



جامعة دار الحكمة  
DAR AL-HEKMA UNIVERSITY



PRESIDENT  
REPORT  
2020-2021



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DAR AL-HEKMA UNIVERSITY

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# DAH VALUE-LED UNIVERSITY



**Kais Juleidan**

Chairman of the Board of Trustees

## Message from the Chairman of the Board of Trustees

I am honored to having been the Chairman of the Board of Trustees for the past 3 years. As a founding member of DAH in 1999, I have proudly watched Dar Al-Hekma (DAH) grow from a small "college" to a respected full-fledged University that plays an active role in higher education and produces the best graduates in the Kingdom.

During the past three years and up till now, my fellow board members and I have striven to take DAH's performance to new heights especially during the exceptionally challenging times that the world is going through. We created committees that worked on academic and financial development to support DAH's viability and sustainability after the Ministry had suspended the provision of scholarships and following the economic impact of COVID19-. The board members and friends of DAH have tirelessly worked to successfully sail through the rapid waters and ensure that the University does not only survive but also thrives.

The Board of Trustees would like to pay tribute to the newly appointed President, Dr. Abeer Al Doghaither, who will lead the University, with a great deal of audacity, despite the unprecedented circumstances, to sustained recognition as one of the best private universities in the Kingdom and realize its new and ambitious strategic plan 26-21. I am greatly thankful for the efforts and dedication of our founders and our talented faculty, administrators, and other staff members. I feel proud of the current student body as well as the alumnae who continue to impress us with their academic and professional achievements.

I hope you enjoy reading about the many achievements of our students, faculty, and staff which are a testimony of Dar Al-Hekma's strength in academic excellence and outstanding endeavors.

Yours faithfully,

## Message from the President

Dar Al-Hekma University was founded in 1999 with a simple, but powerful vision: to be a premier institution of higher education for women in the Kingdom of Saudi Arabia and a model of teaching and learning. With this vision 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. This year, I am proud to see our first graduating batch of the Master's in Information Systems from the Engineering, Computing and Informatics School. This year also marks the first batch of male graduates from 3 Master programs.

Throughout this year, we have faced numerous challenges brought about by the COVID19-pandemic and various other issues at the University and at the local level. During such times, it is critical that the University remains committed to and be 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 has been gratifying to witness the resilience of our University community and its determination to come together in the face of those challenges. Our faculty, staff and students have tirelessly worked to find new and innovative ways to teach and learn and make the most of the University's resources for the health and safety of our community.

We have signed new memorandum of understanding with prominent local organizations, in benchmarking, faculty research, student real projects, quality assurance system and curriculum review. We are also in the process of signing other MOUs with leading international universities, which will provide opportunities for enriching our students' learning experience, enhancing their success, and increasing research publication. There has also been major progress in the automation of our administrative processes to boost efficiency and enhance the quality of the services we provide.

With cost optimization being our focus this academic year, we continue to consider the quality of our academic programs and achieve the learning outcomes our top priority while reallocating savings on the budget towards enhancing the quality of teaching and learning and improving the research activities.

On the other hand, the University has worked on exploring opportunities to diversify the revenue streams while working on attracting more students through a rigorous recruitment plan.

This year also marks a major milestone in our quest for excellence. We worked on updating our strategy for the next 5 years led by "Emkan" Education, which is owned by 3 of our distinguished alumnae who generously gifted the project to their Alma Mater. The new vision, mission, and strategic goals align our University with the current and future market

needs as well as quality and accreditation requirements. Our core focus is 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 these accomplishments, I would like to thank our Board of Trustees for their strategic guidance, unwavering support, and commitment towards Dar Al-Hekma. Namely, I would like to salute the efforts of Eng. Kais Julaidan, Chairman of the Board of Trustees, Eng. Osama Al Sayed, Chairman of the Executive Committee and Vice Chairman of the Board of Trustees and Prof. Osama Tayeb, Chairman of the Academic Development Committee and Member of the Board of Trustees, whose insights have tremendously helped in setting out our new vision, mission, and strategic goals.

It has been a very challenging year through which the University, with its staff, faculty, and students, has proved once more that the spirit of collaboration, commitment, and dedication in facing the unprecedented circumstances was exemplary.



**Abeer Al Dogaiter, PhD**  
President



## Our Strategic Goals:

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

1. Contract a consulting company to update the academic strategic plan and review the feasibility of the current offerings and the tuition fees considering the competition and the market demand.
2. Enhance the quality of the current academic programs with a focus on the master's degrees.
2. Initiate the E-Learning program (blended and fully online).
4. Enhance the use of IT in teaching and learning.
5. Offer joint/ dual degrees with reputable international universities.

### Goal II: Enhance student services

1. Enhance student services through career preparation, leadership development, and service to the community.
2. Strengthen the 5-D program and increase student engagement in the extra-curricular activities.
3. Introduce the Intellectual Awareness Program.
4. Review and improve students' services periodically.

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

1. Increase employee satisfaction.
2. Enhance the competencies of employees.
3. Activate the succession plan and enhance the offering of the talent development plan.

### Goal IV: Ensure financial sustainability

1. Expand the sources of revenues (DAH Institute for Training and Consultancy, donations, gifts, sponsorships, student loan from banks).
2. Develop the palace land to support the financial stability of the University.
3. Develop and implement the enrollment strategies.
4. Expand the offerings of the Continuing Education Department to secure more revenue.
5. Ensure efficient utilization of financial resources and efficient employment of human resources.
6. Launch the Business Development Department.
7. Finalize the re-scheduling of the SABB loan.

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

1. Complete the Enterprise Resource Planning (ERP) project.
2. Establish an improvement-based QA system incorporating a risk management system and an incident reporting system.
3. Ensure compliance with the standards of the NCAAA or with those of relevant international accreditations.
4. Obtain and retain programs' national and international accreditations.

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

1. Increase the number of associate professor and/or full professor ranking among faculty.
2. Encourage joint intra-disciplinary, multi-disciplinary, and problem-based research.
3. Increase faculty research output and integrate research into the curriculum.

### Goal VII: Expand the reach of DAH brand, drive enrollment, and create high customer experience

1. Set a new marketing strategy aligning with the rapidly changing environment.
2. Increase social media engagement, conversions and leads.
3. Develop a mobile-friendly DAH website with a chat platform.
4. Focus on research to re-assess DAH brand image, its positioning, and its primary target audience.



**Eiman Kurdi, PhD**  
Assistant Provost

## Assistant Provost's Message

Looking back a year ago, when everyone lived under restrictions due to Covid19-, no one knew of the challenges that lay ahead and how education would be affected. It was a great challenge to operate under such circumstances and switch the majority of the programs remotely with very limited face-to-face interactions. It was mainly blended learning, combining online learning and interactions with face-to-face teaching just like most of the higher education sector around the world. No doubt, it was a challenge; however, with good planning, training given to all concerned parties and mainly with the willingness of everyone to succeed during this challenging time, the academic operations progressed well achieving all the set goals. Moreover, the division worked on expanding DAH postgraduate programs, setting a plan for programs' national accreditation, establishing the E-learning Center, and working on International collaboration.

The swift switch from face -to -face written assessments to online remote assessment went well, despite some anxiety about the pace of the change. Through student surveys and faculty members' feedback, we learned that students valued the greater legitimacy offered by open book and capstone formats and reduced the stress that many felt travelling to an off-campus location to sit for their exams. The students' academic performance was excellent. The adaptations have encouraged us to look into the fine-grained detail of what caused the better outcomes for DAH students to see what elements of this assessment practice we can continue or improve.

We must admit that the pandemic made us stronger, enriched our experience and brought us all together. With the vaccination program fully underway, there are brighter times ahead. The Academic Affairs division, with the support of the schools and the DAH management, will continue to invest in planning for a better education.

Last but not least, I would like to pay tribute and acknowledge the commitment of everyone who has played a part in keeping DAH's high spirits and in allowing it to continue offering the best education.



## 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 Design and Architecture



**Alaa Zaher G. Al-Ban, PhD**

Dean, Hekma School of Design & Architecture (HSDA)  
Chair of the Interior Design Department (BID)

### Message from the Dean

The Hekma School of Design and Architecture (HSDA) at Dar Al-Hekma University (DAHU) is committed to providing excellence in education, by linking and filling the gap between university education and the need of the market. It efficiently prepares students for a diverse set of careers in both the professional and academic fields following the Public Investment Fund (PIF) vision launched by Prince Mohammed Bin Salman, which enables the creation of new sectors and opportunities that will shape the future global economy, while driving the economic transformation of Saudi Arabia. At HSDA, where creativity and design teaching and learning

take place, students are not only engaged in academic undertakings, but are also involved in extracurricular workshops, jury visits, competitions, field trips, and many more activities arming them with the necessary skills for the realization of the Saudi Vision 2030.

Every semester, we close a teaching cycle and start a new one. At the end of a cycle, we celebrate the graduating batch along with the total number of design graduates "including myself", who tirelessly use their creativity and expertise to improve the quality of lives of others. Our alumnae, who reflect our accomplishments, have made significant contributions to the quality and character of the design environment and lifestyle. Witnessing the success of our alumnae instigates us to continuously identify our priorities, define the status of our school and determine what we can further develop and enhance.

I would like to take this opportunity to thank and acknowledge the efforts of every single member of our team; namely Chairs, Faculty, and Staff and the hard work that they put during every academic year, especially this past academic year, when we had to face the challenges of the COVID pandemic and the shift to virtual learning while maintaining quality teaching. I would also like to thank our students and future ambassadors of our profession for their perseverance and commitment. With their art of giving, all our designers and architects are confidently presenting themselves as positive proud professionals.

To our graduates: Your journey through the past semesters demonstrates your understanding that ultimate design and architecture are not only about objects, people, and ideas, but also about a cause, a goal, and a commitment. As designers and architects, you have a responsibility to play your part towards our society, community, and the country. Your role is an important one – in projecting to the world at large, who and what you, your society, your community, and your country are all about by drawing on the richness of culture and extending that to the spheres of the universe. On behalf of our team: Thank you for working so hard, making us all proud and mostly making us enjoy what we are so passionate about which is "teaching you." We applaud you for reaching this important milestone, congratulations.

With a firm commitment to the need of the market, and a staunch responsibility towards the society and the environment the Hekma School of Design & Architecture strives to graduate professionals and entrepreneurs equipped with the necessary skills and knowledge, who effectively contribute to the enhancement of the human environment by considering function, health, safety, and welfare to produce sensible and creative designs.

To our current students, designers, and architects in the making: work smart, enjoy your achievements and remember, aspire and then for sure you will inspire.

Hats off,

## Visual Communication Department

**The Visual Communication Department started in 2002. It has graduated, so far, 673 students who have been excelling in their professional lives.**

The Visual Communication Department started with a blended mode this academic year while following strict social distancing measures as per the directions of the Ministry of Health. The blended teaching and learning experiences were remarkably beneficial as they allowed teachers to better supervise students who felt more engaged and connected. The Visual Communication faculty maintained high-quality teaching and utilized the advantage of having the online/ virtual facilities to invite a great number of guest speakers, in addition to on-campus workshops. The program also strove to prepare students for the job market through real-life projects and constant collaboration with industry professionals and entrepreneurs.

### Vision

The vision of the Visual Communication Department is to embrace contemporary and traditional design methodologies in practice, teaching, and research. We want to foster an indigenous culture of design, instilling in our graduates' responsibility to shape the future of visual communication in the region and the world.

### Mission Statement

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

### Major Achievements:

The Visual Communication faculty maintained high quality teaching throughout the year and by virtue of resorting to online teaching and communication invited well versed national and international guest speakers and jurors to expose students to different professionals in the field and to allow live interaction with them. One of the guest speakers was Professor Leonardo Romei, the Principal of the Italian School of Moscow, and a Visiting Scholar at the National Research University - The Higher School of Economics (HSE), who published a handbook in the field of communication design and several articles for journals specialized in graphic design and visual communication.

The department was also blessed to have Dr. Michael Opoku Agyeman, Associate Professor and Program Leader of Computer Systems Engineering at the University of Northampton, UK. He is a Chartered Engineer (CEng) of the IET, Chartered Manager (CMgr) of CMI and a Fellow of Higher Education Academy (UK). Dr. Agyeman represents the research community of UoN at the University Senate. He is the Postgraduate Research (PGR) Lead for the Faculty of Arts Sciences and Technology and the University's Chairs PGR Supervisory Forum. He has over 10 years of experience in Embedded Systems. He is the author of 4 books, 2 book chapters and over 70 publications in major journals and conference proceedings. He is also the winner of the 2 best papers in a poster session at a reputable international conference. Dr. Agyeman shared his experience on research for accredited publications with faculty and students.

In addition, several sessions and workshops were held virtually to enrich the students' experience. The faculty supervised and worked closely with the students on several real client projects like M-Hotel branding as part of some courses in the program.

As for community service projects, the students worked on several projects like Little India's brand identity. This project is developed for "Al-Amana" in Jeddah in collaboration with the Interior Design and Architecture departments for a selected area in Al Balad (downtown Jeddah).

### Exhibitions:

The Visual Communication Department had its annual exhibition with the whole School which had its first virtual Spring 21-20 exhibition: "Hekma School of Design and Architecture (HSDA) Gallery Virtual Exhibition" highlighting the Fall 21-20 graduates and the different HSDA departments' achievements.



**Guest Speakers and External Jurors:**

Speaker	Company/University	Topic
<b>Dr. Banan Bamullaem</b>	Umm Al Qura University	External Juror MOGR4402 Capstone I: Motion Graphics Thesis, Course Instructor: Dr. Samar Altarteer
<b>Alaa Awad</b>	Loud Design Firm	Client Contact Management VLCE 3301 Commercial Photography, Course Instructor: Ms. Zaynab Odunsi
<b>Huda Beydoun</b>	Founder, MishMosh	Fashion Photography VLCE 3301 Commercial Photography, Course Instructor: Ms. Zaynab Odunsi
<b>Nouf Yarub</b>	Saudi Photographer	Studio Portraiture VLCE 3301 Commercial Photography, Course Instructor: Ms. Zaynab Odunsi
<b>Leonardo Romei</b>	Associate Professor, University of Russia	Information Design GRDS 3304 – Graphic Design Studio I Course Instructor: Ms. Nada Zaidan / Ms. Hind Talal
<b>Mawaddah Muhtasib</b>	Arabic Graffiti Artist	Calligraffiti VLCD 3306 – Typography III: Type Design, Course Instructor: Ms. Hind Talal
<b>Younes Alabboud</b>	Arabic Typographer	Bilingual Typography VLCD 3306 – Typography III: Type Design, Course Instructor: Ms. Hind Talal
<b>Mahmoud Zaini</b>	Senior Animator, TS Productions	Character Animation and Storyboarding MOGR 4501 Motion Graphics Studio III – Course Instructor: Ms. Madiha Rana
<b>Farouk Imtiaz</b>	Head of Animation, 77 Media	Visual Effects and Compositing MOGR 4501 Motion Graphics Studio III – Course Instructor: Ms. Madiha Rana
<b>Nasiba Hafiz</b>	Saudi Fashion Designer	Tie Dye Project Inspiration VLCE 1301 Basic Printmaking – Course Instructors: Ms. Ola Nassief / Ms. Ayhan Niyaz
<b>Sundus Batterjee</b>	Founder & General Manager, Influence Branding & Design	External Juror GRDS 4403 - Capstone II: Graphic Design Project – Course Instructor: Ms. Nada Zaidan
<b>Omar Al Abdali</b>	CEO, Fullstop, UTURN and Made in Saudi	External Juror GRDS 4403 - Capstone II: Graphic Design Project – Course Instructor: Ms. Nada Zaidan
<b>Rezan Gassas</b>	Consultant, Architecture and Design Commission Ministry of Culture	External Juror GRDS 4403 - Capstone II: Graphic Design Project – Course Instructor: Ms. Nada Zaidan
<b>Faisal AlSheraiff</b>	Founder & Managing Partner, Mode Studio	External Juror GRDS 4403 - Capstone II: Graphic Design Project – Course Instructor: Ms. Nada Zaidan
<b>Areej Alghamdi</b>	Digital Media Lecturer at Prin- cess Nora University	External Juror Motion Graphic Design Capstone II jury session – Course Instructor: Ms. Madiha Rana

Speaker	Company/University	Topic
<b>Mohamad AlQarawi</b>	Worked with several prestigious clients such as the General Enter- tainment Authority, General Sport Authority, Riyadh Bank, Nadec and many more.	External Juror Motion Graphic Design Capstone II jury session Course Instructor: Ms. Madiha Rana
<b>Reem AlFadhli</b>	Art Director at Influence Branding and Design.	External Juror GRDS 4403 - Capstone II: Graphic Design Project Course Instructor: Ms. Somayah A-Sowayigh
<b>Yasser AlHumaikani</b>	- Studio director at Yastudio. - Graphic designer & Branding Professional.	External Juror GRDS 4403 - Capstone II: Graphic Design Project Course Instructor: Ms. Somayah A-Sowayigh
<b>Ahmed Albstaki</b>	Mid-level concept artist at Paradox	Guest speaker Designing character with strong visual identity MOGR 3306 studio II Course Instructor: Ms. Madiha Rana
<b>Mr. Romuel Perey</b>	UAE based Videographer	Guest speaker Essential Camera Settings for filming using DSLR cameras. MOGR 3306 - Studio II Course Instructor: Ms. Madiha Rana
<b>Diana Rayyan</b>	Dotiline National University	Guest speaker Design for Ultimate Impact GRDS 4403 - Capstone II Course Instructor: Ms. Nada Zaidan
<b>Sereen Zaini</b>	Accenture Middle East	Guest speaker The Importance of User Experience and User Interface Design VLCD 3307 - Web-based Design – : Ms. Nada Zaidan
<b>Ghada Alhader</b>	Oracle	Guest speaker The Importance of User Experience and User Interface Design VLCD 3307 Web-based Design – : Ms. Nada Zaidan
<b>Yasser Abdullah</b>	Unilever and Johnson & Johnson	Guest speaker GRDS4304 - How to prepare for the professional life. - Course Instructor: Ms. Sara Fakieh
<b>Ahmad Jadaallah</b>	Award winning game director, developer, public speaker, adviser, and consultant	External Juror GRDS 4403 - Capstone II: Graphic Design Project Course Instructor: Ms. Nada Zaidan
<b>Tereze Strautmene</b>	Illustrator/Educator	Guest speaker FDSG1304- Artistic Journey of an Illustrator Course Instructor: Ms. Ayhan Neyaz
<b>Steve Casino</b>	Pop Culture artist 3D Designer	Guest speaker FDSG1303 - The artist Inspiring 3D culture Design and modeling from peanuts & other odd Canvases Course Instructor: Ms. Ayhan Neyaz



Speaker	Company/University	Topic
<b>Dr. Muhammad Fakiha</b>	Dr. Fakiha is a strategic brand management, marketing strategy and brand storytelling consultant. Founder & Managing Director of Fakiha Consulting	Guest speaker VLCD3305_ Brand Strategy Roadmap: 12 Steps to Build an Enduring & Authentic Brand
<b>Ahmed AL Refaie</b>	Illustrator	Guest speaker VLCD2311 Introduction to Digital Illustration: Culture & Diversity in Illustration Course Instructor: Ms. Ola Nassief
<b>Amr Khaled Taha</b>	Backyard Studio	How to Make Your Ideas Come to Reality in 3D. Course supervised by Dr. Samar Altarteer

**Real Client Projects**

Many of our students ventured, through the different courses they were enrolled in, in real client projects with a great variety of companies and firms.

Company	Students	Brief
<b>M Hotel – Ms. Rana Garrash</b>	Hera AbdulWahid: Logo/Color Scheme, Fatima Al Harbi: Way-finding system, Dania Al Mulla: Supporting Graphics, Shahad AlQurashi: Digital Design	GRDS 4501 Graphic Design Studio III: Students were tasked with designing the Hotel Brand Identity. The final winning designs were chosen by the company. Course supervisor: Ms. Somayah Al-Sowayigh
<b>5th Bakery</b>	Lujain Sallam	VLCD 2310 Introduction to 4D Design. Course Supervisor: Dr. Samar Altarteer Students were tasked with designing animated social media posts for startup projects or professional businesses to promote a product or announce a special offer. Students' projects were posted on the social media accounts of the mentioned businesses.
<b>Mawakeb Alajr</b>	Sara AlFitiani	
<b>Socks Comm</b>	Radiyyah Hamidaddin	
<b>Musalli Jewelry</b>	Joud Musalli	
<b>L'Organic</b>	Nuha Elahi	Students worked with their real-life client on the commercial photography course to create a visual documentary that can be used as promotional material - a body of work that communicates the brand's values with special attention placed on advertising activities for Digital, Print, and Outdoor Advertising VLCE 3301 Commercial Photography, Course Instructor: Ms. Zaynab Odunsi
<b>BEAUTI</b>	Hera Abdulwahid	
<b>Benefit Arabia</b>	Hera Abdulwahid	
<b>The Body Shop</b>	Aseel Bawazir	
<b>Tamped</b>	Aseel Bawazir	
<b>Yataghan</b>	Wafa AlSaqqaf	
<b>Grey Concept</b>	Lina Abbasi	
<b>Chocoroses</b>	Daniah Almulla	
<b>The Health Box</b>	Daniah Almulla	
<b>Aani And Dani</b>	Shahla Rashudi	
<b>Abayella</b>	Maya Alshek	
<b>Knead</b>	Shahla Rashudi	
<b>Portraits of the unidentified</b>	Sarah Dawood	
<b>Saraya Flowers</b>	Renad Alqahtani	

Company	Students	Brief
<b>Irtisam – Ms Deema Sharbatly</b>	Design Arrangement on Instagram	GRDS 4501 Graphic Design Studio III, Course Instructor: Ms. Somayah Al-Sowayigh
<b>Azuz and Joud</b>	11 students participated. Winners: 1. Raghad Abualenain 2. Faten Kattan 3. Saja Matsah	MOGR 3306 Motion Graphic - Course Instructor: Ms. Madiha Rana Motion graphics students collaborated with a real client "Azuz and Jude" to work on the storyboard for their upcoming YouTube song for children learning colors. The project is aligned with the student learning outcomes of MOGR studio II, where they learn working on animatic storyboard as well as other aspects of 2D character animation.
<b>Sudasi Project</b>	Lenah Abualenain Afnan Al Rwaihy Hagar Al-Amodi Sara Al-Bar Khawlah Al-Shaibani Sara Alnowaiser Raghad Alsakka Shahad Bahlas Molk Bakhsh Sarah Dawood Ayah Hamdoon Hala Isso Lena Kaki Sarah Katmah Soha Khalid Hala Mahmoudi Yosr Mohsen Hebatallah Rajab Lujin Sallam Budour Zaitouni	The students designed five different wallpaper concepts for Orient Provision & Trading Company with different dimensions. Through this project, students applied software techniques required for the successful output of both spot and process color separations that are used in the offset printing process and developed composition and design skills within a series.
<b>SKetchinizer</b>	Afnan Al Rwaihy Hagar Al-Amodi Sara Al-Bar Khawlah Al-Shaibani Sara Alnowaiser Raghad Alsakka Shahad Bahlas Molk Bakhsh Sarah Dawood Ayah Hamdoon Hala Isso Lena Kaki Sarah Katmah Soha Khalid Hala Mahmoudi Yosr Mohsen Hebatallah Rajab Lujin Sallam Budour Zaitouni	Student developed the experience to differentiate between different types of paper and different design elements based on different design majors. Students challenged their skills to design and create a light weight sketchbook that can be carried at all times. Students created a sketchbook that includes different layout template to use for sketching, drawing, scribbling ideas, thinking, and documenting. . Sketchinizer has published three editions of the product and the fourth edition was in collaboration with DAH students: (Edition1, 2015: more playful, Edition2, 2017: neater, Edition3, 2020: Saudi inspired) Edition 4 X DAH VISCOM students' competition.

## Competitions

Our students participated in different competitions

Company	Students	Brief
Fashion Hackathon Fashion Incubation Program by The Ministry of Culture. The program aims to uncover, support, and promote local creative designers and entrepreneurs in the fashion industry.	Bayan Ali Saif	MOGR 3306 Motion Graphic - Course Instructor: Ms. Madiha Rana Motion graphics students collaborated with a real client "Azuz and Jude" to work on the storyboard for their upcoming YouTube song for children learning colors. The project is aligned with the student learning outcomes of MOGR studio II, where they learn working on animatic storyboard as well as other aspects of 2D character animation.
Waai Awards Waai is one of the Ministry of Culture initiatives in collaboration with The Council of Cooperative Health Insurance. The Award aims to encourage gulf countries to develop health educational	Sara Hamed Al-Bar	Sara participated with Arabic typography midterm project. It was about creating the meaning of anxiety that one can feel upon looking at a certain image inspired by the red nerves inside the eye. Sarah won the 4th place.
	Khawlah Al-Shaibani	Khawlah participated in the Advertising Photography category and won the 3rd place.
Global Game Jam 2021 Hackathon organized by local design studios under the Global Game Jam worldwide organization. The Global Game Jam® (GGJ) is the world's largest game creation event taking place around the globe. The GGJ encourages creative individuals to participate and contribute to this global spread of game development and creativity, which is all condensed into a 48-hour development cycle.	Basmah Adnan Balghunaim Aseel Abdullah Sabbagh	Our students developed graphics for games that were later published on the organization - GGJ2021 website.

## Workshops

The Department conducted 2 workshops inviting prominent figures in the field:

Speaker	Company	Topic
<b>Abdullah Bawazeer</b>	Creative Director, Room 11	Fundamentals of 3D Modeling in Cinema 4D for the students in the MOGR 4501 Motion Graphics Studio III. Course supervised by Ms. Madiha Rana.
<b>Webinar</b>	Exceed Media, UAE	Students in the MOGR 4501 Motion Graphics Studio III attended a video editing webinar "Learn How to Edit in 45 Minutes". Course supervised by Ms. Madiha Rana

## Community service projects

Company	Students	Brief
<b>Al-Amanah</b> أمانة جدة / (Little India)	Raneem Khalid Alharbi Fatimah Hassan Alharbi Hajar Mohammedali Aldabbagh Nuha Ayida Antram Elahi Hera Mohammed Abdul Wahid Sahar Adel Khojah Noor Adnan Albar Shahad Abdulrahman Alqurashi Hebatallah Abdulhamid Rajab Hagar Omar Al-Amodi Molk Abdullah Bakhsh Afnan Aref Al Rowahi Faten Fahad Kattan	Our students Developed brand identity for a selected area in Albalad (downtown Jeddah) as well as presentation for the entire project developed under HSDA.
<b>2030 Vision Office</b> لتبادر	Aseel Awadh Bawazir Bayan Alaa Alalawi	Designed the logo and the slogan for the campaign.
Ministry of education / the Digital Club / Tamheen	Raghad Abualenain Lujain Sallam	Designed posters and animations for the Digital Club.



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## Alumnae News:

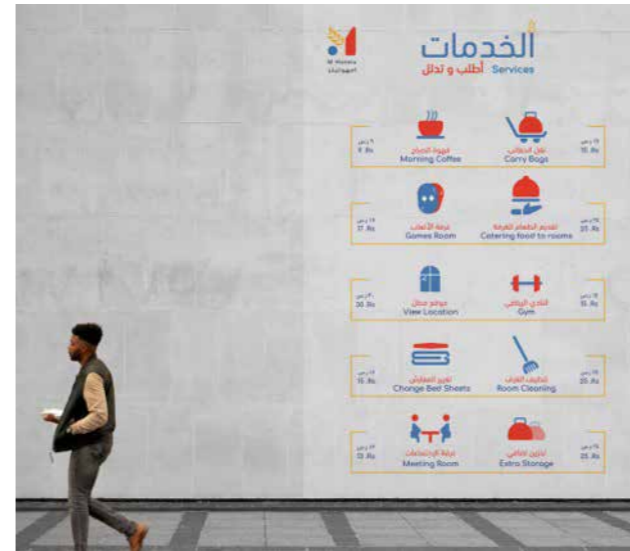
Student	Achievement	Brief
Moudi Alzamil	Film screening at the Red Sea Film Festival	Capstone II project supervised by Dr. Samar Altarteer was screened at the Red Sea Film Festival. The film is an abstract treatment of real-life stories of failure, in which the subjects share their dream projects, and the mistakes that caused them to collapse. The film's ending hangs upon the defining question: if you could go back in time, would you make the same decisions?
Sara Habib	Film screening at the Saudi Film Festival	Capstone II project supervised by Dr. Samar Altarteer was screened at the Red Sea Film Festival. The project is an inspirational animated short film in which a character goes through self-development experiences to reach atypical career opportunities. The story communicates inspirational messages about professional growth represented in creative metaphors. Indeed, the movie expresses the idea in a generic approach whereby employees from all fields can be inspired by it.
Dr. Rawaa Bakhsh	Fashion Hackathon Fashion Incubation Program by The Ministry of Culture. The program aims to uncover, support, and promote local creative designers and entrepreneurs in the fashion industry.	
Ahaad Alamoudi	Presented her work with Athr Art Gallery in their participation in Art Dubai fourteenth edition.	
Ethar Tariq Balkhair	Designed an inclusive Sephora Favorites Box to celebrate Women's Day	
Zeina Kilani	Lead stylist for ELLE Arabia magazine for a fashion-focused issue. The report featured our alumna Ahaad Alamoudi.	
Alaa Balkhy	Became a Contributing Culture Editor for Harper's BAZAAR Saudi Arabia's leading luxury fashion magazine for over a decade.	
Sara Taibah & Mariam bin Mahfouz	Participated in the Saudi National Day Campaign	
Abrar Abdulaziz	Abrar is the director of Zeba project, which was selected for the second edition of the Red Sea Film Festival Lodge. The Zeba project group will go through an intensive creative and professional training program in collaboration with the Torino Film Lab. Following the training, two projects will be selected to get awarded the annual Red Sea Lodge production prizes, which are SR100,000 each.	



Commerical Photography by Renad Alqahtani



Commerical Photography by Sarah Dawood



Client: M Hotel - Ms. Rana Garrash - Graphic Design Studio III



Commerical Photography by Shahla Rashudi



Client: The Body Shop - Commerical Photography by Aseel Bawazir



Client: 5th Bakery - Introduction to 4D Design by Lujain Sallam

## Interior Design Program

The Interior Design Program at Dar Al-Hekma University is committed to providing excellence in education, by linking and filling the gap between the education of Interior Design and meeting the market needs. Through introducing students to real clients & projects, participating in national & international competitions, taking part in inspirational talks & trips, and including the involvement of external academics & market experts' critics, we broaden the students' exposure and help them to be prepared for their real world life and challenges..

### Mission Statement:

To graduate professionals and entrepreneurs equipped with the necessary skills and knowledge in the field of interior design who are capable of producing creative and sensible design.

During this academic year, the accomplishments of the Department revolved around three main domains: Curriculum enhancement, serving and involving the community, and connecting with Alumnae.

• **Curriculum Enhancement** Leading by best practice, the Interior Design Department introduced two real clients and participated in seven competitions directed by the department chair, Dr. Alaa Al-Ban.

Collaborating with real clients: students undertook a number of consulting projects as part of their course work. Through these projects, students demonstrated their acquired skills and knowledge while experiencing the practical challenges faced when dealing with clients and working within required budgets. The best projects in each course were selected as the winning projects for their creativity and meticulousness.

Participating in competitions: students got to work for local and international competitions that broadened their horizons as designers and introduced them to different ways of submitting their work. One of the competitions that our students participated in this academic year was the Umran Competition of the Saudi Umran Society., Three Interior Design graduate students competed for the Umran Award 2020 among 40 participants and won the first and second places out of 40 submissions from 14 different Saudi universities. The outstanding designs of our students won first and second places as follows: Zaina Albaghajati won first place, and Ghaidaa Ghasib and Reem Habis won second place. In addition, our student Ruzan Al-Khulaqi won the second place in Prince Abdul Majeed Excellence Award.

### • Supporting the Community:

External jury visits: The department invited key professionals from the market as external jury members to provide feedback on students' work from process to the final projects which enhanced the students' outcome. All studio courses including freshman studio courses welcomed a number of nine international and national external jury members throughout the year.

Jury members included a selection of architects, interior designers and engineers to monitor the progress of students' studio courses. The department also provided interactive sessions by inviting professionals from other universities. In addition, thesis projects of our senior students serve the community, for their thesis rationals are aligned with the Saudi Vision 2030.

Two of our senior students, Ms Reem Al-Zahrani and Ms Raghad Alnawar provided two workshops (Sketch-Up Workshop and Corona Rendering Workshop) for the interior design students to help them in shaping and developing their skills.

Engaging in departmental activities: The Interior Design students were also involved in a number of activities including one field visit (Rubat AlBalad **رباط البلد**) and participated in one community service project supporting AlBalad Rubat in helping in designing a retirement and elderly center for women.

Given the pandemic situation, the department still managed to exceed the goal of having three annual exhibitions. The department held three exhibitions, one virtual and two on campus fully sponsored. The exhibitions showcased the outcome of the Interior Design students' work from every level. In addition, the department held the Fall 2021/2020 HSDA Gallery Exhibition on campus to celebrate the students' life and experience on campus.

In addition, the department is planning for future upcoming events such as preparing a spring exhibition, providing students with a series of workshops delivered from professionals from the market organized by the Bachelor of Interior Design marketing committee.

### •Connecting with Alumnae

The Department has 11 team members among whom 9 are DAH alumnae including the department chair, Dr. Alaa Al-Ban. Each exhibition, the department invites all alumnae and pays them tribute by having all their names engraved on one of the walls of the exhibition. Moreover, the department emphasizes the connection between its alumnae with the current students to familiarize them with the career prospects of the Interior Design major, which is a successful marketing tool.

## Fashion Design Program

**Overview :** The Fashion Design Department has prestigious, and state-of-the-art facilities and labs, where students thrive in creating their own designs. The Program has also external professional advisors and educators serving on the Board of the Program Council and has signed MOU's with international prestigious Universities and fashion institutes such as the Ferrari Fashion School in Milan, Italy. The Department has also participated in local Fashion shows and events and offered professional workshops for the community.

Even though the teaching of practical courses during the pandemic was a challenge for the faculty in the department, they effectively managed to smoothly run those courses. The practical and studio courses were offered in a blended mode while carefully maintaining the social distancing norms. The online platform helped in inviting guest speakers in almost all the courses offered during the Academic Year 2021-2020. The knowledge shared by the guest speakers encouraged the students to be more passionate about the field of Fashion design and instigated them to perform better.

### Mission Statement

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

### • Major Achievements

1- Fashion Students to be actually involved in the movie and stylize the cast under the supervision of the fashion instructor, Ms. Samar Edrees.

2- MOU with Alhokair fashion retail who is positioned as a standout resource in the retail franchising industry.

### • Guest Speakers : The Program hosted a variety of guest speakers this academic year from whom students benefited in more than one way.

1- Ms. Sara AlYami, a Fashion Blogger on Instagram was our guest speaker in the Fashion Styling Course to give a talk about "Personal Styling".

2- Mr. Amit Chotrani, Assistant Professor at the University of Graphic Era Hill, was the Department's guest speaker in the Fashion Show Production course. Mr. Chotrani is a visual journalist and consultant for fashion. With an inborn creative flair, he developed himself as a trainer and consultant. He specializes in collection development and contemporary fashion. He has 16 years of teaching experience in India, the Middle East, and Africa. Mr. Chotrani was hosted to give a talk about "Fashion Show Production & Coordination- An Overview".

3- Dr. Amita Walia, was invited to give our students in the Capstone I Fashion Design course a talk about "How to Write a Good Thesis.". Dr. Walia, who is an accomplished academician with over 28 years of teaching experience, is an Associate Professor at the University of Delhi, where she teaches graduate and undergraduate courses. She also worked as a freelance textile designer.

4- Mr. Jay Calderin, another guest speaker that the Department hosted, is the Co-Director of Education & Director of community and an instructor at the School of Fashion Design in Boston. Mr. Calderin gives a wide variety of fashion and professional development classes. His work, as a fashion designer, has graced the pages of Vogue and Elle magazines as well as the New York Times, Sunday Style section, and has been acquired by the Peabody Essex Museum to be exhibited in their Fashion & Design Gallery. Our students were captivated by the talk he gave about "Building a Fashion Collection".

5- Mr. Hani Ojaymi, a Pioneer / University of Innovation was our guest speaker in the Research Methodology course, where he gave a talk about "High Order Thinking Skills".

6- Ms. Rae Joseph, who is an influencer and brand owner of 1954byraejoseph was invited to talk to our students in the Fashion Portfolio course about "How to run Your Own Fashion Business". Students were very interested by what he said and effectively interacted with our guest.

The Fashion Design Department was very keen on exposing students to a great variety of guests from the Fashion industry and the world of academia in order to enrich their experience and pave the way for them into the fascinating and competitive world of fashion.



# Bachelor of Architecture Program

## 1. Introduction and a General Overview of the AY 2020-2021

Around the year 2008, and with the developments happening around the country and worldwide, the Board of Trustees and the administration of the University decided that there was a significant demand for an architecture degree program focusing on sustainable design and cultural heritage. Consequently, the University industriously worked on launching such a program, which was endorsed on the 15th of May 2011, and was also approved by the Ministry of Education (MOE) starting fall semester 2013-2012. Our Architecture Program does not only meet the needs of the country and the region but is also significantly aligned with the Saudi Vision 2030 which was pronounced seven years after the inception of our program, for they both focus on Sustainability and Cultural Heritage. This visionary approach and response to the needs of the broader community is a distinguishing quality of Dar Al-Hekma University.

The Bachelor of Architecture Program was designed to provide students with the skills and abilities that enable them to collaborate with other disciplines for exploring creative solutions for local and global concerns.

The program's aim is to prepare women to practice architecture and to assume leadership positions in the design profession in the Middle East and internationally. Our goal was achieved by offering an undergraduate architecture program that integrates a broad liberal education and specialized learning required for architecture. This integrated approach would prepare our graduates to make informed decisions in the increasingly complex and rapidly changing world of the twenty-first century.

The development of the architecture program 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 exploring hopes for a desirable world, defining what Dar Al-Hekma 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 assist in the development of the Architecture Program. An assigned team from the UCD worked on developing the curriculum. During this time, there were constant amendments and developments based on discussions between the UCD team and the DAH Interior Design and Architecture team to ensure that the environmental, contextual, and cultural qualities of the curriculum remained relevant to the particular context of the Kingdom.

When designing the program, we made sure that ARCH students would have the chance of applying the knowledge they acquire through internship programs which prepare them for the local, regional, and international markets and their challenges.

Currently, the program has 123 students and 230 graduates.

A few years later, the department expanded to introduce the master's in architecture program.

## 2. Bachelor of 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.

## 3. Major Achievements of the Year

### • External Juries:

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

Professionals in the field were invited as external jury members:

1. Dr. Jamil Abid (Assistant professor at KSU)
2. Dr. Abdulaziz Banawi (Assistant professor at KAU)
3. Arch. Mohanned Eskanderani (International established architect)
4. Arch. Salah Hasrat (Engineer specialized in hospitality projects)
5. Arch. Hisham Mahmoud
6. Arch. Tony Miki (Partner at Foster + Partners)
7. Eng. Mohamed Alsalahi
8. Ms. Lubna Yasin (Architect consulting with the Farsi group & previous Dah Faculty)
9. Ms. Yusra Saleh (Architect & urban planner at the PIF)
10. Arch. Mariam Dandachi (DAH Arch Alumna, with a master's in urban design from AUB)
11. Ms. Sarah Kabli (DAH Arch Alumna, with a master's in digital design from UCL)
12. Ms. Sultana Al Aboud (DAH Arch Alumna, with a master's in Urban design from UCL)

### • Real Clients:

The Department ventured in real client projects for students to undertake. One of those projects was executed by students in ARCH 3501 – Studio III supervised by Ms. Lara Al Kholi.

Brief: Students designed on a performance center as part of the Qiddiyah gate developments aligned with the vision 2030 new projects.

### • Students' Competition:

#### Red Sea Development

Three architecture students: Arwa Atwa, Zainah Bagaber, and Alaa Alamoudi participated in The Ecotecture competition, launched by the Red Sea Development Company, to design a community center for the employees working there. It is a competition that offers students and fresh graduates

of architecture schools in Saudi universities a unique opportunity to contribute to its luxury projects by submitting innovative architectural and urban design solutions for the project's community center located in NEOM.

The Essence Module, which is our students' design serves the community center of the Red Sea Project by providing a program mainly consisting mainly of a traditional and digital library, as well as multipurpose halls. The design stands out as a project of sustainability within a new vision of architecture.

Our students' project has been shortlisted as one of the finalist 10 projects in the competition, running for till the semifinals.

#### • **Alumnae Achievements:**

##### **"Umran" awards 2020**

The Saudi "Umran" Society launched a competition among Saudi universities whereby 91 participants from 14 universities competed for the "Umran" Award 2020 in its first edition. The competition aims to recognize the best graduation project for both the architecture and interior design disciplines.

Our architecture graduate, Rawabi Abdullah Bin Mahfoud, won first place and was honored with other winners at the Crown Plaza Hotel in Jeddah under the patronage of His Royal Highness Prince Eng. Amr bin Muhammad Al-Faisal.

##### **Luxury Lifestyle Award**

Our Architecture Alumnae Meaad Hanafi and Rahaf AlMuzaini, founder of a SIBYL design studio won the Luxury Lifestyle Awards 2021, which is an award that recognizes best practices and businesses of the year across MENA.

#### **4. ARCH Events:**

##### **4.1. ARCH Trips**

###### • ARCH First Virtual Trip

As the Architecture Department is keen on engaging students in learning through fun activities, it organized a virtual walking tour to Chicago on 20/11/26 as it was unable to take students on a real tour because of the pandemic and the travel restrictions. Dr. Tamsen Anderson organized the tour, whereby students got to see architectural edifices that rose after the Great Fire of 1871, like the skyscrapers that rose in the Loop, the downtown commercial center of the city, and the city's many neighborhoods. The students also attended a lecture by Dr. Anderson who gave a presentation and engaged students in a Q & A session to answer all their inquiries.

###### • Riyadh Trip

On the 25th and 26th of March Ms. Rima Refai arranged for a trip to Riyadh. The purpose of the trip is to allow studio students to visit the project site that is located in the KAFD.

###### • Al Balad Trip

On the 18th of March, the ARCH Department arranged for a trip to Al Balad in Jeddah in collaboration with Ms. Abeer Alsulaimani. The students visited: Bab Almadinah – entrance to the historical region

where they listened to a brief introduction of the city and the gate after which they went through Abu Enaba Street, Battarjee House, The Book Store, Balad Souvenir Shop, Al Jodraneyah, Jeddah House, Al Shafee Mosque, Al Jamjoom House, Noor Walee House, and Nasseef House.

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##### **4.2. Exhibitions**

The HSDA held an exhibition in February: The Gallery Exhibition Fall 21-20 in which Bachelor and Master Architecture students exhibited the works that they have presented in their introductory courses and all through to their capstone projects.

##### **4.3. Guest Speakers**

The Architecture Department has a tradition of inviting a guest speaker on the last Wednesday of each month. Such guests would give talks that help expose students to professionals in the field, a practice that helps to fill the gap between theory and practice. This is usually organized by Dr. Sherin Sameh, Chair of the Department, and supported by the administrative assistant, Ms. Sumaya Bakri. Because of the prevailing circumstances of the COVID19- pandemic this past year, all talks were conducted online. However, there was a positive aspect to that as it facilitated having professional guest speakers not only from inside the kingdom, but also from abroad.

- In September, Arch Tony Miki from Foster + Partners gave a lecture about "Sustainability and Passive Architecture: Learning from the Place".

Toni is a graduate of Architecture from the Wentworth Institute of Technology in Boston Upon graduating, Tony Miki joined Foster & Partners and worked on the Petronas University of Technology. Since then, he has been involved in a wide range of projects in the UK and around the world, including the design of a fleet of ten yachts for YachtPlus. He is also the team leader for the design of the Jeddah Metro and for the recently completed Haramain High-Speed Railway stations. He was promoted to partner in 2014.

The lecture explained the implementation of sustainable architectural design solutions and how to reduce negative environmental impact. It also stressed that when architects are designing, they must consider these sustainable solutions and apply environmentally friendly methods and building materials throughout the construction.

- In October, Aljohara Beydoun, Founder / Creative Director at INK, a graduate of Urban Design from Effat University, and an alumna of Interior Design at Dar Al-Hekma University, gave a talk on "The Mind & the Design Process" in which she discussed the many ways to develop quick off-the-cuff concepts. She emphasized that generating one concept with meaning and depth that will help to support the development of a project can be difficult, and whilst there is a process that can be followed, it does take invested time, research and development.

- In November Dr. Jamil Abid from KSU and a consultant in Sustainability, Wellness and Biophilia



for some local firms gave a talk about "Wellness in Architecture" which is an initiative that brings together diverse leaders with the purpose of raising awareness on how our surroundings directly and profoundly affect us psychologically, physically, energetically, emotionally, and spiritually. Dr. Abid is also the chairman of the Industrial Design Division of the Saudi "Umran" Society of Architects and has professional memberships in the Saudi "Umran" Society of Architects (SUSA), the Saudi Council of Engineers (SCE), the American Institute of Architects (AIA), and the U.S. Green Building Council (USGBC).

- In November Mr. Enrique Galicia, an Architect and a holder of a master's in Information Technology, an International BIM Consultant and a Specialist on the use of Dynamo providing Real Construction Solutions to common problems, and a Certified Autodesk Revit Instructure and Professional gave our students a presentation on "Designing A Dynamic Façade Using Autodesk Dynamo". He made students discover an innovative way to optimizing the complex façade panel layout into a constructible and manufacturable piece. He also took them on a workflow journey guiding them through the whole process from design till fabrication of dynamic façade panels by using the AEC Industry Collection to show them the effect and the result when computational design is introduced in an architectural fabrication workflow.

- As part of the series "Where are They Now?", the Architecture Department hosted in December Ms. Farah Huseini, a graduate of University College London with a master's degree in Environmental Design and Engineering and whose dissertation was "commended as outstanding". Ms. Huseini, who is also our alumna (Bachelor's in Architecture, 2017) with an outstanding academic performance – Excellent with first honor - was invited to inspire our students by sharing her educational and professional journey after she graduated from DAH.

- In January, the Department hosted Architect Fernando Pérez Fraile, Country Manager of IDOM in Riyadh, KSA, who gave a talk about "The Architect's Role in Large Scale Projects". He focused on the fact that an architect is someone who loves design and is specifically trained and licensed to work on the planning and design of buildings. Every building is different. Every project is different. The facets of an architect's role are as varied and fascinating as their work. Architects are professionals who lead the process of creating functional spaces, from concept and design to a full realization of those designs..

- In January, another guest speaker was Architect Turki Gazzaz, a graduate from McGill University, Montreal, Canada with a master's degree in history and theory of architecture was our guest speaker in January to give a talk about "Saudi Modern Studies on Modern Development since 1938". Saudi Modern is a series of exhibitions that highlight and critically reflect upon the process of modernization in the Kingdom. His talk was about the architecture and urban development studies in the wider context and reflecting the social, political, economic, and cultural changes of the time.

- In January, the Department invited Architect Hisham Malaika, a graduate of McGill University with a master's degree in history and theory of architecture to give a lecture to senior students taking internship courses. His lecture was about "The Different Fields and Careers that can be pursued with an Architecture degree."

- In March, Ms. Mariana Custodio Dos Santos an Architect and Urban designer from Portugal, recently working at Zaha Hadid Architects: teaching at the Architectural Association in London

and doing live workshops and webinars with students from all around the World, gave a talk about "Women Empowerment in a Male Dominated Field"..

#### 4.4. Workshops

- In March, The Visualization Core Lab (represented by: Ms. Dina Garatly) from KAUST, gave a workshop that offered a wide range of world-class 2D and 3D collaborative environments to train students to use state-of-the-art hardware and software for advanced scientific discovery. Engage to develop and implement new methods to improve the capabilities of the laboratory while ensuring the lab services remain at the cutting-edge of analytics and visualization science.

- In March also, Ms. Noor Ragaban, previously DAH faculty and current faculty at KAU gave a sketching workshop. Ms. Noor is a self-taught experimental visual arts enthusiast, whose interest in art developed at a very young age, influenced by children books illustrations, over which she created her own background versions using crayons and coloured pencils. Exposed to famous artists' work as a teenager, she developed her work technique, sketching, as she studied their work and created her own version of it, especially artists Egon Schiele and Albrecht Dürer's. The workshop entitled "Reading Objects -Sketching 101", engaged the students in how to develop the skills of freehand drawing as a way to express their ideas through drawing in a way that would appropriately represent the subject at hand.

- At the end of March all the way to beginning of April, the Saudi Modern initiative (Arch. Turki Gazzaz, Arch. Abdulrahman Gazzaz and Mr. Amro Abuzaid) gave a 3D Model Workshop to the ARCH Students. The students worked on Creating a large-scale concrete model for Jeddah in 1938. The Workshop aims to analyze modernization through the history of the nation's urban and architectural development.

- In June, Dr. Mohammed Al-Surf, the regional manager and market developer at Green Business Certification Inc., and the first Saudi to obtain a participant sustainability certificate from the International Society of Sustainability Professionals, gave a three-day-intense workshop on (Leadership in Energy and Environmental Design) "LEED Exam Prep" to successfully prepare students for the LEED Green Associate exam, including various LEED rating systems, categories, and minimum program requirements. Students were also exposed to the LEED certification process, requirements, strategies and intents of the numerous LEED credits, the overall intent of the LEED pre-requisites and credits as well as tips on studying and exam skills. The workshop was offered for Dah students, Faculty, staff and to professionals.

#### 4.5. Heritage Webinar

In April, the Arch Department arranged for a webinar on the occasion of The World Heritage Day Event (18th of April), The webinar was titled: "Heritage: Copying or Creation?". In collaboration with moderator Arch. Atef AlShehri, Speakers; Arch. Njoud Alanbari, Mr. Ali Almaghawi and Mr. Ahmed Matar. The webinar aimed to reflect the importance of heritage, as it is an essential element for understanding the nature of development and how the structure of society is formed. Heritage is an appropriate entry point for studying the past, understanding the present and anticipating the future and this was the message delivered to our participants.

#### 4.6. Marketing Strategy:

A marketing team was created, and the following tasks took place to market the department in more

than one way. The first thing was to create an Instagram account for branding the department.

- **A dedicated team including:** 1 graphic designer (Nadine Lingawi/ Volunteer), 3 members (Ms. Sima Refai, Ms. Malak Al Saadi, Ms. Lara Al Kholi), and the students representative Ms. Ruqaiya Fathima was formed.

- **A supporting team:** 12 Students representing each batch volunteered to be on the supporting team.

- **Branding:** Ms. Nadine Lingawi, who is a volunteer graphic designer created templates for the team to use for branding.

- **A monthly schedule:** A schedule of posts was set according to which duties and responsibilities were identified. Regular checkup and meetings were conducted for follow up.

- **Determined content types:** Our lively Instagram account had multiple content types.

- **Feed:** Photos, bold text, Gifs (short videos), and carousel posts. This content is strictly dedicated to announcements, work highlights, morale-boosting, and occasionally announcement of student achievements.

- **Stories, highlights, IG Lives:** This content is for both outsiders and students. Announcements for talks, live talks with professionals, and documentation of events.

- **IG TV:** Used to upload full videos of jury recaps (after being edited), studio updates, even student highlights, interviews with graduates, interviews with faculty, which was the super social zone of the Instagram page.

- **Photography:** Ms. Amaal Al Hifzi and photographer volunteer (Mr. Tarek Zahran), were invited to create professional videos with the instructors to be posted on the Instagram account

- The marketing plan for Spring 21-20 was very creative: each month of the semester had a different theme:

- January:** Introduction & welcoming students for the new semester, with a new look and design for our Instagram account and department.

- February:** Photography month.

- March:** Art & design month.

- April:** Heritage month.

Each month had different events and talks that fit within the month's theme. Coupled to this, each month had the following:

- Famous Architects with their Inspiring Quotes

- Celebrating Student Work

- Celebrating Alumnae

- Interviews with our Faculty

- Monthly Talks

- Trips Announcements and documentations

#### 4.7. Small Sister & Big Sister Mentorship

The Big & Small Sister Mentorship is an initiative that was launched in 2018 by Dr. Hana Motasim, faculty at the Architecture Department. 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. This will be documented through a form that will be shared with the big sister and shows the type of support details provided to the small sister.

The Architecture Department continued its initiative to have a mentoring program that connects senior students with freshman/sophomore students for help and support. 10 seniors volunteered to mentor 10 freshman students during AY 2021 – 2020.

#### 4.8. Memorandum of Understanding

The department signed an MOU with The Saudi "Umran" Society and initiated the Green Building Ambassador program that will generally be about nature education and to help spread such knowledge on campus. This might include organizing lectures, workshops, student activities, site visits to green projects locally or internationally. The student needs to establish a Green Building club with the approval from the university and have that club as a connection point between USGBC (The U.S. Green Building Council) and the university.

Other initiated MOU includes (Still in progress):

- Another MOU of collaboration between the Architecture Department and Athar Art was signed to collaborate in workshops, talks, and events.

- An MOU between the ARCH Department and Kombolcha Institute Of Technology And Aarupadai Veedu Institute of Technology (AVIT), Vinayaka Missions Research Foundation, Chennai, India, was initiated to establish certain cooperative programs beneficial to the respective educational institutions and to promote the development of joint studies, research and training activities, and other educational programs of mutual interest..

#### 4.9. Community Project:

The ColorWalk Initiative is a place-making initiative that aims to enhance public spaces' quality by converting them into places through the community members themselves. It is a 2.5 KM long pedestrian walkway located at the Waterfront in Jeddah. Around 31 participants (321 Community hours) from ARCH students volunteered to support this initiative by coloring and painting the pedestrian. The Initiative is supported by the Jeddah Municipality and the "Oyoon" Jeddah Organization.

## Hekma School of Business and Law



**Dr. Inass Salamah Ali**

Dean of the Hekma School of Business and Law

### Message from the Dean

The Hekma School of Business and Law (HSBL), comprising the Finance and Accounting Department, the Marketing and Management Department, and the Law and Diplomacy Department, has the vision of becoming the leading School of Business and Law in Saudi Arabia and the region. Our mission is to graduate professionals equipped with concepts and skills of international standards in the areas of business and law." So which one do you want to use here? Please advise.) The learning and teaching strategies, used across all departments in the School, develop students' critical thinking and promote a variety of learning and life skills that enable our students to excel in the challenging world of business and law. Moreover, the academic preparation of students is complemented with vigorous personality development, whereby social skills are built through formal courses, clubs, curricular, and extra-curricular activities.

In fact, the strategic plan of the School has been designed to cater to the need of high caliber graduates in the labor market. For this purpose, the curriculum is periodically reviewed to accommodate the dynamic and changing needs of that market. . The School industriously strives to build and sustain strong bonding relationships with the industry, which is a direction that the different Advisory Councils of the different departments support.

## The Finance and Accounting Department

**The Finance and Accounting Department houses two programs: The Banking and Finance Program and the Accounting Department**

### The Banking and Finance Program

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 425 graduates who have either professionally excelled in their field or continued their higher education studies.

The Program aims at bridging the gap between the theories and practices 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 Research Challenge. The CFA Institute Research Challenge 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, 37 students have participated in this competition since AY 18/2017.

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 employers including, Saudi Banks such as the National Commercial Bank, the Saudi British Bank, and international firms such as PwC, Ernest and Young, BMG Financial Group and Unilever.

### Mission Statement

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

## The Accounting Program

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 a 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 an 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 vision 2030 future directions. 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 as a result 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 also become, upon graduation, skilled in corporate governance, corporate financial analysis, and financial planning.

### Mission Statement

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

### Major achievements of the Department

Despite the consequences of the COVID 19 pandemic, the Department managed to bring about many achievements:

1. The Banking and Finance Program was chosen among the first batch of programs at the University to go through the NCAAA accreditation next year. All the preparatory work was done in accordance the NCAAA requirements. Their visit is anticipated early next fall.

2. Dr. Karima Saci, Chairperson of the Department, enriched the research profile of the department by publishing one joint paper in a very prestigious Scopus journal entitled "Regulatory Polices in the Global Islamic Banking in the Outbreak of Covid 19 Pandemic. Journal of Banking Regulation, ISBN 3-00147-021, Springer, UK.

3. The Department launched this year the "Professional Lectures Series" with six senior professionals from various vital sectors. The Professional Lectures Series invited prominent guests who shared their views on how different businesses are coping and managing their exposure to the COVID19- pandemic. The lectures exposed students to the current practices of the financial industry following the pandemic. The lectures were moderated by the Department Chair, Dr. Karima Saci. The titles of the lectures and the guest speakers were as follows:

- "How Are SMEs Coping with the Raising Waves of COVID19-?", presented by Ms. Huda Al Mousa, deputy Country Manager at Pay Tabs.

- "Financial Professionals Response to COVID19- Challenges", presented by Mr. Hani Baothman, Chairman of the Board of Directors at Sidra Capital.

- "G20 Saudi Presidency Role and Efforts in Advancing Digital Financial Inclusion", presented by Hettaf Al Qattan, the Kingdom Policy Advisor G20, the finance track.

- "How Can You Make the COVID19- Pandemic Work for You? The Case of Careem", presented by Mr. Omair Siddiqui, Commercial Director at Careem KSA.

- "The Impact of the COVID19- Pandemic on the Airline Industry. What Is Next?", presented by Mr. Abdulmohsen Jonaid, President & CEO of Al Salam Aerospace Industries and former CEO of Saudi Gulf, and Former CEO of SAUDIA Airlines.

- "The Accounting Considerations of the COVID19- Outbreak", presented by Mr. Jamil Addas, Manager of Internal Audit & Finance at NCB.

- The Department conducted an International Webinar on CMA Certification in which prominent figures in the field of finance participated as guest speakers: Mr. Fadi Ganni, founder and Chairman of Morgan International, Mr. Zahi Bou Kamel, Senior Manager at John Wiley and Sons, and Mr. Rishi Malhotra, Academic and Community Relations Manager at the Institute of Management Accountants (IMA).

Following this international webinar, 9 students applied and were granted the 2021-2020 Certified Management Accountant (CMA) Scholarship Program by the IMA.

4. The Department also initiated and participated in the International Women's Day celebration in collaboration with the Marketing Department and Nissan.

5. A virtual visit to the Riyadh Bank was organized in which the vital roles and functions of multiple divisions were fully explained to our students along with the challenges the Bank faced during the COVID 19- pandemic. The divisions that our students visited and learned about were: Commercial Banking, Institutional Investment, Trade Finance, and the Bank's Capital and Treasury. which Prominent figures at the bank elaborately explained how their different departments function: Mr. Tarik Ahmed Mullah, Corporate Banking Regional Manager at Institutional Banking - Western Region, Mr. Amro Ahmed Mokhtar, Commercial Banking Regional Manager at Institutional Banking - Western Region, Mr. Mohannad Mohamad Al-Madani, Sales Team Leader at the Global Transaction Solutions Sales Unit, Mr. Abdullah Yehya Aseiri, Head of the Regional Trade Finance Unit at the Trade Finance Unit - Western Region, Mr. Mohammad Mahmoud Mashat, Head of the Regional Corporate Sales Unit at the Financial Solutions Section, Mr. Luay Khayyat, Regional Manager, Investment Advisory - RC/AVP at Western Region WM - RC, Mr. Saeed Ahmed Alamri, Assistant Manager, HC Officer at HCBP, Ms. Rowba Alotaibi, the HR Department, and Banking and Finance Alumna Ms. Al-Anoud Al-Mutlak, Senior Relationship Manager.

6. The Department organized the "Fintech 101 Ideation Workshop" in collaboration with Fintech Saudi and Bank Aljazira. Six students won the first place in the Fintech competition and received a generous monetary award from Bank Aljazira.

7. The Banking and Finance Club was established this year during which it organized a workshop on "How To Be Work Ready" by Mr. Yousef Al-Dabbagh and Mr. Amer Siddiki, THEMAR Foundation Partners.

8. The Banking and Finance Program conducted one focus group meeting with the Banking and Finance alumnae to record their feedback on the program.

It is worth noting that given the above, the department was very successful in achieving its targets in terms of course delivery and assessment, students advising and management, extracurricular activities and quality assurance, and accreditation despite all the unprecedented challenges the world has been going through following the Covid 19 pandemic.



## The Marketing Department

Marketing is often a popular area of study for people who are creative and like communicating with other people. As consumer and brand interactions change and the marketing landscape evolves, marketing professionals are challenged to remain current and competitive. The four-year Marketing program at Dar Al-Hekma University is designed to provide a full set of fundamental skills and workplace competencies essential for success. The curriculum of the program was developed in affiliation with the Hass School of Business, University of California Berkeley, USA, one of the best academic institutions in the world. Both theory and practice are stressed through a series of foundation courses and concentration courses that focus not only on "what to do," but also on "how to do it". To equip students with the fundamental knowledge, skills, and strategies that they need to succeed and prosper, the program also offers a track in digital marketing, verified by the Digital Marketing Institute and taught by expert instructors with demonstrated effectiveness

in their industries. Students in the program go through a professional capstone experience which includes internships and projects with key players in the market.

The program provides students with the concepts and principles that are related to businesses and marketing. With this program, students are taught to implement the concepts and knowledge gained on real-life situations in competitive markets. In addition, students are taught the techniques of collecting and interpreting data to provide information that helps in effective strategic decisions. Such techniques include, but are not limited to, critical analysis and hands-on experience through projects, guest speakers and case studies. Moreover, the program helps students acquire soft skills such as effective oral and written communication.

Our students complete their internships at top-notch companies such as Horizon FCB, P&G, Unilever, Impact BBDO, Nissan, Goody, NFIC Luna, OIC, Ikea, The Savola group, Leo Burnett group, TBWA Fullstop, 3 points Advertising, NCB,

The Social Clinic, Al-Baik, Hilton Hotel and Resorts, TAM development LLC, Promovision EST., and JULEB.

### Mission Statement

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

### Major achievements

The Marketing Department was very productive during the academic year -2020 2021, whereby its students enjoyed and participated in a great variety of projects of different natures:

### Award X-Culture Competition:

X-Culture competition 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.

- Forty-four (44) students from the Marketing Department, who were the only students from Saudi Arabia, participated in the event among more than 5000 participants.

- Finalist Student: Ms. Alanoud Alshaikh was placed in the Top %1 worldwide.

- Ms. Nora Al-Jindi, Chairperson of the Department, was ranked best and awarded the title of 2020 X-Culture Global Educator for being an Innovative Educator, and a Reliable Partner and Colleague.

### Digital Marketing Institute (DMI) Global Partners & DMI Certification:

The Marketing Department was instrumental in offering its students the opportunity to acquire the DMI certification which will constitute a milestone in their career paths.

DMI is a global institute that gives digital marketing certification developed by leading global marketers. As it is indispensable for traditional marketers to be digitally proficient, the Certified Digital Marketing Associate (CDMA) certificate which provides students with a strong foundation in digital marketing, is currently offered to marketing students and will be offered to all students across different disciplines under the General Education department by next year. Upon completion of the certificate, students will

become Certified Digital Market Associates, who will be equipped with industry level know-how and the application of digital marketing in businesses and digital channels. Upon completion of the Digital Marketing Courses, students majoring in Digital Marketing will be prepared to sit for the Certified Digital Marketing Professional (CDMP) test to be certified.

### Community Engagement

The Marketing Department provides different opportunities for students to engage in community service through project-based learning. The students apply the knowledge gained in class to real-life situations to enhance their acquired skills.

For the AY 2020-2021 students engaged in the community projects below:

Amikan Travel & Tours Riyadh:

- The students were required to brainstorm, search, and develop a strategic marketing plan to help the company overcome the challenges it was facing due to the pandemic.

"Khadoum" Community Service Application:

- Khadoum is a mobile application that was

created to enable those with ideas for volunteering and community challenges to engage the community and encourage volunteers to provide solutions.

- DAH students helped to set-up the brand strategy for Khadoum that was used by the company during the launching phase. All the students received an outstanding evaluation by the company's founder.

DAH Continuing Education Department:

- Students developed a marketing strategy plan for the Continuing Education Department at DAH, specifically the English Programs.

- The students worked on developing a marketing plan for six months, using a limited budget.

### Guest Speakers and Students' Engagement

The Marketing Department hosted many guest speakers throughout the year. The objective of inviting guest speakers to give lectures to students is to inspire the latter and broaden their horizons to see how the world outside the classroom functions. Our guest speakers are all leaders in



their fields, and they provide contextual examples as well as address relevant issues in today's business world.

1. "Case Study Brief:

Thobe Start Up" by Mr. Mohammed AlSahaf, who is an experienced marketer, with over 10 years of multinational consumer goods focus at Unilever and Aujan. Transitioned into consulting for the public sector.

a. The lecture discussed:

- The use of marketing research across a variety of roles
- The background on startup which requires marketing research (as context for the first case study).

Students greatly benefited from the lecture, for it

- Highlighted a career path from finance to marketing;
- Demonstrated the importance of Marketing Research (MR) across different disciplines.
- Gave them a brief on case studies.

"Power of Qualitative Research" by Ms. Rasha Metwalli, who is a seasoned marketing researcher and currently heads qualitative research at Kantar which is one of the world's leading research firms.

The lecture was of a particular importance to students, for it introduced them to the various techniques used in qualitative marketing research supported by various examples of real projects. It also prepared them for their case study which requires qualitative research interview and analysis.

2. "Ethics in Marketing Research" is a lecture by Ms. Nada Hasanain, who is a seasoned marketing researcher (ex Synovate, ex IPSOS, used to handle P&G Account). She currently owns and runs "Frequency" Marketing Research Agency. The lecture was very important for students, for it illustrated examples of questionable ethics in marketing research and highlighted ethical pitfalls students must watch out for.

3. In November, students attended another lecture: "Travel Agency History (Amikan)" delivered by Mr. Abdullah AlFagih, who is the chief Executive Officer at "Amikan" travel & Tours for almost 8 years. Mr. Abdullah has a Master's Degree in Advertising and Marketing from the University of Hull. He spoke to students about the challenges that faced the tourism industry because

of the COVID-19 pandemic. As students were instigated to try to create a path that would save the industry, they had to resort to their critical thinking skills that were enhanced in the process.

4. "Food and Beverage in KSA" was a special lecture in October given by Ms. Inas Alhenti, who is a social media influencer. She highlighted the importance of the food and beverage industry in KSA mainly regarding Vision 2030 and how marketers can enormously benefit by being specialists in this large industry. Students were pleasantly introduced to this new field in the most important untapped market and effectively reacted with the guest speaker.

5. Dr. Saeed Badghish, Assistant Professor of Marketing at King Abdul Aziz University gave an intriguing lecture entitled "Pricing Strategy". Dr. Badghish discussed how marketers use strategy to price any product and focus on the value gained by the consumer. After this lecture, our students gained a valuable insight into the pricing strategy used by most companies in Saudi Arabia.

6. "Khadoum" is a digital

community for volunteers. It connects volunteer opportunities with those interested to give back to the community. The story of the application "Khadoum" was interestingly narrated by the founder of the application, Ms. Dania AlMasri, who highlighted the importance of social responsibility while telling her story about starting the application. Our students got ample information about starting up a brand from step one and what needs to be done before launching any business.

7. Dr. Majed Al Otaibi, Assistant Professor of Marketing at Tabuk University gave an enthralling lecture about the topic: "Value Chain and Logistics" and spoke about the roles of value chain and logistics in modern companies. Our marketing students were intrigued by the basic knowledge they learned as potential marketers and how to use the logistics as an added value to customers.

8. "Learning English Industry" is a lecture given in November by Mr. Zuhair Al Ouni, director of the English Program at the Continuing Education Department at Dar Al-Hekma University. In this lecture, Mr. Al Oni

discussed the challenges that any English teaching institute faces because of COVID-19 pandemic. After the lecture, students were asked to find solutions companies can undertake under the unprecedented circumstances in order to survive. That was a call on students' strategic thinking skills that were really put at work.

9. Ms. Wiam Hasanain, who is a researcher, was one of our guest speakers in November. In her lecture, she tackled the very interesting topic "Behavior Science" through which she took the students on a journey of changing behaviors and the practical strategies and methods used for that. Students learned that changing behavior can affect their own improvement.

10. "Branding Strategy" was the topic of a very captivating practical lecture about what goes into designing a brand and an identity of a start-up company that was given by Ms. Hind Talal, a lecturer at Dar Al-Hekma University. Marketing students, though not knowledgeable in the field of graphic design, were extremely interested and intrigued to learn how to design logos that would

attract customers.

11. "Content Writing for Marketing Purposes" was given by Ms. Nora Al Otaibi, a copy writer for well-known companies in Saudi Arabia. She elaborated on the content writing process for companies and the challenges that marketers face. Students got introduced to the details of the process of writing up content for companies and what to include and what not to include in order to attract the readers.

12. "Business Owners Achievements and Challenges" Is a series of talks delivered by 6 business owners who came to speak about their different businesses and achievements and the challenges they face in the Saudi market. The guest speakers were as follows:

- Ms. Maryam Mussali, the Owner of Niche Arabia
- Mr. Mazen Batterjee, the CEO of Batterjee Holding Company
- Ms. Dina Shinkar, the Founder of Dina Shinkar Designer Bags
- Ms. Basma Sabban, the Co-owner of Criollo Caffé
- Ms. Heba Murray, the Owner of Arty Caffé

- Mr. Shoaib Mubbark, the Owner of Grams Healthy Restaurant

The series of talks enhanced students' understanding of the subject and offered in-depth discussions and insights on real-life examples and experiences from experts. Students were very pleased to have been exposed to the different speakers who shared their challenges from which students gained a lot of insights.

13. "Overview of the Ministry of Investment (MISA)" Was a very elaborate lecture given by Ms. Shahad Attar, ICT Managing Director of MISA. The main purpose of this lecture was to expose students to MISA's role in attracting and enabling investments. That was an eye-opener for our students who got to understand how KSA is attracting foreign investments.

14. "Overview of Special Economic Zones of the Economic Cities and Special Zones Authority (ECZA)" was a lecture given by Mr. Wassim Kashoggi, Vice Secretary-General of ECZA. The marketing students got to know about the role of ECZA in achieving Vision 2030 with respect to increasing investments and

creating more jobs. That was particularly beneficial to them as they understood the role of introducing Special Economic Zones in the KSA in the context of the International Business Management course that they were taking.

15. Mr. Ziad Jarrar, founder of CMe visited the Marketing Research class and briefed the students on the CMe application which is what the final course project will be based on. Students were asked to uncover the barriers of using CMe (a video-based job platform) and to collect data related to user experience through conducting their research. CMe is a two-way video-based job platform that quickly and effectively connects recruiters and jobseekers. CMe enables recruiters to attract, spot, and connect with jobseekers who are the most qualified and have the greatest potential & passion. Recruiters can create attractive video job posts that can highlight what makes them special as well as showcase their culture and work environment which improve their employer brand. Jobseekers can apply through a sixty-second-video (60s max) explaining why they should

be the next hire. CMe helps the great stand out from the good! During the proof-of-concept period (POC), the CMe team evaluates the applications and the users' experience. The main challenge for recruiters is adopting the new habit of response to create attractive video job posts. Similarly, the challenge for job seekers is applying with videos.

## The Law 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, Sharia law, and international law and legal systems. Students also learn legal drafting in both Arabic and English. After completing the required core curriculum, students have the opportunity to choose elective courses that complement and meet their individual interests and career goals.

Students enrolled in this program will be able to demonstrate a thorough understanding of the essential theoretical, conceptual, and practical features of the Islamic, international, and Saudi legal systems. In addition, they will be able to demonstrate a thorough knowledge of the basic theory, principles, and conceptual framework of core legal subjects, undertake research on legal issues, and demonstrate the ability to use online legal databases.

Dar Al-Hekma Law students

consistently perform well at the international level. For example, the BLaw program is the only law school that has represented the Kingdom in international arbitration competitions, and the school's team has been crowned the best in the Middle East for the past several years. The program started in 2007 and has graduated, so far, 347 graduates.

### 2. Mission Statement

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

### 3. Major achievements:

Student Major Achievements:

Winning 4th place in the "7th Arabic Moot Court Competition"

5 students: Nada Bantan, Raffal Mominah, Btol Batawil, Asma Al Ahmadi and Mawaddah Bitar coached by Dr. Samah Al-Agha, Assistant Professor at the Law Program, participated in the "7th Arabic Moot Court Competition" organized by Al-Kuwait University and hosted by Sultan Qaboos

University. The DAH moot court team won the 4th place defeating top GCC and Arabic universities.

- Winning 8th place in the "SCCA Arabic Moot Court GCC Edition, (2020-2021)"

6 students: Ruba Zagzog, Rafal Nassar, Lora Khalid, Gowan Melyani, Yumna Joharji and Ghazal Enany coached by Dr. Samah Al-Agha, Assistant Professor at the Law Program, participated in the "SCCA Arabic Moot Court GCC Edition, (2020-2021)". The DAH moot court team won the 8th place defeating 56 competing teams from the Gulf countries and Saudi Arabia from universities such as Al-Kuwait University, Al-Sharjah university, Sultan Qaboos University, Abu Dhabi University, Ajman University, Kuwaiti International Law University, Umm Al Quwain University, King Saud University, King Abdul Aziz university, King Faisal University and Princess Nora bint AbdulRahman University.

In addition, Dar Al-Hekma Claimant's Memorandum was chosen among the top 10 out of 56 memorandums.

- Student Gowan Melyani, won 3rd place for the Best Oralists award out of 224 students in "SCCA Arabic Moot Court GCC Edition, (2021-20220)"
- Student Yumna Joharji, won 7th place for the Best Oralists award out of 224 students in "SCCA Arabic Moot Court GCC Edition, (2021-20220)"
- Student Nada Bantan, was awarded the SD star of the month of April for her accomplishments and participation in many major projects/events provided by the SD.

#### Law club activities:

- The Law club has hosted in November two session talks titled "Decision Making and Application Process" by Ms. Duaa, LLM at Cornell law school NYU and "The LLM Experience and Beyond" by Ms. Raghad Alfaraidy, LLM at Harvard law school.
- The Law club has also created an info-graphic poster on World Day of Social Justice to contribute and raise awareness about social justice which was shared on the University's social media accounts.

### Faculty Achievements

#### Dr. Samah Al Agha:

1. Dr. Samah Al Agha's research paper titled "Female Judges in Saudi Arabia, Hopes Versus Reality" has been accepted for publication in the Arab Law Quarterly (ALQ) -Scopus.
2. Dr. Samah Al Agha's research paper entitled "Illicit Enrichment: Is Reconciliation A prevention of or an Invitation to Corruption (the Egyptian Example)" has been accepted for publication in the Journal of Financial Crime, Scopus.
3. Dr. Samah Al Agha coached 5 Law students in the "7th Arabic Moot Court Competition" organized by Al-Kuwait University and hosted by Sultan Qaboos University. The DAH team won 4th place. In addition, the team was awarded the "Student Determination Award".
4. Dr. Samah Al Agha coached 6 Law students in the "SCCA Arabic Moot Court GCC Edition, (2020-2021)". The DAH team won 8th place. In addition, the teams Claimant's Memorandum was chosen among the top 10 out of 56 memorandums.

#### Dr. Michele Olivier:

1. Dr. Michele Olivier is

one of 3 international editors of a book on African Union law. She is also the author of 3 chapters in that same book which is the end result of an ongoing research collaboration. The complete text was accepted for publication by Oxford University Press which will be before the end of 2021.

2. Dr. Michele Olivier was invited, in February 2021, to give a lecture on the topic of "Financial Integrity at the Faculty of Criminal Justice" at Naif Arab University for Security Sciences. The lecture targeted faculty, management and master's students at the university.

#### Dr. Ovo Imoedemhe:

1. Dr Ovo is an author of a chapter in a book on African Union law, which is the result of an ongoing research collaboration. The complete text was accepted for publication by Oxford University Press, which will publish it before the end of 2021.

#### Guest Speakers:

1. **Dr. Majed Garoub**, who is a lawyer and the chairman of The Law Firm of Majed M Garoub a member of ICC Arab Arbitration Group, a Board member of the International Association of Sports Law, a member of the

American Bar Association, and the founder of The Saudi Law Training Center was invited to give a lecture on "Professional Practice Path for Law Students" in January 2021.

The lecture detailed the professional path for law students explaining to them what the legal profession is and what requirements needed to become successful lawyers are.

The lecture highlighted the available jobs and positions in both the private and governmental sectors. Dr. Majed shared his experience as well in law and the essential tips and requirements that students should follow to become successful lawyers in the future. Students had the chance to learn more about the law professional paths that they can follow after they graduate and had an overview on the professional working field.

#### 2. "World day of Social Justice": the talk was organized by both BLaw and BADIR)

**Ms. Noura Alturki** was invited in February 2021 to give a talk about World Day of Social Justice. Ms. Alturki is the Vice President of Nesma ([www.nesma.com](http://www.nesma.com)), a privately owned

Saudi Arabian company that maintains a varied business portfolio across multiple sectors in Saudi Arabia, the UAE, Egypt and Turkey. She is also the Vice President of the Saudi Shooting Federation under the Saudi Arabian Olympic Committee.

From 2009 to 2015, Ms. Alturki participated in the Saudi delegation of employers to the International Labor Conference, where she was on the drafting committee for the UN recommendations and standards regarding gender equality, rights for domestic workers, and youth unemployment.

She holds a BA in Environmental Studies from Brown University and a Master of Science in Nature, Society, and Environmental Policy from the University of Oxford. She also has a Diploma in Company Direction from the UK Institute of Directors.

The talk, moderated by our students Ms. Aisha Bamhriz and Ms. Tia Rahimi, was open to the public on Dar Al-Hekma Instagram live chat to highlight and contribute to the World Day of Social Justice, an international day recognizing the importance and the need to promote social justice worldwide.

The aim of participating in this day was to raise awareness to issues around us on social justice and stimulate a change in views.

**3. Dr. Adbuallah Mattar**, who is the general director of the general department of legal affairs in the Saudi Space Commission, was invited to give a lecture on "Outer Space Legislation" in March 2021.

The lecture detailed different areas in the outer space legislation; Dr. Mattar started with an introduction on the history of international space and the benefits of space in their daily life with the space sector. Then he explained the International space law covering topics such as international treaties and the United Nations, Space economy, the Kingdom's role in the space sector and the Saudi Space Commission.

4. In collaboration with INS consulting group, a series of workshops were conducted by three prominent British Muslim Lawyers as visitors to the university to share their experiences as British Muslim Lawyers and an insight into their practices, the English legal system and the difference they make being Muslim. There were three light sessions to delve



these women lawyers who between them share half a century of working in the public/private sectors, UK government institutions and in the community and have received awards and recognition for their services.

**Ms. Ifath Nawaz**, is a lawyer with over 30 years' experience and working in the development and construction industry, Ifath is a leading lawyer in her field working on major national infrastructure projects, major regeneration developments and leading the way in advising Muslim clients on their projects who are facing far right opposition. Her journey has included her professional work and also her work within the community as a school governor for 14 years, President of the Association of Muslim Lawyers for 9 years and General Counsel for the Muslim Council of Britain. Ifath has also ran leadership programmes for Muslim women and youth which have been recognized as leaders in their field by central government. She has been listed in the UK's 20 Most Powerful Muslim Women in 2010 by the Equalities Commission on Human Rights. Ms. Nawaz gave a talk titled "British Muslim Lawyer" in March

2021.

Ms. Nawaz shared her journey into the law field in the UK and her experience as a British Muslim lawyer. She explained as well different case studies of high profile work in Planning and Environment law such as High speed 2 and London developments.

**Ms. Salma Yousuf** was qualified as a barrister over ten years ago and has worked for various government departments in the U.K. during her career, primarily focusing on criminal prosecution work spanning domestic violence, to fraud cases to organized crime money laundering She has a broad range of international rule of law experience and was seconded by the EU Rule of Law Mission (EULEX) in Kosovo (the EU's biggest ever mission abroad). Within EULEX, she worked with the Special Prosecution office which deals with the most serious offences including organized crime, financial crime and corruption and war crimes. She returned to Kosovo in 2018/9 as Consultant looking at prosecutorial reform. She has also designed and delivered on capacity building projects in Pakistan, the Middle East, Africa, the Caribbean

and South America. Salma assists the Office of Security and Cooperation in Europe (OSCE) as an expert trainer delivering training to judges, prosecutors, and civil society in European countries. Outside of work, she sits in a quasi-judicial capacity as a Chair of the valuation tribunal and is a trained mediator.

Ms. Salma gave a talk on "Criminal - Law Practice in the UK" in March 2021. The talk detailed and explained the Structure of the Criminal Justice System in the UK supported by an example of a day in the life of a prosecutor and a case study. Ms. Salma explained as well criminal trials, key considerations and International Criminal Work

**Ms. Nazia Rashid** qualified as a solicitor in 1998 and co-founded a law practice in Canary Wharf London and managed the firm for 10 years. She is now a member of a highly ranked (Chambers and Legal 500) family law department undertaking all private law matters including contested international family law cases and mediation. A member of Resolution – first for family law (professional accredited group of family law specialists) and sits on their International law committee and Equality,

Diversity & Inclusion committee and a frequent speaker at national family law conferences on issues of English family law, culture and religion (focus on Islam) and diversity issues. Nazia is a contributor to a leading practitioner's resource book, 'The International Family Law Practice', family law – 'Distinctive aspects of Islamic family law'; known as the grey book for family law practitioners and is often approached on matters of English family law and its impact on the Muslim community.

She gave a talk titled "Law and Making a Difference" in April 2021 covering Pro Bono Opportunities and benefits, Legal Clinic, Quasi judicial opportunities and shared a human rights case study – taking a case to the United Nation Human Rights Committee.

## Bachelor's Arts in Diplomacy and International Relations Program

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-state actors. How these actors interface 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 national and local levels.

With an eye on the future, Dar Al-Hekma University was very instrumental in starting a program of Diplomacy and International Relations to prepare and train the Saudi youths in this domain. The program started in the AY 2018-2019, and in the span of three years, enrollment increased by 39 students in the Major, and by 34 in the minor.

### Mission Statement

To graduate female leaders who have the analytical skills and international

perspective to communicate and serve across cultural, ethnic, and geographic borders.

### Major achievements

The International Relations minor degree became very popular among Dar Al-Hekma students. The department is consistently witnessing high enrollment numbers in the said minor.

### Guest Speakers

Throughout the year, the Department hosted guest speakers who spoke about a variety of topics.

1. **Jack Donnelly**, who is the Andrew Mellon Professor in the Josef Korbel School of International Studies and Distinguished Professor at the University of Denver, where he has taught for more than twenty-five years, and whose scholarly work has principally focused on international human rights and international relations theory has honored the department by being our guest speaker. Prof. Donnelly gave a lecture on "**The Relative Universality of Human Rights**" where he elaborated on how human rights, as an international political project, are closely

tied to claims of universality. Attacks on the universality of human rights, however, are also widespread. And some versions of universalism are indeed theoretically indefensible, politically pernicious, or both. The lecture also explored the senses in which human rights can (and cannot) be said to be universal, the senses in which they are (and are not) relative and argued for the "relative universality" of internationally recognized human rights.

Professor Donnelly was very effective in exposing students to the international perspective of the Universality of Human Rights.

2. The Department invited **Dr. Paul Robbins**, Dean of the Nelson Institute for Environmental Studies at the University of Wisconsin-Madison, where he guides the institute in serving as a world leader in addressing rapid global environment change, to give a talk on the topic of "**Political Ecology and International Relation**". Dr. Paul Robbins focused on the fact that the world is caught in the mesh of a series of

environmental crises.

So far, attempts at resolving the deep basis of these have been superficial and disorganized. Global Political Ecology links the political economy of global capitalism to the political ecology of a series of environmental disasters and failed attempts at environmental policies.

The students tremendously enjoyed the talk as it enhanced their understanding of the international perspective of Global Political Ecology and how it is linked to the political economy of global capitalism.

3. **Dr. Robert Bideleux**, an Honorary Reader in Politics and International relations, College of Arts and Humanities, and whose main area of expertise is modern history, politics, and economic development of the eastern half of Europe was invited in December to talk about "The Perils of Potential "De-globalization": The Impact of the 2008 Crisis, Populist Backlashes, and the Covid19- Pandemic on the Global Economy and "Globalization".

4. **Ms. Noura Al Turki**, Vice President of Nesma (www.nesma.com), a privately owned Saudi Arabian company that maintains

a varied business portfolio across multiple sectors in Saudi Arabia, the UAE, Egypt, and Turkey was invited to give a talk about "**World day of Social Justice**". From 2009 to 2015, Ms. Alturki participated in the Saudi delegation of employers to the International Labor Conference, where she was on the drafting committee for UN recommendations and standards regarding gender equality, rights for domestic workers, and youth unemployment.

The talk was open to the public on Dar Al-Hekma Instagram live chat to highlight and contribute to the world day of social justice, an international day recognizing the importance and the needs to promote social justice worldwide;

5. **Dr. Saud Katib**, a diplomat of the rank of ambassador, and formerly procurator of the Ministry of Foreign Affairs for general diplomacy affairs was invited to talk to our students. Dr. Katib is also a researcher and a specialist in new media, director general of external media at the Ministry of Information, member of the Board of the Audiovisual Media Authority, and a regular writer for the Saudi newspaper, Al-Madina, and other publications.

Dr. Katib gave a talk about "Public Diplomacy and Saudi Soft Power in the Era of the Information Revolution" in which he stressed understanding and realizing the concept of soft power, how to work with it and work on it in the Kingdom of Saudi Arabia, and its consequences on countries and peoples.

6. **Ambassador Abdullah Al-Mouallimi**, the Permanent representative of the Kingdom of Saudi Arabia to the United Nations.

Prior to this appointment, he served as Ambassador to Belgium, Luxembourg, and the European Union from 2007 to 2011.

Ambassador Al-Mouallimi gave a lecture about "The United Nations Organization Role in the World"

## HEKMA SCHOOL OF BEHAVIORAL SCIENCES AND EDUCATION



### **Farida Larry, PhD.**

Dean of Hekma School of Health, Behavioural Sciences and Education

### **Message from the Dean**

The Hekma School of Health, Behavioural Sciences and Education (HBSE) is a community of very well experienced and outstanding faculty, committed to teaching, research, pedagogical and clinical knowledge. HBSE offers some of the most valuable and impactful degrees to the community. Our students receive state-of-the-art teaching and learning in four disciplines: Speech and Language Pathology, Psychology, Applied Behaviour Analysis and Educational Leadership. Programs within the school provide a well-rounded, world-class professionally focused education. We engage our students through dialogical debates and compassionate instruction.

Our curriculum comprises all the necessary knowledge and skills, as well as field experience, in order to educate a broadly critical thinker and ethically informed student-practitioner. Outstandingly, employers tell us that HBSE graduates are some of the most prepared candidates for the health and education industries. At HBSE, we focus on human behaviour at the individual and collective level, allowing students to understand themselves, their families, and the community at large in a safe, enriching, and friendly environment.



## The Speech, Language and Hearing Sciences (SLHS) Program

The Bachelor of Science in Speech Language and Hearing Sciences (SLHS) prepares student-clinicians to become competent practitioners who can provide clinical services in both Arabic and English for children and adults with various speech, language, and hearing problems. SLHS graduates can apply for registration and classification at the Saudi Commission for Health Specialties (SCFHS) after the completion of an internship year and passing an examination interview at the commission.

### Mission Statement

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

### Major Achievements

- DAH Chapter of the National Student Speech Language Hearing Association (NSSLHA)
- The launch of the DAH chapter as a students' club - Fall 2020-2021
- DAH NSSLHA Mentoring Program

- The Launch of the DAH NSSLHA mentoring program to provide freshman, sophomore, and junior students with mentors from the SLHS program - Fall 2020-2021

### - NSSLHA Volunteers:

- Dr. Martine Elie, Chairman of the Department, and Mr. Ahmad Al Salhi coordinated with NSSLHA to get SLHS students to volunteer alongside our SPED seniors for the International Disability Day event - December 3rd, 2020.

### - NSSLHA World Swallowing Day:

- The DAH NSSLHA Chapter hosted a World Swallowing Day lecture featuring Dr. Sameera Dehathem & Ms. Diyaa Hannon on March 30, 2021. The event was open to all SLHS and MSLP students. Over 35 people attended the event.

### NSSLHA SELAH Newsletter:

- The DAH NSSLHA Chapter published its first edition of SELAH, a community newsletter to raise awareness of the profession. The first

newsletter was posted on April 5, 2021 on DAH Instagram page and was shared with the University Marketing Department for dissemination.

### - International Stuttering Awareness Day (ISAD)

- A virtual event was hosted through Zoom for ISAD. The event was advertised internationally and was open to the public. Over 150 people attended the event that was organized by students from the Master in Speech Language Pathology (MSLP) under the supervision of the Program Director, Dr. Yaser Al Sabi – on October 22nd, 2020.

### - An overview on infection prevention & control:

- A virtual event was hosted on Infection Prevention and Control open to all DAH students, faculty, and staff via zoom and presented by Dr. Talal AlQaisi, Assistant Professor, faculty of Pharmacy and Medical Sciences, at the Al Ahliyya Amman University. This event was organized as part of Mr. Ahmad Al-Salhi's Introduction to Clinical Practicum Course held on -

November 30th, 2020.

### Professional Presentations

- Dr. Reem Abulhamayel participated in a two day "15th Medicine and Law Forum" that was organized by Mr. Majed Gharoub Law Firm on March 1&2, 2021. Dr. Reem was a speaker on panel discussion titled, "Rights and Responsibilities of Female Physicians and Health Practitioners" held on March 1, 2021. Dr. Reem's presentation focused on the role and services of SLP and the importance of implementing a unified and consistent "Scope of Practice" across all healthcare institutions across the Kingdom.

- Mr. Ahmad Al-Salhi presented a guest lecture on "The Importance of Phonetic Transcription for Speech Language Pathologists" in the SLHS 1305 Phonetic Transcription and Phonology course on March 31, 2021.

Mr. Ahmad Al-Salhi gave a presentation on "How to select and Write Behavioral Objectives" for SLPs and teachers at Disabled Children Association (DCA) on April 14, 2021. DCA is the oldest and biggest charity association in KSA, which has more than 10 centers across regions in the country.

### Services Provided

#### Tele Practice Services

Speech language therapy services were launched via Tele practice. Students in the SLHS 4601 Practicum Class offered telehealth speech services under the supervision of a certified ASHA member.

#### International Service

#### American Speech Language Hearing Association (ASHA)

Dr. Martine Elie was invited to serve on the ASHA 2021 Conference: Global Issues and Practice Topic Area

#### National Student Speech Language Hearing Association (NSSLHA)

Dr. Martine Elie was invited to be a panelist for the National NSSLHA Speed Working event scheduled for Feb 24, 2021.

Dr. Marine Elie spoke to the National NSSLHA (IDEA) Inclusion, Diversity, and Equity Group on February 21, 2021, via Zoom about the Haitian Caucus, a multicultural constituency group that she founded in June 2020.

#### International Universities

Dr. Martine Elie was invited to serve on an ASHA Multicultural Constituency Group (MCG) panel about

the Haitian Caucus which she founded and to talk to students at Purdue University in Indianapolis via Zoom on February 19, 2021.

Dr. Martine Elie was invited to speak at Hampton University at the NSSLHA Chapter's first conference, "Navigating Communication Sciences and Disorders (CSD) as an African-American" via Zoom on March 13, 2021.

#### National Awards

Dr. Martine Elie was nominated for the ASHA Outstanding Contributions for the Multicultural Contributions Award.

### Students' Achievements:

- Shaikh Khaled AL Turki Award was awarded to SLHS alumnae Aya Banta and Afnan Alyafi in October 2020 for the presentation at the American Speech Language Hearing Association 2019 Annual Conference held in Orlando, Florida. The Shaikh Khaled AL Turki Award is granted to students from all levels across all schools who fall under the criteria below:

- Outstanding community initiative or project
- Pioneer Award
- Presented research nationally/ internationally

## The Special Education Program

The Special Education program started back in 1999, and it is the first in the city of Jeddah, and the only one in Saudi Arabia that follows the Council of Exceptional Children (CEC) Professional Preparation Standards. It emphasizes both theoretical and practical applications in the field.

The Special Education Department strives to empower students who will create positive changes in education and improve the life of individuals with special needs in the Kingdom of Saudi Arabia and throughout the Arab region. Following a comprehensive foundational preparation in key areas and current advancements in the field of special education, students choose between three tracks: Applied Behavior Analysis, Autism Spectrum Disorder, and Language-based Learning disabilities.

### Mission Statement

To graduate competent women, leading educators, scholars, and researchers in the field of Special Education.

Graduates of the SPED program will be able to demonstrate in-depth knowledge of the subject field aligned with international and national requirements, understanding of the special needs learners and their social and cultural contexts to improve the quality of life for individuals and their families. In addition, they will be able to implement evidence-based instruction and decision making through critical interpretation of research to improve educational practice, evaluate content, curriculum, intervention plans, behavior, and teaching strategies to fit the needs of individuals with special needs based on a global perspective and respect to cultures. High quality services to individuals with special needs through using assessment data, designing intervention plans, implementing teaching strategies in all settings, and improving educational programs and learning environments based on the needs of the Saudi culture and the Gulf region are distinguishable traits and capabilities of our program's graduates. Finally, SPED students will have the skills needed to integrate technology and universal design in learning instruction to support student learning and maintain a high degree of competence and integrity in their profession to become role models and special educators whose work is aligned with professional standards.

### Major Achievements

The Special Education is committed to spreading awareness about special needs persons and their capabilities and providing up-to-date services and evidence-based interventions.

This year, the program hosted a series of awareness events for "The International Disability Day for persons with Disabilities."

- The program organized and hosted a lecture in Arabic titled "Disability Awareness" presented by Dr. Shayma Qahwaji, assistant professor in the Special Education program.
- Ms. Mona AlHaddad, SPED Program Coordinator, collaborated with the "Itihad" Saudi Club and Organized the International Disability Day, at the Kaki football court. The event theme was "Sports Day" for persons with disabilities. Different sports activities took place during this event including basketball, football, running, hopping, along with art activities. The social responsibility

representative from the "Itihad" Team Club, Mr. Ahmed Dyab, attended the entire event and distributed gifts to attendees. Players from the "Itihad" Team Club, Khalid Qahwaji, Mohammed Muntashri, and others participated in the event and played a game with special needs individuals present there. The event was featured and shared on social media, twitter, Instagram, the "Itihad" Club website, and the Jeddah United Club sites.

- The SPED program organized and hosted Continuing Education credit hours "CEUs" lecture titled "Behavioral Indicators of Quality ABA Programs" for behavior analysts presented by the international speaker Dr. Robert Ross, BCBA-D. The lecture attracted audience from the GCC and abroad (UAE, Bahrein, Kuwait, London, USA, Cairo) in addition to a local audience among whom there were certified behavioral analysts who found it a great opportunity to interact with Dr. Ross, who is a prominent figure in the field of Applied Behavior Analysis (ABA). Dr. Ross went beyond his lecture's allocated time of 2 hours to answer the questions of the audience and provide them with additional accessible resources as needed. Dr. Ross promised the SPED program to continue providing similar lectures in the Spring semester and shared his interest in visiting Dar Al-Hekma University and meeting the students who mutually shared the same interests and requested such gathering/meeting to take place post Covid-19.
- The Autism Awareness Day with the Collaboration of "The First Autism Center, in Jeddah". During April, senior SPED students presented clinical training of evidence-based practices to teachers and therapists at their practicum sites, to raise awareness about the most up-to-date teaching strategies to use with individuals with Autism Spectrum Disorder (ASD).
- The same clinical training of evidence-based practices and strategies was conducted by our senior SPED students at the Jeddah Institute for Speech and Hearing "Jish" and The First Autism Center. The training took place over several days, and presentations were conducted via zoom and some in-person taking all the precautions required for Covid-19.

### Clinical Training Presentation Schedule

Name	TPOICS	Date
Sultanah Faisal Alsamanoudi	Chaining & Shaping	April 7, 2021
ERuba Abdulghani Ikherejji	Behavioral Intervention Plan	
Sidra Abdul Rauf	Motivation Operation	April 8, 2021
Anhar Elzibdah	Multisensory Approach	April 10, 2021
Al-Batol Ebrahim Yaaqob	Extinction	
Ranad Ahmed Ghurab	Discrimination Training	April 11, 2021
Dema Bandar Al Saud,	Naturalistic teaching models	
Nada Hussein Hagi	Punishment	
Maryam Bin Shihon	1. Schedule of Reinforcement	April 12, 2021
Layan Nizar Sidjentan	1. Prompts & Fading	
Najwa Naghi	2. Generalization & Maintenance	
Tamara Halawani	3. Token Economy	
Raneem Mohammed Alamoudi	Antecedent strategies	April 20, 2021

#### Our Alumnae – Our Pride

- The SPED Department is very proud of the achievements of 3 of its graduates who earned their Ph.D. degrees in the year 2020:
- Mayan Omair, PhD in Sport science for individuals with Autism, University of Leeds.
- Shahad Al Ghaleb, PhD in Applied Behavior Analysis (ABA), Teacher's college Columbia University.

• Wafa AlJohani, PhD in Applied Behavior Analysis (ABA), Endicott College.  
 After graduating, Dr. Mayan Omair started a sports program "TEAM UP" for individuals with disabilities in Jeddah. The program is systematically developed based on the latest update of Sport exercises as an evidence-based intervention to improve the symptoms of individuals with ASD and other disabilities.  
 The SPED program participated in the "Autism

Awareness Month" through the following event:  
 A Ramadan Tent on April 8 at the First Autism Center in Jeddah. The students prepared several activities as well as traditional food with the Ramadan theme and engaged children with autism to participate at the different Art and game corners. The SPED students had also invited the two famous children's characters "Azzouz & Joud" to sing and play with the kids.

## The Psychology Program

The Psychology Program at Dar Al -Hekma University has a rigorous curriculum that provides students with the scientific knowledge that enhances their understanding of human behavior and enables them to apply that knowledge in real settings. The program has an engaging learning environment that fosters students' growth, integrity, and self-fulfillment. The curriculum is designed to help students become critical and creative thinkers and skillful researchers. Equipped with the necessary knowledge and tools, students are empowered to offer excellent services to clients, be the catalyst for change in the community, and improve the field of psychology in Saudi Arabia.

#### Mission Statement

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

#### Major Achievement

The Program started a newsletter which is a collaborative student work intended to include topics that aim at raising awareness in the local community about Psychology, and how it provides support to improve the wellbeing of people in general and their mental health in particular.

## HEKMA SCHOOL OF ENGINEERING, COMPUTING, AND INFORMATICS



**Sahar Shabanah, PhD .**  
**Dean of the Hekma School of Engineering, Computing, and Informatics**

## Message from the Dean

In conformity with the Saudi Vision 2030 that aims to build an educational system aligned with the market needs that have been recently affected by the world, regional, and local changes, Dar Al-Hekma (DAH) University established in 2018 the Hekma School of Engineering, Computing, and Informatics (HECI)

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

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

At HECI, we made sure to integrate engineering, computing, and informatics into every aspect of DAH's undergraduate education, research, graduate programs, and activities as well as meet the needs of the market and the society. Accordingly, when designing our programs, we took into consideration the criteria of academic accreditation boards (NCAAA and ABET), and ACM/IEEE curricula recommendations in addition to the input of our school Advisory Board of industry experts. Moreover, to ensure the readiness of our students for the job market, we prepare them to get professional certificates from well recognized corporations such as EC-Council, Cisco, Microsoft, EMC and IBM, and we provide them with internships opportunities with business, and finally guide them in a one-year capstone project to apply what they have learned in real life situations.

To guarantee the quality of our programs' delivery, we hired first-class faculty that put our students on the forefront of 21st-century engineering and technology using modern instructional and learning models with the concentration on practical labs and interactive activities in class.

We have launched a Technology Center, offering workshops and training for all DAH members and the public. We have also partnered with many professional organizations to offer short courses and certifications through the Center. We also have clubs covering the fields of engineering, computing, and informatics open for all students in the University to bring awareness of the importance of the field of technology.

The HECI School, in collaboration with the Technology Center, constantly strives to have community engagement activities, encouraging our students to participate in many competitions in the field. Moreover, the School invites professionals in the university to give inspirational talks, sharing their experience in the field of engineering, computing, and informatics.



## The Speech, Language and Hearing Sciences (SLHS) Program

### The HECI School Mission

- To graduate professionals, leaders and entrepreneurs equipped with adequate knowledge and technical skills of international standards in the fields of Engineering, Computing, and Informatics.

### Mission of the MS in Information Systems Program

- To enable technical and business professionals to become accomplished agents, innovative entrepreneurs, and technically empowered leaders of the future with real-world perspectives. Our faculty and graduate students will contribute and strengthen research in the field of information systems.

### The HECI School Objectives

To fulfill one of the School's main objectives this year "Plan to develop at least one master program by spring 20-21", the school is planning to offer more professional and academic programs with different degrees such as a Diploma of Science in Networking, a Diploma of Science in Cybersecurity, and a Master of Science in Cybersecurity Engineering under the Cybersecurity Department. In addition, the School will be also launching a Master of Science in Artificial Intelligence, and a Master of Science in Data Analytics under the Computer Science Department. On the other hand, the Engineering Department is working on developing a new undergraduate program in Industrial and Systems Engineering and a graduate program in Engineering Management to cater to the needs of our country.

## General Education Program

### Introduction: Mission, Purpose and Objectives

Since its establishment in 1999, the General Education Program has always been one of the backbones of Dar Al-Hekma University. The program's mission is to expand students' breadth of knowledge emphasizing the University's values, attitudes, and competencies; thus, preparing them to be accomplished women. 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.

In specific, the program aims to enhance students' use of the Arabic and English languages orally

and in writing and for them to apply Islamic ethics and values in their daily lives. It also aspires to guide students through their university journey by enabling them to compare cultural practices and values across multiple societies, relate historical phenomena to world affairs, interpret art and design principles and their applications, analyze different genres of texts, and apply basic concepts of library research and data presentation. The program also strives to instill in the students the skills of thinking critically, expressing independent opinions when analyzing course materials, working independently and as a part of a team, demonstrating awareness of natural and health sciences and emotional intelligence in personal and academic settings, and building physical and mental fitness. In addition, it intends to equip the students with theoretical and real-life entrepreneurial tools, fundamental numerical skills, and computer literacy skills.

### Major Achievements

The 2020/2021 annual objectives of the General

Education Program stem from the University Strategic Plan. The objectives revolve around enhancing the quality of online teaching, reviewing the curriculum, ensuring good quality education offered to students, collaborating with international entities, and increasing the faculty research output. To achieve these aims, it is extremely important to help faculty expand their repertoire of teaching strategies and methodologies through professional development. Action plans for further professional development were designed to enhance the General Education faculty's competencies and implement suggestions as reported in the course evaluation and course reports.

To facilitate the faculty's transition into online teaching, The Program's Social Media and Technology Taskforce diligently worked on creating eleven tutorials on using Blackboard Collaborate. These are available for all Dar Al-Hekma faculty especially the newly recruited ones. So far, the number of views has reached 708 views. To



go in line with the mission of enhancing faculty's technical skills, the taskforce also designed a module on technology that consists of 10 workshops for all Gen Ed. faculty. The workshops cover four areas: content, collaboration, assessment and reporting. All University faculty were invited to join the training. The workshops that have been given so far are:

1. "Journal and Tasks" by Ms. Malakeh Itani and Ms. Reem Orfali

2. "Creating Tests on Blackboard" by Ms. Loubna Al-Hamoomi

3. "Template for Analyzing Grades" By Ms. Loubna Al-Hamoomi (Three parts)

4. "How to Use Padlet in Online Classes" by Dr. Alaa Najjar

5. "Blackboard: Question Pools and Blocks" by Ms. Sarah Linjawi

6. "Create and Manage Groups" by Ms. Reem Orfali

7. "How to Make the Most Use of Outlook" By Ms. Malakeh

Itani

8. "How to Use Technology to Improve Teaching Quality" by Dr. Ahmed Al-Qatan

9. "Analysing Grades" by Ms. Malakeh Itani and Ms. Loubna Hamoomi

Stemming from its belief that ongoing professional development is key to the achievement of students learning outcomes, the Program offered special workshops on subject specific teaching methodologies. The following three workshops were offered.

1. "APA the Easy Way " by Ms. Malakeh Itani

2. "How to Make my Students Like my Course" offered by Dr. Saida Shehab

3. "How to Manage Students with Poor Language Proficiency in Class" offered by Ms. Nour Barazi, the head of English Language Programs-CELTA Center Manager at the Continuing Education Department, Dar Al-Hekma University in collaboration with the University Academic Preparation Program (UAPP).

The General Education faculty believe in extending their service to the whole University. In response to this, some of them offered workshops to all faculty in collaboration with the Excellence in Learning and Teaching Unit. The following workshops were offered through the Unit by General Education Faculty:

1. "Small Teaching To

Enhance Students' Attention and Interaction" by Ms. Loubna Al-Hamoomi

2. "Barriers to Communication in Online Classes: What Students Want!" by Dr. Khawla Zahran

3. "Your Impact as an Educator" by Dr. Khawla Zahran

To enhance communication and collaboration among faculty and make learning resources available to all, the Program established a course management shared system on the intra P-drive for the Arabic, Communication, and Islamic clusters to upload resources and share material. Material shared included curriculum documents, instructional material, PowerPoint presentations, reflections, coaching material. Faculty can unconditionally use the shared resources to help them in their teaching practice, which will save them time and effort and enable them to learn from each other.

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 and developed several courses. Two new

courses (ARTS1309 – Arabic Calligraphy, and AROL 1301 – Introduction to Archeology) were created, and six existing courses (ARTS1210, MATH1306, MUSC1201, BBBF1101, HEAL1302, and BIOL1301) were reviewed and renewed. The views of the Program Advisory Committee were taken into consideration while working on reviewing the curriculum.

Recognizing research as an important part of their responsibilities, the General Education faculty are actively engaged in conducting research. The program has recently evidenced research productivity as three full time faculty members managed to publish their research:

Ms. Malakeh Itani published a paper in Sept 2020; the title of the paper is "Investigating the Effect of Mentor Texts on EFL Undergraduates' Organization in Writing". The article was published in the International Journal of English Language & Translation Studies, Volume: 08 Issue 3, pp:79-87; ISSN: 2308-546. The article can be retrieved from <http://www.eltsjournal.org/archive/value20%8issue3/9-8-3-20.pdf>

Dr. Shamim Khan published a paper in December 2020; the title of the paper is

Dar Al Hekma University

# APA

## The Easy Way

Who is it for?

Those who want to hone their research writing skills

Tuesday, Nov. 17, 2020  
1:00-1:30 PM



Malakeh Itani  
General Education  
Program

"Spectrophotometric Studies of Ternary Complexes of Erbium to Explore the Hyperchromic Effect with Various Ligands and Their Use in Micro determination." The article was published in The Oriental Journal of Chemistry (an ISI Journal), volume 36, issue 6, pp: 11283-11338. The article can be retrieved from <http://dx.doi.org/10.13005/ojc/360616>.

Ms. Jihan Ghulam coauthored a paper with three researchers from King Abdul Aziz University (KAU) in February 2021. The title of the paper is "Effects of Environmental Metals on Mitochondrial Bioenergetics of the CD1- Mice Pancreatic Beta-Cells Toxicology". The article was published in in Vitro 70. The journal homepage is [www.elsevier.com/locate/toxinvit](http://www.elsevier.com/locate/toxinvit)

The General Education Program aims to actively engage with the community and invites prominent guest speakers who can make a difference to students' as well as faculty's lives and enrich their experiences. For example, in collaboration with the "Adabiyat" Salon, the Program celebrated the Arabic Language Day by organizing a very engaging symposium titled "The International Day of the Arabic Language

Symposium". The guests included Dr. Mojeb Al Zahrani, the director of The Arab World Institute (AWI) in Paris. The Institute is a cultural center dedicated to the Arabic civilization that aims to promote cooperation and research between the east and the west and spread information about the Arab world and its cultural and spiritual values. Listening to Dr. Al Zahrani

talking about the efforts AWI has done to promote the use of the Arabic language in France and around the world was very inspiring to the audience and made them realize the importance of their efforts as individuals in promoting Arabic.

The audience also enjoyed listening to and learning from Professor Salah Fadl, the president of Egypt Academy of Arabic.

التقى اليوم العالمي للغة العربية

يتشرف برنامج التعليم العام بجامعة دار الحكمة بالتعاون مع صالون أدبيات - الافتراضي دعوتكم لحضور الأمسية الثقافية

"ملتقى اليوم العالمي للغة العربية"

تدير الأمسية الأدبية مديرة الصالون الأكاديمية السعودية في جامعة جيزان  
الدكتورة نجلاء مطري  
وبمشاركة مدير عام معهد العالم العربي  
الدكتور معجب الزهراني  
ورئيس مجمع اللغة العربية بمصر  
الدكتور صلاح فضل

ترقبوا اللقاء على زوم Zoom  
<https://us02web.zoom.us/j/7504723471>  
البت المباشر عبر قناة اليوتيوب  
<http://youtube.com/c/boja2000>

8:00 مساءً | 17 ديسمبر 2020 | الخميس

Among Professor's Salah's achievements was establishing the Arabic Language and Literature Department at the National Independent University of Mexico. He was appointed as Egypt's Cultural Consultant in Spain and Director of the Egyptian Institute of Islamic Studies in Madrid and was Editor-in-Chief of the magazine of the Egyptian Institute of Islamic Studies there. Professor Salah enriched the discussion with his vast experience in spreading the Arabic language around the world and identifying a number of priority areas in the efforts to revive the use of Arabic.

Additionally, to raise awareness of issues that online teaching has brought to the light, the Program organized a seminar and a panel discussion titled "Why Students Cheat: A Multiple Perceptive". Five speakers and five students engaged in a lively discussion on the role of culture, values, religion, and law in combating cheating. The Program has worked on developing students' talents in different areas through curricular and extracurricular activities. For example, the Program organized a writing competition to give students the opportunity

to demonstrate their writing talents and win awards. Twenty-one students took part in the competition; two winners were identified in each of the categories of the competition: essay writing, poetry and short story.

The Program is also keen on expanding students' international experience by enabling them to participate in international competitions. To enhance their public speaking skills and give them exposure to

a world of opportunities, five students, Merana Alam, Jenna Bitar, Maya AlJasem, Fatina Obaid and Tahany Banagah participated in World Speech Day which took place virtually in more than 100 countries across 24 time zones. These brave students were the only speakers from Saudi Arabia. They gave their inspirational speeches about different topics of humanity and earned the respect and admiration of attendees.

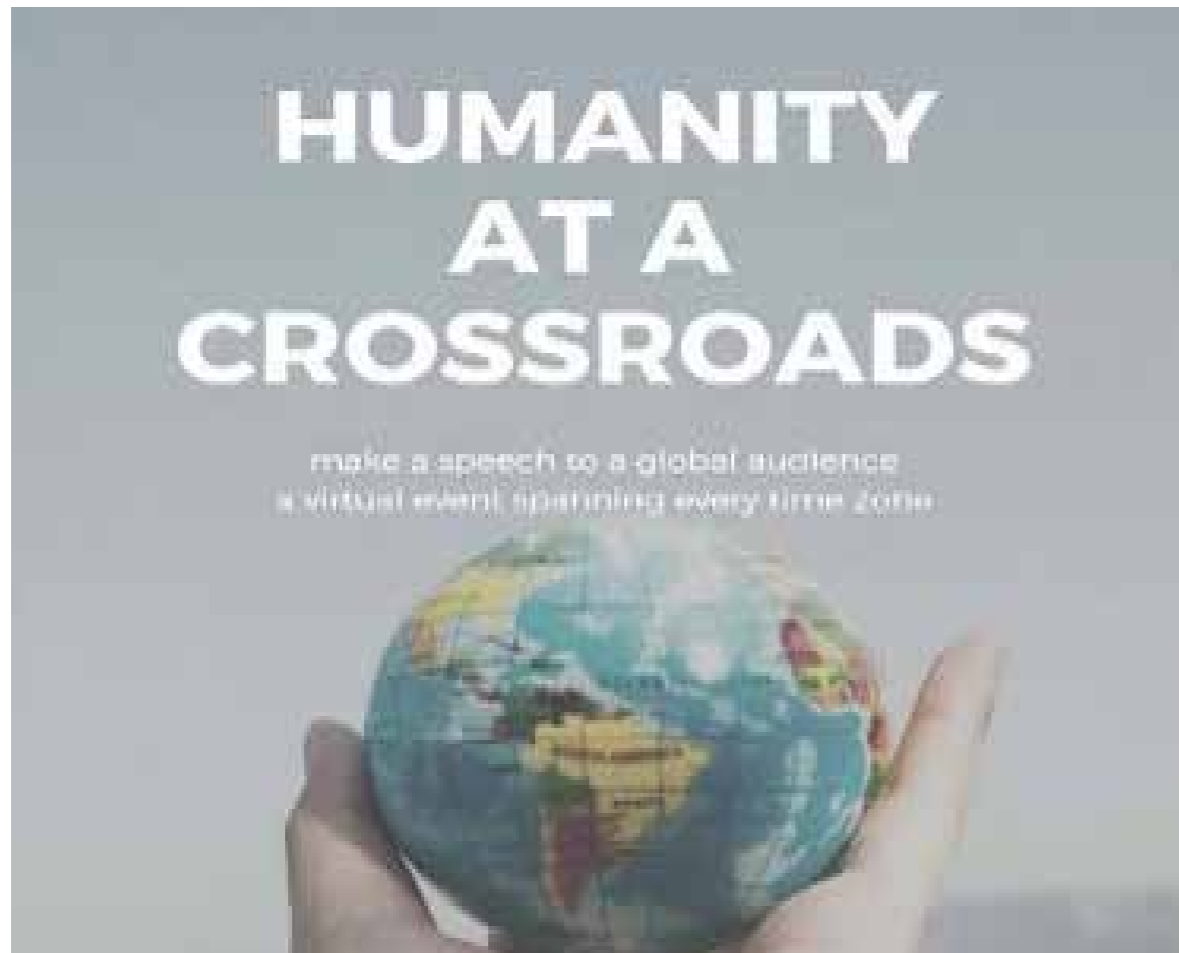
The General Education Program  
2020 Writing Competition

- Essay writing
- Poetry
- Short story

3 Dec. 2020  
From 1:00 to 2:00 pm

In the globalized society we live in and with the dominance of online teaching and learning, international collaboration has become a valuable way for Dar Al-Hekma students to study internationally and share experience with other foreign counterparts. In line with the strategic plan of the University, the General Education Program has started creating collaborations with other reputable universities such as Cornell and The American University of Beirut. The Program is offering in the summer semester a course titled, "Introduction to Archaeology", in collaboration with the American University of Beirut. The Program is also working on establishing a partnership with eCornell to offer professional certificates in different areas in the fall semester. Such collaborations will also enable Dar Al-Hekma academics and researchers to collaborate with their counterparts in these well-established organizations.

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. It shared a great deal of knowledge through the different activities it organized, and there is still more to offer to Dar Al-Hekma students and faculty and to the outside world.



## Academic Preparation Program (UAPP)

### Introduction

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 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 annual objectives of the UAPP stem from the 2020/2021 University Strategic Plan. The objectives focus on implementing the new curriculum in the three levels that the UAPP comprises and reviewing it based on faculty's and students' feedback. UAPP faculty reflected on the feedback they got and collaborated to fill the gaps.

The UAPP faculty developed a new curriculum in 2020 which was implemented in the fall semester of 2020/2021. With this came a commitment to the process of curriculum evaluation by getting ongoing feedback from both students and faculty on the topics taught and the achievement of the students learning outcomes. Feedback from the side of the learners is crucial for designing a relevant, reliable, and efficient curriculum, so students were asked to report their needs in the light of what they have studied. This feedback came in the form of filling surveys, participating in focus groups and writing reflections. UAPP faculty industriously wrote reflections on the implementation of the new

curriculum and uploaded their entries on a shared folder.

In addition to implementing and reviewing the new curriculum, the faculty considered innovative strategies of delivering the material online to meet the students' learning needs, enhance their participation, and build a sense of community especially that all UAPP students are new to university life. The faculty constantly shared experiences and had opportunities for practice and reflection. They attended conferences, workshops and seminars and watched videos on using Blackboard Collaborate. Additionally, having a systematic process of class observation helped them to learn from each other.

A remedial plan to follow up students with poor language proficiency in the three levels was created and implemented. The aim of the remedial plan was to raise the competencies of the students whose language proficiency is thought to be below the level of their classmates. The faculty followed up on students identified as poor

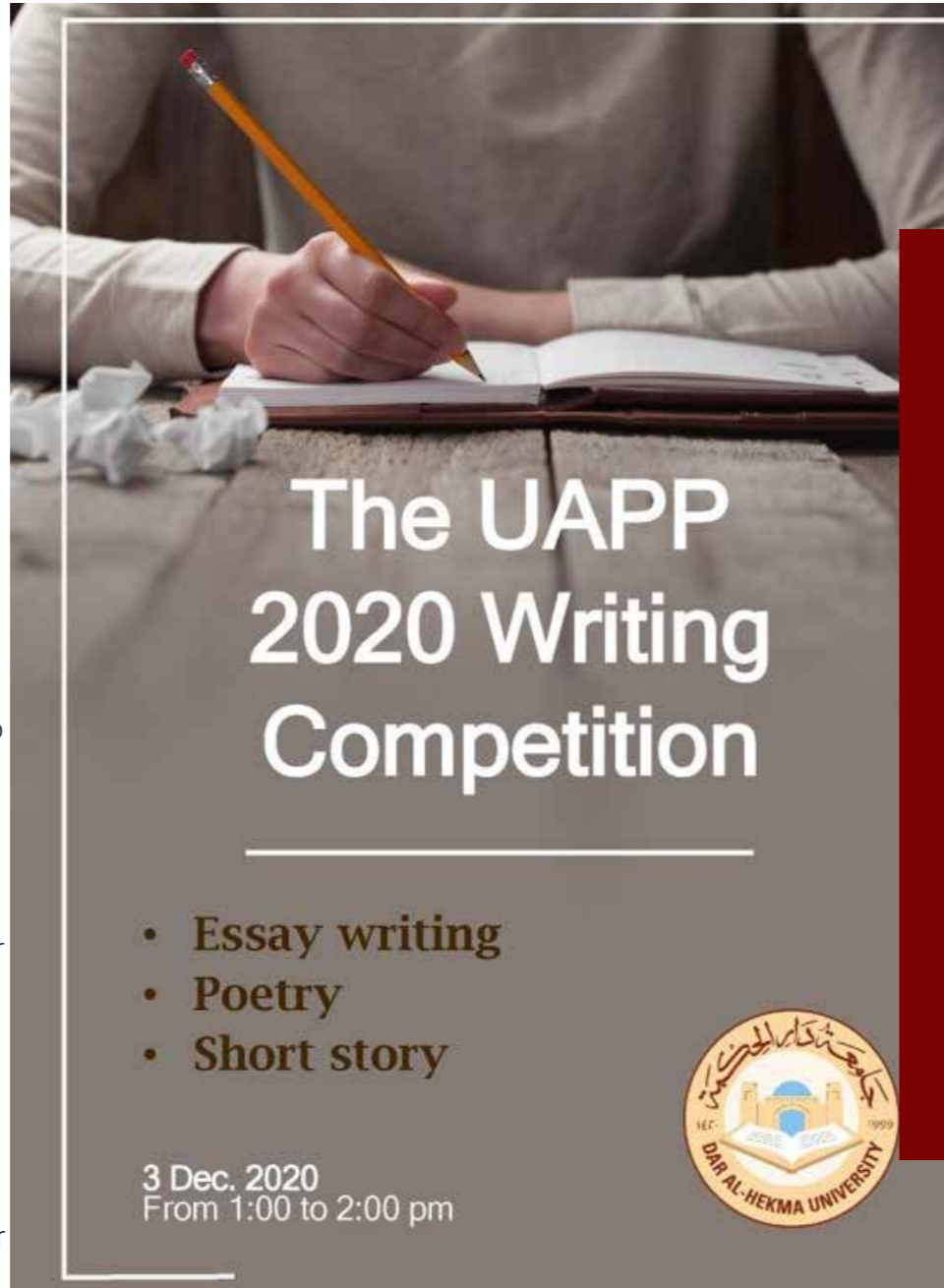


language learners and designed special instructional material and intervention program on specific issues to assist them. A lot of one-to-one meetings were organized and each student was given special attention based on her individual needs.

A shared folder was created on for faculty to share material such as curriculum documents, instructional material, PowerPoint presentations, reflections, coaching material, and curriculum review ideas. In addition to saving them time and effort, the shared folder was a reference that enabled the faculty to communicate and keep abreast of each other's practices.

The Program paid special attention to promote students' talents. It organized a writing competition to give students the opportunity to demonstrate their writing talents. The competition was not only about finding students who can write well but also identifying individuals who have talent and critical thinking skills.


To conclude, UAPP is the place where several students start their university journey. It is more than a program of study; it is a community. The Program faculty share a commitment to creating the best experiences for the students throughout their journey of English language learning.



**The UAPP  
2020 Writing  
Competition**

- **Essay writing**
- **Poetry**
- **Short story**

3 Dec. 2020  
From 1:00 to 2:00 pm



## Graduate Studies & Research Forging Characters of Future Leaders

### Master of Architecture

Dar Al-Hekma's Master of Architecture (M. Arch) is a two-year interdisciplinary program that broadens the scope of architectural studies through an advanced process of thinking and making of 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 are able to 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. 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 others.

The program adopts an experiential and experimental approach to architectural design empowered by an integral approach to design solutions. It adopts 'Integral Design Theory' based on a holistic approach to architectural design with multiple dimensions of the built environment. The graduates of the M. Arch Program are able to connect different domains of knowledge, placing them at a significant advantage compared to any of their peers graduating from other institutions in the

Kingdom. The program invites the graduates from allied disciplines to apply for a flexible course of study that is attractive to students from diverse backgrounds. As such, the program offers students an extensive understanding of architecture, while simultaneously enabling them to choose the subjects they seek to gain knowledge in based on their preferences and career plans. The M. Arch is taught by highly experienced faculty from the world's most renowned schools of Architecture.

#### Master of Architecture Mission Statement:

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

#### Achievements

This year the M. Arch Program went through a minor curriculum review resulting in the following updates to the program:

- Based on the Alumna survey, the Advisory Board Meeting, the Curriculum Review meeting, and the Department Council meeting, a recommendation was given to include three pre-master modules to prepare students with a BSc in Interior Design, and two pre-Master modules to prepare students with a BSc in Engineering for the M. Arch courses. The Department has benchmarked with other local and international universities, and with the MBA program at DAH, after which the Department Council agreed to add three preparation modules. This shall be effective starting Fall 21-22, three weeks prior to the start of the academic year.

The modules offered to the Interior Design graduates will include the following three courses:

- ARCH 6201 Introduction to History & Theories of Architecture & Urban Design
- ARCH 6202 Introduction to Digital Software
- ARCH 6203 Introduction to Structure & Building Construction

The modules offered to the engineering degree graduates will include the following two courses only:

- ARCH 6201 Introduction to History & Theories of Architecture & Urban Design
- ARCH 6202 Introduction to Digital Software
- Another update was made to the Final Project course: The Project in fulfilment of the master's degree will have an offering of an alternative course: Thesis in Satisfaction of the Master's Degree. This will allow the student the flexibility to choose between a project course or a thesis course towards graduation. The student's choice will be subject to the instructor's (supervisor's) approval based on the chosen topic.
- This year, the M. Arch Program has also re-activated the three master elective clusters that were initially planned. This will enable the students to have a specialty in one of the following clusters which is an added value to the M. Arch graduates.

Clusters				
Semester One			Credits	Total
ARCH	6301	Building Sciences	3	
ARCH	6302	Advanced Material Technology	3	9
ARCH	6306	Construction Systems and Information Modelling	3	
Semester Two				
ARCH	6303	Vernacular Architecture	3	
ARCH	6304	Environmental Psychology and Human Behavior	3	9
ARCH	6305	Architecture Heritage and Conservation	3	
Semester One			Credits	Total
ARCH	6307	Building Economics	3	
ARCH	6309	Construction Management	3	9
ARCH	6308	Real Estate Development	3	

Program Statistics:

- Number of students: 14 Students
- Number of alumnae: 16 Alumnae
- Number of alumnae publishing paper: 3 Alumnae
- Number of alumnae presenting on conferences: 4 Alumnae
- Number of alumnae getting awards: 5 Alumnae
- Graduates' employment rate: %90 of Alumnae
- Number of alumnae winning awards: 5 Alumnae
- M. Arch Orientation Program (8 & 7 September)

At the beginning of the 20-21 Academic Year, the Master of Architecture Program arranged a -2 day orientation event for the M. Arch students.

The program invited Arch. Saffet Kaya Bekiroglu for a public lecture about "his experience as an architect" on September 7th, 2020. As the co-designer of major buildings, he shared his experience at Zaha Hadid Architects (ZHA) and sustainability-oriented projects which were executed in ICU Campus by his own office. The orientation was conducted through Zoom.

On September 8th, the program hosted the webinar "Architectural Research and Graduation Projects" by M. Arch graduates: Amal Alghamdi, Haifa Alharbi, Khulood Alsaadi, and Lujain Barri.

**External Juries:**

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

The professional and external invited jury members are:

- Dr. Abdulaziz Banawi (Assistant professor at KAU)
- Dr. Mohammed Alamoudi (Assistant professor at KAU)
- Arch. Saffet Bekiroglu (Internationally recognized architect)
- Arch. Tony Miki (Partner at Foster+ Partners)

**Alumnae Achievements:**

Architecture Masterprize 2020 Awards

**Student Award Category:**

M. Arch graduate Amal Algamdey won 'the best of the best' award in 6 categories under urban

design, small-scale landscape, outdoor, urban planning and preservation, with her 2020 Spring Semester M. Arch Graduation Project: "Cultural Spine for Historical Village Ramada in Al Baha, Saudi Arabia."

**Memorable Mention Category:**

M. Arch graduates Amal Algamdey, Loujain Azzouni, Soha Binzagr, Noha Qari won 'Memorable Mention in Heritage Architecture – Student category for their ARCH 6402 Studio II Project: "Renovation of Zainal House, Al Balad Jeddah".

**Sheikh Khalid Al Turki Award**

M. Arch graduate Areej Alama was one of the winners of the DAH President's Award for her two international refereed publications.

**ARCH Trips:**

- ARCH First Virtual Trip

As the Architecture Department is keen on engaging students in learning through fun activities, it organized a virtual walking tour to Chicago on 26/11/20 as it was unable to take students on a real tour because of the pandemic and the travel restrictions. Dr. Tamsen Anderson organized the tour, whereby students got

to see architectural edifices that rose after the Great Fire of 1871, like the skyscrapers that rose in the Loop, the downtown commercial center of the city, and the city's many neighborhoods. The students also attended a lecture by Dr. Anderson who gave a presentation and engaged students in a Q & A session to answer all their inquiries.

- Riyadh Trip

On the 25th and 26th of March Ms. Rima Refai arranged for a trip to Riyadh. The purpose of the trip is to allow Studio students to visit the project site that is located in the KAFD.

- Al Balad Trip

On the 18th of March, the ARCH Department arranged for a trip to Al Balad in Jeddah in collaboration with Ms. Abeer Alsulaimani. The students visited: Bab Almadinah – entrance to the historical region where they listened to a brief introduction about the city and the gate after which they went through Abu Enaba Street, Battarjee House, The Book Store, Balad Souvenir Shop, Al Jodranayah, Jeddah House, Al Shafee Mosque, Al Jamjoom House, Noor Walee House, and Nasseef House.

**Exhibitions:** The Hekma



School of Design and Architecture (HSDA) Gallery Exhibition Fall 20-21

The exhibition showcased the work of Bachelor and Master of Architecture students of fall 20-21 from introductory courses all the way to capstone projects.

#### Guest Speakers:

Guest speakers during the past academic year were shared between both the Bachelor and the Master's Architecture programs.

The Architecture Department has a tradition of inviting a guest speaker on the last Wednesday of each month. Such guests would give talks that help expose students to professionals in the field, a practice that helps to fill the gap between theory and practice. This is usually organized by Dr. Sherin Sameh, Chair of the Department, and supported by the administrative assistant, Ms. Sumaya Bakri. Because of the prevailing circumstances of the COVID-19 pandemic this past year, all talks were conducted online. However, there was a positive aspect to that as it facilitated having professional guest speakers not only from inside the kingdom, but also from abroad.

- In September, Arch Tony Miki from Foster + Partners gave a lecture about "Sustainability and Passive Architecture: Learning from the Place".

Toni is a graduate of Architecture from the Wentworth Institute of Technology in Boston. Upon graduating, Tony Miki joined Foster & Partners and worked on the Petronas University of Technology. Since then, he has been involved in a wide range of projects in the UK and around the world, including the design of a fleet of ten yachts for YachtPlus. He is also the team leader for the design of the Jeddah Metro and for the recently completed Haramain High-Speed Railway stations. He was promoted to partner in 2014.

The lecture explained the implementation of sustainable architectural design solutions and how to reduce negative environmental impact. It also stressed that when architects are designing, they must consider these sustainable solutions and apply environmentally friendly methods and building materials throughout the construction.

- In October, Aljohara Beydoun, Founder / Creative Director at INK, a graduate of Urban Design from Effat University, and an alumna of Interior Design at Dar Al-Hekma University, gave a talk on "The Mind & the Design Process" in which she discussed the many ways to develop quick off-the-cuff concepts. She emphasized that generating one concept with meaning and depth that will help to support the development of a project can be difficult, and whilst there is a process that can be followed, it does take invested time, research and development.

- In November Dr. Jamil Abid from KSU and a consultant in Sustainability, Wellness and Biophilia for some local firms gave a talk about "Wellness in Architecture" which is an initiative that brings together diverse leaders with the purpose of raising awareness on how our surroundings directly and profoundly affect us psychologically, physically, energetically, emotionally, and spiritually. Dr. Abid is also the chairman of the Industrial Design Division of the Saudi "Umran" Society of Architects and has professional memberships in the Saudi "Umran" Society of Architects (SUSA), the Saudi Council of Engineers

(SCE), the American Institute of Architects (AIA), and the U.S. Green Building Council (USGBC).

- In November Mr. Enrique Galicia, an Architect and a holder of a Master's in Information Technology, an International BIM Consultant and a Specialist on the use of Dynamo providing Real Construction Solutions to common problems, and a Certified Autodesk Revit Instructure and Professional gave our students a presentation on "Designing A Dynamic Facade Using Autodesk Dynamo". He made students discover an innovative way to optimize the complex façade panel layout into a constructible and manufacturable piece. He also took them on a workflow journey guiding them through the whole process from design till fabrication of dynamic façade panels by using the AEC Industry Collection to show them the effect and the result when computational design is introduced in an architectural fabrication workflow.

- As part of the series "Where are They Now?", the Architecture Department hosted in December Ms. Farah Huseini, a graduate of University College London with a Master's

Degree in Environmental Design and Engineering and whose dissertation was "commended as outstanding". Ms. Huseini, who is also our alumna (Bachelor's in Architecture, 2017) with an outstanding academic performance – Excellent with first honor – was invited to inspire our students by sharing her educational and professional journey after she graduated from DAH.

- In January, the Department hosted Architect Fernando Pérez Fraile, Country Manager of IDOM in Riyadh, KSA, who gave a talk about "The Architect's Role in Large Scale Projects". He focused on the fact that an architect is someone who loves design and is specifically trained and licensed to work on the planning and design of buildings. Every building is different. Every project is different. The facets of an architect's role are as varied and fascinating as their work. Architects are professionals who lead the process of creating functional spaces, from concept and design to a full realization of those designs.

- In January, another guest speaker was Architect Turki Gazzaz, a graduate from McGill University, Montreal, Canada with a

Master's Degree in History and Theory of architecture who gave a talk about "Saudi Modern Studies on Modern Development since 1938". Saudi Modern is a series of exhibitions that highlight and critically reflect upon the process of modernization in the Kingdom. His talk was about the architecture and urban development studies in the wider context reflecting the social, political, economic, and cultural changes of the time.

- In January, the Department invited Architect Hisham Malaika, a graduate of McGill University with a Master's Degree in History and Theory of Architecture to give a lecture to senior students taking internship courses. His lecture was about "The Different Fields and Careers that can be pursued with an Architecture degree."

- In March, Ms. Mariana Custodio Dos Santos, an Architect and Urban designer from Portugal, recently working at Zaha Hadid Architects: teaching at the Architectural Association in London and doing live workshops and webinars with students from all around the World, gave a talk about "Women Empowerment in a Male Dominated Field".

### Workshops

- In March, The Visualization Core Lab (represented by: Ms. Dina Garatly) from KAUST, gave a workshop that offered a wide range of world-class 2D and 3D collaborative environments to train students to use state-of-the-art hardware and software for advanced scientific discovery.

- In March also, Ms. Noor Ragaban, previously DAH faculty and current faculty at KAU gave a sketching workshop. Ms. Noor is a self-taught experimental visual arts enthusiast, whose interest in art developed at a very young age, influenced by children books illustrations, over which she created her own background versions using crayons and coloured pencils. Exposed to famous artists' work as a teenager, she developed her work technique, sketching, as she studied their work and created her own version of it, especially artists Egon Schiele and Albrecht Dürer's. The workshop entitled "Reading Objects -Sketching 101", engaged the students in how to develop the skills of freehand drawing as a way to express their ideas through drawing in a way that would appropriately represent the subject at hand.

freehand drawing as a way to express their ideas through drawing in a way that would appropriately represent the subject at hand.

- At the end of March all the way to beginning of April, the Saudi Modern initiative (Arch. Turki Gazzaz, Arch. Abdulrahman Gazzaz and Mr. Amro Abuzaid) gave a 3D Model Workshop to the ARCH Students. The students worked on Creating a large-scale concrete model for Jeddah in 1938. The Workshop aimed to analyze modernization through the history of the nation's urban and architectural development.

- In June, Dr. Mohammed Al-Surf, the regional manager and market developer at Green Business Certification Inc., and the first Saudi to obtain a participant sustainability certificate from the International Society of Sustainability Professionals, gave a three-day-intense workshop on (Leadership in Energy and Environmental Design) "LEED Exam Prep" to successfully prepare students for the LEED Green Associate exam, including various LEED rating systems, categories, and minimum program requirements. Students were also exposed to the LEED certification process, requirements, strategies and

intents of the numerous LEED credits, the overall intent of the LEED pre-requisites and credits as well as tips on studying and exam skills. The workshop was offered for DAH students, Faculty, staff and to professionals.

### Heritage Webinar

In April, the Arch Department arranged for a webinar on the occasion of The World Heritage Day Event (18th of April). The webinar was titled: "Heritage: Copying or Creation?". In collaboration with moderator Arch. Atef AlShehri, and speakers; Arch. Njoud Alanbari, Mr. Ali Almaghawi and Mr. Ahmed Matar. The webinar aimed to reflect the importance of heritage, as it is an essential element for understanding the nature of development and how the structure of society is formed. Heritage is an appropriate entry point for studying the past, understanding the present and anticipating the future and this was the message delivered to our participants.

### • Marketing Strategy:

A marketing strategy was created to cover both the B. Arch and the M. arch programs.

A marketing team was created, and the following tasks took place to market

the department in more than one way. The first thing was to create an Instagram account for branding the department.

### • A dedicated team

**Including:** 1 graphic designer (Nadine Lingawi/ Volunteer), 3 members (Ms. Sima Refai, Ms. Malak Al Saadi, Ms. Lara Al Kholi), and the students representative Ms. Ruqaiya Fathima was formed.

- **A supporting team:** 12 Students representing each batch volunteered to be on the supporting team.

- **Branding:** Ms. Nadine Lingawi, who is a volunteer graphic designer created templates for the team to use for branding.

### • A monthly schedule:

A schedule of posts was set according to which duties and responsibilities were identified. Regular checkup and meetings were conducted for follow up.

### • Determined content

**types:** Our lively Instagram account had multiple content types.

- **Feed:** Photos, bold text, Gifs (short videos), and carousel posts. This content is strictly dedicated to announcements, work highlights, morale-boosting, and occasionally announcement of student

achievements.

- **Stories, highlights, IG Lives:** This content is for both outsiders and students. It comprised announcements for talks, live talks with professionals, and documentation of events.

- **IG TV:** Used to upload full videos of jury recaps (after being edited), studio updates, even student highlights, interviews with graduates, interviews with faculty, which was the super social zone of the Instagram page.

- **Photography:** Ms. Amaal Al Hifzi and photographer volunteer (Mr. Tarek Zahran), were invited to create professional videos with the instructors to be posted on the Instagram account.

- The marketing plan for Spring 20-21 was very creative: each month of the semester had a different theme:

a. **January:** Introduction & welcoming students for the new semester, with a new look and design for our Instagram account and department.

b. **February:** Photography month.

c. **March:** Art & design month.

d. **April:** Heritage month.

Each month had different events and talks that fit within the month's theme. Coupled to this, each month had the following:

- a. Famous Architects with their Inspiring Quotes
- b. Celebrating Student Work
- c. Celebrating Alumnae
- d. Interviews with our Faculty
- e. Monthly Talks
- f. Trips announcements and documentations

### Memorandum of Understanding

The Department signed an MOU with The Saudi "Umran" Society and initiated the Green Building Ambassador program that will generally be about nature education and to help spread such knowledge on campus. This might include organizing lectures, workshops, student activities, site visits to green projects locally or internationally. The student needs to establish a Green Building club with the approval from the university and have that club as a connection point between The U.S. Green Building Council (USGBC) and the university.

Other initiated MOU includes (Still in progress):

- Another MOU of collaboration between the Architecture Department and Athar Art was signed to collaborate in workshops, talks, and events.
- An MOU between the ARCH Department and Kombolcha Institute Of Technology And Aarupadai Veedu Institute of Technology (AVIT), Vinayaka Missions Research Foundation, Chennai, India, was initiated to establish certain cooperative programs beneficial to the respective educational institutions and to promote the development of joint studies, research and training activities, and other educational programs of mutual interest.

## Master of Business Administration (MBA)

The Master of Business Administration (MBA) program provides theoretical and practical training to help graduates gain a better understanding of general business management functions. The MBA degree exposes students to different business fields such as accounting, finance, or marketing with a focus on leadership, planning, business strategy, organizational behavior, and human capital management.

The academic year 2020-2021 marked the graduation of the first batch of MBA students.

### Program Mission Statement

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

### Guest Speakers

**The department invited a number of guest speakers during the academic year 2020-2021, from whom our students greatly benefited.**

In September 2020, the department invited Mr. Abdullah Majeed-Saidan,

associate partner of McKinsey & Company, who gave a talk about "Strategic Planning After COVID-19". The lecture focused mainly on how businesses are coping with the COVID-19 pandemic in the areas of their strategic planning. The lecture exposed students to current practices in strategic planning following the COVID-19 pandemic.

In December 2020, the department hosted Dr. Mohammad Fitaihi, founder and General Manager, Luxury Goods Trading Co. Mr. Fitaihi gave a lecture on "Leadership Power and Organizational Politics" in which he talked about the leadership power inside organizations and how leaders deal with organizational politics at the workplace. The students were pleased to have been present at this lecture, for they were exposed to real-life practices and how leaders operate, face, and deal with organizational politics at the workplace. They were introduced to this intricate world of politics in business.

### The MBA Professional Lecture Series on Success Stories of Entrepreneurs

1. The Department initiated this year the

MBA Professional Lectures Series on success stories of entrepreneurs. The first guest speaker in this series was Mr. Fahad Al-Harithi, founder of Rooh Design and Bu Hamad restaurant for breakfast, who was invited in February 2021 to give a lecture on how companies develop from a simple idea into a company. In his lecture entitled "From Idea to Business: The Journey of a Company", Mr. Al-Harithi talked about the steps and the processes that a company passes through from the stage when it is a just an idea to the final stage of realization. He artfully presented his success story of starting up a business.

The students tremendously enjoyed the lecture whereby, they showed their enthusiasm through the questions they asked and the discussions about different situations that they had with Mr. Al-Harithi.

2. Mr. Omar Malikhah, CEO of Quantum Platform and Mr. Tameem Alghunaim, COO Quantum Platform were also invited in February 2021 to talk about their success story as entrepreneurs. The lecture had the same title: "From Idea to Business: The Journey of a company."



3. The third guest speaker under the series was Ms. Salma El Moselhy, Co-founder of "Lugmaty" Application. Ms. Elmoslehy gave a lecture entitled "Lugmatey Strategy and Early Days' Story" in which she talked about the early days when the idea originated and how she planned and strategized to bring the idea to realization. Students were very interested to learn about the different steps that such a business goes through to come to life.

4. Under the same series, Mr. Rami Abou Rmaileh, Associate Principal Partner in Performance and Ms. Aysar Tayeb, Executive Managing Director,

Prosperity Fund in Aramco Ventures were invited in February 2021 to give a lecture: "Startup Funding and VC Practices". They mainly talked about issues facing startup companies and what the practices are to circumvent any hurdles that entrepreneurs might face in funding their businesses.

Our students were extremely interested to get to know how to deal with funding a startup business and the VC practices that are applied.

**Workshop:**

In order to help our students in producing excellent pieces of writing, the department invited Dr. Khawla Zahran, Director

of the General Education Program and Acting Director of the University Academic Preparation Program (UAPP) to give a workshop on "How to Avoid Plagiarism" in which she discussed issues of academic dishonesty and plagiarism issues in academic practices. Students got to realize the importance of academic honesty when presenting any piece of writing of any nature.

**Student Extra-curricular Achievements:**

Dareen Almezjajy' won the 5th place in the virtual competition of weight Powerlifting category of 72 KG in the Kingdom (19-20 Dec. 2020).

**Staff Achievements:** Ms. Dunia Mamlouk, the MBA Program Coordinator participated/ is participating in the following academic activities:

Activity/Task	Title	Year	Name of Company
Member in Editorial Advisory Panel (editorial/academic reviewer) of Economics Textbook: Mankiw/Rashwan, Principles of Economics: Arab World -4th Edition	Member in the Editorial Advisory Panel	AY 2020-2021	Cengage Learning publishing Company
Content-developing of the digital resources for the MindTap online learning solutions/resources that accompany the book (textbook details mentioned above)	Content Developer for MindTap online Learning solutions/resources	AY 2020-2021 In progress	Cengage Learning publishing Company

## Master of Science in Applied Behavior Analysis (MABA)

The Master of Science Program in Applied Behavior Analysis (ABA) at Dar Al-Hekma University, which is the first of its kind in the region, started in the spring semester of the AY 2018 – 2019. The program trains graduate students to become specialists in providing behavior analysis services to individuals with challenging behavior and/or skill deficits which will lead the development of the professional practice of applied behavior analysis in the Kingdom of Saudi Arabia. The curriculum focuses on the clinical and educational applications of ABA and provides an intensive practicum experience to enhance and strengthen students' application of the principles of ABA in both settings. Our graduates will be able to cater to the needs of all individuals affected by autism spectrum disorders (ASD), developmental disabilities, educational and behavioral challenges, and mental health issues. Our graduates will be able to:

- Define major concepts and principles of applied behavior analysis.

- Conduct behavioral assessment.
- Select socially valid target behaviors.
- Select function-based treatment.
- Practice with integrity, according to the Behavior Analyst Certification Board (BACB®) requirements for the Board-Certified Behavior Analyst (BCBA®) certification.
- Define behavior.
- Select appropriate behavior measures.
- Measure behavior.
- Analyze the results of behavior intervention to evaluate effects of treatment.
- Implement behavior change procedures.

MABA had a successful and fruitful academic year with many achievements as stated below. The program was able to transition smoothly to remote learning and achieve all intended learning outcomes, while enhancing student engagement in research and training activities

**Mission Statement**

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

**Major Achievements**

- Graduating the first batch from the first and only program in ABA, in the Kingdom, with a verified course sequence (VCS).
- Five students completed applied research projects in their final semester addressing various behavior problems experienced by their clients.
- Dr. Lamis Baowaidan, Chair of the Program, discussed with the CEO and vice chairman of the board of Abul Latif Jameel Hospital for Medical Rehabilitation a collaboration between the two institutes. As a result, a Memorandum of Understanding is in progress.
- Renewal of course verification (VCS) by the Association for Behavior Analysis International (ABAI) for the second year.

- Dr. Lamis Baowaidan was invited to participate in the **events below:**

- Presented in an online workshop at the Academy of Psychology on Functional Behavioral Assessment, in Jeddah, December 17, 2020.

- Participated in a panel discussion organized by the Autism Center for Excellence to discuss the current status of ABA in the country, in Riyadh, October 27, 2020.

- The 47th Annual Association for Behavior Analysis International (ABAI) convention where she was an invited international presenter. Her presentation on May 29th, 2021 was titled "ABA in the Kingdom: Shaping the Field".

### Symposium

The program hosted on March 19, 2021 the First Saudi ABA Symposium titled "ABA Through the Looking Glass: Past, Present, and Future". World-renowned international and regional guest speakers were invited to the two-day symposium which was open to everyone around the globe

The main objectives of the symposium were:

- To shed light on the science and practice of ABA in the Kingdom.

- To discuss the social significance of the science of ABA and its applications in the treatment of individuals with special needs.

- To share experiences in the Gulf region and discuss challenges and actions taken to address them.

- To provide training opportunities for practitioners and families of individuals with special needs through workshops.

### Keynote and Invited International Speakers

- Dr. Grant Gautreaux, CABAS® Senior Behavior Analyst and Assistant Research Scientist, BCBA-D, LBA - Associate Professor of Education, Nicholls State University, USA.

- Dr. Susan Ainsleigh, BCBA-D®, LBA - Director of Graduate ABA Program, Bay Path University, USA - Executive Director, Massachusetts Association for Behavior Analysis.

- Dr. Neil Martin, BCBA-D® - Director of International Development-Behavior Analyst Certification Board (BACB).

- Dr. Gordon Bourland, BCBA-D®, LBA - Chair, ABAI Licensing Committee -Coordinator, ABAI Affiliate Chapters Board

### Invited Regional Speakers

- Dr. Amal AlYamani - Director of the Autism Center at King Fahad Armed Forces Hospital Under Prince Mohammed Bin Salman Program for Autism and other Developmental Disorders, KSA.

- Dr. Faisal Al Nemary, BCBA® - Chief Operating Officer, Autism Center of Excellence, KSA.

- Ms. Enas Abdullah, BCBA® - ABA Clinical Supervisor, Jeddah Institute for Speech and Hearing and Medical Rehabilitation (JISH), KSA.

- Ms. Sanaa Ibrahim, BCBA® - ABA Clinical Supervisor, Jeddah Institute for Speech and Hearing and Medical Rehabilitation (JISH), KSA.

- Ms. AlAnoud Al Saud, BCBA®, QBA - ABA department head, The Center for Autism Research King Faisal Specialist Hospital and Research Center (CFAR), KSA.

- Ms. Ohud AlHaqbani, BCBA®, QBA - Senior Special Educational and Behavior Analyst - Founder of ABA Blue Light, KSA.

- Ms. Sharifa Yateem, BCBA® - Founding consultant of Sharifa Yateem Consulting and Sharifa Yateem Rehabilitation Center - Co-founder of ABA-UAE ABAI

- Dr. Roqayyah Taqi, BCBA® - Assistant Professor, Faculty of Allied Health Sciences, Kuwait University, Kuwait.

- Ms. Ingy Alireza, BCBA® - Founder of Think Behavior and Development Center for Children, Bahrain.

Six workshops were offered on the second day of the symposium in Arabic and in English. The workshops were geared towards practitioners in the field as well as parents and families of children with and without developmental delays. All workshops were delivered by board certified behavior analysts and university professors.

• أ. رزان بخاري - التواصل في حياة الأشخاص ذوي اضطراب طيف التوحد

• أ. لينه الشويمان - كيف تعلم طفلك مهارات الحياة اليومية

• د. وفاء الجهني - من يعمل مع طفلي؟ المؤهلات الأساسية لأخصائي السلوك

• د. بتول السيد حسن - إشراك الوالدين في تقييم السلوك الوظيفي وتقديم استراتيجيات مساعدة

• د. سارة سلسلة - ماذا بعد جمع البيانات؟

• د. شهد الشريف - معايير الإشراف

### Workshops in English:

- Ms. Mona AlHaddad- Let's Get it Right! Behavioral Skills Training.

- Ms. Shumaila Jaffrey- Prevention Instead of Reaction: Using Antecedent Interventions Effectively.

### Guest Speakers

The MABA Department invited some reputed guest speakers to give lectures to our students about different topics.

#### October 14, 2020

- Dr. Jessica Dudek BCBA-D, LBA

- Assistant Professor of Behavior Analysis at Teachers College, Columbia University

- Title of the lecture: "The CABAS Model"

- The lecture was about the components of the CABAS model and its application of behavior analysis to schooling.

- The students learned about the topic from one of the CABAS model consultants and board members.

#### October 24, 2020

- Dr. Cindy Smith

- Assistant Professor of Education at Curtin University, Australia

- Title of the lecture: "Conducting Literature Reviews".

- The lecture was about the different types of literature reviews and how to conduct them.

- The students learned about starting a research study from an experienced professional with numerous publications and who has served on several journal editorial boards.

#### November 9, 2020

- Mr. Adam Hockman

- Instructional designer at ABA technologies, USA

- Title of the lecture: "Precision Teaching"

- The lecture was about the precision teaching model and its applications to teaching music and other academic tasks.

- The students' learning experience was enriched by Mr. Adam's lecture as they had the opportunity to ask questions and elaborately discuss the topic with someone with extensive experience using the model.



**November 16, 2020**

- Dr. Leanna Mellon BCBA-D, LBA
- Assistant Professor of Behavior Analysis, SUNY University
- Title of the lecture: "Direct Instruction"
- The lecture was about the direct instruction model and how it fits the application of behavior analysis to education.
- The students learned about the topic from one of the experts in the field.

**November 30, 2020**

- Mr. Andrew Keira
- Supervisor at The Morningside Academy of Generative Instruction
- Title of the lecture: The Morningside Academy
- The lecture was about the Morningside Academy in Seattle
- The students experienced a firsthand account of the Morningside Academy and its success in teaching students the necessary academic skills.

**December 7th, 2020**

- Dr. JoAnn Delgado, BCBA-D, LBA

- Assistant Professor of Behavior Analysis at Teachers College, Columbia University
- Title of the lecture: "Being a Consultant as a Behavior Analyst."
- The lecture was about the necessary consultant repertoires and the role of the behavior analyst consultant in schools.
- The students experienced a firsthand account of being a consultant from a CABAS consultant with extensive experience.

## Master of Science in Speech-Language Pathology

The Master of Science in Speech-Language Pathology (MSLP) program started in the Fall semester of the AY 2017 – 2018. The Program 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 has been approved by the Saudi Ministry of Education. Instruction and clinical supervision are provided by the American Speech-Language-Hearing Association (ASHA) by certified Arabic and English-speaking professionals from Saudi Arabia and the United States.

The Master of Speech-Language Pathology Program engages students in intensive study, innovative research, application of evidence as the basis for clinical service delivery, self-evaluation and reflection for skills development resulting in the following learning

outcomes:

- Describe fundamental knowledge about normal anatomy, physiology, and process of hearing, speech, and language.
- Conduct empirical and experimental research projects.
- Demonstrate understanding for individuals who have communication disorders, with sound knowledge and appreciation of cultural and linguistic differences in a diverse world.
- Apply professional and reflective ethical practices in the field of speech and language pathology as individuals and as part of a team.
- Demonstrate an advanced level in clinical skills when providing prevention, assessment and intervention services for individuals with communication disorders.

The number of graduates so far: 17 students from the AY 2018-2019. During this AY 2020-2021, 7 students graduated. Although the academic year 2020-2021 was challenging

due to the Covid-19 pandemic, that was neither an obstacle nor a detriment to the normal functioning of the program. In fact, this past academic year went smoothly because students and faculty members have become more oriented to online learning mode. All the theoretical and clinical practicum courses were delivered online. Yet, one clinical practicum course was done in two different hospital settings considering all the precautionary measures. The management of the university, as well as the support provided to students by all faculty members helped students do their best. Everybody was up to the challenge. This speaks for the caliber of students, management, and faculty members. The IT staff were a key factor in all the achievements of the program. They were ready around the clock to cater to our needs.

**Mission Statement**

The mission of the master's degree program of Speech-language Pathology is to provide students with

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

### Major Achievements

- Four more students from our MSLP alumnae have met the Standards for the Certification of Clinical Competence in Speech-Language Pathology from the American Speech-Language-Hearing Association (ASHA). They received their ASHA Certification in 2020. The total number of certified MSLP alumnae is 8.

- Maram Al Darwish
- Saja Alsulaimani
- Amnah Alsakooti
- Sarah Alkhamis

- **Stroke Awareness Day:** Students of the Master of Science in Speech-Language Pathology supervised by Dr. Areej Asseri organized an online awareness day in collaboration with the Saudi Stroke Society. This event was held on October 29, 2020. The awareness day aims to raise awareness among stroke patients and their families. Dr. Areej Asseri and our student Rozana Saklou have been invited and hosted at the SBC Channel to talk about

the Stroke Awareness Day.

The channels and newspapers below sponsored the event by sharing its details on social media platforms:

1. Saudi Press Agency Online Newspaper.
2. Almadia Online Newspaper.
3. Iqraa Channel.
4. Algarb Online Newspaper.
5. Alwatan Online Newspaper.
6. Tabie.Net Online Newspaper
7. Altahliya Online Newspaper
8. Alhadath Online Newspaper
9. Nabadalarab Online Newspaper
10. Al Shamal Online Newspaper.

### Guest Speakers:

- Dr. Saeed Al-Ghamdi - President of the Saudi Stroke Association.
- Dr. Areej Asseri – Communication Disorders Consultant.
- Ms. Noura Al-Ghosoun - Senior Speech and Language Specialist - Dar Al Arab Clinics Complex.
- Ms. Khadija Kandil - Speech and Hearing

Specialist - Comprehensive Female Rehabilitation Center in Jeddah.

- On December 3, 2020, Dr. Yaser Al-Sabi, Chairman of the MSLP Program Dr. Farida Larry, Dean of Hekma School of Health, Behavioral Sciences, and Education and Dr. Martine Elie, Chairperson of the Speech, Language, and Hearing Sciences, met with Dr. Fahad Al Nemary, Head of Ynmo company to review the final draft of the MOU with Ynmo Company which will be signed soon.

- Update in the MSLP Admission Criteria (Acceptance condition): Dr. Al-Sabi modified the MSLP admission criteria to allow and accept students whose background is not in the field of Speech-Language Pathology. The resolution of the new admission criteria has been approved and signed and is effective from Fall 2020. Currently 4 visiting students have been accepted in the MSLP program.

- **International Implant Cochlear Day:** Students of the Master of Science in Speech-Language Pathology Program supervised by Dr. Yaser Al-Sabi organized an online awareness day in

collaboration with the Saudi Otolaryngology Society (SORL) and the Saudi Society for Speech-Language Pathology and Audiology (SSSPA) on February ,27 2021 . Three major hearing devices companies sponsored and participated in the event: Med-El, Cochlear, and Advanced Bionics. The awareness day aims to raise awareness among professionals, patients of implants cochlear and their families. Dr. Yaser Al-Sabi was hosted at Al-Majd Channel to talk about the International Implant Cochlear Day and at the Saudi SBC Channel with our student Rana Al-Ghamdi to talk about the event.

### Guest Speakers at the International Implant Cochlear Day:

1. Dr. Farida Larry – Dean of the School of Health, Behavioral Sciences, and Education.
2. Dr. Yaser Al-Sabi – Department Chair of the Master's in Sciences and Speech-Language Pathology Program at Dar Al-Hekma University.
3. Prof. Abdul Rahman Hagr - President of the Saudi Association of Ear, Nose and Throat, President of the Academy Arab Ear, and director of the King Abdullah Specialist Center for the Ear.
4. Dr. Arwa Akhdar - An

academician specializing in special education for the deaf and hard of hearing path, and a member of the Board of Directors of the Cochlear Implants Association.

5. Ms. Salam Orabi – A Master's student in the Speech and Language Pathology, and a specialist in speech, hearing, and auditory-speech rehabilitation.

6. Mr. Ali Kheder - Cochlear planter.

7. Dr. Ahmed Al-Dhafeeri - Consultant Ear, Auditory Neurosurgery and Cochlear Implantation, and Head of the Cochlear Implant Center in Hafar Al-Batin.

8. Mr. Nayef Al-Wasmi - President of the Cochlear Implants Association "I hear you".

9. Dr. Shaza Saleh - Audiology consultant, Head of the Audiology Department at the King Abdullah Ear Specialist Center , and the President of the Saudi Society for Speech Language Pathology and Audiology.

10. Dr. Ahmed Al-Shehri - Consultant ENT Surgeon and Consultant Neurosurgeon in Ear and Cochlear Implants.

11. Ms. Latifah Abaoud - The Educational Supervisor in the Riyadh Administration - Speech Specialist and Trainer Accredited for a number of

programs at the Hanen Family Training Center.

12. Mr. Mohammed Al-Olyani - Pioneer of cochlear implant in children, hearing impairment awareness campaigner, and family supporter in cochlear implants.

13. Mr. Ayman Kamal - Director of Med-El holds a Bachelor's Degree in Medical Engineering, and a Master's Degree in Audiology.

14. Ms. Lina Al-Efranji - Audiology specialist at the Med-El Company.

15. Ms. Taaluf Al-Bakri - Speech and audio-verbal rehabilitation specialist at the Saudi Medal Company.

16. Ms. Beauty Hariz - Senior Clinical Specialist in Auditory Verbal Rehabilitation, East Cochlear Middle and Africa.

17. Dr. Nadia Abdul Haq - Technology & Rehabilitation Consultant, Cochlear Middle East & Africa.

18. Ms. Rana -Shihri - Senior regional clinical specialist.

19. M. Mymona Khattab - Hearing rehabilitation consultant.

## Master of arts in International Relations (MAIR)

The Master of International Relations (MAIR) at Dar Al-Hekma offers a well-structured program that prepares students for success in the world of diplomacy and international relations. Dar Al-Hekma University is the only academic institution in the Kingdom of Saudi Arabia that offers this major. The curriculum was developed in collaboration with the Fletcher School of Law and Diplomacy, Tufts University, Boston. With a wide exposure to international relations and regional issues, students may specialize in one of two tracks: International Law or International Economics.

The Master of International Relations program is enriched by the diversity of international faculty empowering graduates with essential skills to thrive globally and locally.

All MAIR courses are taught by a pool of dedicated, passionate and high-caliber faculty from diverse local and international backgrounds some of whom teach in international universities and are practitioners in the field. Graduates of the program will be prepared for the exciting new opportunities that are opening up for women in the Kingdom in the field of Diplomacy and

International Relations.

### Program Learning Outcomes

1. Analyze the dominant competing theories of international relations and apply historical analysis to the study of contemporary international affairs.
2. Demonstrate a working knowledge of one or more subfields of international relations.
3. Show a thorough understanding of the political, social, economic and legal processes and institutions of the international system.

4. Analyze the origins and consequences of decision making in the international system.

5. Assess approaches to peaceful conflict resolution.

6. Conduct original research on a contemporary international topic.

### Program Mission Statement

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

### Major achievements

**Department's Achievements**  
The Department developed a new course in International Political Economy.

### Major Faculty Accomplishments in Research/Publications

Dr. Caroline Attiyeh, chairperson of the Department, discussed her chapter in a virtual book launch via zoom on Friday 5th of March. Book title Middle East in 1985.

### Students' Achievement:

MAIR student, Sara Al Dhahri, was the winner of a competition sponsored by the Student Development Office at the University by

producing a video for the Saudi National Day.

### Guest Speakers

In January 2021, the Department invited Consul General of the United States, Ms. Ryan M. Gliha, from the Public Affairs section, who gave a lecture: "Viewing of the inauguration of Joseph Robinette Biden Jr. as President of the United States of America." The US Consul gave the students a brief talk about the electoral process in the US and the system of checks and balances. Our students interacted with the American diplomats by asking excellent valuable questions regarding the US foreign policy in the Middle East region with special emphasis on Saudi Arabia. This talk was timely and beneficial for them as they were taking a course in Foreign Policy in the Middle East during the week of the inauguration of President Biden.

### Alumnae Achievements

Ekleel Sallam- alumna of Dar Al-Hekma and a political analyst specialized in international relations is now working at the Saudi Gazette where she publishes her articles.





## The Master of Educational Leadership (MEL) Program

The Master of Educational Leadership started in September 2017. Students in the program are trained and equipped to reach specific outcomes. These outcomes are to explain theories and practices related to learning and teaching, curriculum development, evaluation, and analysis of cutting-edge leadership. They are also expected to make data driven decisions using educational research and research techniques, to develop ways to bring people and resources together, and to change the existing public educational institutions and private school situation. At the end of the program, they are also expected to make use of different perspectives to generate new ideas and solutions for the development of dynamic solutions, to develop a practical and achievable plans that lead to the improvement of teaching and learning, to use critical thinking skills and cutting-edge technological strategies to facilitate learning and management, to develop continuous professional development programs that require material and human resources to support

learning and teaching, and to promote academic success, social, emotional health and moral affiliation of the school with the community.

In 2020-2021, with the pandemic and the transfer of education from face to face to online, the MEL program managed not only to deliver its courses online according to best practices, but also to provide its students, who are mostly teachers and supervisors, an example of pedagogies and practices that they can use in the educational sector to implement online learning.

The program has, so far, graduated 136 students.

### 2. Mission Statement

The Master of Educational Leadership Program (MEL) mission is to prepare educational leaders who will be able to support scientific research, promote analytical critical thinking, and make an effective and distinctive impact in educational institutions and communities.

### 3. Major Achievements

- The MEL program is keen on presenting unique and

different experiences to students through recruiting faculty from different universities with different academic ranks. Students benefited a great deal from the diversity of faculty and from the different educational backgrounds they come from.

Seven (7) MEL students published scientific articles in the well-known electronic magazine in the field of online learning: "New Education Website".

Seven (7) MEL students published their research projects in peer reviewed scientific journals in Fall 2021; this makes a total of 36 published articles from the program.

- Dr. Randa Hariri, MEL faculty was promoted to the rank of Associate Professor.
- The MEL program started an initiative of educational talks conducted by MEL students, graduates, and guest speakers proposed, as a community service initiative to all MEL students and the public.

### Accomplishments

- MEL students, in the Leading Innovation and Change Course, presented their final project in Design Thinking on 9/2/2021.

- Student taking the School Leadership Course presented their Final Project to MEL faculty and students on 25/11/2021.

- Students Norah Alzahrani and Huda Almutairi presented a workshop on "Pondering About the Canadian and Scottish Experience" (وقفات تأملية على التجربة الكندية والاسكتلندية) to all MEL students, graduates, and the public from the Educational Field on 3/2/2021.

### 6. Guest Speakers

- The Department invited, in October 2020, Professor Zaki Siddiqi, who is a full professor in Um Alqura University specialized in organization structure and organizational behavior to be their guest speaker in the Organizational Behavior Course to talk about organizational culture. It was greatly beneficial for students to listen to an academician like Dr. Zaki with experience in organizational culture.

- MEL Graduate Student, Hanan AlZanbaqi, was invited to present an enrichment program to all MEL students on "Research-A

Journey of Passion" (البحث رحلة شغف) on 1/12/2020. The presentation was very valuable to students, who learned about ways to deal with research and research supervisors.

- The MEL Program, in collaboration with the "Baseerah" Institution, conducted a workshop in February on "Teaching Philosophy in Saudi Arabia" (تعليم الفلسفة في السعودية) presented by Dr. Imad Al-Zahrani, the first Saudi student who researched the field of philosophical thinking in Saudi Schools in King Saud University. MEL students tremendously enjoyed the workshop as it opened up for them new ways of educational thinking and new areas for conducting research.

- On March 10, The MEL Program I conducted also a workshop on

(حل المشكلات بطرق إبداعية)

"Solving Problems in Innovative ways" presented by Dr. Hani Bardisi, a well-known associate professor in King Abdul Aziz University in the Department of Information Systems, who gives different leadership courses.

- Dr. Khalid Althubati, together with MEL alumna

Hanan Al Zanbaqi, were invited to give a workshop on "Intellectual Safety and its Relationship with Educational Leadership" (الأمان الفكري وعلاقته بالقيادة التربوية)



## The Scientific Research Center

### Overview

The Scientific Research Center which functions under the Deanship of Graduate Studies, promotes, encourages, and supports the advancement of research development at DAH.

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

The current situation of online teaching has brought new challenges and opportunities. Forums and conferences are to be conducted online, and new research topics are emerging, which forms a new bank of innovative ideas in academia. The Research Center is at the heart of these changes and adapts accordingly.

### Mission Statement

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

To accomplish DAH's vision of excellence in teaching and research, the Scientific Research Center (SRC) was established in September 2012 to promote, encourage, and support the advancement of research and development in the Kingdom.

The purpose of the Scientific Research Center is to create and recommend administrative council's research-related policies and procedures for use by faculty, staff, students, and non-DAH researchers. These policies and procedures will be used to ensure that all research conducted 1) advances scholarship in the bodies of knowledge encompassed by the institution, 2) uses best practices in research, 3) protects the safety and confidentiality of human subjects, and 4) is ethical. The Research Center coordinates the University Research Committee meetings and, with the Committee, processes and approves research applications by DAH faculty and non-DAH researchers as well as makes decisions and recommendations on student research ethical approvals.

### Major Achievements

- Created an MOU with TAIF University.
  - Facilitated the appointment of four faculty members to Assistant Professor.
  - Collected Research Progress Report 1 from 42 faculty members.
  - Prepared recommendations for funding research to increase research output by spring 20-21.
  - Started one research collaboration with UBT.
  - Created a DAH page on ProQuest, an online academic library website, one ARCH Master student submitted her thesis.
  - Assisted four non-DAH researchers in conducting their research at DAH.
  - Created a Research Center email account.
  - Updated the Research Center page on the DAH website:
    - Faculty Research Interest
    - Faculty Publication
    - Faculty Conference
  - Dar Al Hekma's First Research and Innovation Forum - March 8, 2021
- Dar-Al-Hekma organized a 'Forum on Research &

Innovation" on March 8, 2021. The forum aimed at bringing together scientists and researchers from prestigious institutions to share their research and innovation in the age of digital transformation. In the opening speech, Dr. Abeer Aldoghaither, the president of Dar-Al-Hekma University, welcomed speakers and the audience to the forum and underscored the significance of scientific research and innovation in the era of digital transformation. She outlined and discussed the ambitious vision of Dar-Al-Hekma University to contribute to the journey of Saudi Arabia in becoming a knowledge and innovation-based economy. She also stressed the value of new frontiers of research and development in the areas of emerging technologies for the growth and prosperity of the Kingdom of Saudi Arabia.

After the opening session, Prof. Omaimah Bamasaq, Consultant in Graduate Studies, Business and Research, at Dar Al-Hekma presided over the keynote session. A panel of distinguished speakers were invited to the forum, including Prof. Muhammad Khurram Khan (Center of Excellence in Information Assurance at King Saud

University), Prof. Wade Alhalabi (Faculty of Computing and Information Technology at King Abdulaziz University), and Prof. Dato Md Gapar Md. Johar (Senior Vice President Research, Innovation, Technology and System at Management and Science University, Malaysia).

- The First session of DAH Scholars' Program took place on Thursday 25th of March 2021. The Research Center at the University launched DAH Scholars Program, where leaders in the research field meet to share their experience, knowledge, and skills. The first session of the program hosted Dr. Shifana Kaafil from the Architecture Department at Dar Al-Hekma, who showed the attendees a roadmap to publications and took them on a step-by-step journey to publishing in conferences, journals, and books. Attendees also enjoyed an engaging discussion of different research topics. In addition, Dr. Ahmad Al-Qattan, gave a talk on "How to Publish Research in International Journals".

- The second session of DAH Scholars' Program took place on Thursday April 1, 2021. Dr. Raha Orfali from King Saud University gave a session on "Targeting ISI Journals: Publishing Tips. In addition,

Dr. Saeeda Shihab, Professor of Arabic at Dar Al-Hekma, gave a talk on "Language and the Quality of Scientific Research".

- Facilitated the appointment of four faculty members to Assistant Professor.
- Facilitated the promotion of one faculty member to Associate Professor.
- Added a student award along with the Faculty Awards for Research.
- Nine faculty members attended the Forum on the "Reality and Future of Scientific Research in the GCC countries", on the 8th of April 2021.

### Upcoming Events:

- Issuing a resolution for the research fund.
- Hosting and supporting research with DAH, upcoming collaboration with Fintech Saudi

The research Center supports researchers in different areas with a prominent goal to infuse an enthusiasm for research practice and to equip faculty with the necessary knowledge for that.

## Excellence in Teaching & Learning

The Academic Year 2020-2021 was rich in its continuous professional development and mentoring activities as well as in the new initiatives and ideas that were launched or introduced during the year to continue in taking the leading role in enhancing educators' capacity and effective teaching pedagogies at DAH University. Under the leadership of Dr. Randa Hariri, the Unit took new heights and offered a great variety of workshop topics that eased the journey of educators at Dar Al-Hekma and facilitated many valuable and constructive discussions among participants while sharing their wealth of knowledge and teaching experiences.

### Mission Statement

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

1- Major Achievements  
Development of an Online Teaching and Learning Guide.  
This guide is addressed to

faculty members to help them in designing, delivering and managing the various components of online courses, including but not limited to, discussions, activities, strategies, assessment, and feedback.

This guide presents the main essential feature of online learning along with suggested resources, tools, and other clarifications needed to deliver courses effectively in an online learning environment.

2- Development of an intensive one-month professional development program for DAH faculty members about online teaching and learning. The topics ranged from design, structure, and development of courses, to teaching and learning strategies in online learning to assessment and quality in online teaching and learning. The program was conducted by in-house faculty member and a guest speaker, Dr. Taghreed Justina, who volunteered to offer three workshops about the essential principles of online teaching and learning, assessment in online teaching, and quality of online teaching. The Unit conducted also an

international Webinar for three days from 14-16 of June 2020 titled: "DAH Online Teaching Excellence: Lessons Learned". The first day was conducted by the Hekma School of Business and Law and the Hekma School of Engineering, Computing, and Informatics at DAH, and the second day by the Hekma School of Behavioral Sciences and Education, and the third day by the Hekma School of Design and Architecture.

3- Launching of a new initiative, the -20 Minute Consultation, whose purpose is to benefit from our in-house expertise by creating a culture of knowledge sharing and transforming DAH into a bustling learning community.

Through the -20 Minute Consultation initiative, every faculty member, program director, department chair, or dean can work as a consultant at one time and seek consultation at another time.

In -20 Minute Consultation:  
- every faculty member is encouraged to provide a free consultation for any colleague at the University by sharing knowledge from her/his area of expertise..  
- every faculty member can

seek consultation about a specific topic from a consultant or expert in that topic.

- a consultant can earn community service hours and add this experience to her/his

CV and receive a certificate from the ETL Unit.

4 The ETL Unit has also introduced the "Nice to Read" idea, whereby interesting and relevant articles are shared on

weekly basis with all faculty members who can benefit to enhance their teaching practices. Also, it invites all faculty members to share any relevant article(s) every Monday.

Date	In Service Topic	Speaker/ Presenter
September 8, 2020	Course Syllabus	Dr. Randa Hariri
September 16, 2020	Course File	Dr. Randa Hariri
October 7, 2020	Enhancing Student Interaction in Online Learning	Dr. Dalal Alabbasi
October 13, 2020	Rethinking Assessment: How to prepare Open Book Exams (in online learning)	Dr. Randa Hariri
October 21, 2020	Writing A Research Paper	Dr. Randa Hariri
October 28, 2020	Small Teaching To Enhance Students' Attention and Interaction	Ms. Lubna Hamoumi
November 11, 2020	Towards Smooth Virtual Academic Advising	Ms. Zahar Dabbag
November 18, 2020	New Course File Content	Dr. Randa Hariri
November 25, 2020	Barriers to Communication in Online Classes	Dr. Khawla Zahran
December 2, 2020	Course File part 2	Dr. Randa Hariri
December 9, 2020	Course Report	Dr. Randa Hariri
December 16, 2020	Mapping Online Learning to Learning Design	Dr. Raghda Zahran (Guest speaker)
January 27, 2021	Course Syllabus	Dr. Randa Hariri
February 3, 2021	Personal Branding	Ms. Nora Al-Jindi
February 17, 2021	Your Impact as an Educator	Dr. Khawla Zahran
February 24, 2021	Overcoming Imposter Syndrome	Ms. Rabia Bokhari
March 3, 2021	Reflective Practice in an Intensive Four Week Summer Course	Ms. Arwa Jan
March 10, 2021	Evaluating Students' Group Work	Dr. Randa Hariri
March 17, 2021	Publishing Academic Research in Scholarly Journals	Dr. Hafez Abdo
April 7, 2021	How to Publish in High Rank International Journals	Ahmad Qattan

The ETL Unit has succeeded in supporting DAH faculty members in their teaching journey and in positioning Dar Al- Hekma University at the vanguard of excellence and innovation in teaching and learning.



## Continuing Education

The Continuing Education Department CED had the following outstanding achievements throughout the Academic Year 2020-2021:

1. Acquired Center authorization by Cambridge Assessment English to train and qualify English as a Second Language teachers with the following certificates:

- Certificate in English Language Teaching – Primary CELT P
- Certificate in English Language Teaching – Secondary CELT S
- Certificate in English Language Teaching – Adults CELTA
- Teaching Knowledge Test TKT
- Train the Trainer TTT

2. Acquired Cambridge Assessment English Authorization to deliver CELTA training online and to offer assessed teaching practice on the course in an online teaching environment.

3. Offered 2 CELTA programs with great auditing results.

4. For sustainability and diversified revenue,

CED expanded its Test Center through signing an agreement with the British Council to host the following Tests:

- Paper and Computer Based IELTS
- University and Professional Certifications, e.g., Nebosh, ACCA, DELTA, MRCPGP
- Cambridge ICGSE O & A Levels

5. All CED programs were offered online, with great students/trainees' great satisfaction and request to offer more online courses/ programs.

6. Through the online teaching, CED managed to expand its offerings to students and trainees from other KSA cities and the Gulf, e.g., Riyadh, Abha, Makkah, Madina, Bahrain, etc.

7. For the first time, CED doubled the offering of the Professional Business Administration Diploma.

8. Enrolled and taught maximum capacity of the Graphic Design Diploma that gained the highest reputation among other similar programs offered in other institutions.

## Scaffolding Undertakings

### The Library

DAH Library seeks to create a welcoming, comfortable, and safe environment for its users. It is a place for learning and reflection, where our staff support our users by providing helpful, responsive, and knowledgeable services. DAH library also provides welcoming, safe, and incentive spaces to encourage student learning.

DAH library has shown great ingenuity in adopting and implementing a range of technologies to meet users' needs, to support university goals and objectives, and increase effectiveness and efficiency. In 2020-2021, the Library continued to see extensive use of self-service technologies, online repositories, mobile devices, and social media. DAH library has moved from being collections-based to service-based focusing on research data management, virtual reference services, and digital literacy. Our Library has moved focus from physical to online collections, providing access to an increasing range of electronic resources.

DAH Faculty, Staff and students could easily access the Library's subscribed

e-resources remotely during the COVID-19 pandemic. Moreover, the Library Staff expanded access to digital resources, launched virtual programs, and coordinated services with King Abdul Aziz University (KAU) digital library. These digital services are what the library has implemented to provide its faculty and students during the pandemic with despite the challenges and implications for the library staff working in-house and remotely.

#### Mission Statement

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

#### Major Achievements

- One of the Library's goals is to create a setting where users feel free to pursue research and study without compromising their privacy or safety.
- The DAH Library redesigned the library space to offer a welcoming learning environment and atmosphere, whereby creating a barrier-free set-up and clearly defined study areas.

- Designed library media and audiovisual center – Research and thesis media center.

- Designed the Electronic Theses and Dissertations system (ETD)

The ETD is a digital version of theses and dissertations deposited in the Library repository available online for the public. Moreover, this system enables library users to remotely perform comprehensive searches and allows faculty to archive copies of all recommended students' theses (English and Arabic), provided that all those theses are completed by DAH students enrolled at the University.

- A Memorandum of Understanding was signed with King Abdul-Aziz digital library whereby both libraries conduct a workshop for DAH students provided by Harvard University. The agreement will also provide DAH Library users with new electronic database and digital resources allowing them to remotely access all electronic resources on campus and off campus 24/7. This will also enhance the digital access to the Library's database



through subscriptions to the electronic resources, thereby unlocking 20% of the Library's database to the public.

The Library was keen on building a Library sustainable information literacy program that reaches students at all levels by:

- Conducting 4 workshops by the Library staff & King Abdul-Aziz digital library staff
- Conducting 498 Orientation Sessions on the Library's electronic resources by the Reference Librarian.
- Conducting one Webinar through the library services.
- The Library has also

expanded its social media platforms to highlight the Library's special collections and activities.

**The Library's Initiatives**

1- Honesty Library and Book Sale, the Library launched this activity of knowledge sustainability to enable the Library users to support the Library by taking a book from a special corner and dropping a small amount. There is no staff at the Honesty Library and Book Sale where users are completely trusted to choose what they like and leave a small amount of money. Material displayed by categories on shelves

includes books, magazines, audiobooks, DVDs, and textbooks. The money collected at that corner helps the Library to update its collections by acquiring new books and creating new areas for its users.

2- Library Initiatives: Donating used calculators

DAH library cooperated with the Community Service Office (CS) to give the opportunity to students to get community services hours, by donating their used calculators to needy students. Students will get two hours of Community



Service for each donated calculator.

**DAH Library Services during the COVID -19 pandemic:**

The library is dedicated to supporting its students and faculty during all times, and the time of the COVID-19 pandemic was no different.

To ensure the health and safety of staff and patrons alike, the Library provided personalized assistance during the Pandemic.

- Research and Reference Help
- Our librarians offer one-on-one research and reference help through:

- Phone meetings;
- Zoom and Microsoft Teams virtual meetings;
- Emails.

**Online collections:**

A large portion of the DAH library collections are available online and can be accessed and used remotely.

**Digital Library Services:**

- Online Public Access Catalogue (OPAC)	- Library Orientations
- Reference Services	- Private Orientation Session
- Research support	- Library Workshops
- Bibliographic Service	- Library Orientations
- Circulation Services	- Request Article-E-article and Chapters.
- Current Awareness Service	- Request Books-E-books and other Media.
- Audio-visual Service	- Request urgent book orders.
- Public Computers	- Library awareness service
- Internet Access	- Agreement with KAU for electronic resources and inter-library loans for electronic resources
- New Arrivals Displays	- inter-library loan for borrowing books
- E-Journals	- DAH library internal Website
- E-Books	- DAH Library external web-page
- Information Literacy Service	- DAH Library Thesis and dissertation platform (ETD)
- DAH Library Social Media (YouTube Chanel – Instagram account-Tweeter)	- DAH library internal Webpage

**Library facilities**

Library study rooms	4
Library meeting room	1
Thesis and Media- audiovisual	1
Computer Stations	46
Individual study units	14
Student Seats	206
Reading tables	11
Double face books shelving units	28



### Speakers/Lectures/ Workshops:

#### - Thursday: October 08, 2020

##### Speaker: Torfah Alsharif

A Professional guest speaker from King Abdul Aziz University holder of a Master of Information Science

**Title:** "ورشة عمل حول الخدمات التي تقدمها عمادة شؤون المكتبات لمنسوبي جامعة دار الحكمة"

"Workshop on the services provided to the DAH employees by the KAU Deanship of Library Affairs.

##### Brief:

The workshop focused on 2 main points:

- The mechanism of registration and applying for a membership to benefit from the library services.
- Introducing the available services and the electronically provided services (via the Deep Knowledge platform) within KAU Deanship of Library Affairs and how to benefit from them.

##### Outcomes:

- Identify library services.
- Find information from appropriate resources.
- Identify databases/ resources in each field of study.

#### - Thursday:

#### November 12, 2020

##### Speaker: Ms. Weaam Almuzain

Master of Art – Information and Learning Technology

Professional Librarian at Dar Al Hekma University Library

Reference Librarian for the School of Business and Law and the School of Engineering, Computing and Informatics

**Title:** "Educational Services and Resources at King Abdul Aziz University"

##### Brief:

- KAU-DAH Library Agreement.
- Deep Knowledge Tools
- Information Resources: printed collections - Digital Resources.
- KAU Publication Platform
- Digital Library Registration process.

##### Outcomes:

- Benefits from the library agreements for all DAH members.
- Interlibrary loan and Document Delivery Services
- Identifying Deep Knowledge tools.
- Browse the publications platform for graduate

studies.

#### Wednesday: December 02, 2020

##### Speaker: Ms. Linah Nazrah

Master of Educational Leadership

Professional Chief Librarian at Dar Al-Hekma University Library

Reference Librarian for the School of Health, Behavioral Sciences and Education

**Title:** "How to Search in King Abdul Aziz University (KAU) Database"

##### Brief:

- How to create your personal account.
- How to access the databases.
- How to search in the electronically archived Arabic and English databases for the MEL Students (Education Leadership).

##### Outcomes:

- Find information from appropriate resources for SLHS.
- Identify keywords that represent a research topic and use those keywords to find useful information sources.

#### - Tuesday: March 23, 2021

##### Speaker: Ms. Abeer Noman

Master of Educational Leadership

Professional Librarian in Dar Al-Hekma University Library

Senior Officer Technical and Reference Services for the Master's in Educational Leadership Program (MEL).

**Title:** "قواعد البيانات الرقمية والمصادر الالكترونية في مكتبة جامعة دار الحكمة"

"Digital Databases and Electronic Resources at the Dar Al-Hekma University Library"

##### Brief:

- How to create a personal account
- How to access the databases
- Searching in Arabic and English databases and electronic books
- Theses search

##### Outcomes:

The teaching staff, including students and faculty, were able to see and use the databases and books in the assignments of scientific research and to know all the services available from the King Abdul-Aziz University library to benefit from them.

#### Upcoming Plans:

- MOU with NASEEJ Academy.
- MOU with local private University library.
- MOU with international University library.
- Create DAH Archive system.

The library is one of the key pillars supporting DAH's commitment to being at the forefront of digital transformation and sustainable practices. The DAH Library does so by consistently adding to its broad range of innovative databases and resources, maintaining premium systems to access trusted resources and expertise, and investing in bold, imaginative staff who are not afraid to push the boundaries of what is possible in an academic library.

## Information Technology

The academic year -2020 2021 was a very productive year for the IT Department on more than one level. The department outstandingly succeeded in diligently offering the university community, remotely and on campus, all the needed services and solutions round the clock. The challenges were big under the unprecedented circumstances, and the IT department stood tall.

### Mission statement

To provide secure, reliable, and integrated technology solutions to support the University's mission as it moves into the information age.

### Achievements

The Information Technology Department was very industrious this year in taking big strides towards the Enterprise Resource Planning (ERP) and towards automating services among many other undertakings to facilitate communication between faculty and students on the one hand and to facilitate administrative services for staff and faculty on the other hand. Some of those achievements are as follows:

1. Configuring Blackboard

collaboration to be used as the new online platform for teaching as per the recommendations of the Ministry of Education.

Blackboard Collaborate is a web conferencing tool available within a Blackboard course designed for online teaching. Instructors schedule virtual classroom to share course material and interact with students via synchronous audio, video, and chat.

Six (6) training sessions were conducted for faculty and students, and eighteen (18) awareness emails were sent.

2. Resuming work on the Enterprise Resource Planning (ERP) system that manages the core business of the University in the following areas: the Student Information System, Financial suite and Human Resources Management system.

The purpose of this system is to replace the inefficient legacy systems with one integrated system.

The IT started this project back in 2015 and implemented the financial system, Personnel, and payroll systems.

Work on the Procurement, Fixed Assets, Employee Self Services, Timesheets and Donor & fundraising was resumed during this academic year.

3. Migrating employees' emails, the calendar, and the employees' personal H drive to office 365 (cloud base) to improve customer satisfaction and save resources.

With this action, the employees benefited from:

- A larger mailbox – a 50GB mailbox capacity compared to the current capacity.
- Access to the MS Office software suite (Excel, Word, Access, PowerPoint, Publisher, OneDrive, OneNote). Employees will be able to download up to 5 copies of the Ms. Office suite to use on their personal devices.
- 1 TB of personal cloud storage with One Drive for Business to replace the H drive.

4. Configuring the integration of the Student Information System (SIS) with Blackboard. Courses, users, and enrollment date are automatically

integrated from the Student Information System to Blackboard Learn to ensure accuracy and consistency of data.

5. Creating the helpdesk instance for the Registration and Accounting Departments to improve productivity and provide effective and efficient services to customers. Both the users and the customers can monitor the progress of a customer ticket, and with the helpdesk system, the management can highlight recurring issues and make the process more efficient.

6. Creating an 'AutoBM' web-based system that is used to send bulk emails to a list of students using their ID number only without the need to know their email addresses.

It helped the university to reduce the time of sending multiple emails by reaching hundreds of recipients with one email.

7. Automating the process of submitting any excuse for approval by creating a web-based system for employees to submit their excuses. This system helped the university to reduce paperwork, speed up the approval cycle, reduce payroll errors, and reduce administrative burden.

8. Resuming the IT Security awareness campaign, whose goal was to help DAH employees to be more informed about security threats, more skeptical about what they receive in emails, and less likely to commit damaging behaviors. The IT Department sent different simulated phishing emails similar to malicious emails to the employees, followed by a short online training program of 5 to 10 minutes for those who "fail" by opening any email attachments or clicking on any included links or if they were tricked into entering any credentials.

9. Establishing a new Lab and renovating three other labs with new computers.

10. Completing the integration with "Maeen" federation and getting Zoom licenses for all DAH employees to be used in online meetings, training, and remote collaboration.

## The HR Department

### The HR Department at the University has different offices with different missions:

#### The Recruitment Office

- The Office industriously worked on increasing the percentage of PhD holders by 8 % compared with last Academic Year 19-20.

#### The Government Relations Office

- Maintained an excellent monthly record with GOSI with no penalties.
- Reached a high percentage (73.37%) of Saudization (Platinum "Netaq").
- Reached a 100% compliance rate for wages files uploading in "Mudad" compliance portal

#### The Personnel Office

**1) Implementation of the Employee Self Services Module (ESS)** in collaboration with LOGOS - Enterprise Solution Provider.

The Employee Self Service (ESS) module is a bi-lingual web-interface open for the employees to initiate requests and monitor their status. This module is a communication service between the employees and the Human

Resources Department whereby paperwork and administration procedures are minimized by centralizing all internal information and personnel data. Employees are given access to update their own records and make online common HR requests approved by electronic authorizations/ signatures of managers and supervisors. Benefits of this new system include cost and time saving and increased efficiency. The analysis phase of the Employee Self Services Module (ESS) started on February 1, 2021 while the implementation was on March 1, 2021. The ESS module includes the following functions:

1. Applying for all type of leaves.
2. Viewing Leaves Balance.
3. Editing Personal Information.
4. Viewing Contract Details and Pay Slip.
5. Processing Clearance.
6. Automating School Allowance Request.
7. Issuing a Proof Letter .
8. Processing Overload (under process).
9. Implementing the

Timesheet module (under process).

**2) Implementation of new Digital Business Cards** on December 7, 2020 to communicate a fresh, dynamic, and sustainable brand message.

Dar Al-Hekma partnered with Haystack, the world's leading provider of digital business cards, to assist employees with a smooth transition. Apart from saving some trees, the new digital business cards:

- Look beautiful, modern, and fresh.
- Can easily be shared with anyone directly from the phone.
- Facilitate 'contactless exchange' for maintaining social distancing.
- Can be received on any device - no app installing or signing-up is required on that end.

Moreover, the Haystack Application can automatically save on the phone snapshots of paper business cards that one may receive.

#### Professional Development

The HR Department organized 3 in-house

trainings offered by Ms. Samantha García

#### 1. Creating an Inclusive Culture at DAH, Jan ,21 2021

#### 2. Developing Emotional Intelligence, Feb 4,2021

#### 3. Design Thinking, Feb 2,2021

ABOUT Samantha Hernández García

Ms. Garcia has a 15 year-experience in capability transformation, learning and development, diversity and inclusion, and organisational effectiveness. She advises global corporations on how to create brain-friendly cultures and has worked across major infrastructure programmes, financial services, academia, startups, and Fast-Moving Consumer Goods (FMCG) firms across Europe, middle, East, and Africa (EMEA).

She holds a BA in Sworn Translation and Interpretation from ICADE Madrid, an MBA from l'École Supérieure de Commerce de Paris, a Master in International Coaching from the World Coaching Organization (Helsinki), a Master in Cognitive Neuroscience and Biopsychology from the Universidad Autónoma de Barcelona, and a Diploma in

Applied Modern Psychology (London). Her first-class multilingual communication and facilitation skills enable her to deliver in English, Spanish, French, Italian and Portuguese. Her most recent clients include ADIDAS, Arsenal Football Club, ABN AMRO, DHL, and URBN.

#### 1. "Creating an Inclusive Culture at DAH"

Objectives:

- Understanding the evolutionary purpose of biases.
- Building individual awareness of unconscious bias.
- Developing an understanding of the impact of heuristics in everyday life and the workplace.
- Giving practical tools, strategies and frameworks that can be applied to "debias" the employee lifecycle and gain objectivity.

Benefits & Outcomes:

- Understand the business case for diversity and inclusion.
- Clearly articulate DAH employees' commitment to overcoming unconscious bias.
- Acknowledge the subtle ways in which unconscious bias plays and impacts

performance.

- Explore leading diversity and inclusion best practices.
- Identify opportunities to promote best practice in cultural adaptability.
- Employ a set of practical tools and action plans to spot and address unconscious bias.

#### 2. "Design Thinking"

Objectives:

- Have the opportunity to view a problem from a different perspective.
- Delve into challenges to determine its root cause.
- Be encouraged to develop innovative thinking and creative problem solving.
- Ensure that the final outcome meets objectives and client requirements.

Benefits & Outcomes:

- Understand Design Thinking and its uses.
- Study and apply the 5 phases of the Design Thinking framework.
- Explore how Design Thinking evolved and learn about success stories in global corporations.
- Assess how to solve business problems through a customer-centric solution.
- Apply all the tools and

techniques learned to ideate and brainstorm challenges.

### 3. "Developing Emotional Intelligence"

Objectives:

- Definition of Emotional Intelligence.
- Definition of emotions.
- Different types of intelligences - IQ, personality, emotional intelligence (EQ), and social intelligence.
- Benefits of Emotional Intelligence.
- Best practices of Emotional Intelligence.
- Key personal and interpersonal competencies of Emotional Intelligence:
  - Self-awareness
  - Social-awareness
  - Self-management
  - Relationship management

Benefits & Outcomes:

- Improve employees' communication skills.
- Reduce employees' anxiety and stress faced with business and life inherent unknowns.
- Defuse conflicts more effectively.
- Improve relationships.
- Increase their motivation.
- Empathize with others.
- Live with intention, purpose,

and autonomy.

In addition to the above, on Feb. 9, 2021 the HR arranged for a workshop for all staff and faculty on "How to Motivate Gen Z" offered by Ms. Nour Barazi, Head of Female English Language Programs and an instructor at the Continuing Education Department at DAH.

Workshop's Objectives:

- Compare Gen Z to previous Generations.
- Identify Gen Z's characteristics.
- Discuss the skills gap - an urgent growing problem.
- Brainstorm the 21 Century Skills.
- Identify techniques that help Gen Z learn better.
- Design a learning activity for Gen Z.

## Student Affairs



**Ahlam Alaki , PhD**

Dean of Students and Alumni Relations



## Message from the Dean

Supporting Student Success, Health, and Happiness

Besides academic excellence, Dar Al-Hekma (DAH) students are offered every opportunity to excel outside the boundaries of the classroom, and this is the job of the Deanship of Students and Alumni Relations.

Here at DAH, students will find a hub of human power skill development, which will provide them with the technical skills for leadership, entrepreneurship, employability, and dream-fulfillments. But more important, they will find a healthy, caring community that will empower them and nurture their soft skills to bring about positive change for the betterment of self, family, and the society. The Student Affairs Division focuses on students' success inside and outside the classroom. With the variety of our extracurricular activities, there is something for everyone: from Sport Programs to Students Clubs, Student Development Workshops, Traveling for a Cause (serving the global community), and Volunteering, and Community Service opportunities; our students will find a passion and a dimension to their academic life way beyond the classroom.

DAH implements an Equal Opportunity Policy. The Division offers free counselling and healthcare services. Students with disabilities and their families have our full support throughout their journey to success.

We thrive to maintain a strong relationship with our alumnae, who are our messengers to the outside world; they are the embodiment of our mission, and the exquisite examples of personal and professional success. Our Alumni Relationship Office continues the journey with offering our graduate students employability, professional opportunities, and connections whenever possible.

Our division, therefore, hosts the students from day one, and the journey continues, with hopefully generations of students who would benefit from the exclusive services of this great university: Dar Al-Hekma.

## Admissions & Enrollment

The Student Affairs Division has expanded dramatically to fulfil the diverse needs and service demands of our students. Our main objective is to build/develop the student's well-rounded personality by offering diverse programs and services that support, enrich, and stimulate the student's academic, personal, and social experience.

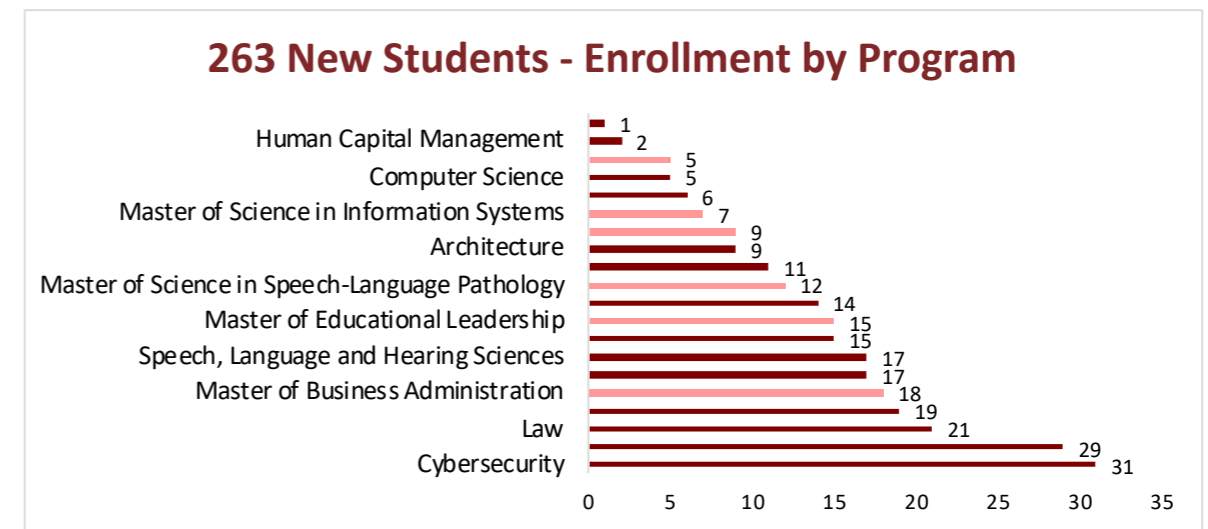
### Mission Statement

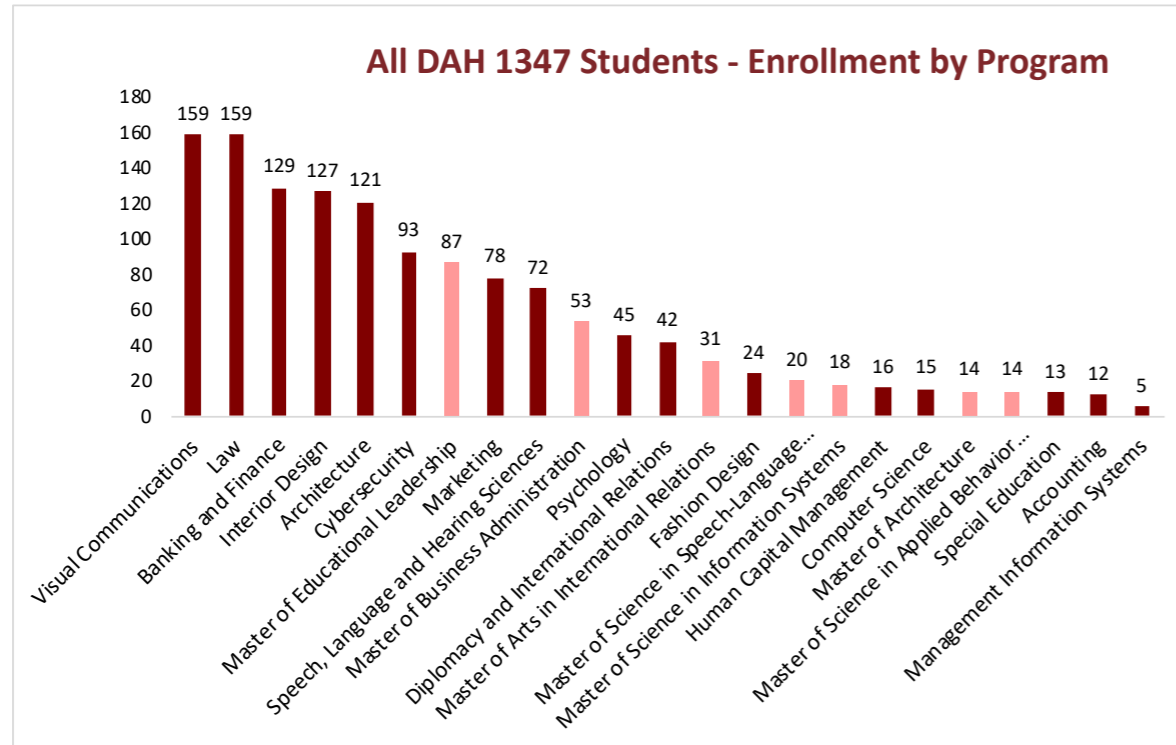
To facilitate the empowerment of students through effective admission, enrollment, registration, student development, and extracurricular programs.

### Major Achievements

#### Admission and Registration Units

#### Registration Unit Statistics- New Enrolled Students





- Conducted Students' Satisfaction survey for the Admission and Scholarship Unit achieving a rate of 4.1 out of 5.
- Conducted in March a survey to measure students' satisfaction with the services offered at the Registration Unit. During the academic year 2020-2021, the Registration Unit worked on improving and developing its services in alignment with the University's strategic goals, especially during the COVID-19 pandemic. To ensure that, the Unit carried out a survey to evaluate the Registration Unit staff performance, as well as the effectiveness of the registration-related resources of information. Part of the survey was made to encourage students to express their opinions and to voice out and provide ways and ideas to improve the Registration Unit operations and performance. The outcomes of the survey will help in drawing conclusions and recommendations, and consequently, building a future action plan that aims at improving the performance of the Registration Unit and its services in future academic years.
- Signed a Memorandum of Understanding with Alrajhi Foundation "Maslak" to facilitate students' loans.
- Renewed 5 new scholarships from existing donors as the students who already benefited from those scholarships have graduated.
- As part of the admission student recruitment plan, the Admission Unit conducted 6 recruitment activities like school visits, Open House Day, A day at DAH, Company Visits, Exhibitions, and a Virtual Career Fair targeting around 200 prospective students from high schools. Also, 10

prospective students have attended classes at the University through the "A Day at DAH" activity.

- The Scholarship Campaign was launched through the new Scholarship Committee to support scholarship funds and donations.
- Developed the new criteria and requirements for the new Donor Relations ERP. The Scholarship Unit has developed a new system for a donor relations follow up by systematizing the needed information and connecting with all parties through one system.
- The Registration Unit team volunteered to develop the required documents of the new Alumnae Module to support DAH ERP project.
  - Launched the new helpdesk service at the Registration Unit to cater to students, faculty, and staff requests and answer their inquiries.
  - The Registration Unit supported the reallocation process of the Fashion Design Department and the Architecture Department by reflecting the changes in the system in terms of activating the usage of the classrooms through scheduling.
  - Automated the process of the graduation declaration process through the Petition System as an enhancement in students' services.



## The Academic Support and Wellness Services - The Career Advising and Counseling Unit

The Academic Support Services Department is committed to enhancing the academic experience of students and to helping them overcome academic hurdles. Throughout the year 2020-2021, the department continued to offer its services both online and face-to-face depending on students' needs. Psycho-educational assessment, which is a comprehensive dynamic assessment done by Dr. Farida Lary, Dean of the Hekma School of Health, Behavioral Sciences, and Education, is administered to students who have learning difficulties to identify their strengths and weaknesses in learning. In addition, workshops and sessions are offered to enhance students' skills in several areas. This year, the topics covered the students' need to improve their study skills through online learning. A variety of topics was covered: effective study skills, time management skills, and test taking strategies. In addition, the Department offers career assessment which is administered to all applying students and those who wish to change their major at any time during the year. The assessment process is done

online by a certified career assessment practitioner, Ms. Reem AlQuaity, after which a consultation session is held via Zoom.

### Major Achievements

Six study skills sessions were delivered to students through zoom, by the Academic Support Advisor, Ms. Reem AlQuaity, on the following topics:

- Time Management for Online Learning
- Study Skills for Online Learning
- Virtual Presentation Skills
- Test Taking Tips for Online Learning
- An awareness talk with a guest speaker, Ms. Laila Taibah, was delivered on "How to Adapt to Online Learning" for parents through Instagram live on 8\11\2020.
- Another awareness lecture on "How to Choose the Right Major" was delivered on the 27th of September by Ms. Reem AlQuaity, to high school students in collaboration with "Emkan", which is a human capital consultancy and education development company.
- Instagram live talk on "How to Choose the Right Major" was given by Ms. Reem AlQuaity on February 24 in collaboration with

the Marketing Office at the University.

- The Academic Support Advisor Ms. Reem AlQuaity, was invited as a guest speaker in the following schools:
- Dar ALFikr School where she gave a talk to high school students about "The Professional Interests Test in Academic and College Counselling" on October 7, 2020.
- Zahrat AlSahraa International School where she gave an awareness lecture on "How to Choose the Right Major" on Sunday 13\1\2021.
- PIT career assessment was administered to 95 students. Students are continuously contacted and encouraged to do the assessment to have a proper career guidance from the beginning of their academic journey.

The Academic Support Department continued to offer its services to cater to the students' learning needs while trying to keep up with the online learning demands. Services such as psycho-educational assessment, workshops, and career assessment are all offered online to ensure that students receive the support they need.

The Academic Support and Wellness Department supports the mission of Dar Al-Hekma University by providing professional psychological services to support the emotional well-being and personal development of DAH students. Counseling can help provide long-lasting benefits by giving students the skills and tools they need to re-direct damaging patterns, overcome the challenges they are facing, help them to develop new perspectives and empower them to their truest potential. Counselors help students gain perspective of different challenges they face in life. Our team adheres to strict standards of confidentiality. The services we offer are either on campus sessions or via zoom. They are free of charge to enrolled students, graduates, post-graduates, and alumnae. Referral to external resources is made as needed, or if considered necessary.

Services Offered

### 1. Individualised Counseling

It is a process between a counselor and an individual which helps gaining an understanding about oneself and one's behaviors and fosters the development of

skills to be used in dealing with difficulties associated with personal and social life. It helps the students achieve their utmost well-being by exploring their goals and concerns in a comfortable, private, and non-judgmental setting.

### 2. Support Groups

Group interactions provide an opportunity to build relationships and receive interpersonal feedback about how we experience one another. They also allow students to gain specific skills and strategies to meet personal goals, explore areas that present personal challenges, and gain support and encouragement from others.

### 3. Awareness Lectures

The aim of such lectures is to increase awareness on particular psychological topics of interest to students. The workshops and lectures are offered by our counselors or guest speakers who are specialized in the needed areas.

### Mission Statement

Our mission is to assist students with personal challenges that interfere with their academic progress. The counselors' priority is to offer the personal care that students need in a

warm, professional, and comfortable atmosphere.

### Major Achievements Awareness lecture during Fall-spring 2020 -2021

"Corona Virus and Obsessive - Compulsive Behavior"

By Ms. Kholoud Mashi

"Academic Expectations and their Impact on Feelings and Behaviors"

By Ms. Enas Bin Zager

"Finding the Balance Between your Personal and Family Life"

By Mr. Turki Khan

- Expanding services to post-graduate students

Throughout this past academic year, the counseling services helped students to adapt and overcome the challenges of online learning. This year's sessions were delivered either online or face-to-face depending on the students' choice. Our services expanded to include master students. This year awareness lectures focused on psychological topics related to the negative effects of the pandemic.

## Student Development Office (SD)

As an implementation of its five-dimension program, the Student Development and Career Services Department organized many events and activities during the academic year 2020-2021.

Following are some highlights of the SD important events:

### Events:

#### • The Creativity Program:

The program was tailored and planned by TAM especially for new students at the University. It was a two-day journey of inspiration, creativity, and interactive activities.

The 190 students who joined the Program were taught design thinking whereby their creativity and innovation skills were enhanced. The Program also helped students to come up with ideas and initiatives for Community Service, thus breaking the ice amongst those new students and enhancing teamwork spirit.

#### • The Hekma-at-Home Series:

The SD Office initiated this series to cope with the current situation of the Covid-19 restrictions by organizing virtual activities

inviting prominent speakers from different fields of expertise and backgrounds who would have a positive impact on students, and contribute to their knowledge enrichment.

Some of these important speakers were: Dr. Manal Kattan, holder of a PhD and a Master's Degree in Business Administration, a Certified trainer and a Consultant in Happiness. Dr. Kattan's talk "You Deserve Happiness" أنت تستحق السعادة attracted 204 attendees.

• Ms. Nouf Hakeem, who is a Self-healing specialist and entrepreneur gave a talk on "Your Personal Legend". أسطورتك الشخصية one hundred and seventy four attendees enjoyed the steps Ms. Hakeem took them through in order to build their own personal legend.

• Dr. Alaa Nassif, Assistant Professor at the General Education Department at the University and a certified life coach gave a personalized talk about "Your Year" سنتك أنت. One ninety three persons attended the very interesting lecture that left them with life tips.

• Dr. Mohammad Hakeem gave a talk about "Job

Interviews". Dr. Hakeem is an Assistant professor at the University of Jeddah and Advisor to public and private entities. The 300 attendees tremendously enjoyed the lecture and effectively interacted with Dr. Hakeem.

• Ms. Hanan Al Shehry is an internal communications counselor and awareness speaker. Ms. Al Shehry gave a very interesting lecture entitled "Choose Yourself and Life will Choose You اختر نفسك والحياة تختارك", which was attended by 190 participants.

Nora AlAzaa who is a specialist in teaching, education, public speaking, CV writing, and start up and business operations strategies talked about "Skills for Employee's Success".

#### • Let us Plant it Wisely "فلنغرسها بحكمة"

This was a social responsibility campaign, in collaboration with the Jeddah Municipality and Creative Mornings, mainly to celebrate the International Volunteer Day on

Dec. 3, 2020

The main objective was to support the KSA Vision 2030 and to contribute to

the neighborhood garden "Altaawoun".

• In collaboration with Al Oula non-profit organization, DAH launched the campaign "Their Education is their dream" علمهم حلمهم to help children in need in their journey with online learning by providing them with Laptops from different donations.

• GEW Global International Week (منشآت))

This event took place in Vibes Offices, Global entrepreneurship Network, which is a platform for initiatives that aims to create a single global system for entrepreneurship through different programs through the Global Entrepreneurship Congress (GEC).

It also aims at introducing the youth to the world of entrepreneurship in November every year. Participants are usually experts, policy makers, and from the educational sector.

The activities at DAH included events, workshops competitions, and trainings.

More than 200 students, entrepreneurs, and startup business owners attended those activities, thus enhancing their knowledge about the entrepreneurship concept through attending

workshops and meeting experts in the field.

### Celebrating national and International Days:

• The Saudi National Day: A competition "الحكمة وطن" was held to celebrate the Saudi National Day. twelve applicants participated by providing videos, posters, and quotes that show their love to their country. Three participants won in the following categories:

Best Video, best picture of a well-designed corner at home, and best Poster.

In addition, The Municipality of Jeddah displayed the winning video on a big screen on Al-Malik Road (in Stars Avenue).

• International Day of Volunteering:

"Let's Plant it wisely" campaign.

On December 6, DAH alumna and founder of the "Khadoum" App., Dania Al Masri, was invited to give a speech about volunteering entitled: "Humanity in the Digital Age". الإنسانية في العصر الرقمي which was open for the public as a social responsibility event and attracted by 1699 attendees.

• International DAH Breast Cancer Awareness. In a public event on October / 11,

Ms. Sahar Bahrawi, who is a cancer survivor, gave a talk about her experience with cancer and what she went through. "تجربتي مع السرطان"

• International Day of Miscarriage, Dr. Nael Helmi, Consultant in Obstetrics and Gynecology, was invited to give an awareness session about this topic. The talk, which was open for the public, was popular and attracted 3398 attendees.

### Trips:

On December 3, 2020, the SD Office organized a trip to the desert as a social activity for students to interact and socialize with each other after a long period of physical and social distancing. Some classmates were able to see, for the first time, each other in person after a long period spent in online classes. Forty students, 10 alumnae, and 10 chaperones went on that trip and benefited from the interaction on more than one level.

### Important Collaboration Agreements:

• The SD Office signed a collaboration agreement with the Municipality of Jeddah to provide students with volunteering opportunities.

To help students complete their community service



hours, the SD Office signed a collaboration agreement with "Khadoum", which is an application/game that encourages students to complete their community service hours.

- Another collaboration agreement was signed with "Logta", which is a company that provides discounts and offers for the DAH community in most of Jeddah's restaurants, shops, beauty salons, clinics, and more.
- An MOU with Princess Nora Universality is in progress.

Another MOU with

- AlWaleed Ben Talal Philanthropies Organization is in progress

#### **DAH Virtual Career Fair:**

- The objective of this event is to offer opportunities for recruitment and internship with different employers.
- The Career Fair draws a large pool of talented students from different majors in Dar Al-Hekma (Graduates & Expected Graduates), as well as a variety of participants from various universities across Saudi Arabia and abroad. It also has a significant impact on future staffing requirements especially with the market needs nowadays.

- Companies' orientation days, open chat, webinars and receiving job applications took place between the 6th and 12th of April.

- The Webinars agenda included powerful and high-profile speakers and representatives from 16 companies.
- The Virtual Career Fair had
  - o 99 vacancies,
  - o 2952 career seekers
  - o 65 job posts
  - o 5365 job applications

## The Sports Unit

Despite the unprecedented circumstances that the whole world was going through, the Sports Unit managed to provide students with a variety of sports activities throughout the year, some of which were:

- Participating in the Basketball 3\*3 tournament at Jeddah United on the 29th October 2020.
- Participating with the "Koorra "Areena Team on the Jeddah Women's Basketball Games.
- Offering Sport sessions to students taking into consideration COVID -19 safety precautions.
- Holding a Sports Awarding Ceremony to celebrate students and staff sports achievements in Spring 2019-2020 and Fall 2020-2021.
- Conducting the Sports Hour Online Series.

- الإتحاد العربي السعودي لألعاب القوى
- الإتحاد العربي للريشة الطائرة
- أكاديمية رواد اللياقة

- Signing an agreement with BOUNCE Arabia to offer DAH members special promotions.

- Activating Sports on the Student Development Instagram page

#### **Guest Speakers**

The Sports Unit invited a very rich variety of guest speakers who gave lectures aiming at increasing awareness about health and sports while tackling the concept of the well-being of a healthy body and mind from different perspectives, thus promoting a healthy lifestyle. Popular lectures by our guest speakers attracted many attendees among the DAH community and the public.



Name of the Guest Speaker	Title of the Workshop
<b>Fall</b>	
Ms. Alromaisa Mohammad/Nutrition Specialist	"Diet Misconceptions"
Credentials: Ms. Alromaisa is a Dietitian and Food Safety Engineer who has the ISO 22000 k and HASB certificates and has been working in the field for the past three years. She is currently working as a diet specialist at the Gym Food Center.	
Dr. Basman Abdulwahab Abduljabar	"Anthropometric and functional differences in men and women and their relationship to exercise"
Credentials: Professor Doctor - PhD in Mathematical Poly Mechanics and Kinetics Lecturer - University of Edinburgh - Scotland UK 2017 Lecturer - Hashemite University 2015-2017 Professor - University of Baghdad 1990-2015 Published 8 books in the field of sports science, 2 translated books in the field of mathematical biomechanics.	
Mr. Musa Hashlol	"Health-Related Fitness Tests"
Credentials: Masters in Methods of Teaching Physical Education at King Saud University Sports coach at King Fahd Security College from 2006-2011 Worked with the Saudi Arabian Federation In charge of the national project for the development of water games. Senior swimming teacher in the Saudi Arabian Swimming Federation Worked on a study entitled The Strategic Center for Measuring and Evaluating Human Performance, a study presented to the General Authority for Sport 2018.	
Coach Aziza Jamaan Al Mouammar	"Designing and Building a Workout Schedule"
A Certified Fitness Trainer – Europe and Saudi Repts certificates TOT in the field of sports and nutrition Coach of the White Lion female football team	
Coach Neema Othman and Coach Sara Hasan	"Sports as a Lifestyle"
C. Neema National Academy of Sports Medicine (NASM CPT) certified trainer Certified trainer for boot camp, pozo and tai chi A certified trainer from the Fitness Pioneers Academy Uses therapeutic yoga exercises approved by the American Athletics and Fitness Association and AFAA YOGA - ANTI GRAVITY. C. Sara NASM Certified Sport Trainer	
Coach Neema Othman and Coach Sara Hasan	"Sports as a Lifestyle"
Certified fitness trainer from the National Academy of Sports Medicine (NASM) Advanced instructor BA, GRIT	

Name of the Guest Speaker	Title of the Workshop
<b>Spring</b>	
Captain Ehab Abul Ola	"Women's Resistance Training"
Strength and conditioning specialist CSCS Mathematical researcher and author Author of resistance training book (تدريبات المقاومة)	
Dr. Hala Trabulsi	"Energy in the Human Body"
Credentials: Sport biology Doctorate Researcher in exercise physiology patho-physiology health, and life sciences Professional international fitness Master trainer for women Expert Fitness trainer for more than 20 years Gymnastic and aerobic trainer	
Dr. MUSAAB Hamad and Dr. Osama AlAla	"Wellness as a Lifestyle"
Credentials: Dr. MUSAAB Hamad Leadership Training Specialist Dr. Osama Allala Sports Awareness Specialist - Abu Dhabi Sports Council	
Dr. Ziad Essa	"A Prescription for Health-Enhancing Physical Activity"
Professor of Physiology Exercises and Fitness International fitness lecturer International certified trainer in fitness and personal training	
Ms. Samraa Alabbasi	"Breathing: The Secret of Life"
Complementary Medicine Specialist Yoga, breathing, and meditation trainer Vegetarian Food Chef	
Captain Abdulaziz Aldelhi	"Sports is not just About Body Shape"
Internationally certified Fitness Trainer Sports nutrition specialist	
Dr. MUSAAB Hamad and Dr. Osama Allala	"The Golden Keys to Wellness"
Dr. MUSAAB Hamad Leadership Training Specialist Dr. Osama Allala Sports Awareness Specialist - Abu Dhabi Sports Council	

## The Marketing and Communication Department (MARCOM)

### 1. Fall & Spring Admission Campaign:

The MARCOM Department carried out lead generation campaigns during the Fall and Spring 2020 - 2021 admissions. The campaigns primarily focused on social media advertisements and emails, by highlighting DAH's offerings from various academic programs and wide range of scholarships. This resulted in many enquiries from leads and candidates who were interested in applying. The Department contacted all leads and offered personalized calls, emails, and follow-ups to ensure all candidates have efficient information and to guide them through the application process. Spring 2020 campaign resulted in 51 %contribution of the total enrollment during the admissions period.

2. Due to the virtual learning, which took place in the AY 2020-2021 at the University, students felt uneasy and apprehensive about studying online. To mitigate the impact that this would have on recruitment, the MARCOM carried out

a campaign to highlight the quality of DAH virtual learning. This was done through interacting with students over the University's social media channels and email. The MARCOM had posts on social media to introduce the University's followers to the campaign by highlighting workshops and training provided to faculty, and the available features of Blackboard and the IT support. The Department created also engaging questions on its Instagram stories asking students about their experience in distance learning, what skills they used or learnt, and what suggestions they had for their fellow students to enhance their distance learning experience.

Email "shots" were also sent under "Tips of The Week" to give tips for a better e-learning experience.

Additionally, MARCOM created a video of an interview with Dr. Randa Hariri, Associate Professor and Director of the Center of Teaching & Learning at DAH, to feature the efforts of the University in response to the COVID-19 challenges. She

explained how the faculty was prepared and trained to use the e-learning platform (Blackboard) to increase the students' engagement in virtual classrooms. She went over all the details of the learning journey mentioning the advantages and disadvantages of distance learning. As a result, social media engagement rose when some students and faculty from other departments also shared their distance learning experiences with the Marketing team.

The MARCOM department also handled the branding of Al Elm Center at the University by creating its logo.

3. Dar Al-Hekma highlighted the quality and the caliber of its accomplished graduates who have established successful entrepreneurial projects. For this purpose, MARCOM created social media ads and videos showcasing every graduate/ entrepreneur describing herself and her experience, as well as showing her impressive personality & accomplishments under the title رائدة دار الحكمة,

4. The Marketing Department highlighted DAH Schools/ Departments on specific remembrances by creating social media engagement, and building awareness on topics that are trending, and receiving traffic. Highlighting the University in general and the Schools in particular was through live chats, webinars, and more.

5. Dar Al-Hekma University set an objective to raise awareness about different topics through involving the media and tying up with schools and the public via social media. The topics were under the following titles: World Day of Social Justice, The G20 Summit, Violence against Women Day, Mental Health Day, Breast Cancer Awareness, only to mention a few.

6. The Master's Programs for Male Students Campaign: Dar Al-Hekma established a strong reputation for the past 20 years as a leading university for females; now that it is admitting male students to the master's programs, it became a challenge to introduce the idea and make it resonate in the mind of the public. A promotion campaign was launched featuring male students within the premises of Dar Al-Hekma.

The main objective of this campaign was to create awareness by informing the public that DAH is offering master's programs for male students, increasing brand recognition, and stating key features that distinguish DAH master's programs from those in other universities. The campaign was the fruit of a primary research conducted to understand our male target audience. The campaign ran through 2 phases during the admission period. Many channels were used for advertising, such as:

- Outdoor billboard advertisements in four high traffic areas in Jeddah.
- Social media channels: Instagram, Twitter, Facebook, LinkedIn, Snapchat and YouTube.
- DAH's official website
- Email marketing
- On-campus advertisements

The campaign resulted in high impressions and expectations, and an increase in male intake.

7. Raising awareness about minor degrees: Being one of the fewest universities in Saudi Arabia that offers minor degrees to their students, the University had to launch a raising

awareness campaign that the Marketing Department carried out to inform/ educate students about the minor degrees offered in certain programs to increase enrollment in those programs. The campaign targeted DAH's current undergraduate students, reaching them through emails, social media and SMS. The campaign was conducted through 3 phases during the academic year.

- Awareness Phase: An informative motion graphics video as well as SMS messages were posted to re-introduce the minor degrees.
- Consideration Phase: A series of content emails and social media posts were sent to inform students about minor degrees and let them weigh and consider their academic and professional benefits.
- Decision Phase: A week before the advising and registration periods, reminders were sent through SMS and emails with the dates and deadlines.

Through those three phases, the Marketing Department ensured that students became well informed and had plenty of time to consider the options and re-visit their plans of study.

8. Looking closely at DAH's programs and assessing the enrolment in each program over the past 5 years, the Marketing Department found that some programs had lower enrolment than others. Consequently, it had a series of meetings with Deans of schools and marketing representatives from the 15 programs which had low enrolment after which the department collected information, created content covering program niche and career prospects for each program, and shared them over DAH's social media. Each program was equally promoted through paid ads which resulted in increasing traffic to our website, and engagement on social media. There were also leads on the University landing page, and people, who filled the form on the landing page, were immediately contacted.

#### 9. Marketing Research

- Conducted a primary quantitative and qualitative research to better understand DAH target audience and their selection journey. The main objective of this research was to determine the key influencing factors,

drives, and barriers that high schoolers consider when they are choosing a university in Jeddah and Makkah in order to gain perspective and insight from our target audience and set an effective marketing campaign accordingly. The research was conducted through two phases, starting with a focus group, and then outlining the survey questions.

- The Department continued the secondary research by collecting information about DAH competitors' offerings in the western, middle, and eastern regions of KSA to assess the University's offerings in comparison with the competitors.

#### The University in the Media

Due to Covid-19 restrictions, the University focused its efforts on activating Digital Media. MBC Channel conducted an interview with our Alumna Ms. Lama Albulwi, for her participation in an event organized by the Ministry of Culture "Fashion Futures", the platform for fashion industry during Riyadh season. Her collection that reflected the identity of "Al-Ula" region was celebrated and aired

on News 24 stream of MBC channel.

Our student Yara Othman, composer and musician was selected to be the face of the brand "Sephora", and was celebrated through Social Media campaigns and store screens for her unique individual identity and style.

Moreover, our President, Dr. Abeer al-Dughaiter was featured on MBC in Ramadan in the Program From o when she narrated her life story and talked about her achievements that are all a result of her hard work and perseverance.

## Annual Awards for Outstanding Performance

### Awards from the Board of Trustees

The Board of trustees has conferred 2 awards for the Excellence in Teaching and Administration to the following awardees:

#### Excellence in Teaching

1. Ms. Malakeh Itani, the General Education Program
2. Ms. Fatemah AlDoghaiter, the General Education Program
3. Ms. Laila Abuljadayel, the Cybersecurity program

#### Excellence in Administration

Ms. Rasha Almalik, the Information Technology Department

### The Dar Al-Hekma Awards for Excellence

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

#### This year's awardees were distributed as follows:

##### Department Chairs

Dr. Yaser Al-Sabi, Chairman of the Master program in Speech, Language Pathology

##### Instructors

Ms. Rasha Youssef, the Continuing Education Department

##### Managers

Mr. Shahzeb Asif, the Information Technology Department

##### Senior Administrative Staff

Ms. Najlaa Alshibani, the Strategic Planning & Quality Assurance Department

Ms. Yasameen Al Osimi, the Information Technology Department

##### Junior Administrative Staff

Ms. Sara Alyazidi, the Continuing Education Department

Ms. Maisaa Al-Afghani, the Information Technology Department

##### Community Services

Mr. Jamaan Afif, the Support Services Department

##### SSD Category

Mr. Naif Al Shamrani, the Support Services Department



## Students' Annual Awards for Outstanding Performance

The Board of Trustees confers two different annual awards on students: Prince Abdul Majeed Bin Abdul Aziz Award for Excellence and Khalid Ali Alturki Award for Creativity.

This year's students' awardees, under the two categories, were as follows:

### Khalid Ali Alturki Awards for Creativity

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

Al Anoud Abdulrahman H. Alshaikh - Bachelor of Science in Banking and Finance

Youmna Yasser G. Joharji – Bachelor of Law

Joanne Essam Melyani – Bachelor of Law

#### •Hekma School of Health- Behavioral Science and Education:

Reem Jameel Abdul Razzak – Master of Science in Applied Behavioral Analysis

#### •Hekma School of Design and Architecture

Sumayah Hayder Hasan Al Sahtout - Bachelor of Art in Visual Communication

Arwa Mohamed Hegab Elsayed Atwa – Bachelor of Science in Architecture

### Prince Abdul Majeed Bin Abdulaziz Awards for Excellence - Students

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

Al-Batol Abdullah Omar Al-Attas - Bachelor of Science in Banking and Finance

Raghad Abdulaziz A. Baghlaf - Bachelor of Law

#### • Hekma School of Design and Architecture:

Hera Abdul Wahid - Bachelor of Art in Visual Communication

Nuha Ayida Elahi - Bachelor of Science in Architecture

#### • Hekma School of Engineering, Computing and Informatics:

Sara Majed Z. AlHarbi - Bachelor of Science in Cybersecurity

Rayana Omar A. Maghrabi - Bachelor of Science in Cybersecurity

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

Maryam Jafar Aboud Ba Jafar – Bachelor of Science in Speech, Language and Hearing Sciences

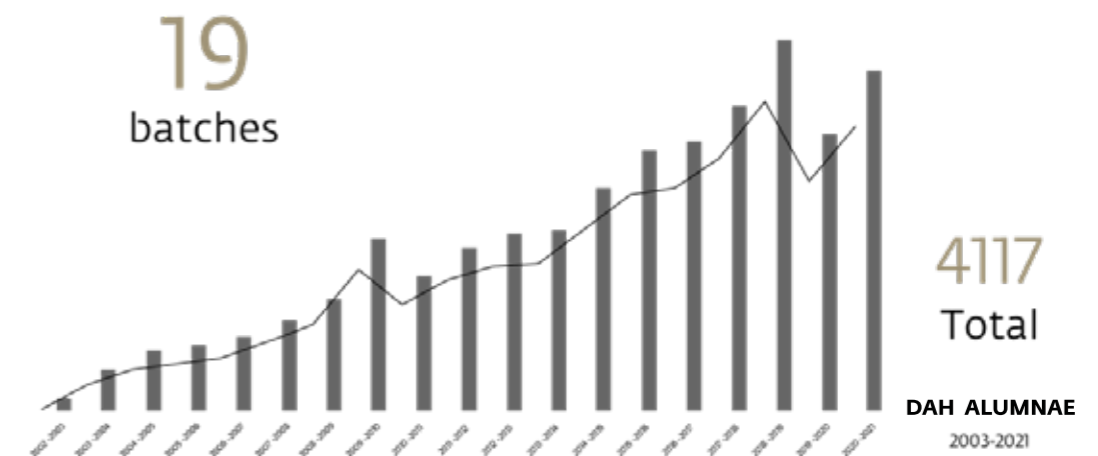
Sundus Mohamed M Taibah - Bachelor of Science in Speech, Language and Hearing Sciences

## Our Alumnae

Dispersed over the whole nation and around the world, our alumnae, time and time again are demonstrating their strong belief in the quest for excellence, the motto that Dar Al-Hekma, their Alma Mater, has always cherished, lived by, and infused in its graduates throughout their academic journey.

Our alumnae have made success their middle name, thus attaining stellar achievements in every way by joining top Universities around the world for further studies, working at local and international companies, and establishing their own businesses and launching their own brands....

We are proud of our alumnae whose contributions and giving back to the society are making significant substantial changes. So far, 19 batches, a total of 4117 students of 41 nationalities have graduated.



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Nationalities, Spread throughout the nation and around the world  
(Studying, Creating Jobs, and Working)



## 4117 Alumnae



**2160**  
Alumnae are  
Currently  
Working



**80%** Employed (**1716**)  
**25%** Entrepreneurs/Self-Employed (**543**)

**740**  
Alumnae have  
Pursued  
Further  
Education



**8%** PhD (**22**)  
**80%** Master Degree (**634**)  
**5.6%** Other (**44**)

### Outstanding Alumnae Award

Outstanding Alumnae Award (OAA) is an important program that started in AY 13-14 to honor alumnae each year and to recognize innovation, creativity, and exceptional leadership.

<p>2013-2014 <b>Hanan Taleb</b> Interior Design 2003-2004</p>	<p>2014-2015 <b>Huda Al-Amoudi</b> Special Education 2006-2007</p>	<p>2015-2016 <b>Hadeel Ayoub</b> Interior Design 2003-2004</p>	<p>2016-2017 <b>Kholoud Attar</b> Graphic Design 2006-2007</p>
<p>2017-2018 <b>Munira Abdalwahid</b> Management Information System 2009-2010</p>	<p>2013-2014 <b>Mounira Jamjoom</b> Special Education 2003-2004</p>	<p>2019-2020 <b>Noura Mansouri</b> Management Information System 2003-2004</p>	<p>2020-2021 <b>Haya Sawan</b> Interior Design 2009-2010</p>

## Alumnae Achievements

<b>Rawabi Abdullah</b> Architecture, 2018-2019	Won in the competition of the Saudi "Omran" Society, Jeddah branch
<b>Zaina Al-Baghajati</b> Interior Design, 2018-2019	
<b>Ghaida Ghasib</b> Interior Design, 2018-2019	
<b>Reem Habis</b> Interior Design, 2018-2019	
<b>Yara Al-Johani</b> Architecture, 2017-2018	Reached the semi-final as part of the Red Sea Ecotecture competition.
<b>Aseel Al-Malti</b> Architecture, 2019-2020	
<b>Zaina Al-Baghajati</b> Interior Design, 2018-2019	
<b>Rahaf Shami</b> Motion Graphics, 2019-2020	Won second place at the "Aamen" Competition.
<b>Larissa Faleez</b> Graphic Design, 2017-2018	
<b>Miad Hanafi</b> Architecture, 2016-2017	• Co-Founders of Sibyl Design Studio, offering services in architectural interior spatial design to brand identity and strategy development.
<b>Rahaf Almuzaini</b> Architecture, 2016-2017	• Featured on CNN & Al Ekhbariya TV

**Lama Albalawi**  
Fashion Design, 2019-2020

- Started a fashion line – Lama Albluwi
- Featured on MBC, Vogue Arabia, and Arab News

**Enase Zagoot**  
Nursing, 2008-2009

- Was announced as the first nurse specialized in breast care in KSA
- Published a book with Prof. Ayman Linjawi

**Shaimaa Azam**  
Graphic Design, 2009-2010

- Saudi Top Achievers , Award of 2019
- Leader of Excellence of Healthy Lifestyle, February 2019

**Ekleel Sallam**  
Master's in International Relations, 2018-2017

- Executive Editor - Saudi Gazette
- Met King Salman at Al-Salam Palace in Jeddah as part of the journalists group. The only young Saudi Female to personally meet President of Egypt Abdel-Fattah Al-Sisi.

**Aziza Saleh**  
bachelors in Interior Design and Master's in Business Administration, 2012-2013

Chosen to represent the MENA region as the Project Management Institute (PMI) chapter for the Youth Champion Role - head office located in the USA.

**Maryam Al-Dabbagh**  
Law, 2014-2015

- Legal Consultant, the General Authority of Meteorology and Environmental Protection (GAMEP).
- Certified by the New York State Board of Law
- Won Fellowship in World Bank, 2016 - 2015
- Won Environmental Law Prize, 2016

**Badria Modir**

Management Information Systems, 2004-2005 and Law, 2012-2013

First Certified Female Lawyer in Saudi Arabia, Notary Public, 2018  
Saudi Ministry of Justice

**Yasmina Almutabagani**

Law, 2017-2018

- Published a novel: Waheeba's Lie
- Went to help in refugee camps in Lebanon.
- Conducted writing workshops with "Hakaya Misk".
- Was part of Misk x Bloomberg one-week course in Financial Journalism.
- Established a language club in Dar Al-Hekma University and taught Turkish.
- Founded a start-up business: Green Dot Editing Services.

**Ragad Al-Faraidy**

Law, 2018-2019

Won second place at the "Aamen" Competition.

**Dina Madani**

Management Information Systems, 2005-2006 and Master's in International Relations, 2014-2015

- First Saudi Female to work in the Organization of Islamic Cooperation (OIC) as a Political Officer for Asia Affairs, Geneva, Switzerland.
- Co-Founder of CellA+ Network
- Elected as Special Advisor in the UN-Habitat Youth Advisory Board 2017-2015
- Author of two published books.
- Founder and Manager of "Shababuna", an organization that promotes social and spiritual consciousness.

**Maryam Ficociello**

Management Information Systems, 2002-2003

- PhD in Innovation and Organizational Change from The London School of Economics and Political Science.
- Head of Governance, Risk & Compliance – The Red Sea Development Company & "AMAALA".

**Shahd Nagro**

Banking and Finance, 2011-2012

- Co-Founder of the Mecca Youth Council.
- Innovation Manager of The Royal Commission for Al-Ula, a Saudi commission that was established in July 2017 to preserve and develop the -2,000-year-old archaeological and historical site of Al-Ula north-western Saudi Arabia.

**Lamisse Bajunaid**

Law, 2011-2012

- Professional LL.M. Program, Dual specialization in Intellectual Property & Business Law from the University of California, Berkeley
- LexisNexis Middle East Author Award
- Appointed as the exclusive contributor on the Saudi Arabian intellectual property law for the Middle East platform - March 2019.

**Juwairiyah Fageih**

Motion Graphics, 2015-2016

- Production Assistant at National Geographic
- Master's in Film and Media Arts, from the American University in Washington DC, 2018.

**Noura Al Ashwali**

Graphic Design, 2011-2012

Member of the team who launched the new website and the e-service portal of Jeddah Municipality.



**Rowaidah Oudah**

Graphic Design, 2009-2010

- Self-taught chef, food artist, menu developer, and Bento maker.
- Was featured in Arab News and different other magazines.

**Sheria Walker**Special Education,  
2003-2003

- Senior Youth Development Specialist at the Islamic Development Bank (IDB)
- Founder, CEO, and Mediator at Walker Consultancy

**Layan Khouli**

Law, 2013-2014

- Holder of an LL.M from the University of California, Berkeley.
- Is a Senior Legal Counsellor at "Qiddiya" Investment Company.

**Munira Abdalwahid**Management Information  
Systems,  
2009-2010

- A Technical Specialist of Country Relations and Services at the Islamic Development Bank (IDB).
- A recipient of the DAH Outstanding Alumnae Award, 2017-2018

**Ragad Nasser**Banking and Finance,  
2011-2012

- Founder of ReFit Gym
- Co-owner of Power Tower Company Investments in London and Jeddah.
- Holder of an MSc in International Management, from King's College, London, 2013

**Wid Masood**

Law, 2016-2017

- Legal Advisor at "Al Nowaisser" and "Al Suwaylimi Attorneys & Counselors at Law.
- One of the recipients of Mr. Khalid Al-Turki Award for Gifted Students.
- Coach of the Pre-Moot Team in the year 2018-2017.
- Best respondent Individual Oralist Winner in the Pre-moot Competition, 2017-2016

**Duaa Amer**

Law, 2017-2018

- Passed the New York Bar Exam.
- Participated in the Women Leadership and Negotiation Summer Academy - Austria, August 2018
- Received the DAH Student Excellence Award for the Academic Year 2017-2016
- Coached the Pre-Moot Team during the academic year 2018-2017

**Haifa Balghunaim**Special Education,  
2006-2007Launched their new project (Soft Spot)  
in October 2019.**Fahdah Balghunaim**Banking and Finance,  
2009-2010**Fatimah Anani**Management Information  
Systems,  
2007-2008

Co-Founders of Kamin – Career Consultation Company

**Alanoud Alzahrani**Management Information  
Systems,  
**2011-2012**

## Alumnae Engagement

### Rowaidah Oudah

Management Information Systems, 2005-2006 and Master's in International Relations, 2014-2015

Conducted a talk on the "World Day of Social Justice" through Dar Al-Hekma Instagram live chat.

### Alaa Awad

Graphic Design, 2013-2014

Conducted talks to participate in the "Global Entrepreneurship Week"

### Moudi Algashayan

Banking and Finance, -2009-2010

### Salwa Rdwi

Graphic Design, 2016-2017

### Nada Hakeem

Graphic Design, 2009-2010

### Juwairiyah Fageih

Motion Graphics, 2015-2016

Participated in the "We are DAH" marketing campaign by filming a short video that was posted on the DAH Instagram page.

### Shaykha Alsharif

Interior Design, 2013-2014

### Rowaida Oudah

Graphic Design, 2009-2010

### Noran Murad

Interior Design, 2016-2017

### Haya Sawan

Interior Design, 2009-2010

Conducted a talk to participate in "Hekma @ Home"

### Rawaa Bakhsh

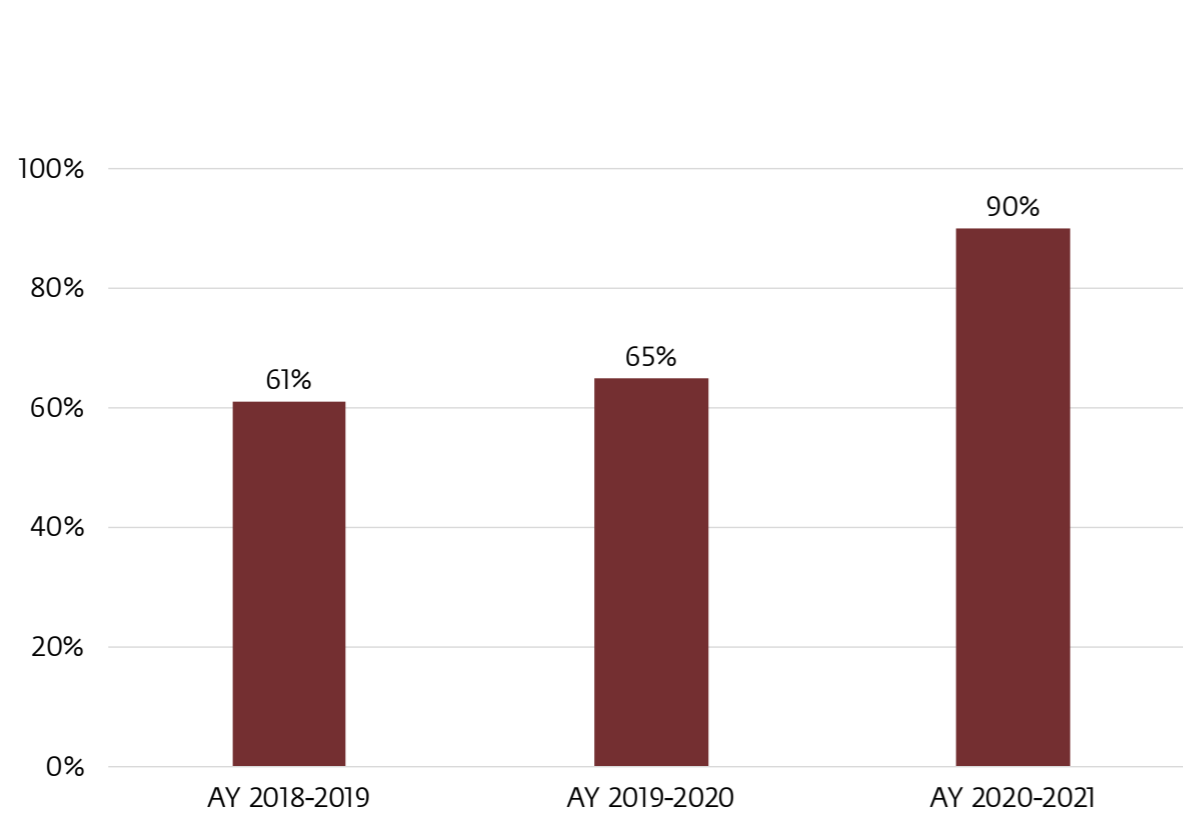
Graphic Design, 2009-2010

### Nouf Hakeem

Special Education, 2007-2008

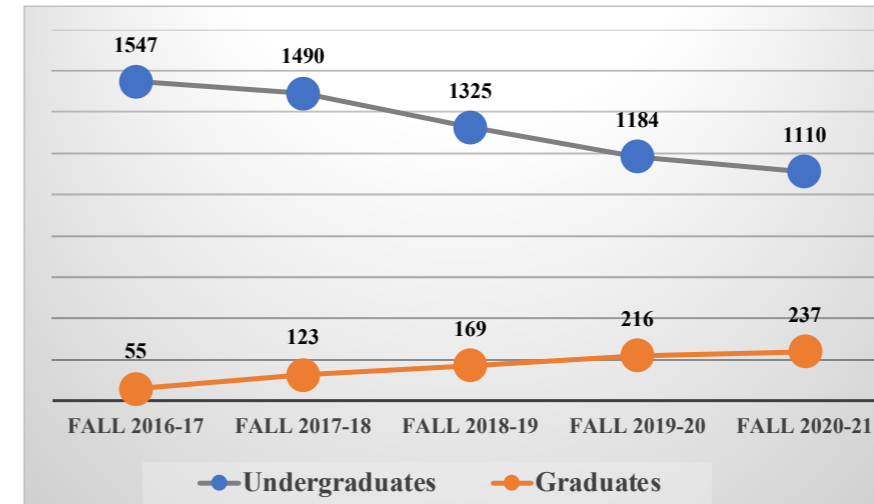
# The University in Numbers

**AVERAGE PERCENTAGE OF ACHIEVED ANNUAL OBJECTIVES**



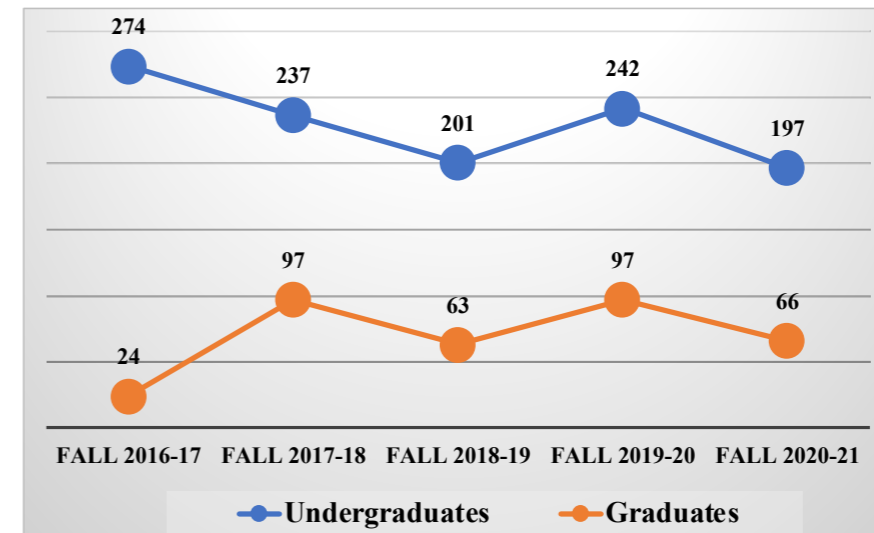
## NUMBER OF NEWLY REGISTERED STUDENTS AND ALL REGISTERED STUDENTS

**Number of All Registered Students**



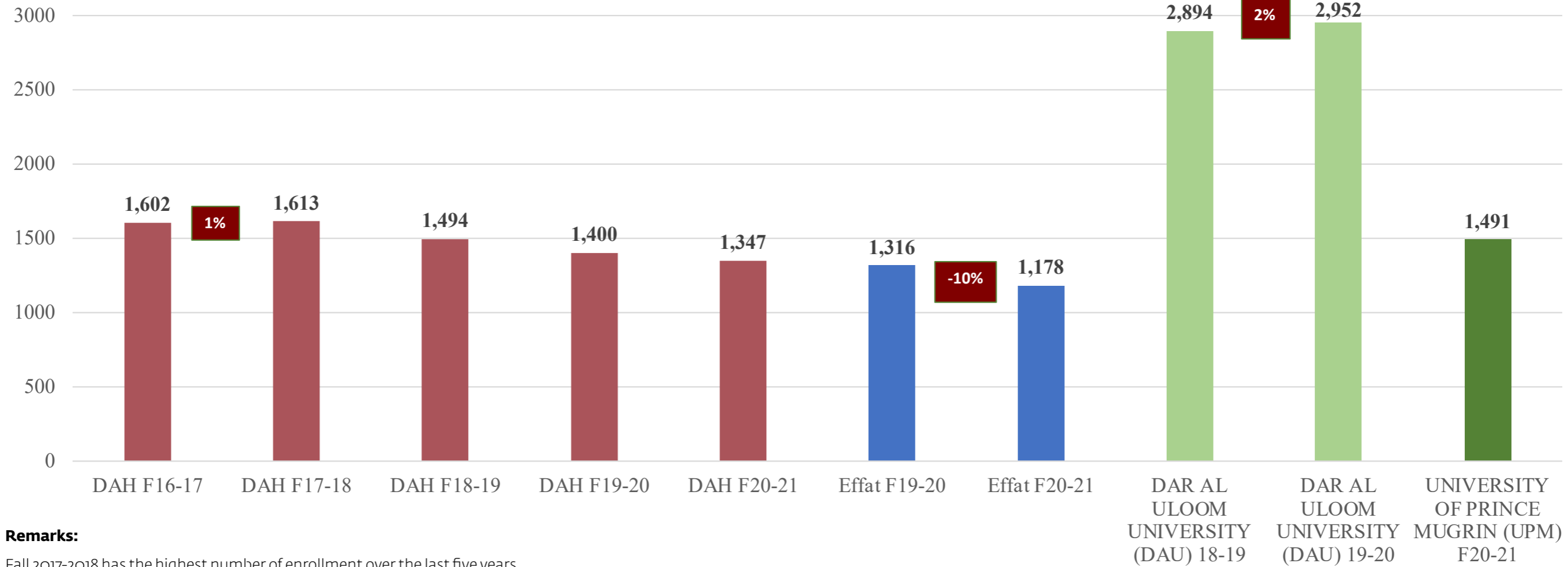
Among the undergraduate programs, the Law Program hosts the highest number of registered students followed by the Visual Communication Program. The Master of Educational Leadership program hosts the highest number of registered graduate students in Fall 20-21.

**Number of Newly Registered Students**



The Cybersecurity Program has the highest number of newly registered undergraduate students while the Master of Business Administration Program has the highest newly registered graduate students in Fall 20-21.

**Overview of the Enrollment Numbers from Fall 2016-2017 to Fall 2020-2021**



**Remarks:**

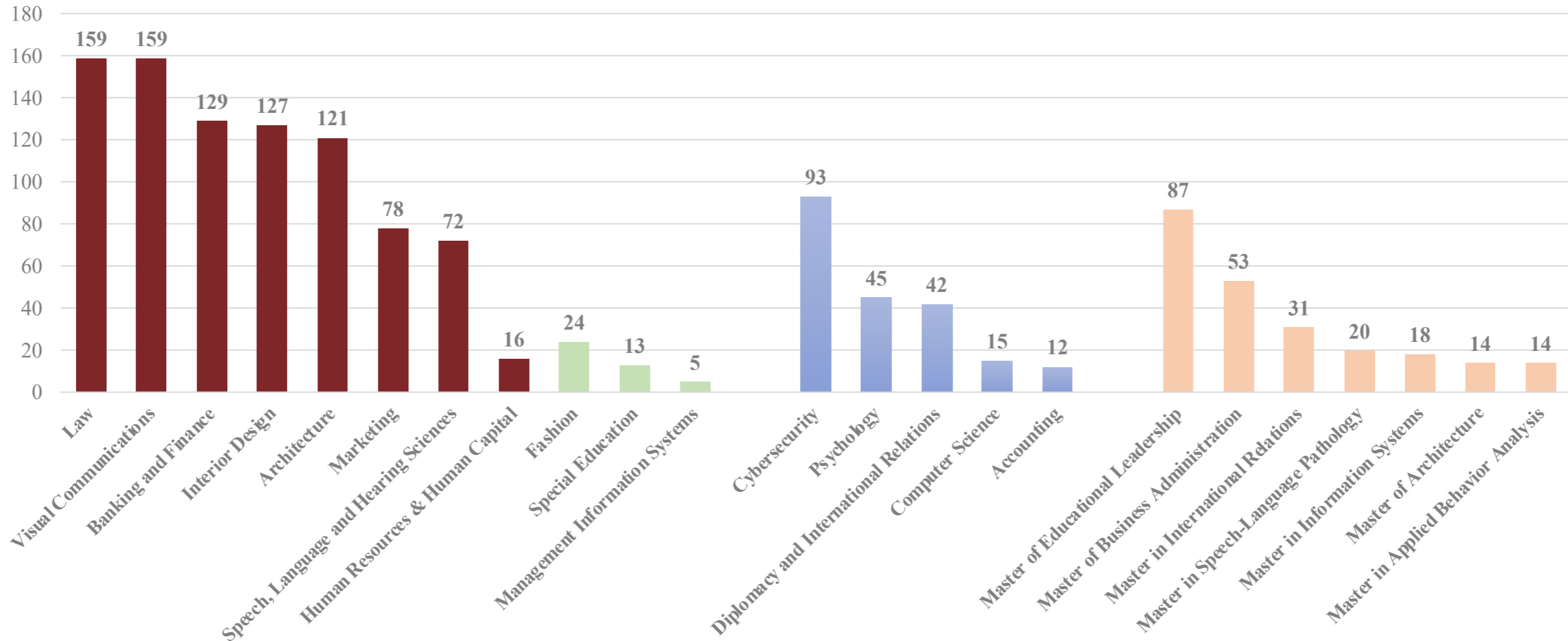
Fall 2017-2018 has the highest number of enrollment over the last five years.

In the Fall of 2018-2019, the number of enrollment dropped by %7 due to the highest number of graduates in this year, low number of new intake and the lack of scholarships offered (MOE Scholarship has stopped accepting new nomination in the Fall of 2016-2015).

In the last two years, the total number of enrollment dropped by an average of %5. the reasons for this drop are the economic situation, the Vat for the non-Saudis, the number of non-Saudis who left the country, the limited scholarships offered, and the COVID19- pandemic.



**ALL STUDENTS by Program - Fall 2020-2021**

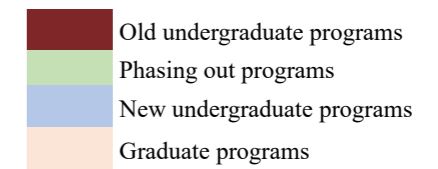


**Undergraduate programs with the highest number of enrolled students:**

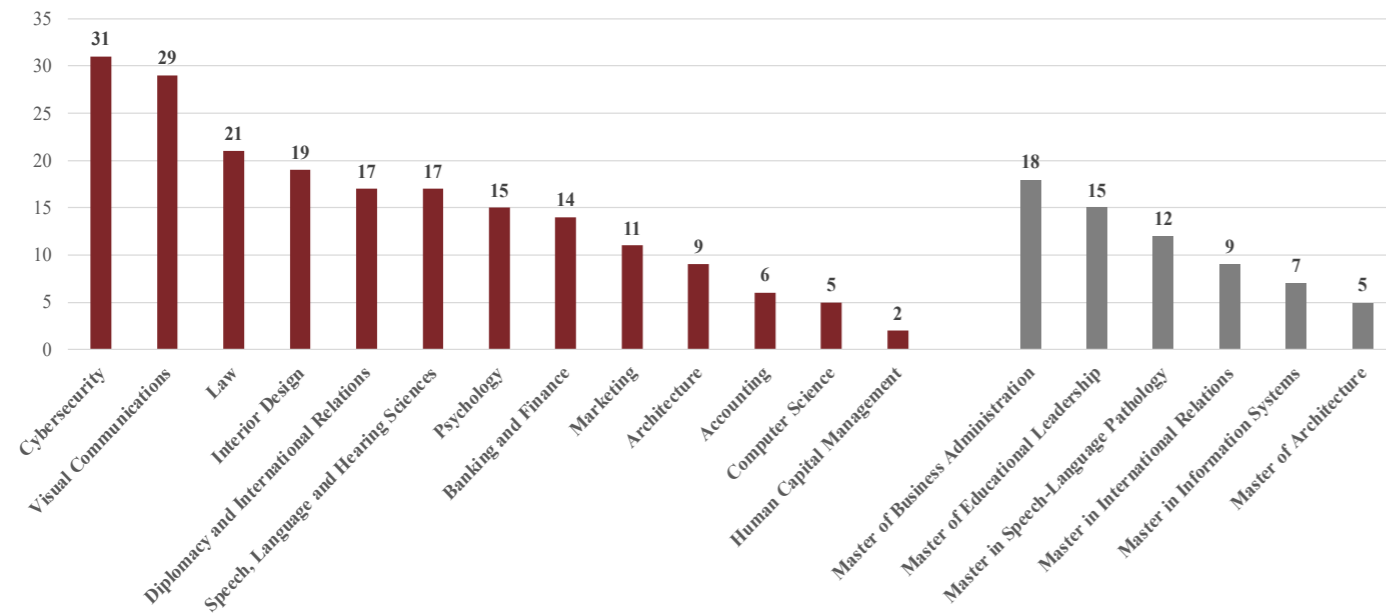
1. Law, 2. Visual Communications, 3. Banking and Finance, 4. Interior Design, 5. Architecture

**Graduate programs with the highest number of enrolled students**

1. Educational Leadership, 2. MBA, 3. International Relations



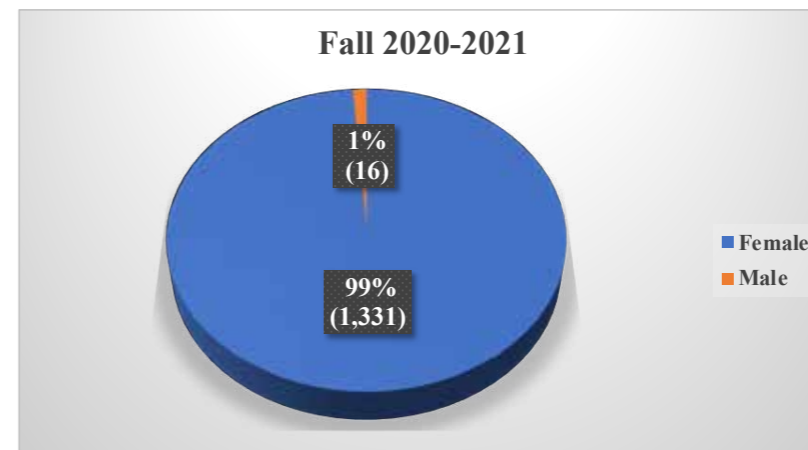
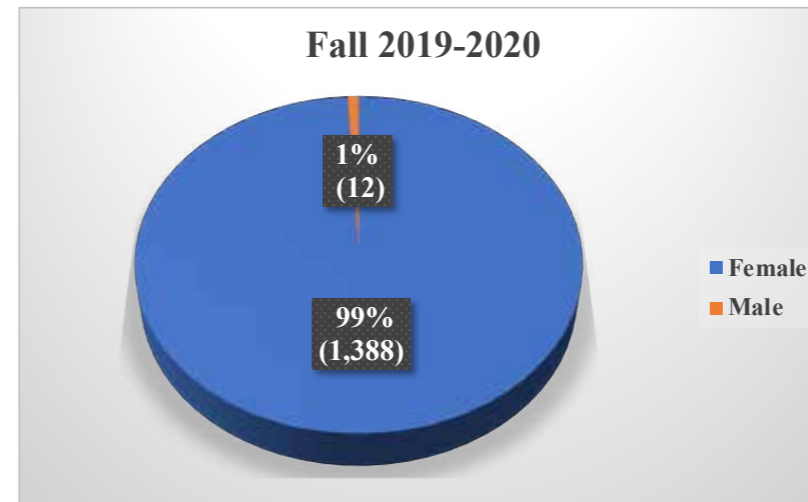
**NEW STUDENTS by Intended Program - Fall 2021-2020**



Top 5 Programs with the highest number of newly registered students:

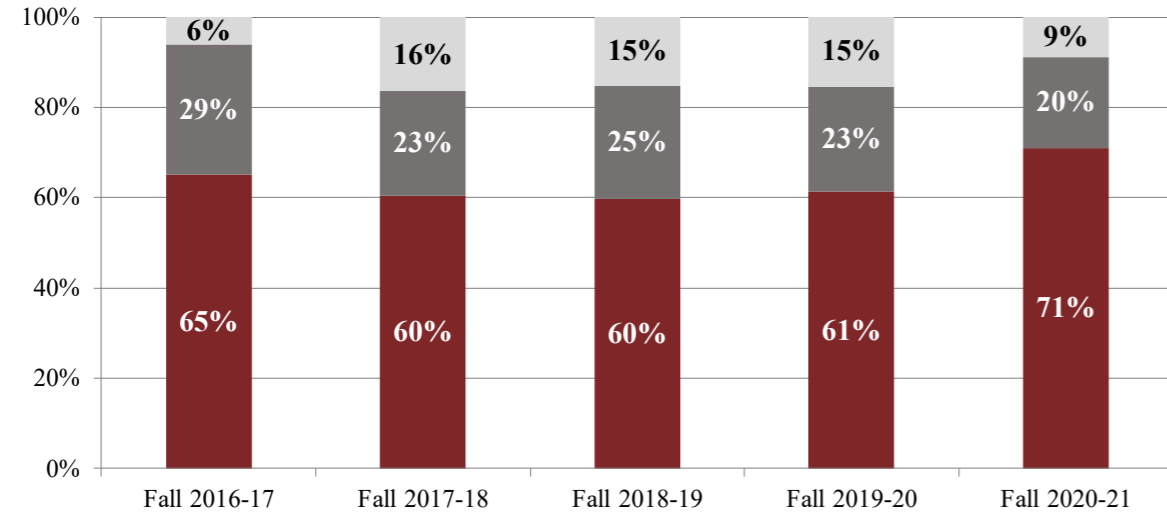
1. Cybersecurity
2. Visual Communications
3. Law
4. Interior Design
5. Diplomacy and International Relations

**ALL STUDENTS by Gender**

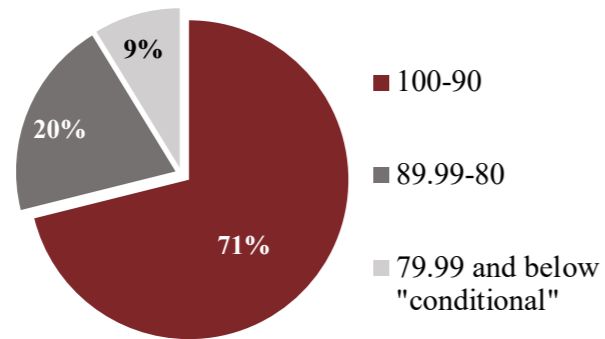


In AY 2019-2020, the University started accepting male students in graduate programs (Master of Business Administration, Master of International Relations and Master of Information Systems).

**Newly Registered Students by High School Percentages and GPA's**



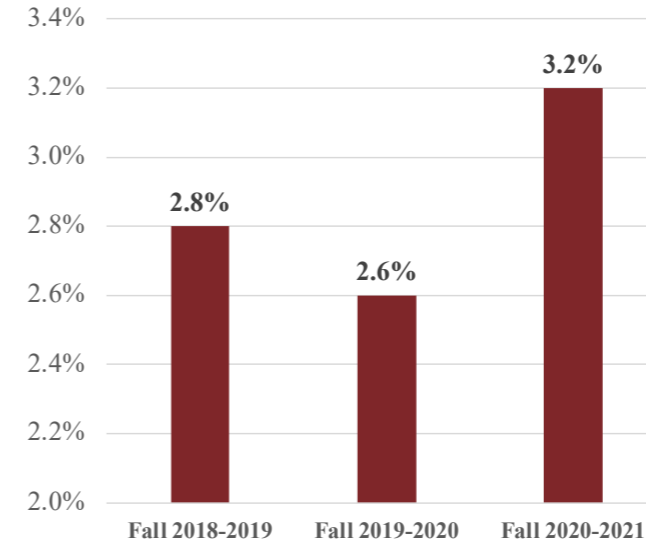
**Fall 2020-2021**



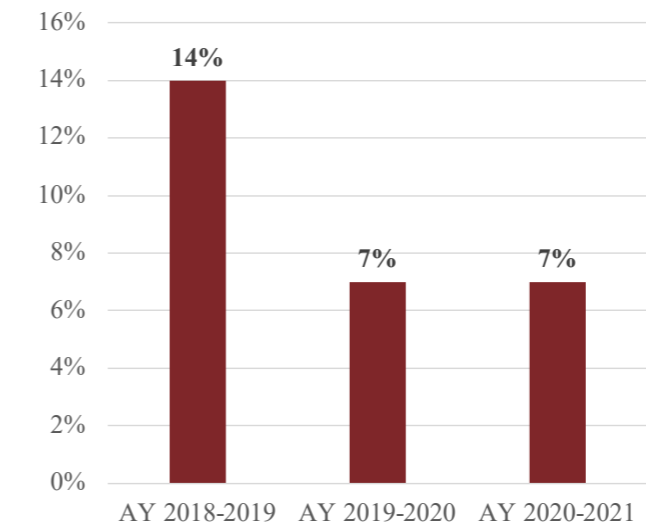
Avg. 88 % of newly registered students has high school percentage/GPA equal or higher than 80% in the last five years

**Drop-Outs**

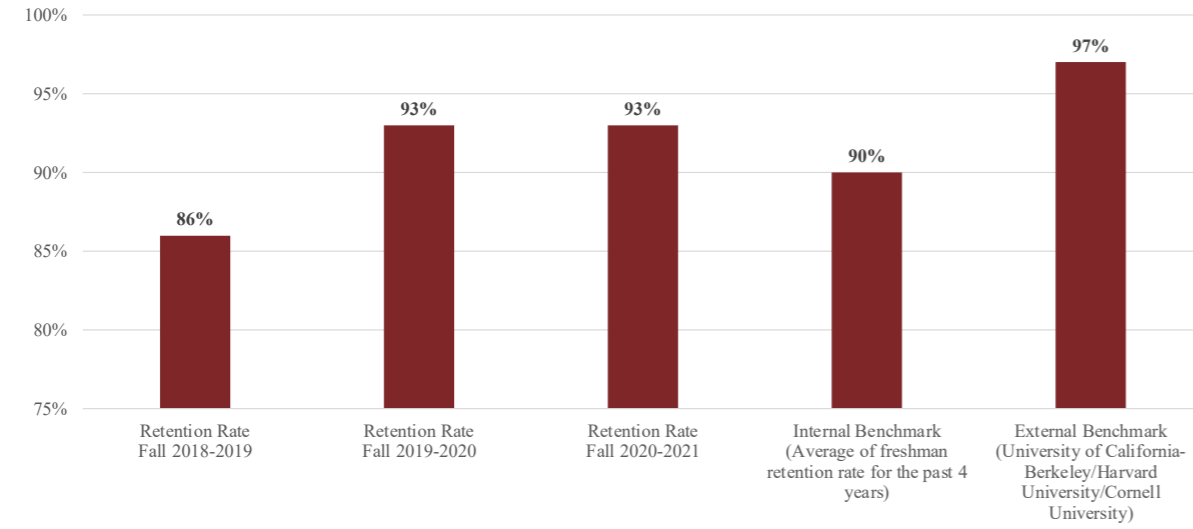
**ALL STUDENTS**



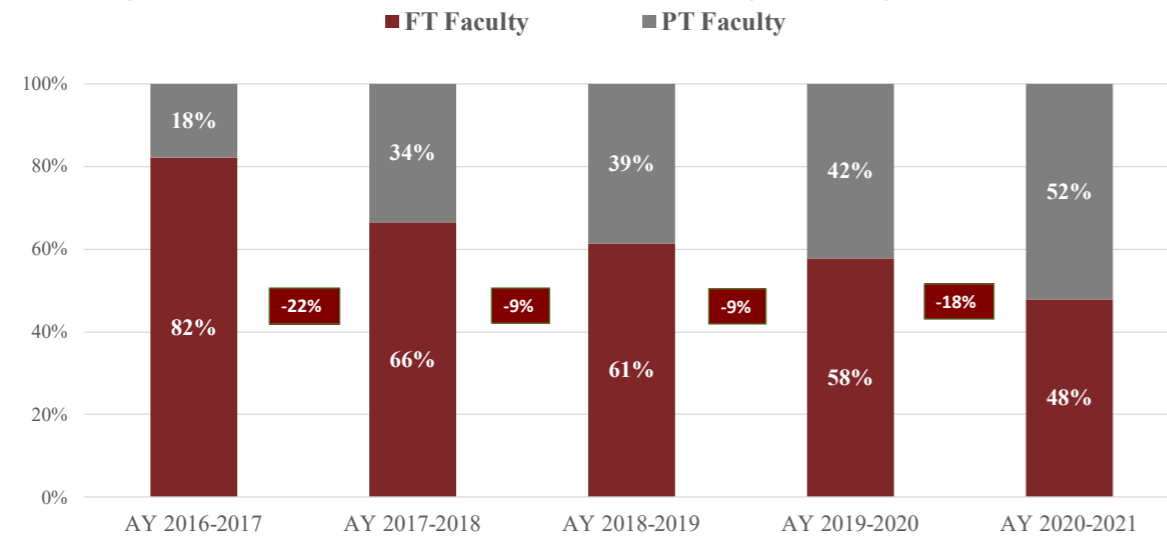
**FRESHMAN Students**



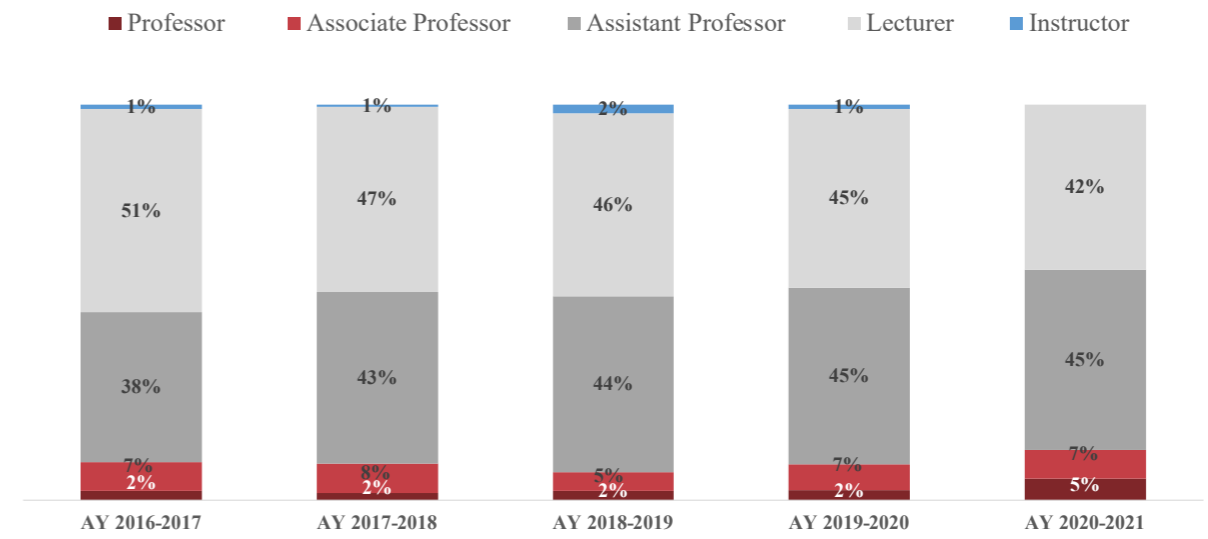
### FRESHMAN Students retention Rate



### Percentage of Full & Part-Time Faculty and the percentage of change in Full-time Faculty



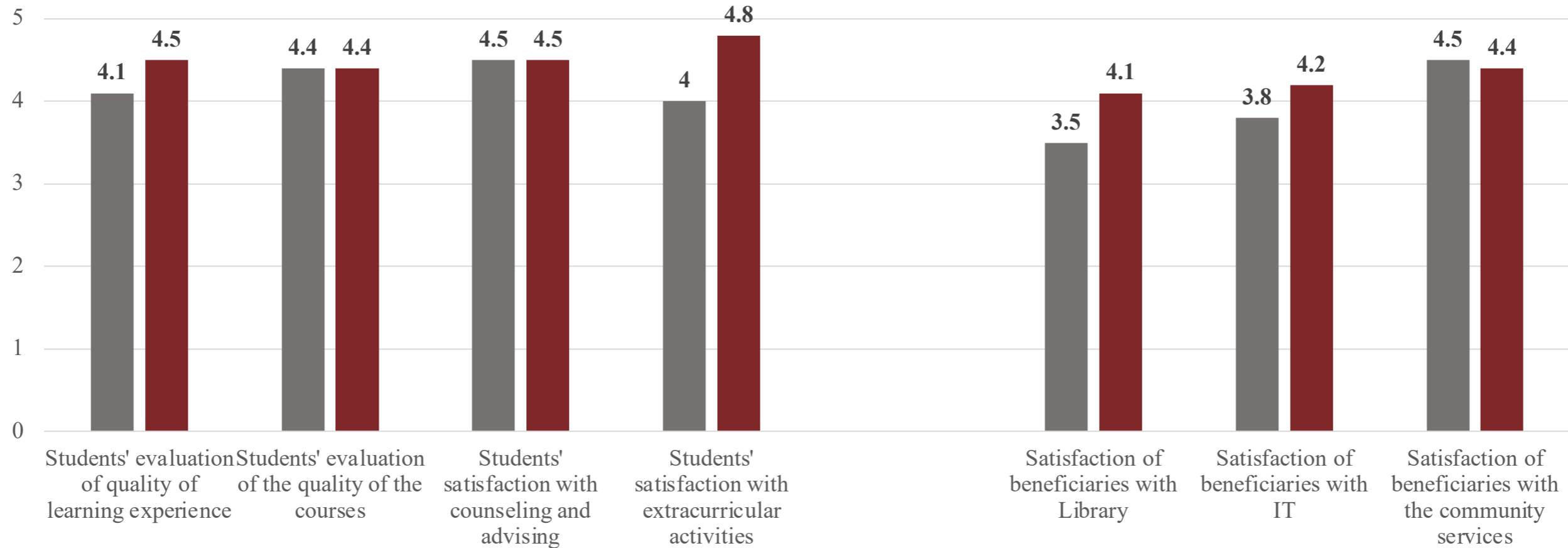
### Percentage of Faculty by RANK



There is a significant increase in the number of PhD holders in the University in the past years. (increase by 8 % compared to last year).



**SATISFACTION KPIS AY 2020-2021**



- AY 2020-2021 will be updated by September 2021

- Beneficiaries are: Faculty, Staff and Students

- Average satisfaction of students increased by 4.4/5

- Average satisfaction of beneficiaries increased by 4.3/5

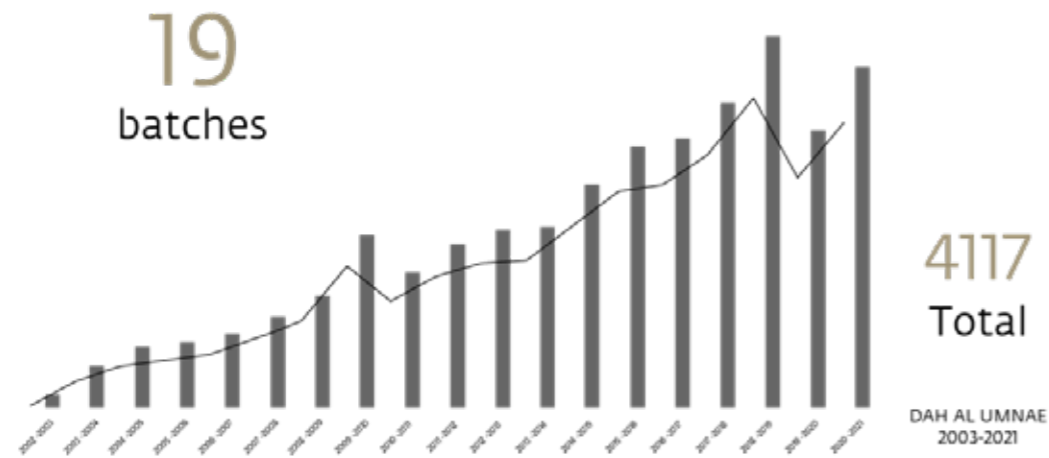
- All satisfaction KPI's have increased except for the Beneficiaries Satisfaction with the Community Services that has slightly decreased due to COVID - 19 impact on the number of offered community service activities.

AY 2019-2020   
 AY 2020-2021

**ALUMNI STATISTICS**



**4117 Alumni**



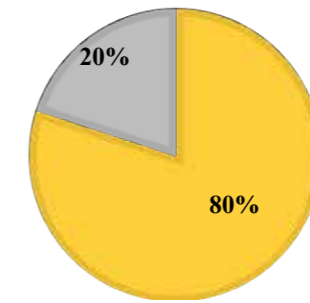
- AY 2020-2021 includes the expected graduates of Spring and Summer. (will be updated by September 2021).
- Continuous increase in the number of graduates and significant increase in AY 2018-2019 by (22%), then the number decreased in AY 2019-2020 by (-25%)
- In AY 2019-2020, some of the expected graduates 'around 40 students' deferred their graduation due to the unavailability of internship courses during summer 19-20 due to COVID - 19 situation.

**ALUMNI STATISTICS**

**52% ( 2160 ) Working Alumnae**



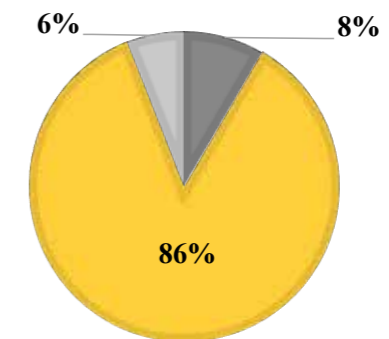
■ Employed ■ Entrepreneurs/Self-Employed



**18% ( 740 ) Studying Alumnae**



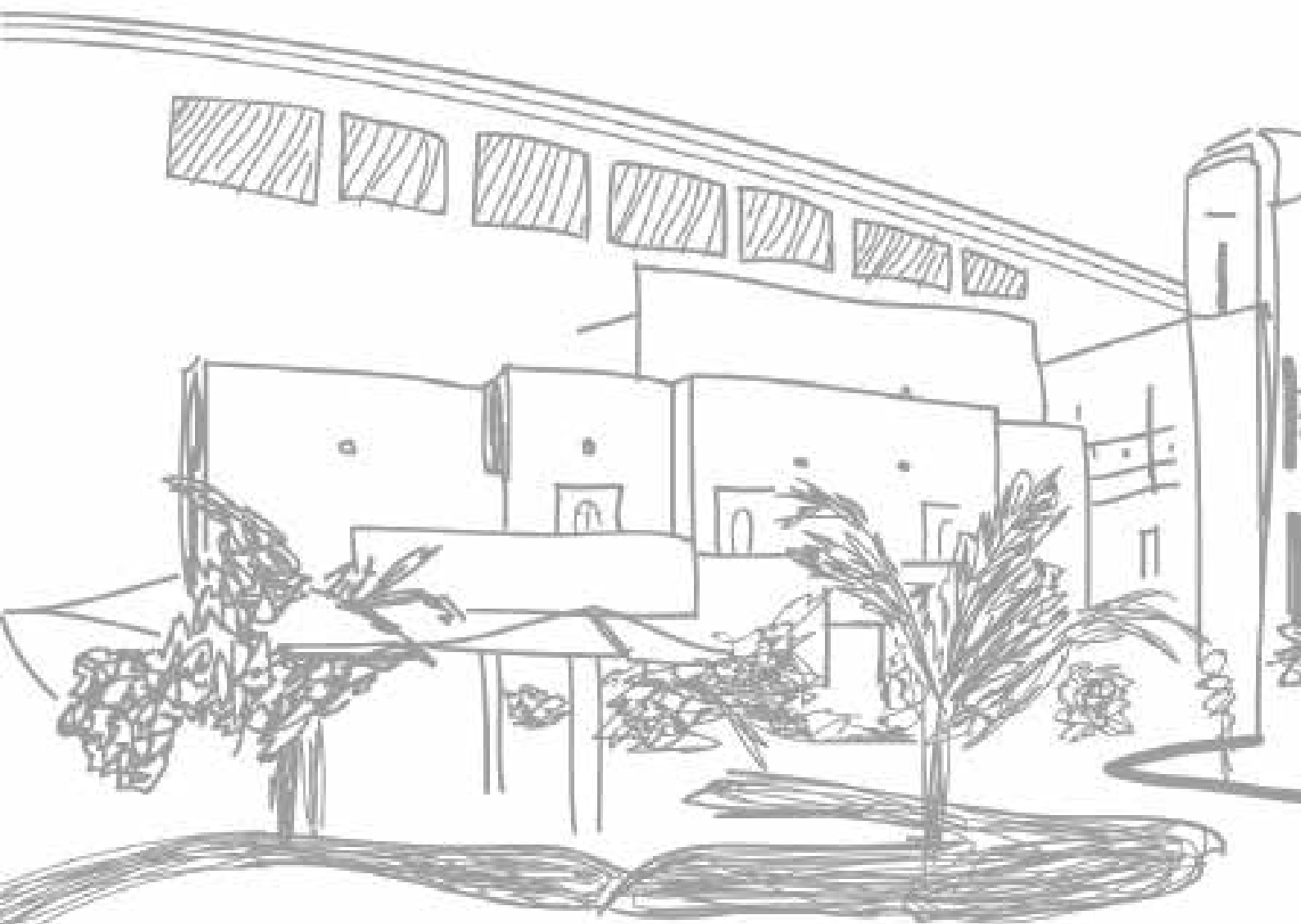
■ PhD  
 ■ Master Degree  
 ■ Other (Diplomas, Associate degrees, Certifications and second bachelor degree)



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