion industry in Saudi Arabia.

Mr. Burak Cakmak, the CEO of the Fashion Commission was extremely delighted and proud of the event and its outcome. He stated that 'Dar Al Hekma University has exceeded our expectations, and we are looking forward to working on future projects together'.

Events:

Title of the Event	Date	Location	Brief
Test Delivery Partner Summit in the Middle East	October 2022	Dubai	The OET Event in Dubai was organized to celebrate the selection of Dar Al Hekma University as the best Test Venue of the Year.
OET Award Ceremony	November 2022	Dar Al Hekma University	THE OET Event at DAH was organized to celebrate the Award of Dar Al Hekma University as the best Test Venue of the Year and recognize the efforts of the CED team.

Workshops organized for the CED Students:

In line with the department's commitment of enhancing students' skills to help them successfully

thrive academically, professionally, and personally, the department organized the following series of workshops.

Workshops Organized for the Community:

Workshop Title	Date	Instructor
The importance of Communication and Leadership Skills	May 2023	Dr. Zouhair El-Aouni
Collaboration	June 2023	Ms. Suzan Dajani
Emotional Intelligence	July 2023	Ms. Rasha Youssef
Critical Thinking	July 2023	Ms. Aeisha Fageih
Problem Solving	August 2023	Ms. Mehar Javed

The department organized three online workshops and one on the CED Instagram page for the community at large.

Workshops organized for the CED Instructors:

Recognizing the importance of continued teacher development, the continuing education

Workshop Title	Date
Teacher Training	May 2023
How to become an Influencer	May 2023
Digital Marketing	May 29-August 3, 2023
Teaching For Speaking (On the CED Instagram page.)	November 2023

department organized the following workshops for its instructors:

With all these aforementioned achievements in mind, we consider the nomination of **the Best Test Venue of the Year** by the Cambridge University, the Digital Transformation of our department and the **Costume Design Exhibition** as the best achievements that the CED has ever had since its foundation.

Workshop Title	Date	Instructor
Classera	May 2023	Ms. Rasha Youssef
Teaching Strategies (To CED and All Faculty)	April 2023	Dr. Zouhair El Aouni
Types of Assessment (To CED and All Faculty)	February 2023	Dr. Zouhair El Aouni

The Vice President for Graduate Studies, Research and Business:



Prof. Norah Saleh Farooqi

Vice-President, Graduate Studies, Research & Business

Message from the Dean

Message from the Vice President for Graduate Studies, Research and Business:

The Division of Graduate Studies, Research, and Business is a basic pillar, at the University, which contributes to the knowledge economy and enhances social impact through governing and developing postgraduate studies, scientific research, innovation, and entrepreneurship. The division fosters a research environment that stimulates researchers and supports development of innovative solutions to various challenges. It also focuses on research excellence, building local and international partnerships, collaborating with the relevant authorities, and keeping pace with developments to support research and innovation.

During the academic year 23-22, the division achieved significant milestones includes organizing the Creativity in Teaching and Educational Leadership Conference with proceedings that opened opportunities for researchers. Being committed to excellence in the area of research, the division signed MOUs with Imam Abdulrahman Bin Faisal University to generate collaborative research and knowledge exchange, initiated the DAH Code Lab in collaboration with the Ministry of Communication and Information Technology to promote innovation and creativity, and signed an MOU with Umm Al Qura University for delivering the Maharat training programs. Additionally, the division updated DAH Guidelines for the Graduate Studies Regulations in alignment with the Ministry of Education revised bylaws. The governance of graduate studies is conducted through the Graduate Studies Standing Committee

Graduate Studies

Grooming Future Leaders

Master of Architecture

The Master of Architecture (M.Arch) Program is a two-year interdisciplinary program that broadens the scope of architectural studies through an advanced process of thinking and making architecture, empowered by an integral approach to design solutions. The 'Integral Design Theory' is the program's defining feature, based on a holistic approach to architectural design with multiple dimensions of the built environment. The graduates of the M. Arch Program can connect different domains of knowledge and develop independent inquiry, creativity, and responsibility as they respond to human experience, technological, ecological, economic, and socio-cultural dimensions of the built environment. This places our graduates at a significant advantage to any of their peers graduating from other institutions in the Kingdom.

Core courses in general focus on housing and sustainability, and there is a wide range of electives that includes Biophilic Design, Digital Modelling & Simulation, Urban Sociology, and Architectural Heritage & Conservation, among many others.

As such, the program develops an extensive understanding of architecture yet simultaneously enables students to choose the subjects they seek to gain knowledge based on their preferences and career plans. The faculty at the program, who come from the world's most renowned schools of architecture are highly experienced and qualified.

The program is proud that 90% of its graduates are immediately employed after graduation, and five of its alumnae won different awards.

Mission

"To graduate sustainability-committed and innovative professionals able to produce adept climate-responsive design solutions to the challenges of the ecological transition in architecture"

Graduate Attributes

The architecture graduates have commendable attributes, some of which are:

- Deep discipline knowledge and intellectual breadth: Graduates have comprehensive knowledge and understanding of architecture and the ability to engage with different technological innovations related to the built environment. They also have an in-depth knowledge in a specific sub-field focused on bioclimatic architecture and ecological buildings.
- Critical environmental thinking: Graduates have a solid technical knowledge of environmental issues related to the built environment, as well as inquisitive, open and fair-minded critical

thinking skills that they use when considering theories, policies, and norms promoting solutions in the areas of sustainable architecture.

- An inquisitive evidence-based attitude to knowledge production: Graduates can connect different domains of knowledge and develop independent inquiry skills. They exercise creative inquiry skills based on studio practices and evidence-based design.
- Design thinking as a problem-solving ability: Graduates can creatively conceive and develop architectural projects by applying holistic bioclimatic approaches to the built environment and conservation problems. They can mobilize design-related problem-framing methodologies, advanced context analysis skills as well as iterative testing and development of creative, sustainable and evidence-based solutions. Skillful communication: Graduates effectively listen and present their ideas appropriately to targeted audiences. This includes a capacity to write clearly and concisely and to mobilize varied visual and digital design vocabulary and techniques. Professional disposition and leadership readiness: Graduates have the necessary knowledge and skills to professionally integrate different workplace environments (small or large firms, public institutions, non-governmental organizations, etc.) and to lead small multi-disciplinary teams working on architectural design projects.

Academic Achievements

DAH Poster Day:

The Master of Architecture students enthusiastically participated in the Poster Day organized by the School that took place on May 23rd, 2023, showcasing their research and innovative designs. The event provided a platform for these talented students to present their findings and engage in thought-provoking discussions with fellow peers, professors, and industry professionals. The research posters, meticulously crafted with attention to detail, captivated the audience with their aesthetically pleasing visuals and concise impactful summaries. The students' diverse range of topics encompassed sustainable architecture, adaptive reuse, and advanced bioclimatic design techniques, among others. The event an invaluable opportunity for the students to receive constructive and helpful feedback, expand their network, and gain recognition for their hard work and creativity. With their research posters, our master's students showcased their commitment to pushing the boundaries of architectural design and contributing to the advancement of the field.

Learning Outside the Classroom

Academic Trips in September

The Master of Architecture students had an enriching opportunity to go beyond the confines of the classroom through a field trip to the SAUDI Red Bricks Co.'s factory in Jeddah. This excursion was part of the Sustainable Construction Technologies course, taught by Dr. Shifana Kaafil, assistant professor in the architecture department. It was designed to seamlessly integrate theoretical knowledge with hands-on experience, enhancing the student's learning journey. By witnessing the manufacturing process of clay bricks firsthand, the students gained valuable insights into the

practical aspects of sustainable construction. The trip was strategically aligned with the learning outcome of exploring the brick manufacturing process, allowing the students to delve deep into the intricacies involved in creating these building materials. Through this immersive experience, the students not only witnessed the machinery and techniques employed but also gained a profound understanding of the design possibilities and inherent sustainability of clay bricks. This added value to their education by providing an opportunity for learning beyond the classroom, fostering a deeper connection between theoretical concepts and their practical applications. The field trip to SAUDI Red Bricks Co.'s factory was a pivotal moment in the students' educational journey, equipping them with valuable insights and inspiring them to incorporate sustainable construction practices into their future architectural endeavors.

Academic Trips to KAUST

The architecture department organized a trip for its students, providing them with a valuable opportunity to attend a workshop hosted by the renowned Visual Computing Center (VCC) at the esteemed King Abdullah University of Science and Technology (KAUST). The workshop provided an interactive platform for students to explore various aspects of visual computing and gain insights into cutting-edge architectural advancements. This trip not only expanded the students' understanding of architectural design but also fostered connections with industry professionals, further enhancing their academic and professional growth.

Guest Speakers

The Department of Architecture is committed to providing a well-rounded education and facilitating connections between students and influential figures in the architectural community.

Throughout the academic year 23/22, the department hosted an impressive lineup of guest speakers, greatly enriching the educational experience of its students. These talks and workshops played a pivotal role in expanding students' exposure to emerging and innovative practices and research within the field of architecture. By bringing in experts from various backgrounds, including academia, public institutions, the labor market, and the civil society, the department was able to foster stronger relationships with a diverse range of actors. This interaction not only provided students with invaluable insights and knowledge but also helped them develop a comprehensive understanding of the broader architectural landscape and enabled them to stay abreast of the latest trends, techniques, and perspectives within the field.

Dr. Massoud Sofi, a research fellow at the University of Melbourne's School of Engineering, delivered a thought-provoking lecture that delved into the vital role of green infrastructure in the development of sustainable cities—a crucial aspect of Saudi Arabia's Vision 2030. With a focus on promoting environmentally friendly practices, Dr. Sofi introduced the audience to the Life Cycle Assessment (LCA) methodology. This systematic approach allows for a comprehensive evaluation of the environmental impact associated with the built urban environment. By applying the LCA methodology, engineers, city planners, and architects can proactively develop sustainable solutions to address various urban and architectural challenges. Dr. Sofi's lecture provided valuable insights

and inspired the attendees to consider the long-term environmental implications of their designs and decision-making processes.

Dr. Djihed Berkouk is an associate professor in the Department of Architecture at the University of Biskra in Algeria. His presentation was about his ongoing research focusing on the correlation between soundscape components and the average walking speed of pedestrians in Algerian oases. Dr. Berkouk drew inspiration from the groundbreaking contributions of Canadian composer and acoustic ecologist R. Murray Schafer to explore the concept of soundscape, which encompasses the diverse array of sounds that define a specific location. By investigating the relationship between these auditory elements and pedestrian movement, Dr. Berkouk's research sheds light on the intricate interplay between environmental acoustics and human behavior in Algerian oases.

Dr. Yathreb Sabsaby, an Assistant Professor at the Faculty of Fine Arts and Architecture at the Lebanese University in Beirut, delivered a presentation on the significance of energy simulation tools in the creation of zero-energy buildings as a means to combat environmental challenges. With a focus on sustainable design practices, Dr. Sabsaby emphasized the pivotal role that these simulation tools can play in optimizing energy efficiency and minimizing the ecological footprint of buildings. By employing such tools, architects and designers can effectively evaluate and fine-tune various aspects of building performance, enabling the development of innovative solutions that contribute to a greener future. Dr. Sabsaby's insightful discussion underscored the importance of leveraging technology and design expertise to address environmental issues in the realm of architecture and construction.

Dr. Najib Al-Ashwal, a Post-Doctoral Fellow at the University of Technology in Malaysia, gave an enlightening talk to architecture students, focusing on advancements in methods and techniques to enhance indoor lighting environments. Dr. Al-Ashwal's presentation delved into the realm of daylighting design, exploring innovative approaches aimed at improving the sustainability and quality of indoor lighting. By investigating new strategies and technologies, Dr. Al-Ashwal emphasized the potential for creating well-lit spaces that are energy-efficient and conducive to human well-being. The talk provided valuable insights for students, fostering a deeper understanding of how thoughtful lighting design can contribute to the overall sustainability and user experience of architectural spaces.

French artist Alain Bony spoke to 30 architecture students about the important impact that artistic interventions can have on architecture and its users. Mr. Bony shed light on the profound influence that artistic interventions can exert on architecture and its inhabitants. Through engaging anecdotes and captivating examples, he emphasized the transformative power of integrating art into architectural design. Students gained valuable insights into the potential of art to enhance the built environment, foster emotional connections, and create meaningful experiences for users. Mr. Bony's presentation ignited a passion for artistic exploration within the realm of architecture, inspiring students to consider the significant impact of artistic interventions in their future design endeavors.

Prof. Helene Dang Vu, associate professor in urban planning at the Ecole d'Urbanisme de Paris - Université Gustave Eiffel, gave an insightful talk titled "Reinventing Cities: A New Urban Regeneration Process in Circulation," during which she shared her ongoing research on the key stakeholders involved in the urban revitalization initiatives planned for the upcoming 2024 Summer Olympics in Paris. Prof. Professor Dang Vu highlighted the significant role played by calls for innovative urban projects (CIUPS) in driving the current wave of urban redevelopment projects, including those associated with the Olympics. Expanding on her previous investigations, her latest research project focuses on the intricate process of urban development, with a specific emphasis on understanding the motivations, strategies, and challenges faced by various urban actors involved in shaping new urban districts. Prof. Dang Vu's talk provided valuable insight into the complexities of urban regeneration and shed light on the dynamics between urban actors and the production of thriving urban environments.

Dr. Manal Ginzarli has a Master of Science in Urban Design from the American University of Beirut and a PhD in Engineering Sciences and Technology from the University of Liège, Belgium. Dr. Ginzarli engaged the M.Arch students through her captivating talk titled "Mapping Historic Urban Landscapes Through Social Media Data." During the session, Dr. Ginzarli emphasized the significance of carefully and critically analyzing textual and visual information sourced from social media platforms as a means to map historic urban landscapes. She underscored the importance of complementing these digital sources with more traditional forms of evidence to validate and strengthen research findings. Dr. Ginzarli's multidisciplinary approach encompassed various fields, including urban governance, sustainable development, heritage management, and tourism management, enabling a holistic exploration of the subject matter. Through her thought-provoking presentation, students gained valuable insight into the effective integration of social media data analysis within a broader framework of urban research and management.

We were honored to have Professor Eric Verdeil, a distinguished Professor in the School of Urban Affairs at Sciences Po in Paris, as our guest speaker at Dar Al-Hekma University. His captivating lecture, titled "Urban Metabolism and Urban Planning: Challenges, Potentials, and Paradoxes of Waste Land Reuse," explored the intricate relationship between urban planning and the concept of urban metabolism. With his expertise in both urban planning and environmental studies, Professor Verdeil shed light on the complexities and significance of waste land reuse as a means to achieve sustainable urban development. Drawing upon his extensive research and practical experience, particularly in the Arab region, he provided valuable insights into the challenges and potentials inherent in repurposing wasteland. Moreover, Professor Verdeil highlighted the paradoxes associated with urban metabolism and demonstrated how waste land reuse can contribute to the creation of livable, sustainable, and resilient urban areas. His lecture left a lasting impression on the audience, encouraging further exploration of innovative approaches to urban planning and environmental sustainability.

Ms. Anwar Basunbul is a distinguished scholar who holds a Master's degree in Sustainable Design

from Thomas Jefferson University in Philadelphia, Pennsylvania. Currently pursuing her PhD studies at the Weitzman School, Ms. Basunbul focuses on expanding her research in the field of environmental design. Her current project centers around investigating natural cooling strategies in hot-humid climates. In particular, Ms. Basunbul's research examines the spatial and environmental performance of the Hijazi vernacular architecture in Jeddah, Saudi Arabia. The primary aim of her study is to explore and comprehend the intricate interplay between Jeddah's climate, the traditional Hijazi house form, and the living patterns of its occupants. By examining this dynamic relationship, Ms. Basunbul seeks to contribute to a deeper understanding of sustainable design principles and strategies applicable to the region's unique climatic context.

Alumni Day

Dar Al-Hekma University hosted a delightful Alumni Afternoon Tea event on November 8, aiming to reconnect with and honor its esteemed alumni, whose valuable contributions have greatly impacted the University. As part of this special occasion, the architecture department curated a captivating multi-media display in the northern wing. This event holds significant value as it celebrates the achievements of the department's alumni, fostering stronger connections with them. Moreover, it provides an exceptional platform to showcase the department's outstanding work, offering a glimpse into its innovative projects and accomplishments. Additionally, the Alumni Afternoon Tea serves as an excellent opportunity to attract potential students to join the esteemed M.Arch program

Launching A Monthly Newsletter

The Department of Architecture has recently unveiled the "Shababik Al-Hekma" Newsletter on the DAH website. This exciting initiative serves as a vital communication tool, enabling the department to showcase its remarkable work and achievements. The newsletter not only offers a platform for students to contribute to a collective endeavor that will be shared with the wider public, but also provides them with an opportunity to enhance their skills in writing, editing, and publishing. By actively participating in the creation of the newsletter, students gain valuable experience and develop essential competencies that will benefit them in their academic and professional journeys. This project aligns with the department's commitment to fostering a dynamic learning environment and represents a significant learning outcome in itself.

<https://www.flipbookpdf.net/web/site/52b45e0c5b307f1c8e644696ebc70cc738c7b2aeF BP26462296.pdf.html>

Memorandum of Understanding (MOU) Signing with (IHCC)

The Department of Architecture signed a Memorandum of Understanding (MOU) with the International Hospital Construction Co. (IHCC), a specialized healthcare construction company, on January 2023, 19. This collaboration aims to provide training opportunities, share knowledge on industry trends, and participate in healthcare architecture events. It will bring valuable resources and expertise to students and faculty members, enhancing their professional development in the field of healthcare construction.

MOU with Bawtaqa Foundation:

Dar Al-Hekma University and Bawtaqa Foundation have entered into a Memorandum of Understanding (MOU) to establish collaboration and cooperation in the fields of architecture and urbanism. Bawtaqa Foundation, a specialized training center, aims to partner with various entities to achieve mutual benefits and offer educational programs that cater to the needs of students. They seek cooperation with universities, colleges, ministries, authorities, and engineering consultant companies. Under the MOU, both institutions agree to exchange resources, experiences, and information, participate in joint training courses and cultural programs, collaborate on events and exhibitions, conduct seminars and conferences, and engage in scientific research. The MOU also includes the involvement of Dar Al-Hekma University as a member of the advisory board.

Meeting with the Saudi Center for Energy Efficiency to Discuss Potential Collaborations

The architecture department held a meeting with the Saudi Center for Energy Efficiency (SCEE) on February 1st, 2023. The purpose of the meeting was to discuss potential collaborations and explore ways to promote energy efficiency in Saudi Arabia. Representatives from SCEE expressed their enthusiasm for partnering with Dar Al-Hekma University and acknowledged the significance of addressing energy efficiency in the country. Both parties expressed their commitment to working together towards a sustainable future for Saudi Arabia. This meeting marks the initial step in a long-term partnership focused on advancing energy efficiency initiatives.

International Accreditation:

In May 2023, the Department of Architecture received confirmation that its application for The National Architectural Accrediting Board (NAAB) for international accreditation was accepted. This signifies an important milestone in the accreditation process and paves the way for the department to proceed with the evaluation and assessment procedures. The acceptance of the application demonstrates the department's commitment to maintaining high standards and excellence in architectural education. Over the next three years, the department looks forward to undergoing the rigorous evaluation process. Successfully achieving international certification would significantly enhance the school and department's reputation. Both the bachelor and the master of architecture programs are being considered for this prestigious recognition.

Master of Business Administration (MBA)

Program Mission

Graduating leaders equipped with applied knowledge, skills, and values in the multi-disciplinary field of business administration within an academic environment that encourages scientific research and community engagement.

Program Competitive Advantage

The MBA Program uniquely combines and applies best practices from the West to the most current and challenging areas in the world of business in the Kingdom. It also incorporates international business concepts and practices in the curriculum. Moreover, the teaching methodology in all courses combines theory with application through cases and projects discussed and given to students to equip them with the skills of negotiation, communication, leadership, problem solving and time management, which enhance their eligibility and employability in the labour market.

Program Overview

The Master of Business Administration Program

provides students with theoretical and practical training to help them gain a better understanding of general business management functions. It also exposes students to different fields in business such as accounting, finance, and marketing with a focus on leadership, planning, business strategy, organizational behavior, and human capital management.

Curriculum Changes:

The curriculum of the program went through some minor changes in the past few years including this year, based on the recommendations of the Curriculum Committee, the Advisory Committee, and the information collected from the program's annual reports in order to cater to students' needs and those of the labor market. The main changes in the curriculum were textbook update, a teaching and learning strategy, and grade distribution. In addition, the program started a comprehensive curriculum review since spring -2022 2023.

Program Accreditation

The program was awarded the NCAAA conditional accreditation until 2025.

Guest Speakers/Invitees:

1. On December 6th, 2022, Eng. Matthew Kroll presented a thought-provoking lecture on "Strategic Management" via Zoom. Eng. Kroll is a Master Black Belt in Six Sigma and an expert in Lean, Kaizen Blitz, DMAIC, Root Cause Analysis, Value Stream Mapping, Process Improvement, and Continuous Improvement.

In that lecture, organized by Dr. Mostafa Fawzy, Eng. Kroll highlighted the close relationship between business strategy and the continuous improvement of an organization. Eng. Kroll emphasized the importance of a clear business strategy in guiding many continuous improvement activities and preventing failures due to lack of focus within the organization.

The added value of this event was that students recognized the connection between

their work and business strategies of organizations. Students were primarily informed about the trends and dynamics of industries relevant to their studies and came out equipped with the knowledge needed to successfully navigate the professional world of strategic management and continuous improvement.

2. In December 2022, an insightful online lecture titled "Business Analysis: Enabling Successful Changes in Business" was presented by Eng. Khaled Jarkas. The event attracted a diverse audience, including faculty members, students, and external visitors. Eng. Jarkas is an expert in guiding business transformation to fit the digital economy, changing people's mindsets, promoting modern business practices, and designing business models and solutions.

Organized by Dr. Taher Lazher, the lecture focused on the importance of business analysis as an organizational capability and how it benefits businesses. Eng. Jarkas provided valuable insights into the analytical skills required for this field and discussed the potential of

pursuing a career in business analysis.

This lecture was essential to students who acquired some analytical skills and an understanding that a career in business analysis can be rewarding. Students became acquainted with the trendy skills and dynamics of industries relevant to their studies, ultimately preparing them for a successful professional journey in the field of business analysis.

3. In October 2022, Dr. Majed Garoub, Vice President of the Arab Chamber for Reconciliation and Arbitration, was our guest speaker who presented a lecture titled "Sports and Entertainment Companies and Their Various Projects: Job Opportunities and Training in This Sector". Organized by Dr. Amani Hamza, the event attracted a large audience.

The lecture focused on projects in sports and entertainment companies and showcased job opportunities and training in the sector. Students attending the lecture were informed about relevant industry trends and

dynamics and were equipped for successful careers in the sports and entertainment sector.

1. In February 2023, an insightful event titled "Testing, Appointment and Job Performance Evaluation" was presented by Fadel Mangel, General Manager of Gumara Gable Omar Hotel in Makkah. The event, supervised by Prof. Hany Abdelhamid and attended by 26 individuals, included a lecture and a workshop. Participants gained valuable skills related to employee selection, interview tactics, and performance assessment.

This event was essential to students who acquired some insightful knowledge and learning experience about hiring and selection techniques as well as performance evaluation methods.

5. The "Artificial Intelligence on Strategic Planning" workshop was presented via Zoom by Eng. Abdullah Alghamdi on February 2023, 9. With extensive expertise in sustainable sectors, Eng. Alghamdi aims to redefine the interaction between government,

private sector, and the society. Organized by Dr. Mostafa Fawzy, the workshop helped the audience to understand the connection between work and business strategy for organizations and informed them about trends and dynamics in their relevant industries.

6. In February 2023, the program invited Dr. Thamer Baazeem, an impact-driven Marketing & Communications Executive Leader, to give a workshop titled "The Journey from Strategy to Results". The workshop, organized by Dr. Mostafa Fawzy, helped students recognize the linkage between work and business strategy for organizations. In addition, students understood the importance of linking strategy with results in the world of business based on real business cases covering the trends and dynamics of different industries.
7. The program invited in November 2022 Dr. Khaled Batarfi, who gave a talk titled "Business Negotiations and Conflict Resolution" which was about negotiating practices of the Saudi

government. The lecture was organized by Dr. Abdulkader Hanbazazah. The lecturer provided the attendees with valuable insights into negotiation, diplomacy, and government leader interactions. It was also beneficial for students as it helped them expand their knowledge beyond business and learn more about negotiation and diplomacy. The behind-the-scenes stories shared illustrated how leaders negotiate with other nations, offering a unique perspective and a valuable learning experience.

8. Ms. Nora Aljindi, director of the Marketing Program at the University, gave a one-hour workshop called "Powering Inspired Leaders: The SLII Model", which introduced participants to the new SLII model that they can practice. The workshop, organized by Dr. Inass Ali, helped students expand their knowledge beyond business and learn more about leadership tools.

Awards

Students' Awards

Simulation:

In Dr. Saeed Badghish's MBA Marketing course, students participated in a class activity involving a marketplace simulation. One

of the DAH teams achieved an outstanding score in the balance scorecard, placing them in the top 10 worldwide, which reflects their extraordinary business skills. This achievement, as stated by the Marketplace Simulation Website, demonstrates perseverance, agility, problem-solving skills, analytical reasoning, and a sound understanding of key business concepts. The TopTech team members included Ghadi Borah, Aya Abudawood, Farah AlWazani, Abeer Harharah, and Sarah Oqbi.

Faculty Publication and Conference Presentations

Faculty of the program have co-authored the following research publications. Our faculty members' names are in bold typeface.

Fallatah, M. I.; Ayed, T.L. "Entrepreneurizing" College Programs to Increase Entrepreneurial Intentions: A Mediation Framework. *Adm. Sci.* 50 ,13 ,2023. <https://doi.org/10.3390/admsci13020050>, indexed Scopus and ISI.

- Boulanouar, Z., Ayed, T. L. and Locke, T. In their Own Words-Perceived Constraints to Declared Goal Attainment by SME Owners: A View

from New Zealand. has been accepted for publication in Int. J. of Business Performance Management. Scopus, Clarivate Analytics 2023, JCI o.14, CiteScore, 1.3 (2021)), Forthcoming.

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Community engagement

Workshops, lectures, and seminars:

1. Dr. Mustafa Fawzi, director of the program, conducted a comprehensive workshop focusing on strategic thinking targeting DAH managers, directors, and department heads. This collaborative effort, organized in partnership with the HR department, aimed to equip participants with valuable tools and insights to enhance their decision-making and strategic thinking abilities to drive the organization toward greater success.
2. Dr. Mustafa Fawzi and Ms. Nora Al-Jindi participated, as external jury members, at Dar Al-Fikr (DAF) School on the 24th of May 2023. They were invited to evaluate senior students' projects, enhancing community engagement for their department and program.
3. Dr. Mustafa Fawzi has also visited Dar al Fikr School to conduct engaging workshops for Grade 11 students from the boys' and girls' sections. Dr. Fawzi captivated the students' attention as he delved into the intricacies of strategic planning, analysis, and implementation. The workshops not only broadened their understanding of strategic management, but also inspired them to think critically and strategically in their academic and personal endeavors.
4. Dr. Amani Mohammad Hamza, assistant professor, is a valuable resource for colleagues at the school and the institution. She always shares her expertise on team management best practices through a series of lectures, workshops, and seminars. With her HR background, Dr. Amani provided unique insights on how to effectively manage teams and maximize their productivity. Colleagues benefited from her experience and learned new strategies for team management that can be applied in their own work settings.
5. In addition to team management, Dr. Amani Mohammad Hamza also shares her knowledge on writing effective assessments. As a member of the Teaching and Learning Center (TLC), she provided valuable guidance on how to design assessments that accurately measure student learning. Colleagues learned how to improve their own assessment practices, which lead to better student outcomes.
6. Dr. Tahar Ayad, associate professor, co-conducted an engaging workshop titled "Effective Teaching Strategies for University Instructors" which focused on innovative teaching strategies. As an esteemed educator, Dr. Ayad shared his expertise and experience with fellow faculty members, providing valuable insights for creating a dynamic and effective learning environment. The workshop covered various pedagogical approaches, like the use of technology and fostering critical thinking skills, ultimately aiming to enhance the overall educational experience for students.
7. In addition to the workshop, Dr. Ayad also took part as a speaker in the Tamayuz platform event. This prestigious gathering brought together faculty members from diverse academic backgrounds to discuss and explore progressive ideas in education. The event served as an opportunity for educators to connect,

collaborate, and learn from each other, further enriching their teaching practices. Dr. Ayad's active participation in such events highlights his commitment to continuous improvement and growth in the field of education.

administration including, but not limited to, human resource management, hospitality, marketing, organizational behavior, and banking and finance.

Events:

Open houses:

The MBA Program had several Open House events to market for the program throughout the year as shown in the table below:

Program Director, Dr. Mostafa Fawzi, and his colleagues in the department participated in all the above-mentioned open houses to answer questions, conduct interviews, and explain the MBA program to the audience and the student candidates.

MBA Research Presentation Day

The MBA program organized the final presentation day for all Arabic and English MBA students to present their final research presentations in June 2023. The projects were discussed and evaluated by a panel including faculty members as well as an external examiner. The topics of these research projects focused on different areas of business

Master of Science in Applied Behavior Analysis (MABA)

The Master of Science in Applied Behavior Analysis (MABA) at Dar Al-Hekma University is the first of its kind in the region. The program trains graduate students to become specialists in providing behavior analysis services to individuals with challenging behavior and/or skill deficits. The curriculum focuses on the clinical and educational applications of ABA, while also providing an intensive practicum experience to enhance and strengthen students' application of the principles of ABA in both settings. Our graduates are skilled to cater to the needs of all individuals affected by the autism spectrum disorders (ASD), developmental disabilities, educational and behavioral challenges, and mental health issues. Having holders of a master's degree in ABA in such a type of practice will lead to the development and the advancement of the professional practice of applied behavior analysis in the Kingdom of Saudi Arabia.

Students' Achievements

Five students passed the Behavior Analysts Certification Board (BACB®) exam and became board certified behavior analysts (BCBA®).

Program Achievements

September 2022: Saudi National Day activities

The faculty and students participated in the Saudi National Day celebration through unique activities exemplifying the principles of behavior analysis.

March 2023: World Behavior Analysis Day

This event was held to celebrate world behavior analysis day, which is unanimously celebrated on March 20th across the world. The event centered around raising awareness of the public about behavior analysis its role in society and our daily lives. The field of behavior analysis plays a vital role in many different aspects of life including, but not limited to, special education, treatment of individuals with autism, and clinical problems such as depression, and organizational management. The event, which involved program faculty, students, and alumnae, brought the public one step closer to understanding the value of behavior analysis.

June 2023: Be my friend

This event was an initiative in collaboration with The Seeds of Knowledge and Tawahud Steps Society that aimed to help children with disabilities socialize and establish meaningful friendships.

Master of Science in Speech-Language Pathology

The Master of Science in Speech-Language Pathology (MSLP) at Dar Al-Hekma University is designed to provide students with the knowledge and skills required for competent clinical service delivery to children and adults in Arabic and English. The MSLP curriculum has been developed and reviewed by renowned scholars in the field from America and the West, and it is approved by the Saudi Ministry of Education. Instruction and clinical supervision are provided by Arabic and English-speaking professionals from Saudi Arabia and the United States certified by the American Speech-Language-Hearing Association (ASHA).

Students' Achievements:

- One student became certified by the American Speech-language-Hearing Association (ASHA).
- Two alumnae won first and second place in the Poster Sessions Contest which was held at the 3rd Conference for the Saudi Society for Speech-Language Pathology and Audiology (SSSPA).
- Program Achievements
- September 2022: International Day of Sign Languages / International Week of the Deaf
- The event was organized by Volunteer ambassadors (سفراء التطوع), in collaboration with the School of Education and Sciences and the Division of Student Affairs. The International Day of Sign Languages was a unique opportunity to support and protect the linguistic identity and cultural diversity of all deaf people and other sign language users.

December 2022: Hearing and Screening Event

- The Speech Language and Hearing Sciences (SLHS) and the MSLP programs conducted a Hearing Screening Event in the Speech Clinic for students to practice the hearing screening, many of DAH members attended and supported the students.
- February 2023: Completion of the NCAAA Program Accreditation Site Visit
- The program faculty and students successfully participated in the NCAAA program accreditation site visit.

Master of arts in International Relations (MAIR)

Program Overview

The Master of International Relations (MAIR), which is the first master's program in international relations in Saudi Arabia, is a well-structured program that prepares students for success in the world of diplomacy and international relations. It is a two-year program offering nine core courses that provide a strong foundation for students in both the theory and the practice of international relations. Students then select a concentration of three additional specialized courses from the fields of international law or international economics. Two additional free elective courses enhance students' understanding in areas such as business and foreign policy.

Courses in the MAIR program are taught in the evenings to accommodate working students and are delivered on a modular basis in 4 - 3 - week 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.

The Master of International Relations program is enriched by student and international faculty diversity, empowering graduates with essential skills to thrive globally and locally. Graduates of the program will be prepared for the exciting new opportunities that are opening up for women in the Kingdom in the fields of diplomacy and international relations.

Learning Outside the Classroom

In May 2023, the Hekma School of Business and Law organized a trip for students to visit the Islamic Development Bank (IDB) Group Private Sector Forum. Series of sessions and workshops on sustainable development were conducted. One of the MAIR students was selected as a liaison officer of Albania. Moreover, students had the chance to interact with diplomats.

Events

The Department held in September 2022 a gathering for its students where new students met seniors who introduced themselves and shared their academic journey and experience with their peers.

Guest Speakers

The Department of Law and Diplomacy invited a variety of speakers from the field to deliver talks that were enriching and inspiring to our students. In October 2022, both the MAIR and the Bachelor of Arts of diplomacy and International Relations (BADIR) programs invited Dr. Mohammed Shafiq, who is the executive director of the Hickey Center for Interfaith Studies and dialogue and a professor in religious studies. He gave a lecture on the role of interfaith studies & dialogue in promoting a culture of tolerance and moderation to educate students about this concept.

In December 2022, the MAIR and BADIR programs were able to invite HRH Prince Turki Al Faisal to give a lecture to all DAH students on diplomacy in Saudi Arabia in accordance with vision 2030. This opportunity allowed our students to learn from HRH experience about diplomacy in Saudi Arabia.

1. The MAIR and BADIR programs were pleased to host Mr. Rabih El-Haddad, the Director of Multilateral

- Diplomacy Division at the United Nations Institute for Training and Research (UNITAR). Mr. Haddad gave a lecture on "Multilateral Diplomacy" in which he talked about the function of UNITAR and his work as a diplomat, and had a Q&A session with students regarding employment at the UN agencies.
2. The Mair and BADIR programs under the Department of Law and Diplomacy were honoured to invite Dr. Eltje Aderhold, the consul general of the Federal Republic of Germany. She gave a talk about the major challenges and tasks in the daily life of a diplomat. Students had the chance to interact with a professional in the field of diplomacy.
 3. Students in the MAIR program are required to take a one - month internship program in one of the multiple international organizations located in Jeddah such as the Organisation of Islamic Cooperation (OIC) which provides them with exposure to the daily operations of such institutions.
 4. Program Director, Dr. Caroline Attie, along with the administrative assistant, industriously worked on translating the curriculum of the MAIR program into Arabic. This came as a further step to meet the labor market needs and applicants' demands. The Arabic MAIR program will be launched in the Fall of the academic year -2023 2024.

The Master of Educational Leadership (MEL) Program

Master's of Educational Leadership (MEL)

In fulfilment of its mission statement, the master's degree program of Educational Leadership (MEL) strives to prepare educational leaders who are able to support scientific research, promote analytical critical thinking, and make an effective and distinctive impact in educational institutions and communities.

The program provides students with advanced knowledge and skills, with a high focus on critical, analytical, creative thinking, problem-solving, and decision-making skills. Consequently, the MEL graduates become totally able to academically and administratively lead and supervise schools, educational centers, and educational and community institutions. In addition, the program empowers its graduates to plan for the effective development of educational institutions by providing fresh and advanced leading-edge courses and materials under the umbrella of educational leadership, in line with the rapid progress that the Kingdom is

witnessing in achieving Saudi Vision 2030.

During the academic year 2023-2022, the MEL program together with its faculty members, students, and alumnae had significant achievements.

Program Achievements

The program was involved in numerous achievements:

* The MEL program collaborated with King Abdul Aziz Center for National Dialogue to have an event for raising awareness about tolerance and an effective national dialogue. This remarkable event was held in November 2022 at Dar Al-Hekma University where many faculty members, students, graduates, and invited visitors attended.

* The program launched a series of free-of-charge webinars on various topics related to scientific research, which were remotely offered to the public.

- In October 2022, the first topic on "The Research Plan and its Components", was presented by Dr. Samir Najdi, associate professor of educational technology and head of the Department of

Educational Technologies at the Faculty of Education and Arts at Tabuk University.

- "Statistical Data Analysis-Part I" presented by Dr. Badr Al-Badrani, faculty member of the Department of Educational Administration and director of the Quality and Academic Accreditation Unit at the Faculty of Education, Taibah University was the second topic in this series presented and discussed in December 2022.

- The program held its third webinar in December 2022, when Dr. Asma Al Mirghani, who has 22 years of experience in the field of education and training and holder of a PhD in applied statistics and a master's in mathematical statistics discussed the topic "Statistical Data Analysis-Part II".

- Dr. Rashid Hussein Al-Abdul-Karim, professor of curricula and teaching methods at King Saud University gave a presentation, in January 2023, titled "Qualitative Data Analysis".

- In March 2023, a session on "Publication of Scientific Research" was presented by Dr. Ahmed Al-Qattan, assistant professor at the Faculty of Business and Law

at the Arab Open University in Kuwait.

* The program organized, in December 2022, an entertaining educational trip for the MEL students to go to the Jeddah Book Fair.

* The program organized in January 2023 another entertaining educational trip for the MEL students and alumnae to visit schools at King Abdullah University of Science and Technology (KAUST).

* The department started the "Educational Leadership Ambassadors" initiative, through which a series of meetings are held with alumnae who come and share their work experience in the field under the series of "My experience خبرتي". This is to strengthen the relationship of alumnae with the program. The first meeting was held in January 2023 and hosted alumna Haneen Abdel Ghaffar, who shared her previous experience in the program with MEL students and how that experience led to a remarkable development in her work as an owner and principal of a chain of kindergartens in Jeddah.

* The Department of Education provided community engagement opportunities to 11 international schools in Jeddah, whereby 55

school teachers and principals participated in the Youth Entrepreneurship Education Program, which is a comprehensive course/program presented by Babson International College. The course was over 5 days in January 2023, at the end of which all participating schools were granted a one-year license to teach the course to their middle school and high school students.

* The Department of Education headed by Dr. Randa Hariri and the Center for Scientific Research headed by Dr. Samar Al-Tarteer at Dar Al-Hekma University in cooperation with the EJADA foundation of Dr. Mona Karim organized a conference in May 2023 on "Creativity and Educational Leadership". The conference was conducted in the presence of the Director General of General Teaching in Jeddah, Dr. Nayef Al Zarea and the director of International and Foreign General Education, and other leaders as well as other experts in the educational sector in the Arab and Western world.

Students' Achievements

* In September 2022, Abdulrahman Al-Harthy, student at the program and director of the cultural club at Taif education, won the First place at the

level of the Kingdom in the distinguished supervisor category in the "Reading Challenge" competition and was nominated to represent the Kingdom in the United Arab Emirates. Mr. Al-Harthy also achieved second place in the Arab region in the distinguished supervisor category in the Reading Challenge competition in November 2022 and was also nominated to represent the Kingdom in the United Arab Emirates

* Student Maysoon Mohammed Saleh won the first place in July 2022 by Classera company which is responsible for the educational platform at the Madinaty small school where Ms. Saleh works.

* In February 2023, Abdul Rahman Al Harithy, student at the MEL program was one of the speakers at the Forum of Best Practices and Distinguished Experiences" conducted by the Center of Excellence in Taif Education. Mr. Al Harithy presented a paper on "Leadership Motivation to Distinguished Leaders".

As Director of the Cultural Club in the student activity department at the Taif Teaching Administration, Abdul Rahman Al-Harthy also

represented the Kingdom of Saudi Arabia as a theatre/drama critic in the delegation representing the Kingdom at the Gulf Arts Festival in Kuwait in February 2023.

Mr. Al-Harthy was also selected as one of the best playwrights in the Kingdom in the Art Residency Project of the Ministry of Culture (2023/6/9 -2023/5/26)

Achievements of Alumnae

* Alumna Dina Al-Harbi published, in September 2022, her graduation research in the Journal of Educational and Psychological Sciences, which was titled "The Reality of Applying the Education Department in Jeddah to the Standards of the Learning Organization and its Relationship to Institutional Excellence from the Point of View of its Affiliates."

* In September 2022, alumna Amal Al-Hafezi also published her graduation research titled "Measuring the Extent of Acceptance of Teachers in the Villages of Jeddah Governorate Towards e-learning and the most Prominent Obstacles Facing them" in the International Journal for the Publication of Research and Studies.

* Alumna Mervat Al-Rahimi's graduation research titled "Developing the Geography Course for The Secondary Stage in the Kingdom of Saudi Arabia in the Light of the Applications of the Fourth Industrial Revolution" was published, in August 2022 in the Arab Journal for Scientific Publishing.

* Alumna Inas Fatani presented, in November 2022, her research project at the Second International Conference for Scientific Research and its Role in Achieving Sustainable Development of Societies in the Arab world. The research was published in the special issue of the conference.

* In October 2022, alumna Sarah Al-Sahafi released her book Thresholds to the School Theater, from Experience and Practice.

* Alumna Amal Bin Mardah participated, in September 2022, in the Riyadh International Book Fair 2022 displaying her book Modern Trends in the Educational Calendar.

* Also, alumna Amna Othman participated in September 2022 in the Riyadh International Book Fair 2022 displaying her books about specialized issues and self-development.

* Alumna Inas Faraj worked on a graduation project titled "The Degree of Master's Students' Practice of Dialogue Skills in Jeddah Public and Private Universities" and published it, in January 2023 in the International Journal of Educational and Psychological Sciences.

* In March 2023, alumna Khuloud Naqiti, published a research titled "The Challenges Facing General Education Teachers in Teaching Students with Learning Difficulties at the Primary Stage in Government Schools in Jeddah".

* Alumna Sarah Al-Aufi published, in May 2023, her research project titled "Trends Towards Volunteer Work Among Administrative Employees at Public Universities in Jeddah and its Relationship with the Level of their Participation in Volunteer Work".

* Alumna Shuaa Al-Qahtani published, in April 2023, a research project titled "School Dropout from the Point of View of Mothers of Students who Dropped Out of Attendance at Government Primary

Schools in Jeddah During the Corona Pandemic: A Case Study".

* Also, in April 2023, alumna Arij Bashi published her research project titled "The Reality of the Implementation of Public Universities in the Southern Region of the Standards of Institutional Behavior".

* Alumna Noura Awada Al-Zahrani received, in May 2023, the Professional Certificate – advanced level in the Provision of e-Learning and Training.

Achievements of Faculty Members

* Dr. Randa Hariri, chair of the Department of Education, received, in November 2022, the Board of Trustees Research Award for the academic year 22-21. She also published a research study in January 2023 titled "Stumping Blocks of Online Learning During COVID 19 Pandemic-Perspectives of Students of Selected Universities in London". Dr. Hariri participated as a speaker in the conference "THE MENA: Digitizing Higher Education" held in Abu Dhabi. She was also nominated as a member in the Advisory Board Committee of three international conferences. Dr. Hariri has been also chosen to be an editorial board member in three national and international scientific peer-reviewed and refereed journals. She was also invited as a guest speaker in an international Symposium titled: "Advanced Computing and Informatics in Interdisciplinary Arena held in March 2023.

* Dr. Mona Al-Haddad, assistant professor at the MEL program participated as a speaker in the 2nd Saudi Autism Research & ABA Conference in March 2023.

The Scientific Research Center

We are delighted to share with you the achievements of the Scientific Research Center (SRC) during the academic year 23/22, showcasing our determined commitment to creating a vibrant and influential research community. Over the past year, the SRC enthusiastically pursued various strategic and operational projects, guided by a clear action plan and key performance indicators (KPIs), which helped us get closer to our ultimate objectives.

During the academic year 23/22, the SRC had seven main projects:

- 1. A Scientific Research Forum**
- 2. Partnerships and Research Networks**
- 3. Research Publication**
- 4. Funding Scientific Research**
- 5. Research Support**
- 6. Scientific Research Center Governance & Automation**
- 7. Review of the University Research Strategic Plan**

We were thrilled to hold a conference on "Creativity in Teaching and Educational Leadership" at our university.

This remarkable event, organized in collaboration with the education department and Ejada Educational Company as a co-organizer, brought together a diverse range of 400 attendees and showcased the very best in education and academia.

The conference was honored by the presence of His Excellency the Director General of the Department of Education in the Jeddah Governorate, Dr. Nayef Al-Zari', as a guest of honor and speaker, in addition to five international and local accomplished keynote speakers who are experts and specialists in the field of education and who captivated the audience with their inspiring insights and visionary perspectives, setting the tone for the enlightening discussions that followed. In addition to the main four lectures, the conference provided four discussion panels, four presentations, eleven scientific papers and posters, eight success stories, and 52 students' research projects.

The discussion panels provided a platform for experts, practitioners, and thought leaders to engage in

meaningful conversations, addressing critical topics and emerging trends in education. These interactive sessions sparked intellectual discourse and fostered collaboration among attendees, facilitating the exchange of innovative ideas and best practices.

The conference also offered engaging workshops, providing practical tools and strategies to enhance educational practices. Participants had the opportunity to gain valuable skills, explore new approaches, and expand their professional networks.

Success stories from various educational entities were shared, highlighting their exceptional achievements and innovative approaches to fostering educational excellence. These inspiring narratives inspired the attendees, and illustrated the positive impact of effective educational initiatives.

Academic presentations formed an integral part of the conference, where researchers and scholars showcased their groundbreaking work and shared their latest findings.

Scientific papers and posters added a significant scholarly

dimension to the conference, allowing participants to delve deeper into the realm of scientific inquiry. These papers represented a culmination of rigorous research, contributing to the collective knowledge and pushing the boundaries of knowledge in their respective fields. The research papers and posters were published in English and Arabic in the International Journal of Educational Research and Development, a scientific periodical that is peer reviewed and internationally classified, issued by Ithra' Al Ma'refah Institution for Publishing.

Moreover, 52 Dar Al-Hekma students showcased their research project posters, reflecting their dedication and scholarly pursuits. To foster a culture of research at the University, the Scientific Research Center (SRC) generously offered three research awards to recognize outstanding participants in this category. The evaluation process involved seven judges representing various schools within the University, who carefully assessed the students' posters. From this pool of talented individuals, three exceptional students were nominated for the prestigious Student Research Award, which includes a

monetary prize. We eagerly anticipate celebrating their achievements in the upcoming year.

We were grateful for the generous support of our platinum sponsors, Saudia Airlines, Babson, the center for women entrepreneurial learning leadership, the silver sponsor Kids Tent and Alef Alef as a media sponsor. Their contributions played a vital role in the success of the conference demonstrating their commitment to fostering educational excellence and their recognition of the importance of such events in advancing knowledge and promoting collaboration.

One of the most rewarding aspects of the conference was the involvement of our students and alumni. They played an integral role in the design, preparation, and execution of the event, showcasing their talent, dedication, and commitment to the University. Their invaluable

contributions as volunteers and ushers added an extra layer of vibrancy and enthusiasm to the conference.

Overall, the conference was a resounding success, fostering an atmosphere of intellectual stimulation, collaboration, and innovation. We extend

our sincere appreciation to all participants, organizers, sponsors, and contributors who made this event an unforgettable experience. It is through such meaningful gatherings that we collectively strive to advance education and make a lasting impact on our communities and society at large.

Partnerships and research network

Recognizing the immense value of partnerships and collaborations, we have actively fostered research networks with Imam Abdulrahman University and signed a memorandum of understanding with them. This alliance is expected to expand the horizons of our researchers and also enrich our research endeavours through diverse perspectives and pooled expertise. By cultivating these meaningful connections, we look forward to facilitate joint research, form research groups, exchange knowledge through research sessions, and conduct workshops and visits. Furthermore, the SRC reached out to the Ministry of Education and obtained the approval to join the Knowledge Exchange platform (خدمة التبادل المعرفي) under the Research

Development and Innovation Authority. The aim of this service is to provide a platform that enables beneficiaries to address their research needs and challenges, and identify relevant specialties. This allows universities and researchers to collaborate and seek solutions to research challenges. Dar Al-Hekma is now registered in that platform and is looking forward to the next phase of activating the research requests by the authority.

Our commitment to disseminating knowledge and sharing research findings is evident in the multitude of publications that have emerged from our institution. This year, the University included Scopus and ISI publications in the contracts of faculty who have the rank of assistant professor and above to encourage and ensure commitment to publishing their research papers. Faculty registered their interest in conducting research at the beginning of the academic year which was reflected in reducing their workload. Also, the SRC initiated a monitoring system and timeline to follow up with faculty and ensure providing them with the needed support. As a result, our researchers have made significant contributions

to their respective fields, publishing high-quality, impactful research in reputable journals and conferences. The total of published papers during the AY23-2022 so far is 65 papers in which the majority are Scopus or/ and ISI indexed papers in addition to several submitted papers pending journals' approvals.

Funding scientific research lies at the heart of our mission, and this year, we have achieved notable milestones in this regard. The SRC has provided six research grants with a total of 114,000 SR for a diverse range of research projects. This financial support has empowered our researchers to work on their research ideas and contribute to the body of knowledge as per the University research priorities.

The SRC also provided article processing charge for all Scopus and ISI indexed papers so far 12 papers to support the faculty in publishing in quality journals and elevate the level of publication.

The SRC has provided valuable research support to DAH and Non-DAH researchers.

To bolster the research capabilities of our faculty and staff, we have provided comprehensive research

support services. These include providing eight workshops by high profile international and national researchers directed to faculty and one for students to prepare them for the conference poster preparation with the total of 239 attendees.

NO.	Workshop	Date	No. of Attendees	Presenter
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	Tips for International Publication	31 October 2022	14	Prof. Khaled Hussainy
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(International)

	Saudi National Innovation System: What Do You Need to Know?	11 December 2022	28	Prof. Malak AlThagafi
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(International)

	Grant Writing: Writing Proposals that get funded	19 December 2022	23	Dr. Imed Ben Dhaou
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(Faculty at DAH)

	Promotion... Lessons Learned!	14 February 2023	16	Dr. Inass Ali & Dr. Samah Alagha
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(Faculty at DAH)

	Research Groups Impact on the Organization Research Culture	28 February 2023	36	Prof. Wadee Alhalabi
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(Faculty at DAH)

النشر في المجلات العلمية 1 May 2023 30 Prof. Heba Kurdi

(National)

تجربتي مع النشر في المجلات العربية 14 May 2023 18 Prof. Raja Omar

(National)

Preparing a research Poster (for students) 31 Jan 2023 74 Dr. Malakehtani

(Faculty at DAH)

Total 8 239

The SCR provided two orientation sessions to new faculty one of which was on research update to share strategic research plan, DAH research priorities and the processes of registering and obtaining the research ethics approval.

To promote research integrity, the SRC developed an iThenticate manual, offering guidance on plagiarism detection and prevention. Additionally, a researcher ORCID ID video tutorial was created, equipping researchers with the necessary knowledge to effectively manage and showcase their scholarly identity.

Furthermore, two orientation sessions for new faculty were, conducted to

acquaint new members with research policies, resources, and opportunities, fostering a smooth transition and promoting a research-driven culture. These initiatives exemplify our commitment to empowering researchers and enhancing the research culture at the University.

The Research Studio was an initiative by a faculty member to provide support to students' research, their courses, potential publications, and conference presentations.

The SRC also facilitated requests from university faculty members, students, and external researchers, ensuring research ethics are maintained and facilitating seamless access to resources and assistance.

In addition, the SRC shared at least 18 research grants and call for publication opportunities with the faculty and students.

Six faculty members applied for the Annual Award for Outstanding Performance: Faculty Research Award. All submitted evidence was reviewed rigorously by the SRC and verified with the applicants individually and documented in a report. The report was reviewed and evaluated by the University Research Committee and

approved by the Vice President for Graduate Studies, Research, and Business.

In our pursuit of operational excellence, we have undertaken a comprehensive governance and automation initiative.

As part of our commitment to fostering a culture of collaboration and knowledge exchange, a Visiting Researcher program was launched. This initiative aims to attract esteemed scholars from around the globe, enriching our research community with diverse perspectives and expertise. Through this program, DAH will foster interdisciplinary collaborations and expand the horizons of our research endeavors.

The SRC compiled a Research Manual, serving as a comprehensive reference for all research related policies, regulation, programs, forms support and opportunities. This guide helps faculty

wanting to work on research, especially the new ones by equipping them with the knowledge and guidance necessary to excel in their research pursuits.

Recognizing the importance of efficient administrative processes, we have

undertaken a meticulous review of all research policies (Research Ethics, Research Definition, Research Equipment, and Research Fund), and updated all SRC forms, contracts, and flowcharts.

In line with our commitment to sound financial management, we proposed another perspective to Key Performance Indicators (KPIs) for research budget calculation. These KPIs provide a comprehensive assessment of financial allocation, cost-effectiveness, and resource utilization, enabling strategic decision-making and optimal resource allocation.

Furthermore, the SRC, with the support of the IT team, has explored several options to automate the most used services and started with automating one service this year. The automation is being piloted now to identify the efficiency of the solution.

These updates should allow our researchers to focus more on their core work and enable us to provide timely and accurate support to propel their research endeavours forward in addition to having the data stored and organized in one platform.

Our commitment to long-term strategic planning has led us to review and refine the University Research Strategic Plan. This iterative process has ensured that our research goals and objectives remain aligned with emerging trends, societal needs, and the ever-evolving landscape of scientific discovery. This involved revision of the previous strategic plan, development of a comprehensive report on its achievement, and the development of a new strategic plan in

alignment with the new Dar Al-Hekma strategic plan. Strategic and operational KPIs were developed to measure the performance and report results. Working on a comprehensive

research KPIs analysis report this year has also helped in identifying the strength, gaps and opportunities to incorporate in the strategic plan. By continuously reviewing and updating our strategic plan, we remain agile, adaptable, and well-positioned to tackle future challenges and seize new opportunities.

Apart from the projects undertaken by the SRC, we

have also made significant progress in ensuring the renewal of our institutional accreditation. This includes updating the Self Evaluation Scale and preparing the Self Evaluation Report for Standard Seven. We have gathered all the necessary evidence and are currently undergoing a thorough and accurate revision process. Furthermore, we have extended our support to programs that have applied for accreditation this year by attending the accreditation body's visits. These efforts highlight our commitment to maintaining and enhancing the quality and standards of our institution.

The accomplishments detailed in this annual report serve as a testament of the scientific research center's dedication in cultivating a vibrant research community that not only excels in quality, but also tackles pressing societal issues, elevating the global standing of our institution. We take immense pride in presenting this extensive summary of our achievements, and we remain steadfast in our commitment to pursuing excellence and making a meaningful impact in the future.



Excellence on All Fronts

The DAH eLearning Center

The e-Learning Centre, whose mission is to support and foster e-learning at Dar Al-Hekma University employing the most up-to-date technologies, implementing innovative solutions, and enhancing the interactive online-teaching process, is the cornerstone for online education at the University. As its vision stipulates, it aims to position the University as a prominent institute for online teaching and learning excellence in the Kingdom and the region.

Through the many activities and the training it provided the faculty of the University with during the academic year 23/22, the e-Learning Center worked hard to meet all its objectives listed below:

- Implement the standards, policies, and procedures for e-learning to ensure high quality teaching and learning experiences.
- Facilitate faculty and students e-learning training programs for online, blended, and web-facilitated courses.
- Facilitate internal and external professional development activities that enhance the capacity of staff and faculty members and enrich the learning-teaching experience.
- Provide technical support for designing and delivering online courses.
- Offer online courses, degrees, diplomas, and e-certificates accessed by learners around the globe.
- Organize virtual events and online conferences with internal and external stakeholders.
- Collaborate with educational institutions and credential bodies on mutual opportunities for offering online courses and training.

The e-Learning Center's Initiatives

The e-learning center collaborated with the National e-Learning Center with three initiatives.

ASAS Content This initiative enhances integration among Saudi universities and enables them to create and build a customized learning experience through the model course repository and to access basic courses. Dar Al-Hekma University achieved an advanced level of the ASAS initiative as per the performance index for the first quarter of 2023.

Future X - Flexible Learning Pathways

Another initiative was the creation of 39 Flexible Learning Pathways in collaboration with the National e-Learning Center. A learning pathway includes a group of online courses in different fields with certificates provided by FUTURE X in cooperation with several leading international organizations and universities.

Open Educational Resources x (OERX)

This is a digital national platform for building, reviewing, and sharing reliable educational content with open licenses according to standards of digital content through partnerships with the relevant authorities. The e-Learning Center uploaded over 50 videos on the platform. Dar Al-Hekma University added 53 learning videos to the resources and ranked top six in the Global Education Week competition created by Open Educational Resources (OERX).

Workshops

The e-Learning Center offered the DAH community a workshop on "Ways to Go Blended" given by Dr. Dalal Abbasi in Nov. 2022, the objectives of which were consideration for implementing blended learning and blended learning standards in higher Education.

Another workshop titled "Online Tools to Engage Students, Edpuzzle" was organized by the General Education Program in collaboration with the e-learning Center was given in November 2022 by Ms. Lubna Alhamoomi, lecturer at the General Education Program. Faculty members who attended the workshop learned how to increase students' engagement and create engaging assessments. Ms. Renad AlNunu also gave an online workshop in December 2022, titled "Class Point" under the Online Tools to Engage Students Series during which she taught participants how to create interactive activities on PowerPoint, create different types of questions, and collect live responses.

In addition, Dr. Alaa Najjar, assistant professor at the General Education Program, gave in February 2023 a workshop on Padlet under the Online Tools to Engage Students Series, in which she showed participants how to sign in the Padlet application and how to use it for lectures.

Also, under the Online Tools to Engage Students Series, Dr. Malakeh Itani, assistant professor at the

General Education Program, gave a workshop in Feb. 2023 on Socrative in which she discussed how to engage students in class activities and how to create formative assessments. She also showed participants how to provide students with reflection opportunities.

Ms. Reem Orfali, lecturer at the General Education Program, gave faculty, via Zoom, a workshop titled "Poll Everywhere" under the Online Tools to Engage Students Series in March 2023. She explained the features of Poll Everywhere and how they could be used to design engaging activities.

"Using AI to Maximize your Teaching Efficiency" is the title of the workshop given by Mr. Abdelqader Alnobani in March 2023. He discussed the main objectives, best practices, and potential limitations of using an AI language model for teaching materials.

An Enduring Commitment Scaffolding Undertakings

The Library

Dar Al-Hekma University's (DAH) library is a dynamic and interdisciplinary environment that plays a vital role in providing collections of diversified resources for higher education. It is more than a simple library with books and periodicals; it is the hub of knowledge, research, and collaboration. The DAH library acts as the intellectual heart of the University, providing students, faculty, and researchers with access to the wealth of information and resources they need to excel in their academic pursuits.

The library provides a variety of print resources that are cataloged and organized using the Dewey Decimal Classification system and managed by an integrated library system (Medad), which is used both for technical services and public services. The access point for student and faculty research is through the library user portal, which is available both internally and externally through the DAH website.

The DAH library provides a variety of spaces for study, collaboration, and research. It offers individual study rooms, group study rooms, computer stations, collaborative workspaces, and a media center with special collections. It has comfortable seating areas, providing a welcoming and inviting space for patrons to work and study. The library also has an arrangement for library patrons with physical disabilities. They also offer a wide range of services, including public and circulation services, reference services, and information literacy programs for groups and individuals.

Students and visitors will find, at the library, much more than just books or a place to get information from. They will have access to a number of key electronic resources and databases that include online academic journals, peer-reviewed e-books, and a thesis platform, as well as specialized collections in multiple fields related to DAHU programs. They will also meet expert librarians who can help them navigate these resources, find the information they need to succeed, and offer training and technology support. The planning and management of the library resources and services are effectively governed by a number of policies and procedures.

The DAH library is equipped with the latest technology to support research and learning. The Library Portal System interface is the new system to access library resources and services through a single access point on and off campus and a single management point for users. They can navigate the resources provided, reserve study rooms, request orientation and workshops, request class visits and computers, renew, hold materials, and much more. It provides access to computers, printers, scanners, and other equipment, as well as software and applications necessary for academic work. The library will also start implementing digital transformation by providing radio frequency identification (RFID) technology, including a new security gate, self-check-in/check-out, and an RFID book reader.

The library has one active MOU with an international university library, which is the British University in Dubai, effective March 2022. This MOU grants benefits for both universities, including but not limited to: sharing resources, sharing library staff experience and knowledge, library literacy

programs, and future improvement plans.

The DAH Library is an important aspect of the academic experience. It offers a wide range of resources, services, and experiences to support students, faculty members, and researchers in achieving their educational goals. Moreover, the library maintains continuous communication with the university's program to ensure all required materials are available and all the different services are up to the program's satisfaction. It also keeps patrons well-informed of the latest developments in its collection and services through regular email announcements as well as library service guidelines.

The Library is the place to go for intellectual and educational needs whether the patron is a first-year student just getting started or an experienced researcher,

Mission Statement

To provide the university community with services and resources necessary for educational and research needs.

Accreditation:

The DAH library participated with the Office of Academic Affairs and the Department of Quality Assurance to work on library project plans with a focus on the University's strategy while ensuring compliance with the NCAAA recommendations by providing the needed evidence and the Self-study Reports (SSR).

- Major Library Achievements
- Launching a new library system, MEDAD (ILS and Portal).

Increasing the online database subscriptions to meet the needs of DAH patrons. DAH library subscribed to EBSCO databases, started the process of subscribing to the Saudi Digital Library (SDL) (), and updated the open access list for both English and Arabic programs.

- Creating 21 library guides in English and Arabic for students and faculty.
- Conducting four workshops.
- Conducting 13 library orientation sessions.
- Updating 10 library policies and procedures.
- Extending the library's working hours on Saturday from 4 to 6 hours to serve the graduate students.
- Hosting Prince Turkey Al Faisal and Princess Luluah Al Faisal who honored the library with their visit.

Library Workshops

The DAHU library conducted four workshops related to using library databases, finding research materials, and searching for scientific journals for research purposes.

February 2023

Presenter: Ms. Linah Nazrah,

Qualification: Professional Chief Librarian at Dar Al-Hekma University Library

Title: البحث في قواعد البيانات العربية مفتوحة المصدر والخاصة ببرامج الدراسات العليا

Brief: Introduced the Arabic Open Access resources and explained how to search for and access specialized content. The workshop helped students to find relevant and reliable information.

February 2023

Presenter: Ms. Weaam Almuzain

Qualification: Professional Senior Reference Librarian

Title: Search in Open-Access Electronic Resources

Brief: Introduced the Open Access databases and taught students how to search in multiple resources and use keywords to refine database searches and retrieve relevant results. The workshop helped students develop advanced search skills in different types of resources.

March 2023

Presenter: Ms. Weaam Almuzain

Qualification: Professional Senior Reference Librarian

Title: Search in Electronic Resources for Graduate Students

Brief: Introduced, in collaboration with MBA department, the Open Access databases and EBSCO databases. This workshop presented the benefits and types of each databases and included a brief introduction about the library Portal. The workshop helped students enhance their research abilities by guiding them to identify relevant and credible information.

March 2023

Presenter: Ms. Yosra Awara

Qualification: Training Specialist, EBSCO databases

Title: EBSCO Search Strategies Training

Brief: Ms. Awara provided an overview of different search strategies that can be used on EBSCO host. She explained the differences between basic and advanced searching and offered tips for finding the most relevant content to meet research goals. She also discussed the use of subject searching to create a comprehensive research, finding all publication records in subscribed databases, locating

company information and profiles, and accessing and downloading eBooks.

The workshop helped library patrons develop their research skills and find evaluated sources and effectively use search terms.

Library Events

September 2022 The Saudi National Day Celebration

DAH Library celebrated the Saudi national day and created a festive atmosphere for DAH patrons by displaying the Saudi flags and decorating the library to encourage them to celebrate. The library provided free Saudi coffee with a variety of desserts and giveaways. The library also exhibited books about the history of Saudi Arabia and the kings to attract students to read and develop a true and deep understanding of Saudi heritage.

December 2022 Jeddah International Book Fair Trip

In collaboration with the HR department, the DAH library conducted a trip to the Jeddah Book Fair for faculty and staff. The Jeddah International Book Fair is a cultural event held in Jeddah, Saudi Arabia. The fair is organized by the Saudi Ministry of Culture and is one of the largest and most famous book fairs in the world. Staff and faculty members who joined the trip visited the most popular publishers and cultural organizations.

January 2023 Free Morning coffee for students during exam periods.

During the exam week, the DAH library was pleased to provide free coffee and tea to all students. This is a great way to support and encourage students during a stressful time. Many students expressed their appreciation for the library initiative. They stopped by the library every morning to grab a cup of coffee to help them sail through their exams.

February 2023 The Saudi Founding Day

The DAH library had the honor to celebrate the founding day of Saudi Arabia. It is a national occasion to commemorate the founding of the Saudi State by Imam Muhammad bin Saud three centuries ago. The library celebrated that special occasion by making videos to explain why this day is important and displaying them on big screens, playing related music, dressing in historical outfits, and presenting traditional food and coffee to all library patrons. Students were very happy to learn about this important occasion and the different Saudi cultures.

May 2023 Eid Al-Fitr

Celebrating Eid al-Fitr with students, faculty, and staff was a festive occasion for the library, where

patrons were welcomed with a variety of traditional treats and sweets to enjoy together with a warm welcoming atmosphere enhanced with the special decorations of the Eid.

Library Databases

The DAH library is committed to providing its patrons with access to a wide range of research resources to support their academic and professional needs. Access is offered to leading research databases, including EBSCO, which provides access to thousands of full-text peer-reviewed journals, e-books, and other scholarly materials. The library also offers access to the resources of the Saudi Digital Library (SDL), which is a national online digital library resource containing the largest source of academic information in the Arab world and providing a range of learning opportunities in various subjects and disciplines. In addition, the DAH Library has a variety of open access resources, including online journals, archives, and other scholarly resources that are freely available to anyone in Arabic and English.

Reference Services:

- Online Public Access Catalogue (OPAC)**
- Library Orientations**
- Private Orientation Session**
- Research Support**
- Library Workshops**
- Bibliographic Service**
- Request Article-e-article and chapters.**
- Request Books-e-books and other media.**
- Request urgent book orders.**
- Library awareness service**

Library public and circulation services

- Circulation Services**
- Audio-visual Service**
- Public Computers**
- Study Rooms Reservations**
- Lending of books**
- Receiving of books**
- Clearance**
- Photocopying services**
- Administering the rules and regulations governing the use of the library**

Sustaining the University

The Division of Finance and Administration

The Division of Finance and Administration Division is an essential part of the University that provides valuable expertise, strategic guidance, and high-quality services. This division works as a collaborative partner of the University, supporting the educational process by managing financial assets, optimizing physical resources, investing in human capital, and leveraging information technology.

The mission of the division is to provide the necessary resources and support for the University to achieve its goals. By devising financial planning and managing facilities, the Division of Finance and Administration plays an essential role in ensuring the smooth running of the University's operations.

Departments in the Division

The Division of Finance and Administration with its five departments, namely the finance department, the support services department, the general services department, the human resources department, the procurement, contract administration and warehouse department, and the information technology department, have tirelessly worked to develop and implement strategic initiatives that have resulted in significant improvements in enhancing the University's operations. These departments, which are all responsible for a wider range of functions, work towards maintaining the smooth and efficient functioning of the University's financial and administrative processes.

The Finance department is responsible for the University's accounting unit, which is responsible for managing the University's financial transactions, accurately recording them, and providing financial reports to the University's management. This department also prepares the University's annual budget, analyzes financial data, and makes recommendations to the University management on how to improve the University's financial position.

The Support Services department has newly established the Occupational Safety & Health Unit, which ensures that the University's buildings are safe and well-maintained by employing a senior Officer to oversee all safety and maintenance operations. This unit is also responsible for ensuring that the University's buildings comply with all safety regulations, and that all maintenance work is carried out in a timely and effective manner. The unit also provides training and resources to staff and students on safety best practices.

The General Services Unit under the Department of Support Services provides a wider range of services to the University community, including a Nursery, hospitality services, messengers, transportation, a copy center, and a security team. The Nursery provides childcare services to staff and students, while the hospitality services are there for events and functions hosted by the University. The messengers, transportation, and copy center departments provide logistical support to the University community, while the security team provides safety and security services.

The Human Resources department is responsible for managing the University's workforce. It does this by recruiting, training, and retaining the best staff possible. The department also provides support to staff members, ensuring that they have access to resources that will help them to develop their skills and further their careers. The Office of Employee Performance and Development provides performance management and training programs to staff members, while the Office of Government Relations serves as the link between all sectors of government. The Recruitment office is responsible for recruiting new staff members, while the personnel unit manages the employment contracts of existing staff members. There is also a coaching center which provides coaching and mentoring services to staff members.

The Department of Procurement, Contract Administration and Warehouse is responsible for the University's procurement processes and warehouse management. This department ensures that the University has access to the resources it needs to carry out its activities. It works towards sourcing the best materials, equipment, and services at the best prices possible. The department also oversees the management of the University's warehouse, ensuring that everything is in good working order. The department also manages all contracts that the university enters into, ensuring that all parties comply with the terms of the contract.

Lastly, the Department of Information Technology is responsible for the University's technology infrastructure. This department, which includes the Operations & Network Unit and the Systems & Application Unit, plays a vital role in ensuring that the University's technology infrastructure is up-to-date, secure, and efficient. It does this by providing technical support and guidance to the University community, ensuring that they have access to the latest technology tools and resources. The Operations & Network Unit is responsible for managing the university's network infrastructure.

Collaborations

The Office of Finance and Administration, which is responsible for managing the institution's financial operations, collaborated with the Saudi Ministry of Telecommunication and Information Technology to establish an innovation lab.

The innovation lab is a project that the Office of Finance and Administration has overseen from start to finish, and it is set to be launched soon. The lab aims to foster innovation and creativity in the institution and provide a platform for students, faculty, and the public to develop their ideas and skills. This achievement is a testament of the office's commitment to innovation and to providing the University with up-to-date technology and a platform for creativity.

In addition to the innovation lab, the Office of Finance and Administration is currently working on supervising the creation of the Limit of Authority document, which is an eligibility requirement for the institutional accreditation.

Moreover, the Office has been tirelessly working to improve the institution's financial management system. It developed the current financial policies and procedures that have helped streamline the financial management process. These policies have also helped to ensure that the institution's

finances are managed in a transparent and accountable manner.

The procurement department has elaborated on the outstanding achievement of building a new storage facility, which was a successful collaboration between the procurement department and the support service department. The project was completed in a record time of just three months. The storage space has significantly increased the productivity and efficiency of these departments, as they now have a centralized location to store and access their documents and other equipment.

Agreements and Collaborations

The Department of Finance signed a contract with Single View Company, a financial management company that has been permitted by the Saudi Central Bank to offer open banking services under the Regulatory Sandbox provider. This agreement makes Dar Al-Hekma the first educational institution in the country to use this platform. The move towards using this new platform is a significant step towards improving the financial management practices of the institution and streamlining payment processes.

The platform will unify access to all the University's bank accounts, making it easier for the Department of Finance to manage them. One of the benefits of this platform is that it provides a centralized platform that will enable a speedy and efficient payment process.

Another advantage of this platform is its ability to offer easy tracking of all bank accounts without the need for a specific token for each account. This will allow the Department of Finance to keep track of all the University's accounts without having to log in to multiple accounts separately. The platform's capabilities will increase efficiency in payment processes.

Furthermore, the platform allows for customization of the authority approval by governing the authority of the users based on various aspects of payment. This means that the Department of Finance can customize the approval flow to suit their specific needs. This customization feature will allow for a more streamlined approach to payment processes, making the overall financial management of the institution more efficient and effective.

The Division of Finance and Administration coordinated the signing of an agreement with Classera, a Saudi company owned by the Saudi Public Investment Fund, to establish a new platform for the continuing education department (CED). This remarkable new platform is expected to bring about a wide range of benefits that will help improve the overall efficiency and effectiveness of the CED system.

In addition to these benefits, this platform will also play a key role in the digital transformation of the continuing education department (CED) system. The Classera platform will help to automate many of the operational processes, making it easier for the CED staff to manage and organize all of the important data and information that they need.

Furthermore, the platform will help the CED to save and effectively use important customer data, such as contact information and other details, to reach out to them for future opportunities and

promotions. It will also help the CED to increase their customer base and grow their business over time.

This platform will also assist CED in managing and organizing certification templates that have been handled manually up until now. This will help us to streamline CED certification process and make it easier for CED students and staff to manage and track their progress.

Another important benefit of the new Classera platform is that it will help simplify the payment process for our students, while also limiting the need for manual procedures. This will help reduce the workload of both the CED and the accounting staff, allowing them to focus on other important tasks and responsibilities.

Accreditation

The Finance and Administration division played a vital role in the institutional accreditation process.

The division was responsible for submitting various documents, including the self-study scale, eligibility requirement, self-study report, the self-study report- institutional (SSRI) evidence, and KPI analysis. These documents were essential in providing a comprehensive overview of the University's goals, objectives, and achievements.

The self-study scale helped in gauging the University's readiness for the accreditation process. It allowed the team to identify areas that needed improvement and create a plan to address them. The eligibility requirement was crucial in outlining the University's eligibility for accreditation and ensured that the University met the necessary criteria and standards required for accreditation.

The self-study report provided a detailed analysis of the division's strengths and weaknesses. It highlighted the division's achievements, challenges, and future plans. The SSRI evidence was necessary in providing concrete evidence that the University meets its set goals and objectives. It included data, statistics, and other relevant information that supported the self-study report's findings.

The KPI analysis was essential in measuring the University's performance against its set goals and objectives. It allowed the team to identify areas that needed improvement and create a plan to address them.

Moreover, the Finance and Administration division provided necessary support to other departments by providing the required evidence. Their contribution was significant in achieving the institutional accreditation process. They worked closely with other departments to ensure that all the necessary documents were submitted on time and met the required standards.

The Division of Finance and Administration worked on reviewing its policies to ensure they are current, effective, and relevant. The division successfully reviewed 37 policies and issued resolutions in that regard.

In addition, the division is also in the process of updating all of its policies. This undertaking is essential,

as it ensures that the division's policies are in line with current legislation and regulations. By keeping policies up-to-date, the division is better equipped to serve its stakeholders and fulfill its mission.

Quality Assurance Committees

Quality Assurance Committees are an essential aspect of any institution that aims to uphold high standards of quality in its operations. These committees are responsible for monitoring the effectiveness and implementation of the quality policies, systems, plans, and resources for each department in the institution.

The division formed Quality Assurance Committees on departmental levels to ensure that every department in the division is adhering to the set quality standards. These committees are tasked with the duty of proposing policies and procedures, reviewing the current ones for effectiveness, and ensuring that all the departments are following them. This ensures that every department is on the same page when it comes to quality standards and that the institution, as a whole, is working towards achieving its quality goals.

Another important duty of these committees is to review and monitor the progress of the improvement plans of the department. This is important because it helps the institution to identify areas that need improvement and take the necessary steps to address them. By monitoring the progress of these plans, committees can ensure that the departments are continually improving their operations and that the institution is moving towards achieving its quality goals.

Preparing documents and evidence for institutional accreditation is another important duty of these committees. Accreditation is critical to the success of any institution, and it is essential to have all the necessary documents and evidence to support the accreditation process. Quality Assurance Committees ensure that all the required documents are available and that the institution is fully prepared for the accreditation process.

Reviewing the department's periodic quality reports is also an essential duty of these committees. The reports include surveys' results, KPI analysis, and benchmarks. By reviewing these reports, the committees can identify areas that need improvement and take the necessary steps to address them. They can also identify areas of success and ensure that the departments are continually improving their operations.

Spreading quality culture and communicating the approved quality policies is another critical duty

of these committees. By doing so, they ensure that all the departments are aware of the quality standards and that they are working towards achieving them. They also ensure that all stakeholders are aware of the quality policies and that they are adhering to them.

Identifying new and emerging high risks linked to their departmental projects is another important duty of these committees. They set controls, suggest risk owners, and develop a risk register that is sent to the Divisional Quality Assurance Committee for approval. This ensures that all risks are identified and that the necessary steps are taken to mitigate them.

Finally, Quality Assurance Committees ensure that risk controls in their area of responsibility are implemented. This is essential because it ensures that all the risks identified are addressed, and the institution is working towards achieving its quality goals.

The Human Resources Department (HR)

The mission of the Department of Human Resources (HR) at Dar Al-Hekma (DAH) University is to:

Recruit, develop, and retain the best possible employees and create a culture built on commitment to DAH values, competencies, creativity, and diversity.

The HR department, comprises of the following unit and offices, which are responsible for the provision of all HR-related services to all academic and non-academic departments and divisions at the University:

- The Recruitment Office
- The Government Relations Office
- The Personnel Unit
- The Employee Performance and Development Office

The Government Relations Office

The Government Relations Office at the HR succeeded in maintaining an excellent monthly record with the General Organization for Social Insurance (GOSI). The office also reached %72.05 of Saudization-midgreen in "Netaq". The Nitaqat program is a new standard to motivate establishments to localize jobs, as its basic idea depends on classifying the entities that employ ten or more workers into four bands (red / yellow / green / platinum) according to the percentage of their localization of jobs, so that the least localized entities are in the red and yellow bands, while the entities with the highest localization are classified in the green and platinum bands, bearing in mind that the entity is evaluated by comparing its performance in localization with other entities of the same category. The office managed to reach %99 completion of contract authentication in the "Mudad" portal as well as maintaining a %100 compliance in wages' files uploading.

The Personnel Unit

The HR Department organized several activities for employees:

Welcoming New Members

In September 2022, the HR department arranged a special welcome gathering in the beginning of the academic year for new members. The event was attended by a total of 90 employees, including 28 new members, as well as the president, staff, and faculty.

The purpose of the gathering was to provide a warm welcome to the new members and to introduce them to the rest of the DAH community. The president, staff, and faculty members took turns introducing themselves and sharing information about their roles within the institution.

The event was designed to help the new members feel comfortable and well-integrated in the DAH community, and to provide them with an opportunity to network and make new connections. By

creating a welcoming and inclusive environment, Dar Al-Hekma hopes to foster a sense of belonging among its members and to encourage collaboration.

Healthy snacks for all employees:

In September 2022, the HR department collaborated with Sharbatly, a renowned provider of fresh fruits, to provide healthy snack packages to all staff and faculty members of DAH upon their arrival on campus to foster a healthy and supportive workplace culture. This initiative of providing a healthy snack reflects DAH's commitment to promoting employee well-being and creating a positive work environment, supporting the physical and mental health of staff and faculty members, and fostering a healthy and supportive workplace culture.

Midterm Lunch for all employees:

In November 2022, the HR department held its annual mid-semester lunch gathering for faculty and staff members. The event, attended by a total of 90 employees, provided an opportunity for employees to take a break from their work and socialize with their colleagues in a relaxed and informal setting. The mid-semester lunch is a regular HR initiative whose purpose is to promote employees' well-being and foster a sense of community within the University. By providing employees with a chance to connect with their colleagues, the University hopes to enhance collaboration and teamwork, and to create a positive and supportive workplace environment.

Organized to watch the Mondial match:

Many trips and activities were organized and conducted during the academic year 23/22, the purpose of which was to enhance the sense of community and team spirit among participants, boost employee well-being, and promote a positive and supportive workplace culture.

In November 2022, the HR organized a special viewing of the Mondial match between the Saudi and Argentinian teams, as part of the World Cup year celebrations. To ensure that all employees could enjoy the match, multiple TV screens were set up in different areas on campus.

The event provided a fun and engaging opportunity for employees to come together, enjoy the excitement of the World Cup, and share in the global excitement of the event.

Jeddah Book Fair Trip :

In December 2022, the HR collaborated with the Library team and organized a trip to the Annual Jeddah Book Fair. The Jeddah Book Fair is a popular cultural event that attracts visitors from across the region, and provides a platform for publishers, writers, and readers to come together and celebrate their love of books and literature. The trip was an opportunity for the participating DAH members to engage with the local cultural scene and to discover new books and authors through a valuable

cultural and informative experience.

The Morning Cornish Trips

In December 2022 and in January 2023, the HR department organized two surprise morning trips to the Jeddah Cornish for a group of 23 faculty and staff members. The event provided an opportunity for employees to enjoy the beautiful weather and scenic views of the Cornish, a popular waterfront destination in Jeddah. The trips were designed to provide a break from the daily routine and to offer a chance to relax and unwind in a pleasant outdoor setting. Those trips fostered a sense of companionship and well-being among employees, promoted a positive and supportive workplace culture, and enhanced employee engagement and satisfaction.

Safari Trip

In January 2022, the HR department organized its famous annual Safari trip, in which 126 members participated. The event was designed to provide an opportunity for employees to bond with their colleagues and enjoy outdoor activities in a beautiful natural setting. The Safari trip offered a range of games and activities, including team-building exercises, sports, and outdoor adventures that everyone enjoyed.

VOX Cinema Movie Trip

In February 2023, a trip was organized to VOX Cinema. Seventy employees took a break from their daily routines and participated in that trip, enjoyed a movie together, and started the weekend on a relaxing note. This movie experience offered participants a chance to unwind and enjoy a popular form of entertainment in a comfortable and modern setting.

The Eid Gathering:

In May 2023, a special Eid gathering was organized marking the end of the semester. The event featured traditional Hejazi music, dance, and food, and provided an opportunity for employees to come together and celebrate this special occasion.

Hiking in Al Shifa Taif

The HR department organized an exciting hiking trip at Al Shifa Taif, in June 2023

The trip offered participants a chance to explore the beautiful natural surroundings of Al Shifa Taif, while also engaging in a healthy physical activity. The event provided a great opportunity for team-building and bonding among colleagues.

Father's Day

A special Father's Day celebration took place in June 2023 in which a total of 24 male employees participated together with the management team.

As part of the celebration, a surprise was planned for all male employees. Children of employees had recorded short video messages wishing their fathers a happy Father's Day. That surprise greatly touched the hearts of the fathers.

The event was designed to create an enjoyable atmosphere and unforgettable moments providing an opportunity for colleagues to socialize and celebrate together.

The Employee Performance and Development Office:

The HR Department developed two manuals the Recruitment and Promotion Manual and the Organization Structure Manual.

- The aim of the Recruitment and Promotions Manual is to compile and provide, in one easily-accessible document, all the information that faculty and staff need to know regarding how recruitment takes place at DAH and the criteria for promotion
- The purpose of the Organization Structure Manual is to document the processes and procedures followed during an organizational change at Dar Al-Hekma University.
- Also 22 existing policies were revised and updated and four new policies were created and approved.

Annual Award Winners:

Every year the University celebrates the outstanding performance of its employees through the DAH Awards and the Board of Trustees' Awards for outstanding performance.

The Information Technology Department

The Department of Information Technology has been very instrumental in managing and upgrading the systems of the University, introducing new applications and replacing old systems with new ones.

- Technological advancements and innovations in the University's systems.
- Staff and Faculty Systems for e- Services.

Multi Factor Authentication (MFA) system

Activated second method of verification by applying MFAs to all Dar Al-Hekma's (DAH) accounts to ensure accounts' security.

FileCloud System

- Replaced the existing FileWay with FileCloud: an efficient approach for securely sharing data with DAH staff and faculty. This application is tested and satisfied the users as it promotes efficient collaboration and is perfect for remote workers. It is also a tool for mass file transfers and content delivery that is safe, strong, and collaborative.
- Launched new mobile application to access shared files from anywhere via mobiles.

ServiceDesk+ Mobile Application

Launched the ServiceDesk+ mobile application that will help DAH users to access the help desk anytime anywhere and raise tickets from the mobile app in minutes.

E-certificate system

Created a new certificate template to be unified by all DAH members.

Email migration

Migrated student Gmail accounts to Office 365 which will improve the security and accounts management.

ServiceDesk for the Research Center

Developed a system that will automate the Research Center business process and support the researchers to manage their research requests.

- e-learning Systems: Blackboard and SIS

Blackboard Ultra transition

- Moved Blackboard learn platform from the original view to Ultra interface that provides students and faculty with a more engaging, efficient, enjoyable, and modern experience.

Blackboard Ultra User Guide

- Created and designed Blackboard Ultra user guide for faculty and students to ease the usage of

Blackboard functionality.

- Upgrading of Systems

New SIS and ERP systems

Adopted new systems to be used by DAH members to overcome all the current challenges. Odoo will replace the current financial system, Menaltech will replace the HR system, and Banner system will replace the Student Information System (SIS).

New Attendance System

Aligned with the digital transformation and in line with the latest technology, a face recognition attendance system was installed providing comprehensive functionality for DAH members' access control.

Classera for the Continuing Education Department (CED)

Automated all the CED department business processes, improved the effectiveness, and increased users' satisfaction by implementing the new system Classera.

Wireless Access Point & Internet

- Replaced 159 old archive access points with new 171 Aruba access points that provide a high-performance connectivity.

New Technical Equipment

- Improved DAH technical equipment by replacing a total of 152 computers in the University.
- Installed 10 additional Interactive Flat Panels (IFPs) and 12 projectors in classrooms to enhance the teaching and learning experience.

Renewal of Adobe Management System

Developed the Adobe system to manage and track students' subscriptions and payments.

Medad library system integration

Integrated the DAH Library portal with Ebsco database and other open resources to be accessible anywhere anytime. That was an undertaking that would assist researchers and enhance the learning resources.

IT Policies

- Converted three existing policies into new sub-policies and formulated two completely new policies to ensure the compliance with DAH systems.
- Statistics about help offered to different sectors at the University

HelpDesk Requests

Served DAH users by completing 2415 tickets from Sep 2022 ,1 to March 2023 ,30.

Training Plan

- Offered 40 training sessions to DAH users on different topics to increase their knowledge and upgrade their digital skills.
- Future Advancement Plans.

SIS and ERP systems

- Completed the implementation of the ERP and SIS systems.
- Implemented Qlik system as a new intelligent reporting system.
- Implemented ArcMate as a new archiving system.
- Implemented WSO2 as a main channel for integration.

Student Mobile Application

- Installed new mobile application for students developed by Taqnyat, which will enhance the student services.
- Search Engine Optimization (SEO) Project
- Supported the implementation of the SEO project that was requested by the marketing department by creating and restructuring the existing webpages in DAH website

IT Strategic Plan

- Developed an IT strategic plan that will be aligned with the digital transformation objective of the University.

Employee Self-service mobile app

- Installed Employee Self-Service mobile application developed by Menaltech that will assist DAH employees to request and access employee services such as: leaves, pay slips, and attendance.
- Collaborations

IT Equipment Donation and Community Service:

The IT department collaborated with Ertiqa, a non-profit organization, the Family Protection Association, and Aleradah organization and donated disposed items, such as computers, monitors, printers, and scanners that could be distributed through those organizations to needy individuals as part of the department's services offered to the community.

ASAS Integration

Activated ASAS "أساس" initiative offered by the National e-Learning Centre by integrating its database with Blackboard.

The Department of Support Services

The Department of Support Services strives to provide high-quality services, and maintains a safe and secure environment which is necessary for the efficiency of the University's functioning. The Department had several notable achievements during the academic year 2023 – 2022 in areas of building repairs, upgrading some of its facilities, holding significant events and introducing new safety measures to ensure the highest standards regarding workplace safety.

Safety Measures

During the year 2023 – 2022, the Department of Support Services introduced major safety measures such as executing a fire drill in October in the fall semester. That fire drill was successful as the building was evacuated in 3 minutes and 42 seconds. It was good training for everyone, for they all know what they need to do in case of an actual emergency.

Moreover, the safety team list has been expanded to include a total of 70 members distributed around the campus to successfully help DAH members evacuate any emergency cases in the building. Additionally, we held in October a one-hour orientation session for the DAH safety team presented by the Senior Officer of Occupational Safety and Health, Mr. Ahmed Al -Hazmi. The orientation covered all the requirements of the safety team and included a review of our safety policies and procedures, an overview of our emergency response protocols, and training on how to effectively use any necessary equipment or tools. Also, in March, we have given our safety team a two - hour first aid training session on two different days, through collaborating with Al Andalusia Hospital. The team was divided into two groups each taking their training on a different day. Both groups had intensive and individualized focused training by generalist Dr. Rend Al Jabi. The first aid training was a priority to ensure that our teams gain knowledge and skills to respond quickly and effectively in case of an emergency to help save lives by providing immediate medical attention. This first aid training allows the team to be more prepared in a variety of scenarios, increases its confidence when dealing with potentially life-threatening situations, and helps it to reduce stress levels during times of crisis.

Building Repairs and Renovations:

The Department of Support Services succeeded to carry out various building renovations including a new parking area in front of Gate 4 with a capacity for 35 cars and special slots for the disabled, in order for DAH's family, visitors, and guests to have a convenient and easy access to the University and to the innovation lab.

An additional venue for the Occupational English Test (OET) was also built and fully equipped with the necessary resources and facilities required for the OET exams, such as the provision of an IT infrastructure, seating arrangements, and test materials.

Furthermore, the department initiated the project of changing the University's air conditioning units, starting with those on the ground and first floors. The supplier company Al- Zamil and the contractor Usor Al-Riyadah, were contracted to carry out this mission of replacing new units to ensure that they are running at their peak performance level while using less electricity and providing improved indoor air quality for the University.

Other than that, a warehouse was built on two floors; one floor of which is for the Department of Support Services and the other for the design departments.

The Department of Support Services has also renovated the Student Common room located on the second floor to provide students with a nice space for socializing during their break times. The common room has become now cozy and comfortable for students to collaboratively work on projects and assignments outside regular class hours.

Our students' voices, opinions, and suggestions are always heard. For that purpose, and after we have surveyed the types of canteens and cafes they would like to have on campus, we have opened Barn's Café and Zed Kiosk to ensure that we have created an inviting atmosphere for them.

Events

The Department of Support Services organized the Layali Al-Khaimah event, which was a concert held in the Prince Bandar bin Sultan Auditorium () for four nights one in February, one in March one in May, and one in June. Those events were very popular and witnessed a great participation of students who greatly enjoyed them

Student Affairs and Alumni Relations



Malak Abunar, PhD
Dean of Students and Alumni Relations

Message from the Dean

The Division of Student Affairs and Alumni Relations is committed to fostering students' success through holistic development programs and career readiness in an inclusive and enriching environment.

The division makes sure that students become forward-thinking, resourceful and creative citizens who will favorably influence the future of the nation in all conceivable sectors. With the aid of every member in our team, students are given the opportunity to develop their human capital skills, giving them access to the technical knowledge necessary for leadership, entrepreneurship, employability, and goal fulfillment. But more importantly, they thrive in a supportive, healthy environment that encourages them and develops their soft skills so they can bring about constructive change for themselves, their families, and the society.

We are committed to ensuring students' success by prioritizing academic excellence while providing a safe and active social life through extracurricular activities, which enrich their intellectual, spiritual, physical, social, and personal development such as joining clubs, attending workshops, participating in athletic and inspirational events, and volunteering in the community. By providing such opportunities, we empower students to become inspirational leaders and impactful entrepreneurs in the society.

Close attention is given to the academic and extracurricular achievement of students. Everyone can find a passion and an extra dimension to their academic life outside the classroom through the wide-range extracurricular activities that the University offers, such as sport programs, student clubs, student development workshops, travels for a cause (serving the global community), and volunteer and community service opportunities. All activities and services are tailored to be compatible with students' personal needs and preferences.

Our division hosts the students from day one, and the journey continues, with generations of students who would hopefully benefit from the exclusive services of this great university. We always encourage our students to develop their full potentials and unearth their talents both personally and academically. We believe that they are the leaders of tomorrow and the foundation of the society, and we hope that Dar Al-Hekma is the starting point of the amazing lives they will lead. As we strive to give our students the tools they need to realize their full potentials and accomplish their short and long-term goals, we are confident that they will excel in the different domains and paths they choose.

For students with various needs, DAH promotes an equal-opportunity culture. We are completely committed to supporting families and students with special needs on their path to success as we nurture an educational environment that enhances students' success and wellbeing through integrated academic support, counselling sessions, career guidance, and medical services.

The Office of Alumni Relationship strives to engage, strengthen, and maintain the relationship between the University and our alumni through meaningful programs and career development opportunities. The goal of this office is to establish and preserve a lasting relationship between the University and our alumni, maintain communication with them, keep them informed, and build a network that will allow them to stay involved with the University. Additionally, the office tirelessly works to provide our graduate students with contacts, professional possibilities, and employability opportunities whenever feasible.

The spirit Dar Al-Hekma is felt in every corner of the University, making it more than simply a place to obtain an education; it is a second family and home away from home. The pleasant and welcoming homey atmosphere of the University fosters success, and collaboration thus creating a one-of-a-kind environment that will mark students' lives forever.

Malak Abunar, PhD

Dean of Student Affairs and Alumni Relations

The Marketing and Communication Department (MARCOM)

Throughout the year, our dedicated team successfully coordinated a wide range of events at the University, ensuring seamless execution, effective promotion, and meaningful engagement through the University website and its social media platforms. The department had outstanding contributions in various areas, including event coordination and organization, sponsorships, social media coverage, public relations, and website enhancement. Our unwavering commitment to excellence and our ability to skillfully collaborate with different departments have elevated the overall event experience for attendees, sponsors, and stakeholders. As we reflect on our accomplishments, we look forward to continuing our pursuit of innovation and excellence in the field of marketing and communications, further strengthening the university's brand, and fostering meaningful connections within our community.

A. Social Media:

The MARCOM department has implemented a robust social media strategy that has significantly enhanced our online presence, engagement, and brand awareness. Our strategic approach encompasses several key elements, including:

1. **Increasing Followers on Social Media Accounts:** We have implemented targeted campaigns to actively enhance our social media following across platforms such as Facebook, Twitter, Instagram, and LinkedIn. By employing a mix of organic and paid strategies, we have successfully attracted a larger and more diverse audience, expanding our reach and engagement. (The table below is not to be used.)

Social Media Platform	Pervious Followers	Current Followers	Change
Twitter	18,349K	18,655K	+ 306
Instagram (new account)	0	1,179	+1,179

Daily Monitoring of New Leads: The MARCOM department diligently monitors and assesses new leads, ensuring timely and personalized responses. This proactive approach fosters positive engagement, strengthens relationships, and enhances our reputation as a responsive institution.

Fall 23-22 Campaign:

- Phase 1: April -22 July 22: Called a total of 1555 candidates, with 200 highly interested leads.
- Phase 2: August -22 September 22: Called a total of 2395 candidates, with 149 highly interested leads.

Impact:

The marketing campaign led to 71 registered students out of the total 245 registered students.

The marketing campaign resulted in the recruitment of %29 of the total number of registered students.

Spring 23-22 Campaign:

- Phase 1: April -22 July 22: Called a total of 1555 Candidates.
- Phase 2: August -22 September 22: Called a total of 2395 Candidates.

Total Leads Generated through is 2950 with 194 highly interested leads.

Impact:

- The marketing campaign led to 28 registered students out of the total of 65 registered students.
- The marketing campaign attracted %43 of registered students.

Assessing Paid Media Campaigns: The MARCOM department closely monitors the performance of paid media campaigns, particularly during the fall and spring campaigns. By regularly analyzing key metrics such as reach, engagement, and conversions, we are able to identify areas of improvement and take corrective action plans. This data-driven approach enables us to optimize our paid media investments and achieve better results.

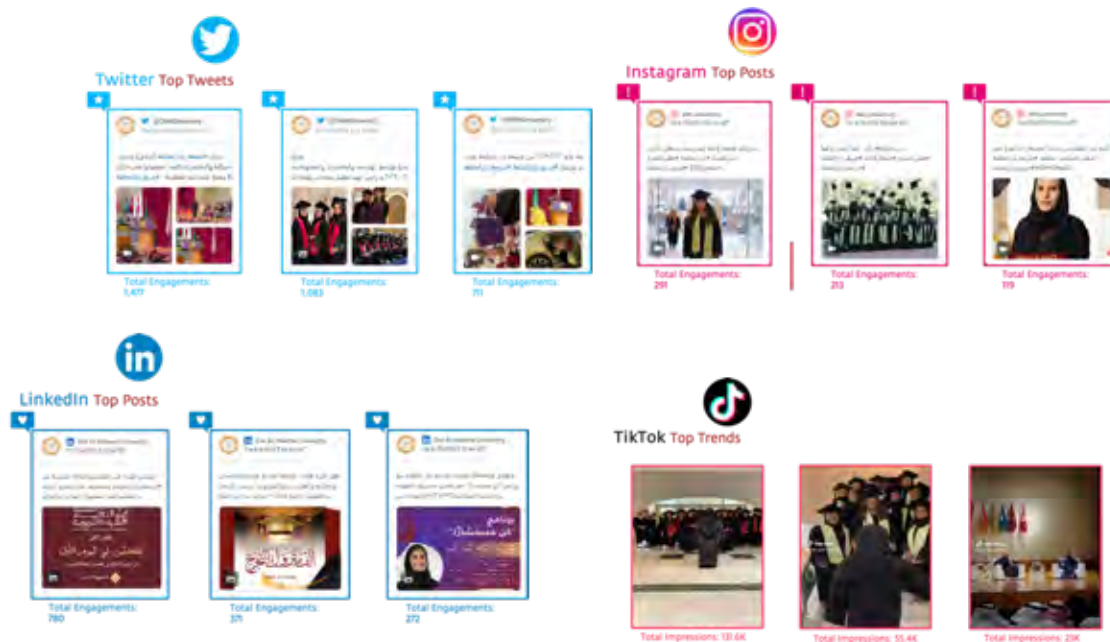
1. Impressions Analytics per Platform



2. Raising Awareness via Social Media: Through captivating visuals, compelling storytelling, and strategic messaging, we raise awareness about the University's initiatives, events, and unique academic programs on social media. Our public awareness campaign highlights programs such as diplomacy and international relations, speech-language and hearing sciences, speech-language pathology, and applied behavior analysis. Communication messages from the deans, along with success stories of students and alumni, inspire prospective students and showcase the practical opportunities available. We actively engage with our audience, fostering a sense of community and connection. Our social media presence remains dynamic and influential in promoting Dar Al-Hekma University's exceptional offerings.
3. Showcasing Alumni, Students, and Faculty Achievements: Our social media strategy emphasizes highlighting the achievements and success stories of our alumni, students, and

faculty members. By showcasing their accomplishments, research contributions, and industry recognition, we not only celebrate their achievements, but also position Dar Al-Hekma University as a hub of talent and excellence. This approach inspires current and prospective students and promotes a sense of pride within our community.

4. **Engaging Content and Call to Action:** To foster meaningful engagement, we create and manage content that is informative, entertaining, and relevant to our audience. We strive to spark conversations, encourage participation, and create a sense of community. Additionally, we incorporate compelling calls to action in our posts to encourage interaction, such as asking for opinions, inviting participation in events, or promoting opportunities for engagement.
5. **Visual Appeal and Brand Consistency:** Our social media strategy places a strong emphasis on visual appeal and brand consistency. We ensure that our posts are visually striking, aligned with our brand guidelines, and reflect the University's personality and values. Consistency in visual elements, tone of voice, and messaging helps to build recognition and reinforce our brand identity across various social media platforms.



By implementing this comprehensive social media strategy, the MARCOM Department has successfully increased followers, engaged the target audience, and amplified the University's achievements and initiatives. We remain committed to leveraging social media as a powerful tool to connect, inspire, and showcase the excellence of Dar Al-Hekma University.

B. Cooperating in Events during the AY 23-22:

The MARCOM department successfully coordinates and supports a wide range of events within the University, collaborating with various divisions and departments. We enhance event distribution

by managing a centralized event calendar, merging, and aligning events with the University's values and strategic goals. This approach ensures high-quality events that serve the community and promote the University's mission.

1. **Graduation Ceremony:** The MARCOM department played a vital role in cooperating in the annual Graduation Ceremony with the Division of Student Affairs, a significant milestone for the University and its graduating students. Our team ensured managing venue arrangements, stage setup, guest invitations, and media coverage.
2. **Launching Code Lab under the Innovation Center:** Dar Al-Hekma University launched its code lab under the patronage of his Excellency Eng. Abdullah Alswaha, the Minister of Communications & Information Technologies. The MARCOM department in collaboration with the Innovation Center at the University, coordinated the launch of the Code Lab. This event marked a significant milestone in promoting digital innovation and technology education. Our team managed the event logistics, including venue preparations, guest invitations, multimedia presentations, and media coverage. The Code Lab launch showcased the University's commitment to fostering technological advancement and preparing students for future careers.
3. **Prince Turki Al Faisal Al Saud Talk about Diplomacy in the Kingdom:** In partnership with Dar Al-Hekma School of Business and Law, the MARCOM department, , successfully organized a distinguished talk by Prince Turki Al Faisal Al Saud on "Diplomacy in the Kingdom". The talk served as a platform for insightful discussions on diplomatic affairs and further enhanced the University's reputation as a hub for intellectual discourse. Our team facilitated coordination of the event, including venue selection, guest invitations, multimedia support, and media promotions.
4. **Fashion Design Event by Cosmos and the Ministry of Culture:** The MARCOM Department collaborated with Cosmos and the Ministry of Culture to organize a fashion design event. Our team managed various aspects of the event, including venue arrangements, runway setup, participant coordination, and media coverage. The event celebrated creativity in fashion design, providing a platform for emerging designers to showcase their talent and contribute to the cultural landscape.
5. **Creativity in Teaching and Educational Leadership Conference:** In partnership with the Research Center and the School of Education, Health, and Behavioral Sciences, the MARCOM department coordinated the Creativity in Teaching and Educational Leadership Conference. The conference aimed at fostering innovative teaching practices and educational leadership, attracting educators, researchers, and policymakers from across the region. Our team oversaw the planning of the event, including the arrangements, media buying campaign, and promotional activities.
6. **Cybersecurity Day by the School of Engineering, Computing, and Design:** The MARCOM department supported the School of Engineering, Computing, and Design in organizing the Cybersecurity Day. Our team managed event logistics, including venue preparations, and promotional efforts. The event highlighted the importance of cybersecurity in today's digital

landscape and provided valuable insights and practical knowledge to students, faculty, and industry professionals.

7. **Career Fair by the Student Development:** The MARCOM Department collaborated with the student development unit to organize the annual Career Fair, a platform for students to connect with potential employers. It provides students with invaluable networking opportunities and access to a wide range of job prospects. Our team facilitated the event coordination, including booth organization, and promotional campaigns.
8. **Students' Exhibitions by the School of Engineering, Computing, and Design:** The MARCOM Department supported the School of Engineering, Computing, and Design in organizing students' exhibitions. The two exhibitions are "Noor Exhibition of the Interior Design Graduates" and "Visionary Exhibition of the Architecture, Visual Communication, Computer Science and Cybersecurity" that both took place in the Ritz-Carlton Hotel in Jeddah. These events showcased the innovative projects and creative work of students across various disciplines. Our team coordinated event promotional activities, and media coverage. The exhibitions served as a testament to the university's commitment to fostering student creativity and critical thinking.

Moreover, the MARCOM department coordinated with other divisions and departments the following events by managing social media promotions, coverage, and preparations, planning, and organization:

1. The Breast Cancer Event:

- Coordinated and organized the event.
- Designed a supportive and empowering decoration.
- Raised awareness and provided valuable information on social media.

2. Digital Transformation in Education:

- Managed event logistics and coordination.
- Infused creativity into the event's design.
- Showcased the potential of digital transformation in education.

3. The World Mental Health Day:

- Planned decoration elements promoting mental health awareness.
- Prepared attendance gifts to encourage participation.

4. The President's Honor List:

- Ensured the decoration reflected the occasion's prestige.
- Partnered with Virgin to provide remarkable gifts.
- Recognized outstanding student achievements.

5. The Catwalk Event:

- Coordinated and organized the event.
- Managed event photography and documentation.
- Created a captivating atmosphere for the fashion showcase.

6. The World Diabetes Day:

Organized comprehensive decorations.

- Raised awareness about diabetes prevention and management through social media.

7. The Annual Outstanding Performance Awards' Ceremony:

- Managed event logistics and coordination.
- Worked on the space, its layout and its decoration.,
- Created a memorable experience for the awards recipients.

8. The Ultra Blackboard Event:

- Prepared attendance gifts.
- Ensured a visually appealing and engaging atmosphere.

9. The Nursery Day:

- Designed and executed delightful decorations.
- Created a vibrant environment for children and parents.

10. The Drones Challenge:

- Provided comprehensive event coverage.
- Captured captivating moments and highlights of the event on social media.

11. The Global Game Jam:

- Designed and executed engaging decorations.
- Created a dynamic and inspiring atmosphere.

12. The Quality Day:

- Implemented visually appealing decorations.
- Ensured a hospitable and organized event space.

13. The World Speech Day:

- Provided comprehensive event coverage.
- Captured memorable speeches and moments on social media.

14. Ramadan Iftar for Employees:

- Designed and executed festive event decorations.
- Provided warm hospitality and a welcoming ambiance.

15. The Hyundai Ramadan Basket:

- Provided event coverage for the special occasion.
- Captured the essence of the event and its impact on social media.

16. The Eid HR Event:

- Created visually appealing decorations.
- Organized the event equipment for a successful celebration.

17. Graduation of the Graphic Design Diploma holders from the Department of Continuing Education:

- Designed and executed decorations.
- Provided a hospitable environment for graduates.

18. The Father's Day:

- Designed and executed decorations and layout of the event.
- Created a warm and appreciative atmosphere.

C. Public Relations:

The MARCOM department consistently demonstrated excellence in its marketing services, including the publication of 14 highly impactful press releases throughout the year 2023-2022 in various newspapers such as Okaz, Sabaq, Rotana Khalijia, SBC, Iqraa, and in the accounts of well-known influencers. These press releases have played a vital role in elevating the University's brand, promoting its initiatives, and enhancing its reputation.

D. Website:

The MARCOM department made significant progress in updating and enhancing the University's website. We recognize the importance of maintaining an informative, user-friendly, and visually appealing online platform that effectively represents our institution. Here are some notable facts regarding our website content and enhancements:

1. Completed %69 of English and %48 of Arabic Sections: Our team industriously worked on updating and refining the content on the university website. We successfully completed %69 of the English sections and %48 of the Arabic sections, ensuring that accurate and up-to-date information is readily available to our website visitors. The department aims to achieve %100 adjustment of the English and Arabic content of the University website by next academic year. By prioritizing content updates, we strive to provide a seamless and engaging user experience.
2. Enhancements and User Experience Improvements: We have undertaken various enhancements to optimize the functionality and user experience of the website. These improvements include

streamlining navigation, implementing responsive design for mobile compatibility, enhancing page load speed, and creating intuitive user interfaces. By prioritizing user experience, we aim to provide a seamless and enjoyable browsing experience for our website visitors.

3. SEO Project Phase 1 Completion: We are proud to announce the completion of Phase 1 in our



Search Engine Optimization (SEO) project. This project aims to improve the visibility and search engine rankings of the University website, enabling us to reach a wider audience and attract more prospective students and stakeholders. Through strategic keyword research, on-page optimization, and technical SEO enhancements, we laid a strong foundation for our website's search engine performance.

4. Engaging Multimedia Content: We recognize the power of multimedia content and its effects in captivating and engaging our website visitors. As part of our website enhancements, we have incorporated visually appealing images, videos, and interactive elements to enrich the user experience and effectively communicate the University's values, achievements, and offerings.
5. MARCOM is dedicated to ensuring that the website remains current and relevant by regularly publishing news, events, and announcements. In addition, routine checks to address any technical issues and ensure the website's optimal performance were conducted.
6. The efforts of the MARCOM department in updating and enhancing the University website reflect our commitment to providing a valuable online resource for our stakeholders. We will continue to prioritize content updates, user experience improvements, and SEO initiatives to ensure that the website remains a comprehensive and engaging platform for information and interaction.

E. Branding and Design:

In addition to our achievements in press releases, social media strategy, and website content updates, we made significant strides in design and branding. Our team successfully completed 106 main designs of invitations, announcements, and the graduation year book, and the President's Annual Report throughout the year 2023-2022, showcasing our dedication to creating visually appealing and impactful materials. Here are key highlights of our design and branding accomplishments:

1. **Brand Guidelines:** To ensure consistency across all communication materials, we updated our comprehensive brand guidelines. These guidelines outline the proper usage of our visual elements, including logo placement, color specifications, font usage, and design principles. By adhering to these guidelines, we maintain a cohesive and professional brand image in all design collateral. In addition, we modified templates for the fixed designs such as invitations, VIP Poster announcements, and publication printing guidelines.
2. **Print and Digital Collateral:** Our design team created a wide range of print and digital collateral to support various initiatives of the University. This includes brochures, flyers, posters, banners, social media graphics, website visuals, and more. Each design is meticulously crafted to effectively convey the intended message, capture attention, and leave a lasting impression.
3. **Event Branding:** We played a vital role in event branding, creating visually captivating designs that reflect the theme, objectives, and tone of each event. From large-scale conferences to student-oriented activities, our designs have contributed to creating immersive and memorable experiences for participants.

The completion of 106 main designs throughout the year 2023-2022 demonstrates the dedication of the MARCOM department to creating visually compelling materials that effectively communicate the University's brand and messaging. By consistently delivering high-quality designs, we enhance the overall visual appeal and recognition of Dar Al-Hekma University, contributing to its reputation as a leading academic institution.

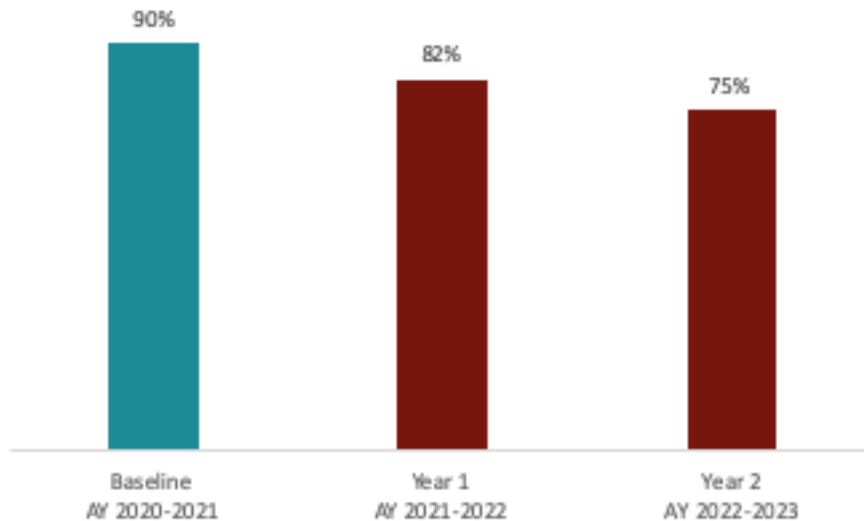
Quality Assurance and Strategic Planning

Dar Al-Hekma University has a centralized automated system in place to collect, document, and report data and data analysis. The QASP department validates the data and compares it with the definitions laid out in the KPI Cards. It reviews the calculation of the KPIs and shares them along with general statistics with the respective departments to enable them to perform the annual analysis of the KPIs, identify points of strength and areas for improvement, and include them in their improvement plans. The department also develops the Institutional Quality Improvement Reports based on the Divisional Quality Improvement Reports to be presented to the respective institutional committees.

The University in Numbers

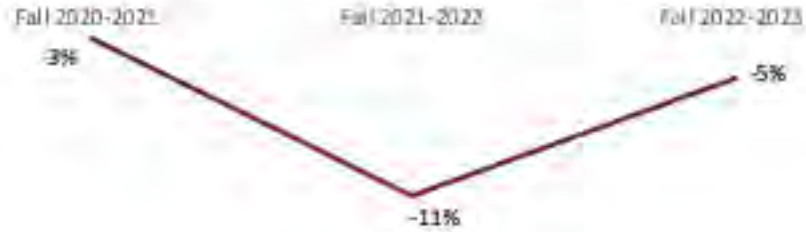
Following are KPIs charts with the following titles: The Strategic Plan Progress, The Growth Rate of Student Enrollment, Number of Students in Graduate Programs, Number of International Students, Student Diversity, Alumni Statistics, Faculty Ranks, Student Success, Graduates' Employability and Quality of Salaries, The Quality of the Learning Environment, and Research Indicators.

Achieved indicators of the institution strategic plan objectives



Strategic Plan 2026-2021

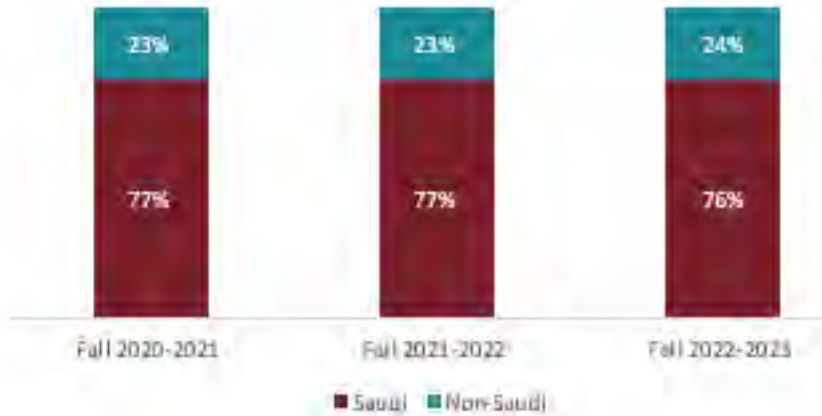
Growth Rate of Student Enrollment - Fall 2020-2023



Students in Graduate Programs - Per Gender - Fall 2023-2020



International Students - Fall 2023-2020

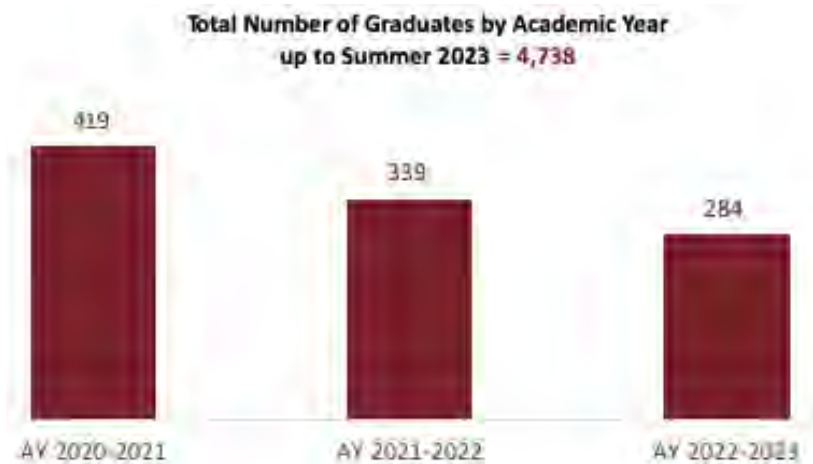


Students Diversity

American	Eritrean
British	Bangladeshi
Canadian	Indian
French	Pakistani
Swedish	Afghan
Chinese	Bahraini
Brazilian	Moroccan
Maltese	Palestinian
Turk	Egyptian
Uzbek	Jordanian
Malawian	Lebanese
Malaysian	Egyptian
South African	Sudanese
Nigerian	Syrian
Chadian	Yemeni

The University has a total of 30 nationalities among its students in Fall 2023-2022

Alumni Statistics



DAH has total of 4,738 alumni (2023-2003)



Faculty Rank - AY 2023-2020



Student Success KPIs – AY 2023-2022



11:1

Ratio of Students to Faculty

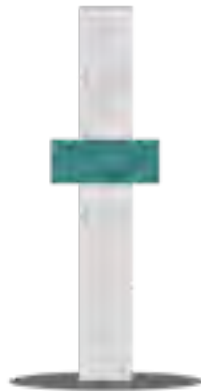


15

Average Number of Students in Class

AY 2022-2023

95%



Graduation Rate
(Undergraduate students)

AY 2022-2023

91%



Retention Rate of
first-year
(Undergraduate students)

High Rank in Graduates' Employability and Quality of Salaries by the National Labor Observatory

1# amongst private universities in Jeddah

Top 10 at the national level



سرعة توظيف الخريجين

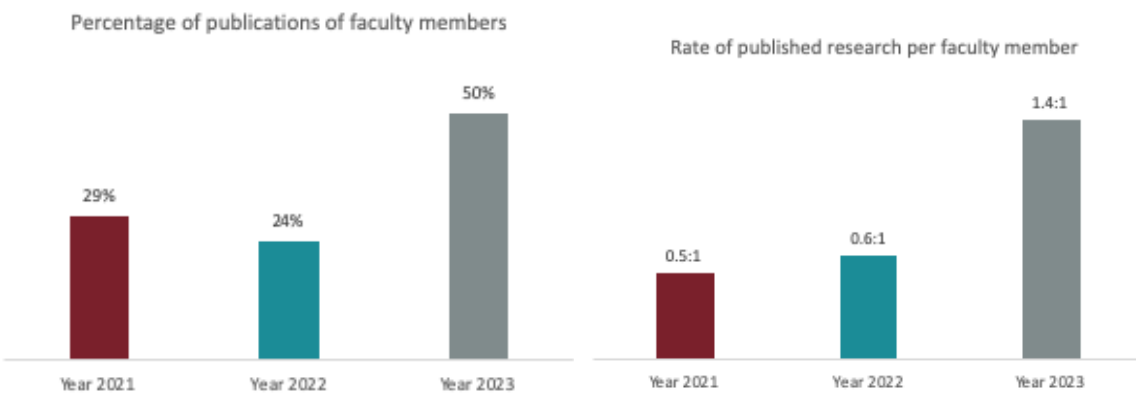
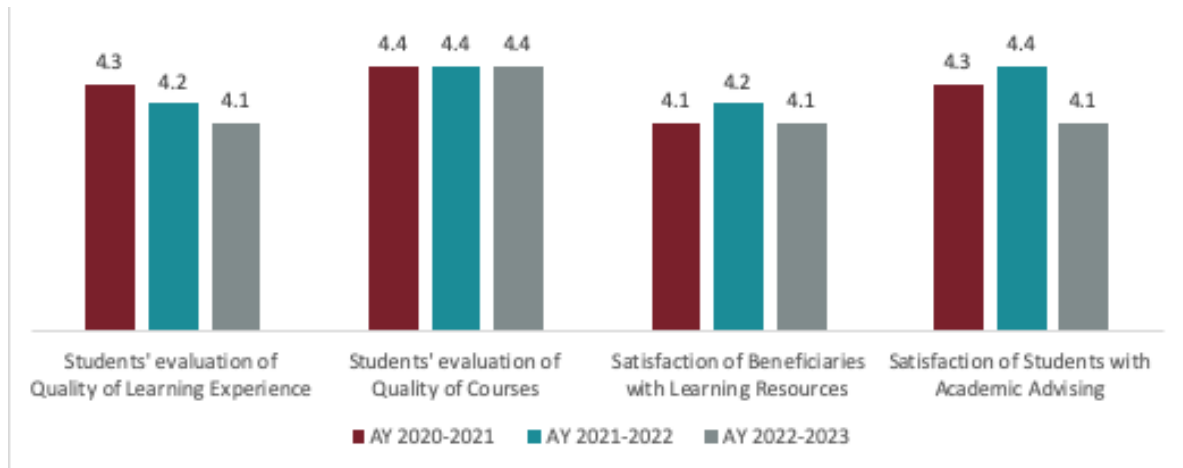
نسبة التوظيف خلال أول سنة من التخرج



نسبة توظيف الخريجين

في سوق العمل للعام 2021





The Division of Students and Alumni Relations

The main objective of the Division of Students and Alumni Relations is to support students and their success through empowering them to reach their potential and achieve the short- and long-term goals.

In fact, the division focuses on building and developing students well-rounded personalities by offering diverse programs and services that support, enrich, and stimulate students' academic, personal, and social experience. Our students emerge from the DAH experience, academic and otherwise, as future leaders and accomplished entrepreneurs.

We strongly believe that successful students become involved in University life. Part of their experience is participating in extracurricular activities, being part of student council and clubs, enjoying some of the many athletic and inspirational events, participating in student development workshops, and volunteering on campus and in the community. Our students always find something that they are passionate about and a dimension to their academic life way beyond the classroom.

Mission Statement:

Fostering students' success through holistic development programs, career readiness, retention and persistence of graduation in an inclusive educational and enriching environment.

Major Achievements:

- **President's Honor List**

Every year, the University celebrates students who have excelled in their academic performance and who have rightfully earned a place on the "President's Honor List" in a prestigious ceremony. At this ceremony, the President recognizes and honors students' outstanding academic achievement during the preceding academic year.

During this year's ceremony, the University celebrated the success of students during the academic year 2022-2021

- **Board Award**

Prince Abdul Majeed Excellence Award

This award is usually conferred on two students from each school based on their high academic performance and their participation in extra-curricular activities.

The student award is designed to recognize a student from each school who has made significant achievements.

It was established in 2017. The awards are given out each academic year are sponsored by Dar Al-Hekma's Board of Trustees. The award includes a monetary prize and a trophy.

Sheikh Khalid Ali Al-Turki Creativity Award

This is an innovation award conferred on students who have a creative initiative or have won an international/national competition, or have presented a research, or have been active leaders in the community.

The student award, which started in 2017, recognizes students with innovative and outstanding achievements. The annual awards, which are sponsored by Dar Al-Hekma's Board of Trustees, include a monetary prize and a trophy.

Intellectual Awareness Unit

This unit, which is a requirement for all universities in the Kingdom stipulated by the Ministry of Education, is under the supervision of the Dean of Students and carries out activities covering topics such as:

1. Strengthening loyalty to religion, then to rulers.
2. Strengthening national belonging and its values.
3. Spreading a culture of moderation and the values of tolerance and coexistence.
4. Preventing extremist and misguided thoughts and how to deal with their effects.
5. Promoting the different moral values that make and form an individual who is able to participate in building his/her country.

Also, the unit sends messages via e-mail, social networking sites, and the University website at the beginning of each week under the title (Letters of Wisdom) that emphasize the above-mentioned topics.



President's Honor List for AY 2021-2022

- Gawaher Fahd Al Madwary
- Mahdiyya Suleman
- Khadija Anwer Khan
- Sarah Ali Al Wahashi
- Reema Waleed Alderea
- Maya Safwan Al Mahmoud
- Raghad Ziyad Azzouz
- Khawlh Ali Bin Zomah
- Sumaia Ameen Chalabi
- Hanoaf Mohammed Ghaleb
- Ghazal Marouf Jan
- Lulua Emad Aldaous
- Dalyah Mohammad Hasanain
- Tiya Gassan Rahimi
- Al-Batool Ibrahim Hamid uddin
- Ribam Moustapha Ali
- Mariam Ismail Bukhary
- Leena Nasser Al Thekair
- Judi Hussam Al Baghajati
- Laila Samer Al Mitwalli
- Hadeel Osama Oun
- Ahdab Fatehi Jarb
- Jenna Zaher Bitar
- Almaha Amin Mostafa
- Batool Saeed Ahmad Ahmad
- Jana Majed Al Shehri
- Maryam Ammar Nazer
- Ryana Omar Maghrabi
- Sara Omer Alharbi
- Tala Adel Abed

Congratulations

Prince Abdul Majeed Excellence Award 2021-2022



الهندسة و الحاسبات والمعلوماتية	العلوم الصحية و السلوكية والتعليم	برنامح التصميم والعمارة	برنامح إدارة الأعمال والقانون
 <p>زيهنا مصطفى علي</p>	 <p>سارة علي الوائلي</p>	 <p>سميرة جعفر السعدون</p>	 <p>وجدان خليفة الله زريق</p>
 <p>دالة ادريب القاسبي</p>	 <p>نور محمد أحمد فاطمة</p>	 <p>نولين محمود طيش</p>	 <p>يعلى ياسر عليم جومر جدي</p>

Congratulations

Sheikh Khaled AL Turki Creativity Award 2021-2022



 <p>عزرا ايل علي عدلي برنامح التصميم</p>	 <p>سجدي محمد ابراهيم مكي برنامح التصميم من التصميم البيئي</p>	 <p>ايده عدنان يوسف شرقي برنامح التصميم</p>	 <p>فايزة طفل عبدالرحمن عبيد برنامح التصميم من التصميم البيئي</p>
 <p>ناريا ياسر نعمان الصعبي برنامح علوم الحاسب و البرمجة و الشبكات</p>	 <p>زنا خالد عبدالله بالظو برنامح العلوم من الفن البيئي</p>	 <p>روبي محمد أحمد عمر برنامح التصميم</p>	 <p>روبي حازم مصطفى زريق برنامح القانون</p>

The Alumni Relations Office

The Alumni Relations Office worked hard during the academic year 23/22 to strengthen its relationship with Dar Al-Hekma's alumni through engaging them in public and academic events and developmental plans and providing them with appropriate services to enhance and enrich their institutional and academic performance as well as supporting them in job placements and professional opportunities.

To effectively communicate and maintain a strong relationship with our alumni, we invited them to an afternoon tea gathering, and to the annual Reunion, which was a Suhoor in Ramadan. Such events provide the opportunity for the alumni to reconnect and interact with fellow alumni from different majors and also an opportunity for the alumni relations office to learn about and celebrate their different accomplishments.

Some of our DAH alumnae who own businesses offered training programs and job placements for current students and alumni. Rawan Stationery, owned by our alumna Rawan Khogair and Emkan Education owned by Dr. Monira Jamjoom, another DAH alumna, employed some of DAH graduates.

As part of honoring DAH alumni for their outstanding accomplishments, growth, and social contribution, Dr. Lamis Baowaidan has been conferred the Outstanding Alumni Award that the University annually honors one alumna with. Dr. Baowaidan got her PhD in Applied Behavior Analysis from Columbia University and has been an assistant professor at DAH since 2016. She is a member of the Scientific Committee at the Tawahud Steps Society, , and the Scientific Committee of the National Autism Registry. She also established the first and only graduate program in applied behavior analysis in the Middle East at Dar Al-Hekma University. She is also Ambassador to World Behavior Analysis Day Alliance (WBADA).

An additional means of strengthening the relations with DAH Alumni is prioritizing the application of alumnae for available job opportunities at Dar Al-Hekma University. Throughout the years, the University has employed around 130 alumnae.

As part of providing the support needed for its alumnae, DAH offered its alumnae %50 - % 30 scholarship to pursue their further studies at DAH. As a result, 186 alumnae benefited from this scholarship.

Moreover, the Alumni Relations Office provided DAH alumni with a job placement service. The office contacted 77 national and international companies which offered job opportunities for our alumnae.

Additionally, the alumni office signed MOUs with Smatchsa.com platform which provides technical recruitment solutions to connect job recruiters with job seekers through the alumni office. Through this platform, we were able to connect with 20 national and international companies that offered more than seventy job opportunities for our alumnae in the first two months after signing the MOU.

Furthermore, we invited more than 161 alumni to our Annual Career Fair, where many companies were also invited to participate and offer job opportunities to our alumni.

To measure the knowledge, skills, and competences that our alumni acquired during their academic journey at DAH, and to evaluate their overall satisfaction of the quality of their learning experience in their respective programs, the alumni office administered a Senior Exit Survey. The overall score of satisfaction was 5/4.2 overall satisfaction of the Program Learning Outcomes (PLOs) indirect assessment for the undergraduate level and 5/4.4 overall satisfaction for the graduate level. Another survey was also shared with the alumni employers to measure their satisfaction of the skills and the proficiency of our graduates and how much they serve the labor market needs. Their satisfaction went from 5/3.9 to 5/4.6.

According to our alumni database of their employability, achievements, and further education, many DAH alumni are employed in top companies such as Microsoft, PepsiCo, PWC, and the Ministry of Culture while others are pursuing other degrees in well recognized universities such as Harvard University, University of Cambridge, and Purdue University. Also, the employability rate was %86, while %7 were enrolled in further studies in the first year of graduation

Please disregard the chart below. It should not be in the report.

DAH alumni were also involved in the developmental plans such as the development of the new strategy, which was developed by Emkan Education Company owned by three DAH alumnae. In the process of developing the strategy, 153 alumni participated in the survey and interviews were conducted to understand the perception, strengths, and areas of improvement of the University.

Alumni Office Major Achievements:

• **Ramadan Reunion**

The annual reunion took place in Ramadan and was attended by the President, Dr. Abeer Aldoghaither and Dean of Student Affairs, Dr. Malak Abunar and department chairs and program directors at the University. The reunion took place at Karam Beirut restaurant where 225 alumnae gathered to mix and mingle and enjoy the delectable Suhoor meal. The event was sponsored by Resal, who offered 10 vouchers 100SR each and two vouchers, 500SR each for many different brands. The gathering was a real success, for all alumnae and the management enjoyed the gathering in a very warm and welcoming atmosphere reminiscing about the old days at DAH

• **Afternoon Tea Alumnae Event**

The event gathered 50 alumnae from different majors and was attended by the President, Dr. Abeer Aldoghaither, the Dean of Student Affairs, department chairs, and program directors. The location of the event at DAH was elegantly designed by Elite Events. the gathering was sponsored by al Rabea' Tea Company by offering 5000SR+ and AlSaif company who offered gifts to our alumnae.

Contact with Companies:

The alumni office contacted 77 national and international companies to facilitate employment for the University's alumnae

The Academic Accreditation

The Academic Accreditation Unit under the guidance of its supervisor, Dr. Randa Hariri, monitored, guided, and supervised the preparation and application for the accreditation of 10 academic programs at the University. Five programs applied for national accreditation (NCAAA) during the academic year 23–22; one program at the master's degree level which is the Master of Educational Leadership, and four bachelor's programs, namely the Bachelor of Law, Bachelor of Science in Marketing, Bachelor of Arts in Diplomacy and International Relations, and Bachelor of Science in Psychology.

Five other academic programs applied for international accreditation, namely the Master of Science in Architecture, the Bachelor of Science in Cybersecurity, the Bachelor of Science in Computer Science, the Bachelor of Science in Architecture, and the Bachelor of Interior Design.

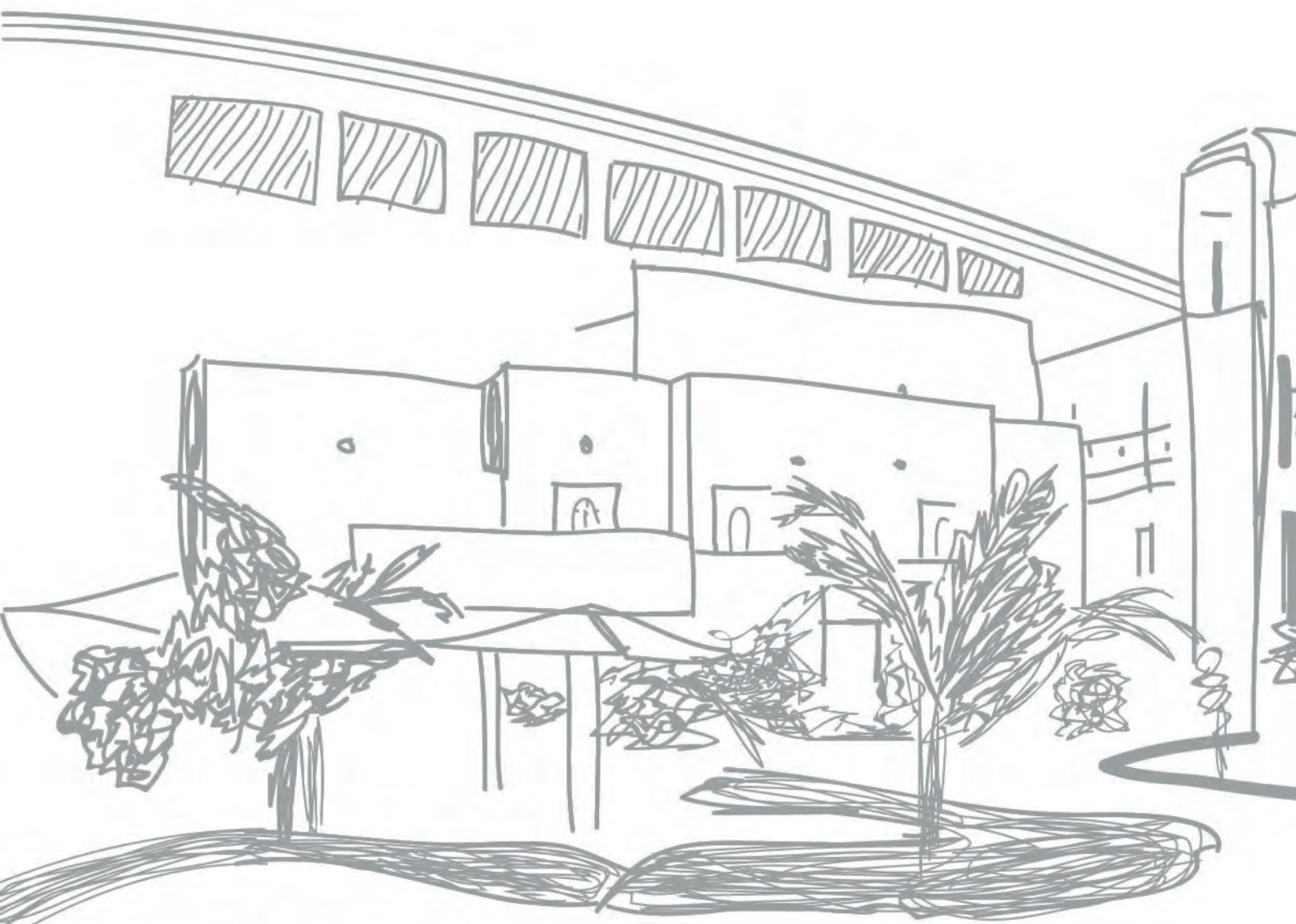
The Academic Accreditation Unit managed to conduct individual and collective meetings every week to follow up on the accreditation preparation process and to provide the needed and necessary guidance.

The Academic Accreditation Unit had the pleasure and the honor to conclude the academic year with a celebration for all Dar Al-Hekma faculty members, department chairs, and program directors in appreciation for their efforts, hard work, and dedication in exerting assiduous efforts to attain their respective program's accreditation.

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