



UNIVERSITY OF  
**WEST LONDON**

The Career University

**RAK Branch Campus**

**THE UWL**  
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*Wire*

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## Editor's Message

**W**ith immense pleasure, we present to you another zestful piece of creativity and innovation.

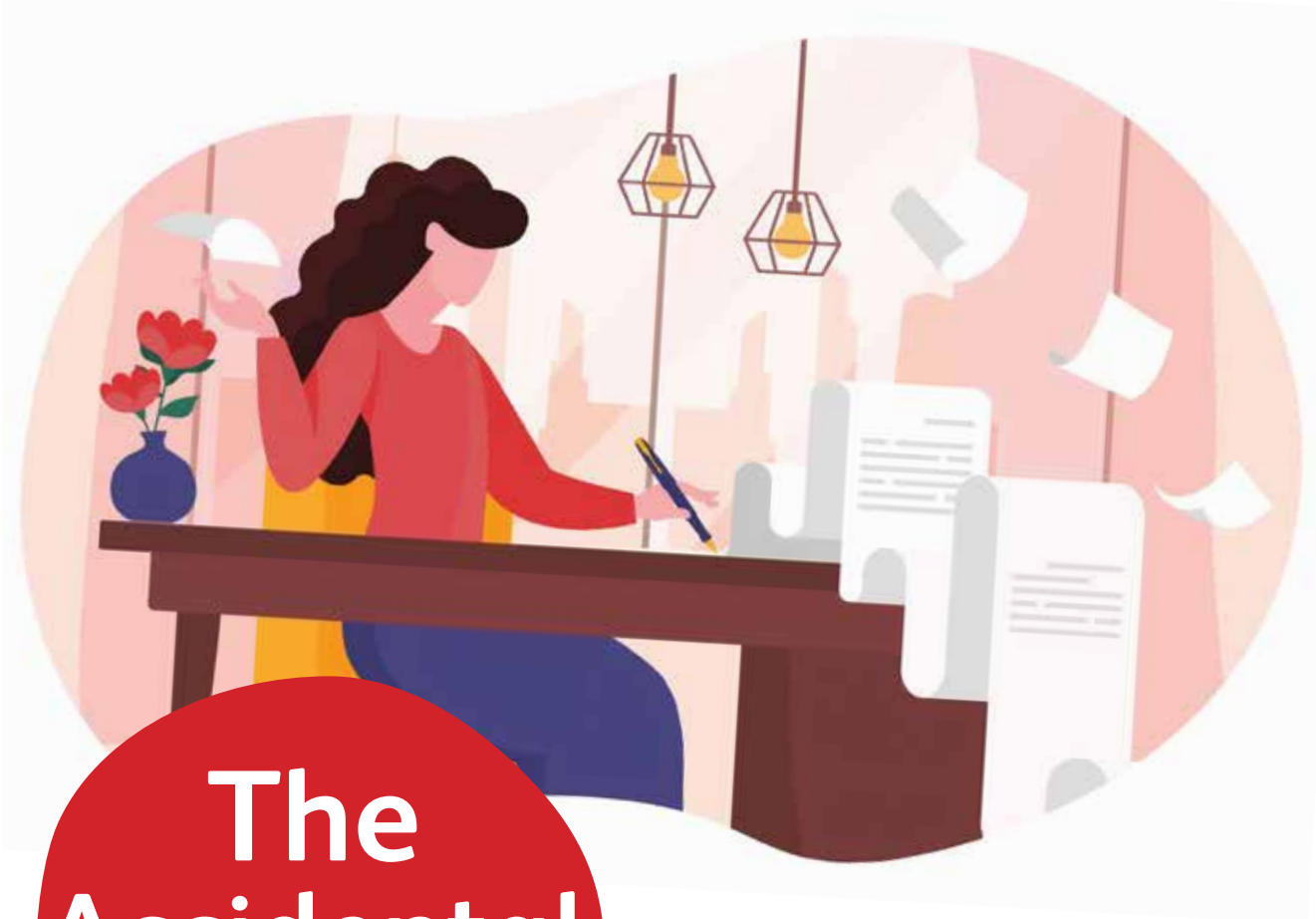
The ideas that inspire the most are often the ones that begin as silly notions. The UWL Wire aims to provide a space for turning creative notions into reality.

We would love to get your thoughts on previous issues, proposals for new columns in future issues, poems, art or stories that may mirror your real-life experiences.

Experience UWL moments ranging from Student Inductions, Fresher's Day, Student Union Election, to Faculty Focus and more captured in these pages.

We are dedicated to unveiling your artistic and ingenious endeavors.

We hope you enjoy the plethora of UWL talents!



# The Accidental Writer

*I do not know which to prefer,  
The beauty of inflections,  
Or the beauty of innuendoes,  
The blackbird whistling,  
Or just after.*

This couplet is by American Poet Wallace Stevens from his poetry called 13 ways of looking at a blackbird. What it means is that sometimes, the memory of something is more beautiful than the thing itself.

Let me tell you a bit about myself. I am a freelance writer, but I am not a journalist. In 12th grade I took science. I graduated in Commerce. I followed it up with computer education. Started a family soon after and this bored homemaker one day simply turned the pages of Friday magazine to stumble upon an advertisement for freelancers. So, I applied at the spur of the moment. And now 12 years later, I am an award-winning writer. Writing has become my biggest strength, a part of my identity and my way to make an impact in the world by scribing

the stories of people from all walks of life.

If I ever write an autobiography, no prizes for guessing what the title is going to be - 'The Accidental Writer'

### What does this story teach you?

1. Your life can take unexpected turns at any time, you should be able to embrace the changes and make the best out of your situation. As the saying goes 'Bloom where you are planted'
2. All of you will have some kind of inherent talent. So, try to find that and polish it and display it to the best of your abilities.
3. Age is just a number. It is not something to tie you down. It is never too late to cultivate passion.

On that note, I wish that all the students reading this be showered with magic in their lives. If you can't find magic, create your own. And listen to those blackbirds once in a while to savour the beauty of innuendos.



**Ms. Zenifer Khaleel**

*Freelance Features Writer with reputed publications like Friday Magazine, Xpress (Gulf News) and The National.*

*Recipient of the Youth Empowerment Award 2017, Woman of the Year Award 2019 and Emirati at Heart Award 2021.*



# Get Agile -or Die Early!

50% of companies that were in the Fortune 500 in 1995 dropped off the list by 2015. The average lifecycle of a company in the 1960s was 67 years – today it is 15 years, and it is falling

## When Fitbit Felt a Wee bit Unfit!

Fitbit has been one of the early successes in the wearable technology market. As Fitbit's customer numbers grew, so did their employee numbers, and soon by the year 2018 their employees appeared woefully slow, inadequate and overwhelmed. Fitbit was nudged to an agile turnaround and to do the following:

- ▶ Design and create a fast and flexible flow across the Fitbit ecosystem
- ▶ Create cross-functional teams that focused on fast delivery
- ▶ Scaling up team growth to improve onboarding

- ▶ Improving objective visibility, with 2-month forecasting
- ▶ Align key business dates across the whole company, from marketing campaigns to office moves, keeping everyone in the loop

The outcome among many other gains was four new products and the shipping of 22 million devices in the first year of the agile turnaround, the most Fitbit ever shipped. It also recorded a significant increase in overall speed and team engagement.

Agility is a term in vogue in the world of business. Oxford English Dictionary defines agility as the 'ability to adapt to



changes based on the needs of customers and the market forces.’ The agility cognate terms include adaptations, flexibility, responsiveness etc. Agility is the ability of an organization to renew itself, adapt, change quickly, and succeed in a rapidly changing, ambiguous, turbulent environment. Agility is not incompatible with stability—quite the contrary. Agility requires stability for most companies

The concept of agility was first introduced to the manufacturing industry and later to the software industry. Now almost all industries especially service firms are seeking agility. As the Fitbit case reveals, agile firms gain the following:

- They help react quicker and more efficiently to changing market conditions/ demands,
- They help develop the capability to customize products and services for their customers,
- They help develop. Produce, and deliver new products more efficiently to the customers.
- They help cut manufacturing-related costs, eliminate non-value- adding activities and enhance customer satisfaction, loyalty and competitiveness.

**Five Steps to Agility**

Because of the clear benefits, agility has been branded as “the business paradigm of the 21st century”. The following are the drivers of agility:

1. Acquire Peripheral vision: Agile organizations carry peripheral vision - they are quick to respond to the changes taking place in their environment. The use of scenario planning is common amongst these organizations

where they map out changes and their impact on their industry and their business. The Cost of not doing so was the death of Nokia which failed to think ahead to challenge competitors.

2. Encourage Dissent: Hubris or complacency at the top is the fastest road to death. Fred Goodwin ignored skepticism when he proposed buying ABN- Amro in 2007 and failed to build a culture of legitimate debates.
3. Experiment: Disruptive technology is the name of the game for agile organizations. For example, in the 1980s, Kodak was aware of the threats from digital technology but refused to convert to digital due to the huge demand for investment.
4. Simplify and flatten: Agile organizations outsource heavily but insource that is core to their value promise.
5. Actively Wait: Finally, all organizations must always be ready to accept opportunities in the changing environment. It is known as active waiting – where the organizations keep some cash in reserve, controlling their costs, and taking small challenges or bets so that they have an opportunity to capitalize on it at the right time.

*University of West London RAK Campus offers a host of training and development workshops that help you assess and enhance agility.*



**Prof. Mohan Lal Agarwal**  
Deputy Academic Dean - Business & Management

# Mental Health

## – The Turmoil within

### “Am I going to die?”

**I**t was the first question Ana wanted to ask when her OB/GYN diagnosed her with cervical cancer. **“When I was diagnosed, I was frightened. I didn’t know what to do- so I started spiralling down into depression. It was like a dark cloud constantly hovering over me.”**

But Ana wasn’t going to let it control her life, so she decided to fight depression. She sought help through various therapies and self-help. Many simply didn’t work. But her inner conscience pushed her to keep trying.

And then something finally clicked.

**“After all this, recovery finally started to happen. For a long time, I didn’t trust it to last. But I knew something had changed deep down-I had learnt to focus on my mental well-being amidst all the chaos and turmoil within”.** And now almost four years later, Ana has come a long way from being diagnosed with cancer and clinical depression to battling them both.

There are millions of people like Ana worldwide, who are suffering from some form of mental health imbalance. That brings us to our main topic of the day -MENTAL HEALTH-the turmoil within.

But first, we must ask ourselves “What’s mental health?” According to Wikipedia **mental health encompasses emotional, psychological, and social well-being.**

Did you know that your brain as a computer could hold 2.5 million gigabytes, that’s 300 years of TV shows!! Therefore it’s of utmost importance that we keep this super computer in its best state.

It is very sad indeed that our society still associates a lot of stigma with mental health, making people reluctant and shameful in seeking help.

This snippet best addresses the problem at hand **‘Talking about mental health is not attention seeking. People die in silence every day due to this judgment, and people finally say “I wish they spoke”. We live in a society that stigmatizes mental health but mourns suicide’.** What we need is a more open approach to mental health. Having said that, what can you do? Be sure to check in on your friends and close ones, to ensure their mental well-being.

Here is something to think about- Have you been feeling down lately? Does managing work-life alongside studies seem too stressful that it’s putting a damper on your emotional health? These are the early telltale signs of mental health imbalance! Now that we know it, how do we navigate through a mental crisis?

Be kind to your mind by letting it breathe freely! Celebrate what makes you special and connect with your friends. Do what you love!

There are going to be days when the inner turmoil surpasses your will to fight, but you have to stay strong. Reflect on the progress you have made so far, a single step back is nothing when compared to the journey you have made till now.

Remember **‘Mental health...is not a destination, but a process. It’s about how you drive, not where you’re going.’**

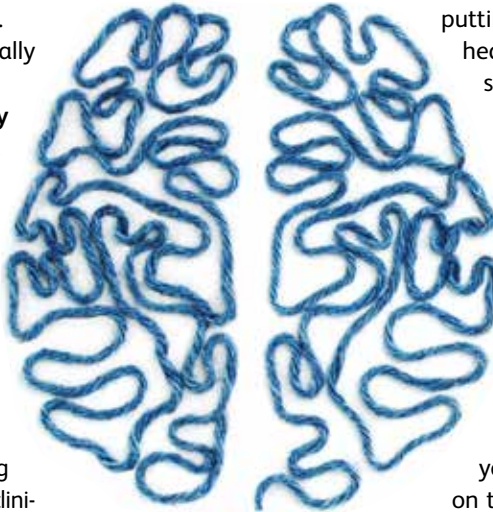
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Author: Samantha Gluck, [Healthyplace.com](http://Healthyplace.com)

Wikipedia



**Rikzah Khattal**  
BSc (Hons) Computer Science



Student Editorial Board Selection:

**WINNING SUBMISSIONS / ARTWORK**



**Sai Pritam**  
*BA (Hons) Accounting and Finance*



Gemma Pybus

## From our UK Campus...

**M**aking her mark in the world of science and technology, a UWL lecturer is inspiring minds as a finalist in an annual award to celebrate female success across STEM industries.

Gemma Pybus has reached the final of the **'Every Woman in Technology Awards 2022'** after being selected in recognition of her work across the industries.

The award ceremony celebrates women in academia who have made an outstanding contribution to technology and science, and whose work has made - or has the potential to make - significant long-term impact in STEM.

Gemma, a Lecturer in Digital Marketing at UWL's Claude Littner Business School (CLBS), will now compete for the top spot in the Academic Award category after impressing judges with all of her work inspiring the next generation.

Speaking about her success, Dr Suresh Gamlath, Dean of CLBS, said:

"This nomination is a huge success for Gemma and for all of her team here at the University. We are incredibly proud of all the work she does with students to ensure the next generation of marketing and communications professionals have the skills they need to succeed, and we wish her the best of luck in the final."



# Faculty Induction Day



Faculty Induction Day was conducted to welcome our new recruits, help them get acclimatized with the system and meet the quality requirements of UWL RAK. The team from UK Parent Campus comprising of Mr Chandra Bhasham, Head of Global Partnership Development, Business and Management and Dr. Michael Nimo, APLT, facilitated the sessions and shared their valuable insights with the faculty.



Dr. Sunayna Iqbal

## Faculty Focus

UWL faculty member, Dr. Sunayna Iqbal, successfully published her research paper in the Journal of Positive School Psychology. Her research was on the enhancement of learning outcomes via improved teacher- student relationships. The paper titled “ The Effect Of Students’ Perception Of Teacher-Student Relationship On Students’ Perception Of Learning Outcome “can be accessed here: <https://lnkd.in/eze24g2C>

# Induction Day

UWL RAK conducted the Induction Day, to welcome the September 2022 intake of students, in the most remarkable way! The events were held on 28th September and 29th September, 2022 for Business and Science Departments respectively. The event was graced by the presence of Mr Chandra Bhasham, Head of Global Partnership Development, Business and Management and Dr. Michael Nimo, APLT, UWL UK Campus. The students got acquainted with faculty members, the professional services team and their batchmates. The two-day program was centered around giving the students a warm welcome and helping them prepare for their courses



Induction Ceremony of Computing and Engineering Students



Induction Ceremony of Business and Management Students



Faculty of Business and Management with the CEO and Academic Dean



Faculty of Computing and Engineering with the CEO and Academic Dean



Professional Services Team with the Senior Management



The Keynote Speakers of the event

# Breast Cancer Awareness Program

The month of October witnessed a Breast Cancer Awareness campaign at UWL, RAK. Our Women Empowerment Cell, in association with Aster Clinic facilitated a Breast Cancer Awareness Talk by Dr. Santy Antony to create awareness regarding the symptoms and treatment of breast cancer.



## Comic-Con

All about Comic-Con! : An insight into how our cosplayers dressed up in everything from *Red Riding Hood* to *The Joker*. The event also saw friendly competitions arranged for the students where the best players were awarded.



# Students' Union Election 2022-23

After weeks of rigorous election campaigns, the much-awaited Election was conducted on the 9<sup>th</sup> and 10<sup>th</sup> of November, 2022





# Drum Rolls please....We present to you the newly elected **STUDENTS' UNION!**



**Nivedya Balagopal**  
*BA (Hons) Accounting & Finance - Level 6*  
PRESIDENT



**Shumayla Attar**  
*BA (Hons) Business Studies - Level 5*  
VICE PRESIDENT



**Angelito Ann Joseph**  
*BA (Hons) Business Studies - Level 5*  
PRESIDENT – WOMEN EMPOWERMENT CELL



**Alan Shaji Simson**  
*BA (Hons) Business Studies - Level 5*  
ASSISTANT VICE PRESIDENT – SPORTS



**Afra Faizal**  
*BSc (Hons) Cyber Security - Level 4*  
ASSISTANT VICE PRESIDENT – CULTURE

## Presenting FemAlphas 2022-23

In its consistent efforts to enhance professional skills among female students, UWL, RAK in association with Women's Indian Chamber of Commerce and Industry selected the FemAlphas Team for the academic year 2022-23.



**Nivedya Balagopal**  
*BA (Hons) Accounting & Finance - Level 6*



**Hanan Saleh**  
*BSc (Hons) Computer Science - Level 6*



**Khadeeja Amna**  
*BSc (Hons) Computer Science - Level 6*



**Aditi Rao**  
*BA (Hons) Accounting and Finance - Level 5*



**Maryam Al Baloushi**  
*BA (Hons) Business Studies - Level 5*



**Tania Kashif**  
*BSc (Hons) Cyber Security - Level 5*



**Sidrah Irshad**  
*BA (Hons) Accounting & Finance - Level 4*



**Aleena Ridhwan Ahmed**  
*BA (Hons) Business Studies - Level 4*



**Fathima Fidha**  
*BA (Hons) Business Studies - Level 4*

# Fresher's Day

The Fresher's Day organised by the Student community witnessed an array of jaw dropping performances by dancers, singers, musicians - you name it, we had it! The organizing committee of UWL's Fresher's Day, please take a bow!

The Organising Team





# Flag Day



UWL RAK joined the nation in celebrating the UAE Flag Day with pride.

# UWL RAK turns 5!!!



UWL celebrated its birthday with a cake-cutting ceremony, raising a toast to past glories and looking forward to future achievements. Wishing UWL many more years of unparalleled success. Happy 5th Anniversary!

## The Editorial Board



**Mr. Ahmed Rafi B Ferry**  
Executive Chief Editor



**Dr. Sunayna Iqbal**  
Chief Editor



**Dr. Muhammed Ashad V P**  
Core Supporting Editor



**Shyra Raphy Khan**  
Sub Editor



**Aysha Ferry**  
Sub Editor



**Minha Naushad**  
Sub Editor



**Nada Noor**  
Sub Editor

## Welcoming our Student Editors 2022-23



**Rikzah Khattal**  
Student Editor (Content)



**Sai Pritam**  
Student Editor (Graphic Designing)



**Sajesh Nallacheri**  
Compilation



**Gemal Riyaz**  
Design and Layout





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