Annual Report
2022
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It is with great pleasure that I present to you the AFG College with the University of Aberdeen’s Annual Report. The report provides an overview of our achievements and activities over the past academic year here in Qatar.

Having spent the previous two years tackling Covid 19 disruptions, I was pleased to see our students return to campus this year. There is no substitute for face-to-face interaction in the process of learning and it is thanks to the collaborative efforts of staff in Doha and Aberdeen that we still celebrated a record number of graduates.

As we learned to live with the presence of Covid 19, we doubled down on our educational efforts both inside and outside of the classroom. We initiated a series of presentations from targeted guest speakers to our postgraduate students. They heard first-hand from seasoned business practitioners about the local and global challenges of managing and working in post-Covid organisations.

Our community engagement extended to hosting workshops and seminars delivered by our faculty members. These popular workshops combined theory and practice aimed at broadening the knowledge and skills base of local and regional professionals.

Having established ourselves as the largest independent provider of quality higher education in Qatar, we are committed to fulfilling our promise of providing an outstanding experience to all our students, whilst at the same time continuing to foster industry and community linkages to all those who call Qatar their home.

I encourage you to take the time to read through this report and discover the hard work, determination and contribution made by our staff, students and community, and their collective achievements over the past year.

Dr Sheikha Aisha bint Faleh Al Thani
Chairperson & Founder
Al Faleh Educational Holding
Welcome to our 2021/22 Annual Report

As we look forward to entering our sixth successful year of operations, I am very pleased to be in a position to present our 2021/22 Annual Report.

Looking back over the past twelve months, I am immensely proud of our collective achievements. Our staff and student community have shown tremendous resilience, flexibility and adaptability.

As we emerge from the disruptions of the global pandemic, we have refocused our efforts on strengthening our linkages and relationships with our stakeholders. Our community engagement activities have facilitated greater awareness of our educational offerings, which in turn has provided our students with internship and employability opportunities across an extensive range of national and international organisations.

Our partnership with the University of Aberdeen continues to strengthen across a number of strategic initiatives. Our integrated approach to collaboration focuses on providing a positive and engaging collective experience. Through our enhanced Vision, Mission and Value propositions, we have committed to providing our students with a first-rate UK university experience, offering diverse and distinctive degree programmes which prepare our graduate community for the challenges of meaningful employment.

In pursuit of our enhanced vision and mission statements we have developed in partnership, a Strategic Development Plan which is structured around a three-tier framework incorporating themes drawn from both the Qatar 2030 and Aberdeen 2040 strategies. Our growth and development tier clearly set out our future plans for development in terms of our student body, educational provision and institutional capacity. Our academic outcomes tier focuses on the continuous improvement of our quality enhancement procedures, student satisfaction, student progression, academic achievements and graduate destinations. Our third tier is that of shared commitments, ensuring strategic alignment within our partnership, enabling staff and students in Qatar and Aberdeen to celebrate their diversity with a shared sense of community and purpose.

As we look forward to the year ahead I am confident that the College and the University will continue to make a positive and meaningful impact on the educational needs of our community.

I do hope that you find the contents of this annual report of interest and moreover, are encouraged by our collective successes during this reporting period.

Brian Buckley
Principal
AFG College with the University of Aberdeen
Welcome to the 2021/22 Annual Report of AFG College with the University of Aberdeen. I’m very proud of the continued progress our partnership has made over the last year. This has been enabled and supported by the strong working relationship across our campuses, both remotely and increasingly in person, which has supported our collaborative work in Qatar, and as operations have returned to normal following the pandemic. I’d therefore like to thank everyone on both sides of the partnership who have contributed to our work in Doha this year, and I’m very grateful for the significant progress that has been made.

We were delighted to welcome graduating students from AFG College to the University’s Summer 2022 Degree Ceremonies in Aberdeen earlier this year, and we look forward to graduation ceremonies that will be taking place again in Doha in early 2023. To date, more than 2,000 students have commenced their studies through the AFG College with the University of Aberdeen partnership, since it opened in 2017. The main developments in that time have seen an expansion of the range of degree provision available, now including Law, and Business Management programmes with International Relations, and Information Systems.

This has also been a year of very strong performance for the University of Aberdeen. The University has risen 20 places in the Times Higher Education World University Rankings 2022, strengthening its position among the world’s top 200 universities. Aberdeen is now ranked 22nd in the UK, and 158th in the world. Specifically, for ‘International Outlook’ we are now ranked 9th in the UK and 31st globally. We are particularly proud to have been ranked 4th in the UK for overall student satisfaction in the 2022 National Student Survey (NSS), reflecting our absolute commitment to delivering an excellent student experience, wherever our students are undertaking their studies.

The University of Aberdeen continues to make a positive and sustainable difference to the world around us through our excellent teaching and research. Our work in Qatar plays a very significant part in our achievements, and we will continue to build on that to provide the very best opportunities for our students and the staff delivering our partnership with AFG College. Our joint aim is to deliver a UK university experience which is rooted in history and heritage, but is equally focused on delivering educational outcomes designed to meet the needs of our 21st century graduates, and to be the first-choice institution for students in Qatar and the wider Gulf region.

As we reflect on another excellent year for AFG College with the University of Aberdeen, we also look forward, in the year to come, to the further growth and deepening of our strategic partnership, and the continuing success of our students and graduates.

Professor George Boyne
Principal and Vice-Chancellor
University of Aberdeen
AFG College with the University of Aberdeen
Vision, Mission and Core Values

Vision Statement for the Partnership
“Through our partnership and guided by the Qatar 2030 and Aberdeen 2040 vision statements, we aspire to be a modern, dynamic, learner-centred higher education provider offering a diverse range of inclusive and distinctive UK degree programmes that will enhance the employability attributes of our students and our graduate community.”

Mission Statement
• To deliver a first-rate UK higher education experience in Qatar with a strong emphasis on scholarship and employability
• To be responsive to the higher education needs of Qatar and the wider region by providing an accessible UK university experience
• To deliver a breadth of programmes and disciplines offering in Qatar that meets local, regional and international demand
• To enrich the diversity of our provision, creating opportunities for interdisciplinarity and collaborative research that address the current and future challenges of our global community
• To further enhance our research contribution drawing on Aberdeen's world-class research strengths to provide meaningful impact on the developmental needs of the region

Our Core Values
• We embrace social and cultural inclusivity and facilitate greater access to higher education opportunities to a diverse student body seeking our outstanding educational experience
• We are dedicated to the societal needs of Qatar and the wider region, and this is reflected in our approach to external engagement and our commitment to institutional excellence
• We are committed to providing a learning environment that is adaptable, inclusive and sustainable
• We encourage creativity within our community of learners through intellectual curiosity, innovation and entrepreneurialism
For the new academic year, we welcomed a number of members to our team, bringing with them a wealth of international teaching experience as well as an impressive range of publications and intellectual contributions.

Dr Florian Meier joined as Senior Lecturer in Accounting, and in the field of Business and Management we welcomed Dr Nadia DeGama, Dawn McCartie, and Dr Steve Pearce.

Due to the growth of our Business Management and Information Systems programme we were also delighted to appoint Dr Saad Kashem and Dr Rami Hamdi which will allow our students to benefit from the best academic and technical expertise.

In 2021, we launched the MSc International Human Resource Management, inspiring the next generation of HR professionals. Through a range of interesting courses, students learn about all the key and strategic aspects of HRM and have opportunities to share their own experiences and practices.

Covid 19 continued to provide us with challenges, not least changing our mode of delivery at short notice. However, with the skills and experience gained over the previous 12 months we were able to achieve this transition overnight and ensure we provided an excellent and safe learning environment for all of our staff and students.
At the undergraduate level, our Business and Management programmes (including joint awards) are led by Dr Nadia DeGama and our Accountancy and Finance programme is overseen by Laila Mahran. For our Masters programmes, leadership of the MBA is provided by Dawn McCartie. MSc programmes in International Human Resource Management and International Business Management are led by Shahadat Hossain. The LLM programme is managed by Gianluca Andresani.

Academic colleagues continually update their teaching materials to ensure that they reflect the latest academic research as well as incorporating current affairs and integrating contemporary organisational examples. Our students also benefit from hearing from inspirational guest speakers representing a diverse range of organisations, so that they can understand the links between theory and practice. Distinguished speakers have included Luigia Ingianni, Commissioner of the Employment Standard Office at Qatar Financial Centre and Dr Faisal Hanif, Head of Treasury at QCHEM.

Our academics continue to develop their skills through continuous professional development (CPD) and we began the academic year with a CPD week to enable colleagues to hear about pedagogic developments and opportunities to share good practice. In the last year, Stephen Fettes and Shahadat Hossain were the latest faculty members to have been awarded Certified Management & Business Educator (CMBE) status from the Chartered Association of Business Schools.
Marketing and Student Recruitment

The Student Recruitment and Marketing department is committed to promoting, advising, and enrolling students from diverse educational qualifications who aim to study for a reputable UK higher educational degree programme, here in Qatar.

Working closely with our colleagues at the University of Aberdeen, we guarantee a seamless process from initial interest to enrolment by effectively managing the complexities of degree programme applications, whether that be undergraduate or postgraduate. It’s our aim to make application and enrolment as smooth as possible.

- **248** new students
- **22** new nationalities
- **75%** Qatari
- **56%** male
- **44%** female

- **22** new nationalities
- **248** new students
Marketing and Student Recruitment

We aim to promote awareness of the College, building its reputation within Qatar and the region as a UK Higher Education provider offering undergraduate degree programmes in Business Management, Accountancy & Finance, Business Management & Information Systems and Business Management & International Relations.

UG students’ prior qualifications

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Diploma</td>
<td>32%</td>
</tr>
<tr>
<td>Private Schools</td>
<td>30%</td>
</tr>
<tr>
<td>Foundation Programmes</td>
<td>19%</td>
</tr>
<tr>
<td>International Transfer</td>
<td>11%</td>
</tr>
<tr>
<td>Transfer within Qatar</td>
<td>4%</td>
</tr>
<tr>
<td>Public Schools</td>
<td>4%</td>
</tr>
</tbody>
</table>

Across our postgraduate provision we offer Master of Business Administration, MSc International Business Management, MSc International Human Resource Management, and LLM International Commercial Law.

PG students’ prior qualifications

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Universities</td>
<td>45%</td>
</tr>
<tr>
<td>Local Public Universities</td>
<td>30%</td>
</tr>
<tr>
<td>AFG College Alumni</td>
<td>19%</td>
</tr>
<tr>
<td>Local International Universities</td>
<td>6%</td>
</tr>
</tbody>
</table>

I selected the MBA programme here because I heard good feedback from friends who are enrolled at the University, and studying for their MBA. I chose the programme because I wanted to improve my confidence and increase my job opportunities. I'll gain the latest thinking on strategic risks, leading projects and the global market. I am also looking forward to extending my networking reach and learning alongside some very talented professionals from a diverse range of industries and backgrounds.

Ammer Abu-Shanab
MBA Student

I started my first year in AFG College with the University of Aberdeen pursuing a degree in Accountancy and Finance. I chose the University based on its global reputation being one of the top universities in the world. Another reason was the variety of societies and clubs you can join! Today is my first day and I believe it is going to be both fun and enriching.

Romeo Joseph
Accountancy & Finance (Year 1 Student)

The department fulfills an annual schedule of multi-channel campaigns and in-country events and activities that include college fairs, open days, counsellor information sessions and workshops. We also run several offer-holder days that keep our applicants engaged and well informed as we lead up to our official registration period and the beginning of term.
After a two year hiatus due to the Covid 19 pandemic, we finally honoured the success of our 2020 and 2021 graduating students. Graduation was celebrated over four ceremonies over two days at The Westin Doha Hotel & Spa, and was officiated by the Principal and Vice Chancellor of the University of Aberdeen, Professor George Boyne.

Professor Boyne was joined by a delegation of senior members of the University who travelled from Scotland to share the celebrations with the graduates and an audience of supporters.

Over the two days more than 500 students crossed the stage in front of a number of dignitaries, distinguished guests, family and friends.

The ceremonies concluded with closing remarks from graduating students Sheikha Mariam bint Nawaf Al Thani, Reem Alansari and Ahmed Al Baker who congratulated their fellow graduates, spoke of their own experiences along their study journey and of their aspirations for the future.

"We came together to celebrate the culmination of all our students’ hard work and determination in completing their studies, and going forward to be a force for good in their chosen careers."

Sheikha Aisha bint Faleh Al Thani
AFG Chairperson
More than 50 Qatar graduates travelled with friends and family to Scotland to graduate at the University’s summer ceremony in July 2022. After completing their degrees in Qatar, students wanted the opportunity to experience a traditional UK graduation ceremony and they weren’t disappointed. Attending both Qatar and Aberdeen’s graduation ceremonies has always been a strongly encouraged option.

Our students mingled with graduating students from around the world emphasizing that diversity, openness and tolerance is at the heart of Aberdeen’s learning foundation. The ceremony was officiated by University of Aberdeen Pro-Chancellor, Professor Sir Iain Torrance, who made a special mention of those graduates who had travelled from Qatar to be a part of such an auspicious occasion.

Being part of the ceremonials traditions of an ancient British university was the culmination of my student journey, and a fitting reward for the effort, tenacity and self-discipline that all the graduates possess.”

Aisha Al-Kuwari
Graduating Student

At the conclusion of the graduation, many students and their families took the opportunity to spend additional time in the UK visiting unique sites and enjoying local hospitality.
Starting out in the real world of business can be a daunting prospect. However, the University of Aberdeen degree equipped me with the skills and knowledge that I needed to grow personally and professionally. I now work as a tax associate with KPMG where I will have opportunities to broaden my skills palette.

Jana Hamdach

AFG College with the University of Aberdeen MBA has given me a greater awareness of global markets: has improved my communication skills and expanded my professional network.

Abdulla Al-Mushairi
Secretary of State for Education Visit

Staff, students and faculty of AFG College with the University of Aberdeen were delighted to welcome to the campus, the Secretary of State for Education of the United Kingdom, The Right Honourable Mr Nadhim Zahawi MP and Her Majesty’s Ambassador to Qatar, Mr Jonathan Wilks CMG.

The Secretary of State’s official visit to Qatar included meeting with his Qatari counterpart, H.E. Ms. Buthaina bint Ali Al Jabr Al Nuaimi. As part of the Secretary’s brief to enhance educational ties between the nations, he and his delegation were pleased to visit the campus of the United Kingdom’s largest independent provider of higher education here in Qatar.

Following a tour of the campus and meeting with faculty and students, the Secretary of State and Ambassador met with members of the senior management team to discuss partnership successes between AFG College and the University of Aberdeen.

On the meeting’s agenda for discussion were the plans for a purpose-built campus and the intention of offering new and exciting programmes which would contribute to the recruitment of students from across the greater region.

Qatar’s growing attractiveness as a Hub for education is likely to see greater demand from those seeking a conducive environment to complete their studies. The collaboration aims to capitalise on the initiative with the provision of a greater array of programmes and courses.

“This is a really exciting time for international collaboration and it was great to hear from the faculty and student representatives about the study opportunities this presents. I look forward to hearing about how the education partnership continues to develop.”

The Rt Hon Nadhim Zahawi MP
After last year’s online format, we returned this year to hosting the annual International Women’s Day conference in-person at the St Regis hotel in Doha. International Women’s Day is marked globally every year on the 8th of March and is an opportunity for men and women to come together to highlight the important and vital role of women in society.

This year’s theme, entitled #Breakthebias, explored the importance of equality amongst the sexes and how individuals and organisations can work together to break down the barriers that women encounter around the world. Globally significant progress has been made in recognizing women’s equality but there still remain wide disparities in many aspects of life that need addressing.

The conference was compered by the U.S. Embassy’s Public Diplomacy Officer & Press Attache, Ms Morgan Cassell. In her own presentation later in the event, Ms Cassell spoke of her time in the diplomatic service and gave valuable insight into the obstacles she has faced during her career. This conference and the many being staged like it, helped to raise greater awareness and highlight the range of issues that impact current thinking.

We were fortunate to have guest speakers from a broad range of backgrounds and organisations, including Microsoft, the U.K. Embassy, the U.S. Embassy and the Qatari Business Women Association. The event concluded with a Q&A session where many of the participants engaged in lively discussion on a range of topics facilitated by the knowledge and experiences of the experts and delegates.

“I am particularly happy that one of the most successful UK-Qatar HE partnerships had the initiative to take such a high-profile position on a very current issue.”

HE Jonathan Wilks CMG
British Ambassador to the State of Qatar
Our academic team understand the importance of sharing the excellent work undertaken at AFG College. Dr Gary Mulholland led the academic input at industry events CityScape and Project Qatar, showcasing our academic offerings, delivering presentations and raising our overall profile in Doha. Dr Mulholland was invited to deliver a presentation at Project Qatar that was warmly received by the attendees.

Dr Nadia DeGama joined colleagues from the Recruitment and Admissions team to visit a number of organisations in Doha to discuss our programmes and the benefits to organisations and their employees. This collaborative approach to relationship building has led to increased industry interest.

Dr Fiona Robson was invited to deliver a masterclass on ‘Overcoming Challenges with Student Assessment’ for the Pakistan Arts Society (Qatar) in collaboration with the Pak Shama School. During this session, Dr Robson recalled her experiences working for a number of international universities and shared helpful hints and tips with the educator-based audience. Other examples of community engagement include the delivery of a careers session for students at Doha British School by Dr Nadia DeGama.
Shahadat Hossain and Abrar Hussain welcomed over 80 middle and senior level executives to campus when they delivered the 'Finance for non-finance professionals and managers' CPD session. These highly anticipated events were engaging, interactive and covered areas like the ‘interpretation of financial statements’ and ‘understanding financial terminology’.

Dr Nadia DeGama, Dawn McCartie and Dr Fiona Robson were commissioned to deliver a CPD session for Qatar Gas on ‘Understanding and Reflecting on your Emotional and Cultural Intelligence’. This was delivered as an online workshop to a wide range of geographically dispersed managers from across the Qatar Gas business. The session encouraged participants to consider how they could enhance their emotional intelligence and cultural quotient as part of their leadership development.
This event aimed to increase high school students’ awareness of the benefits of maths and science courses. Giving them a greater understanding of technology subjects like engineering and computer science through hands-on learning experience.

Technology has become a vehicle for reaching students that might not otherwise be interested in maths and science using real-life applications.

The final event hosted 40 students from local schools. They were judged on machine construction and programming skills. Judges commented that standards were high and that there were some impressive robots on display. The overall winner was The International School of Choueifat.

The event was the culmination of several related activities regarding the building of educational robotics, which aimed to increase awareness amongst the younger generation, who may be interested in studying STEM (Science, Technology, Engineering and Mathematics) subjects at university level.

The event was attended by a number of academic staff from AFG College, as well as HE Md. Jashim Uddin, Bangladesh Ambassador to the State of Qatar, alongside various dignitaries from diplomatic missions based in Doha. AFG College with the University of Aberdeen is planning to host the Makex Regional Robotics Championship 2023.
Aseel Ahmed and Dr Steve Pearce from AFG College joined two other students and lecturers to discuss the motion ‘Is College Education Important in 2022?’. The debate was organised by Voice of Initiatives Qatar and filmed on Northwestern University's campus. Aseel and Steve were on opposite sides of the debate with each providing examples and evidence to support their positions. A friendly, challenging, and fun debate ensued. Steve, arguing for the affirmative, emphasised that the importance of a college education is in developing knowledge and experiences for future career opportunities.

AFG College’s inaugural ‘For Women by Women’ programme was hosted in June 2022. The 2-day event entitled ‘How to navigate your future career for success: developing and empowering yourself’ attracted over 40 senior women who were nominated by their employers to take part in this initiative.

“I am not exaggerating when I say I don’t think I have ever left an event feeling so powerful and brave. I just wanted to thank everyone so much for the truly phenomenal work that was put into the sessions. I am grateful to have been a participant and I am looking forward to future events.”

Alia Jumean
Associate - Al Tamimi & Company

During the interactive sessions led by Dr Fiona Robson, Dr Nadia DeGama and Dawn McCartie from AFG College, the women explored issues and skills related to career management including self-advocacy, the imposter phenomenon, assertiveness and allyship. Through a combination of presentations, activities and case studies, the women were able to reflect on their current competencies and identify those needed for the next steps in their careers.
Studying Business Management at AFG College in Qatar is something unbelievable. Participating and being a member of AUSA made it more exciting as I am able to contribute to the growth and development of the college and its students.

Ali Ali
Third-year student - Business Management

It has been a huge honour for me to be an active member of the student union. I enjoy the campus experience which allows me to represent my peers.

Aisha Fakhroo
Third-year student - Business Management

“Strive not to be a success, but rather to be of value.” - Albert Einstein.

Success is external; value is internal. Growing up, most of us work hard for success; relatively few encourage the pursuit of sustainable value.

As Chairman of the AUSA Qatar Campus Committee, it has been a valuable experience to have liaised with AFG staff to engage, motivate, and provide students with various opportunities to grow professionally and socially by empowering students.

The Qatar Campus Committee members have met throughout the year, where appropriate motions and amendments were proposed and discussed. Our Committee has taken an enthusiastic approach to liaising with our AUSA colleagues in Aberdeen, Scotland, conducting regular meetings and discussions with Sabbatical Officers, AFG staff and external organisations to discuss relevant issues.

As part of our continued efforts to improve student and graduate employability skills, the Committee worked closely with AFG staff in organising a successful careers fair.

It has been an honour working alongside AUSA Scotland members, AFG Staff & Faculty, Vice Chairwoman Mariam Elghamrawy, and the rest of fellow Qatar Campus Committee members.

I wish students and staff continued success for the academic year ahead.

Taha Siddiqi
Business Management & Information Systems
Chairman - AUSA Qatar Campus Committee
We have conducted various mental health workshops on campus which included ‘exploring emotional and mental stability’, as well as ‘lead your mental health with confidence’. As part of our continued efforts in raising awareness around mental health, we are working towards establishing a peer support network, which will be available for staff and students. Another important aspect of our work is around raising awareness of everyday illnesses, which we do by working with various organisations through educating our community. This includes events such as Epilepsy Awareness Day, Breast Cancer Awareness, World Heart Day and World Diabetes Day.

The College is working towards enhancing the well-being services that are provided to students and staff for the next academic year 2022-2023, by setting goals to achieve the following:

- Creating a well-being centered learning and research environment which supports our staff and students and enables them to reach their potential
- Being more impactful in minimizing the stress caused by overload of work and studies
- Encouraging open discussion about mental health
- Upskilling AFG staff and student representatives in AUSA to identify well-being concerns
Skills Development
During the academic year, we have arranged several workshops for students to boost their employability skills like CV writing, how to succeed in an interview, networking and navigating LinkedIn for job opportunities. Many students booked one-to-one appointments or joined the express CV check desk to review their CVs and get feedback from the career service. We have also collaborated with Qatar Center for Career Development to provide students with workshops on job searching strategies.

In March 2022, we hosted our annual Careers Fair on campus with the participation of 16 companies and organisations represented by: Qatar Financial Centre, Qatar Gas, Microsoft, KPMG, PwC, Schlumberger, Qatar Airways, North Oil Company, Snoou, Talabat, Voice of Initiatives, Qatar Primary Materials Company, Nestle, Innovation Cafe, Mezaya Real Estate. Many internships and offers resulted from the event while at the same time facilitating networking opportunities.

Sector Insights and Employer Sessions
We were honoured to host guest speakers from TotalEnergies, HSBC and Bedaya on campus and online. These sessions provided students with sector insights and the opportunity to gain expertise and knowledge of topics like ethics and employment, ideation and business creation and professional communications.

The Careers and Employability Service at AFG College with the University of Aberdeen supports students by providing consultation and advice needed for effective career planning, opportunities for skill development, networking and connecting with sector representatives and different employers.

“This summer, I had the pleasure of interning at PwC in their assurance department. From the various soft and technical skills that I have learnt to all the brilliant people I have met, being at PwC has marked a defining chapter in my career. I’m immensely grateful for this opportunity, for the learning experience and for my team who were so incredibly warm and welcoming throughout my time there.”

Minahil Sabir Ali
Third year – Accountancy & Finance
Intern at PwC – Assurance Department
MoU’s with Talabat, BeIN and Al Jazeera

As we continue with our ongoing commitment to enhance student employment opportunities, we have undertaken a number of industry linkage initiatives with local, national and international organisations operating here in Doha.

We see industry linkages as a key factor in aligning with the work we do around matching graduate skills with industry demand. This improves student learning and motivation and helps foster further opportunities for graduate employment.

An MoU with local technology companies Talabat and beIN Media Group further cement our commitment to community outreach. They develop existing opportunities afforded to our current students who are looking to gain insight into two of the country’s most successful brands.

These agreements provide the pathway for undergraduate and postgraduate students to gain insights into professional working environments by way of engagement with employees, guest lectures and internship opportunities.

Our academics and industry frontliners are on the same page when it comes to collaboration. The benefits are numerous and include the enhancement of research and innovation through joint projects, improvements in teaching and learning, enrichment of students’ knowledge and their employability.

In addition to the agreements with Talabat & beIN Media Group, an MoU was signed with the Al Jazeera Media Institute where both organisations will work on joint projects, activities and events. There is also a joint academic programme being developed.

“This partnership will support the Qatar National Vision 2030 by encouraging creativity, innovation and entrepreneurship through education and other academic activities.”
Sheikh Abdulaziz bin Khalifa bin Fahad Al Thani
Senior Executive of Brand Audience and Engagement Development - Al Jazeera Media Institute

“Universities are still the main talent pipeline for industry and it is crucial for businesses to continue to partner with academic institutions.”
Dr Gary Mulholland
Head of School
Dr Rami Hamdi has published research in the leading journal IEEE Internet of Things and also presented at a series of conferences.

Shahadat Hossain had research papers accepted for the Alternative Accounts Europe Conference and the European Institute for Research and Development.

Dr Florian Meier has had a paper accepted in an international accounting and finance publication.

Dr Saad Kashem has published articles in a diverse range of multidisciplinary journals, and has contributed to a number of book chapters.

Dr Fiona Robson was part of a team who developed the first international standard in Employee Engagement on behalf of the British Standards Institute (BSI).