



UNIVERSITY OF
WEST LONDON
The Career University
RAK Branch Campus

UWL
Newsletter

Wire

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Wire

Through this March 2023 edition of the UWL newsletter, we intend to showcase the very best of our student and faculty talent. From insightful articles to vibrant event photos, this issue is jam-packed with creativity and passion. The thought-provoking essays, exemplary achievements and unique perspectives of our student contributors will enthrall every reader for sure.

This issue wouldn't be complete without the contributions of our esteemed faculty, who bring their wealth of knowledge and expertise to the pages of our newsletter. From groundbreaking research to engaging narratives, our faculty members continue to push the boundaries of academic excellence and innovation.

So sit back, relax, and enjoy this wonderful celebration of the creative spirit that thrives at our university. We are sure it would leave you with a renewed sense of wonder and curiosity. Enjoy!

–The Editorial Board



We are delighted to share with you the recent achievement of our student Mr. Asad Mehmood, a student of MSc Cyber Security whose research in the field of Cyber Security has been honoured with the **'Best Data Center Security Initiative Award'** at the prestigious Future Data Summit & Awards held on 8th March 2023 at the Address Hotel in Dubai Marina.

This event was organized in partnership with the UAE Cyber Security Council and e& Enterprise, formerly known as *Etisalat*, with the support of other sponsors including Atos, Ingram Micro, NetApp, Logitech, D-Link, and GETVISIBILITY.

The summit brought together experts in the field of Data and Cyber Security to discuss the latest trends and developments in the industry. Other companies that received the awards include ADNOC Distribution, Etisalat, and Virgin Mobile UAE.

The award ceremony was graced by the presence of *H.E. Dr. Mohammad Al Kuwaiti*, Head of UAE Cyber Security Council, and the award was presented by Mr. Omar Beydoun, Country GM of Atos UAE.

Mr. Asad has conducted extensive research in the field of offensive Cyber Security practices. His research is focused on reaching out to the hackers' place of attack to identify the nature of attacks, attack motives, attackers' geolocation, weapons used for the attack, and the methodology involved to make our defense systems more secure for the future.

The nomination for the award was made based on the academic research he has been conducting at our University, and he intends to implement the same solution in his company, Royal Catering Services LLC. He will be working on his final dissertation under the guidance of Prof. Syed Abbas, Dean of the Department of Computing and Engineering.

Dr. Mohammad Al Kuwaiti was pleased with the University's efforts and contribution towards Cyber Security and offered to meet Mr. Asad at GISEC (14th - 16th March 2023), along with the proposal, to pitch this solution to different companies. This is a great opportunity to showcase his work and network with experts in the industry.

The University of West London, RAK Campus congratulates our student on this remarkable achievement and wishes him all the best in his future endeavors. We are committed to provide our students with the best education and research opportunities to excel in their chosen fields.

Student Achievement





A Career In Finance: Thinking Ahead

ACCA is the world's leading qualification for aspiring finance professionals. ACCA incorporates a diversified range of competencies in various areas of business that can enhance your chances of starting a rewarding career. The Broadness of ACCA's syllabus opens multiple job opportunities for a qualified ACCA.

In this article, we will look at some of them:

Financial Accountant

A financial accountant is responsible for preparing financial statements and reporting the same to governments, shareholders and other interested parties. Financial accountant also offers advice on investment practices and strategies. Financial accountant roles are available in the corporate sector, public sector and financial services sector such as banking, insurance and investment brokers.

Management Accountant

While a financial accountant is responsible for reporting financial outcomes, a management accountant works within a business to prepare and present financial reports to senior

management teams in order to give an insight into business performance. The reports are used to aid with business strategy and also in decision-making within the business, to ensure growth and profitability. Management Accountant role is available mostly in manufacturing, construction, hospitality and FMCG (Fast Moving Consumer Goods) sectors.

External Auditor

Independent auditing of the financial statements of listed companies is a statutory requirement. To meet this requirement, external auditors review financial statements to ensure they are a 'true and fair' account of past financial performance and current financial position. External auditors are also responsible for checking that organisations meet obligations in health and safety, IT and ESG (Environmental, Social and Governance) requirements. Such jobs are available in accounting firms such as Deloitte, EY, PWC and KPMG.

Internal Auditor

The role of an internal auditor is to provide independent assurance that an organisation's risk management, governance



One of the key findings of ACCA's Global Talent survey 2023 is that accountancy is seen as a smart choice for career flexibility and prospects.

and internal control processes are operating effectively. While the external auditor focuses on financial statements, the internal auditor's focus is on the processes, especially with respect to economy, efficiency and effectiveness. Internal auditors are recruited by corporate and public sectors and by accounting firms.

Those who aim to be an internal auditor are encouraged to pursue CIA (Certified Internal Auditor) program offered by Institute of Internal Auditors (IIA). The good news is that ACCA membership is recognised by the IIA as satisfying the education and professional experience requirements for the CIA program.

Tax consultants

With the introduction of Corporate tax in UAE, tax consultants will be in good demand and those armed with ACCA will be in the right position to take up such jobs.

Where to start? Industry or Big Four Accounting Firms

"Big Four" refers to the four largest accounting firms in the US. It includes Deloitte, EY, PWC and KPMG. Big Four provides auditing services and various consulting services including tax, strategy, valuation, market research, management consulting, etc. Starting your career in an accounting firm will set you on the path to organically grow within the firm itself or to take up more challenging and diverse opportunities outside. They provide starters with skills that will be highly valuable to other employers, such as outstanding quality of work and efficiency. Thus, it's always a great idea to pursue the mandatory experience requirement of ACCA in one of the big four accounting firms. Having said that, one should not miss starting a career in any industry if the opportunity presents itself.

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Digital skills – Stay relevant

No profession can escape the impact of technology and the accountancy and finance profession is no different. Embracing the latest trends in technology is the best way to be career ready in this digital age. In order to enhance your digital skills, ACCA offers Certificate in FinTech for Finance and Business Leaders (CertFinTech), which provides practical insights into FinTech technologies including machine learning, cyber security, robotic process and intelligent automation. This Professional certificate in FinTech gives formal recognition of your learning, which can be used to demonstrate your skillset to your prospective employers.

One of the key findings of ACCA's Global Talent survey 2023 is that accountancy is seen as a smart choice for career flexibility and prospects. The security, rewards and opportunities the profession provides remain highly attractive, with long-term career prospects cited as the number one benefit of a career in finance. Those who are pursuing ACCA are all set to embrace those opportunities and ACCA candidates should evaluate the career paths available to them, some of which are cited above.



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Transformer Models in Computer Vision

Transformer models have revolutionized the field of natural language processing (NLP) by achieving state-of-the-art results on various language tasks such as translation, summarization, and question-answering. In recent years, the success of transformer models in NLP has inspired researchers to explore their potential in other domains, including computer vision. Computer vision is a field of artificial intelligence that deals with the ability of machines to understand and interpret visual data from the world. Traditionally, convolutional neural networks (CNNs) have been the go-to for tasks such as image classification, object detection, and segmentation. However, CNNs have certain limitations, such as the need for fixed-size inputs and a dependence on the spatial structure of the data.

Transformer models, on the other hand, do not have these limitations and can handle variable-length inputs and process data in a purely sequential manner. This makes them well-suited for tasks such as image captioning and visual question answering, where the relationships between different image regions and their corresponding text descriptions are essential.

There have been several attempts to apply transformer models to computer vision tasks, and some of the notable ones are:

1. Vision Transformer (ViT) by Google Research is a transformer model that directly processes images as a sequence of patches, bypassing the need for CNNs altogether. It has achieved state-of-the-art results on image classification and object detection benchmarks.
2. Transformer-XL by Carnegie Mellon University is an extension of the transformer model that adds a concept of memory

and enables the model to capture longer-term dependencies. It has been applied to tasks such as video classification and action recognition.

3. Detectron by Facebook AI is a transformer model that performs object detection and segmentation using only transformer layers without the need for CNNs or region proposal networks.

However, transformer models tend to be computationally expensive and may not be practical for all computer vision tasks. There are some disadvantages to using transformer models in computer vision tasks:

1. Computational complexity: Transformer models have a high number of parameters and require a large amount of computation, making them impractical for some computer vision tasks. For example, Vision Transformer (ViT) requires significantly more computation compared to CNNs for image classification tasks.
2. Limited to sequential data: Transformer models are primarily designed for processing sequential data, such as text or time series. They may not be well-suited for tasks that require processing data in 2D or 3D spatial arrays, such as images and videos.
3. Limited to supervised learning: Transformer models are primarily used for supervised learning tasks, where the model is trained on a labeled dataset. They may not be suitable for unsupervised or semi-supervised learning tasks, where the model has to learn from a large amount of unlabeled data.

Overall, transformer models show promise in computer vision, and we can expect to see more research in this direction.



Dr. Mohamed Shameem
Deputy Academic Dean
Computing and Engineering

Source: <https://blogs.nvidia.com/blog/2022/03/25/what-is-a-transformer-model/>

Idea Marathon

The “Idea Marathon” competition hosted by the University of West London, RAK, brought together bright minds from across schools in the UAE. The event facilitated sharing of innovative ideas, inspiring a new generation of thinkers.



Industrial Visit at RAK Ceramic

As part of our commitment to ensuring holistic development of our students, the University organized an industrial visit to RAK Ceramics, allowing our Business Department students to witness firsthand, real-world application of their academic knowledge.



Will ChatGPT Take Over Jobs?

Human skills like creativity, intelligence, ethical awareness and critical thinking cannot be replaced by artificial intelligence.

AI (Artificial Intelligence) technology has made significant progress in recent years, raising concerns about its potential impact on the job market. The possibility of artificial intelligence, including language models like ChatGPT, replacing humans and leading to unemployment is causing concern among people. The likely benefits of AI should be weighed against its limitations, but there are many ways in which it can complement traditional labor (i.e., the ways in which it can assist human workers).

Depending on a variety of factors, such as the types of tasks involved and the level of proficiency needed, AI will have different effects on different kinds of jobs. Transportation and manufacturing industries, for example, are more prone to automation than other industries. A lot of jobs, however, require complex decision-making capabilities and creativity, which can be challenging to replicate with artificial intelligence.

The use of artificial intelligence is being explored by a variety of companies in order to enhance employee performance and raise productivity. For example, in finance, AI can be used to analyse large amounts of data and identify patterns that human analysts may miss. Whereas in healthcare, AI can be utilized to assist doctors in diagnosing illnesses and developing treatment plans. In the agricultural sector, AI can be used to identify nutrient deficiencies in the soil and therefore enhance crop harvests. In these scenarios, AI can help us make better informed decisions.

The development of AI can give rise to a variety of different jobs such as in software design, programming, robotics engineering, app development and social media management. The evolution of artificial intelligence will further enhance job opportunities in data analysis, data annotation Specialists and machine learning engineers.





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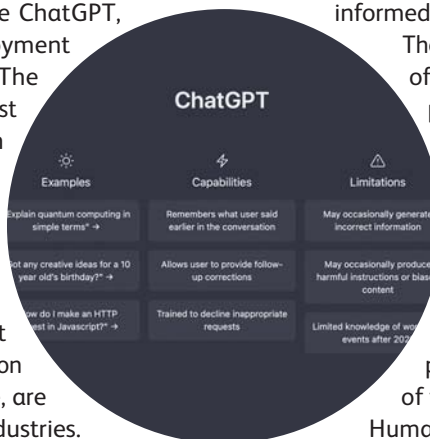
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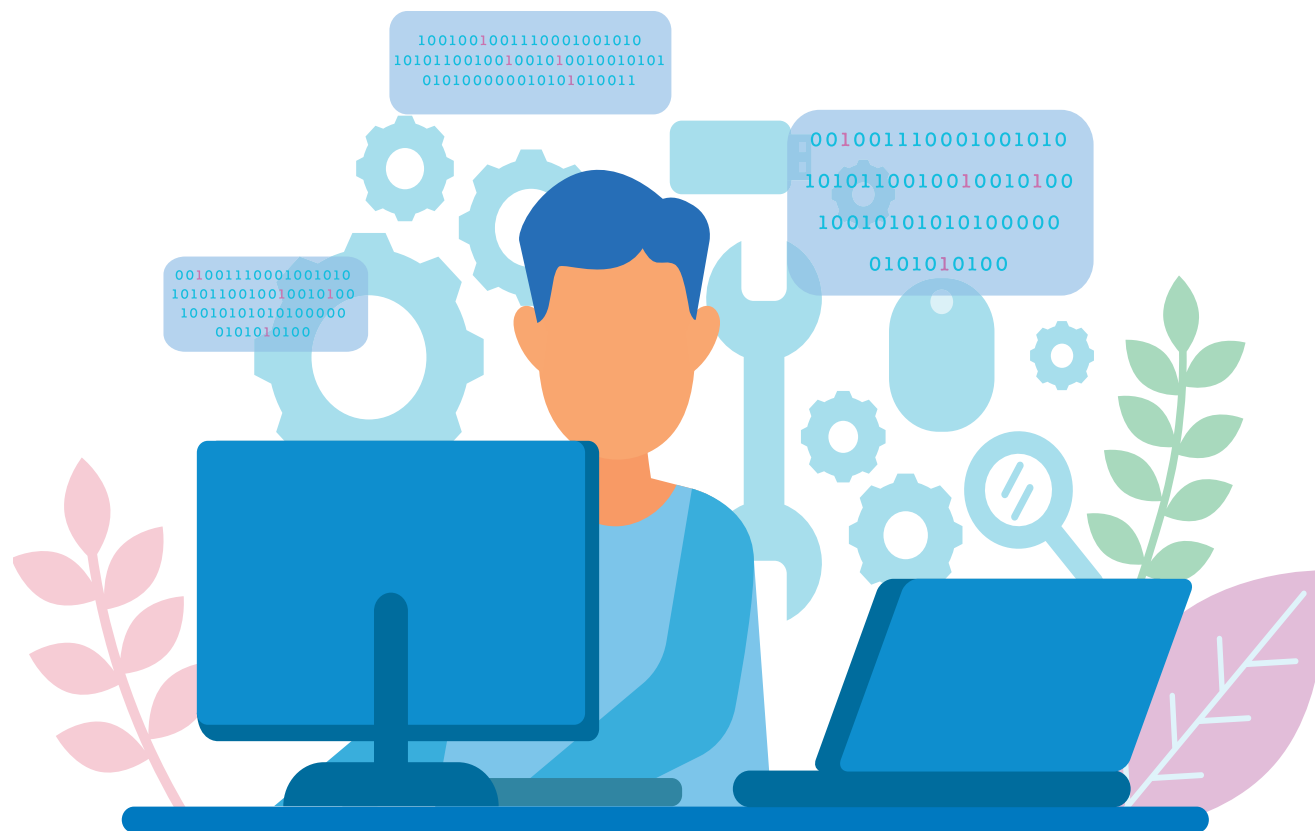
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It is highly unlikely that AI and language models like ChatGPT will completely replace human workers, in spite of their significant technological advances. Human skills like creativity, intelligence, ethical awareness and critical thinking cannot be replaced by artificial intelligence. In order to maximize the benefits of AI, individuals and organizations must prepare for a changing environment.



Umama Ali
BSc (Hons) Computer Science, Level 4



From our UK Campus

Student Developer Defies Critics to Build a Dream Future in Tech

Discovering how a passion can transform the future, a UWL student is about to start his dream job in coding as one of the first to graduate from a new *MSc in Artificial Intelligence* – and all despite leaving school with no qualifications.

Told by teachers he was not capable of reaching his dreams, *Sam Bancroft* worked in everything from construction to kitchens after leaving school, but never lost sight of his passion for computing and gaming.

Spurred on by his partner, he was in his mid-20s when he decided to make the most of his talents and enrolled to study for a Computer Science BSc and prove what he was capable of.

Throwing himself into his studies, Sam completed hours of self-learning and cemented his newfound skills by teaching coding to young people in his spare time. It was at the University

that he was also diagnosed with dyslexia and given the support he needed to excel.

He not only graduated with a 2:1 but went on to join the first cohort of UWL's master's in AI and has landed a role as a Study Configuration Engineer thanks to everything he's learnt.

Sam said: "As a teenager, I was diagnosed with ADHD and struggled with attention span. But I've always been into gaming and making my own games. I started to learn about networking and my girlfriend encouraged me to apply to the university where I put everything into growing my skills. I loved the course and it taught me so much. It was thanks to my lecturers that my dyslexia was diagnosed and that explained so much. They noticed I could understand work and complete tasks but was struggling a lot with exams. The university helped me get the support I needed and it completely changed everything. Now I have my master's and this incredible job offer, it's given me a whole new future."



FACULTY FOCUS



We congratulate and extend our best wishes to Ms. Ankasha Arif on earning a doctorate in Health Economics from Quaid-i-Azam University, Islamabad, Pakistan. Her thesis was titled “Economic Analysis of the Health Care Intervention: A Case Study of the Hospitalization and Ambulatory Treatment of MDR-TB in Pakistan.”



Our distinguished faculty members, Prof. Mohanlal Agarwal and Mr. Sujit Sukumaran presented a paper on the Gig Economy titled “Bye-Bye Kafala, Hello Gigs, the Future of Work in the Energy sector of the UAE” at the 8th Biennial International Conference on Energy and Infrastructure Management ICEIM-2022 (Hybrid Mode) in Gujarat, under the aegis of the Pandit Deendayal Energy University.



Dr. Sunayna Iqbal presented the topic, ‘CSR: It Pays to be Socially Responsible - Holistic Transformation for Sustainable Business’ at the Alliance for Multidisciplinary Academic Linkages in Innovation and Transformation AMALIT International Conference-2023 (Hybrid Mode) in Kerala, under the aegis of University of Calicut.



Why It's Important for Young People to Save and Invest Right

As a young person myself, I understand that the idea of saving and investing can be daunting, especially when there are so many other financial demands on our lives. However, as the founder of 'Traders Market', a platform that enables individuals to trade stocks, commodities, and currencies, I know firsthand the power of saving and investing right.

In this article, I want to share with you why it's crucial for young people to start saving and investing early in life.

1. **Compound Interest:** One of the most significant advantages of starting to save and invest early is the power of compound interest. Compound interest is the interest earned on both the principal and the accumulated interest. The longer you save and invest, the more your money will grow, thanks to the power of compounding.
2. **Long-Term Financial Goals:** When you start saving and investing early, you're setting yourself up for long-term financial success. Whether you're saving for a down payment on a home, building a retirement nest, or planning for other long-term financial goals, starting early means you'll have more time to reach those goals.
3. **Risk Management:** Investing involves risk, but starting early means you'll have more time to manage that risk. Young adults have a longer investment horizon, which means they can afford to take more significant risks in pursuit of higher returns.
4. **Financial Education:** Starting to save and invest early provides an opportunity for financial education. By learning about different types of investments, risks, and rewards, young people can build a solid foundation of financial knowledge that can serve them well throughout their lives.
5. **Financial Freedom:** Finally, saving and investing early can provide financial freedom. By building a strong financial foundation early in life, you'll have more options and flexibility in the future. You'll be able to make choices based on your passions and goals, rather than financial constraints.

I urge all the readers to get started on your path towards financial freedom today, if you haven't already. The importance of saving and investing rights should not be overlooked. The earlier you start, the more time you'll have to benefit from the power of compound interest, manage risk, achieve long-term financial goals, and build financial education and freedom. Don't be afraid to take the first step, and remember that even small amounts saved and invested regularly can make a significant difference in the long run. Start today and make your financial dreams a reality.



Adnan Khursheed
BA (Hons) Business Studies, Level 5

Magazine Launch

UWL RAK witnesses the launch of the UWL Magazine: *Inspedia* - the first of its kind - featuring exclusive insights, articles and art from the UWL community.



National Day

Celebrating the spirit of patriotism, the 51st UAE National Day was marked by an array of student-led traditional festivities and contests.



Skilliet Entrepreneurial Training

Skilliet Entrepreneurial Training program was hosted to help aspiring entrepreneurs gain knowledge and skills to start and run their own businesses.



Super Cup

The Super Cup, a fiercely competitive football tournament organized by the University of West London, RAK saw students from all courses battling it out for the coveted trophy. After a series of intense and thrilling matches, students from the business school of UWL, RAK emerged as the champions.



Workshop on Confidence Building and Personal Branding by FemAlphas- WICCI

As part of our ongoing project to facilitate professional development of female students, the FemAlphas Team of UWL, RAK in association with WICCI (Women's Indian Chamber of Commerce and Industry- UAE Chapter) organized a skill enhancement workshop on 'Confidence Building and Personal Branding'. Ms. Dia Mitra and Ms. Fatima Shaikh, renowned trainers and office bearers of WICCI- UAE Chapter, delivered the session to a packed audience.



UWL Sports Day

University of West London's Sports Day was a fun-filled day of friendly competition and team spirit. The event featured an exuberant house-wise march past and competitions that crowned the individual and team champions. Students participated in a range of track and field events, relay races, and team sports, showcasing their athletic prowess and competitive spirits.





Yellow House bagged the overall trophy by securing the first place and Blue House came second.

Faculty Research Seminar

The University of West London is ranked among the top 100 universities in the UK for the overall quality of our research. Almost 80 percent of our research is rated as world-leading (4*) or internationally excellent (3*) in the latest UK Government Research Excellence Framework (REF) assessment.

In furtherance of the same, our UAE campus at Ras Al Khaimah is making our own modest contribution and has initiated a monthly faculty research seminar programme since December 2022. Faculty members of Business & Management and Computing & Engineering came forward to present their research analysis and frameworks for the contemporary research agenda. Senior leadership team, faculty members and staff managers attended the sessions and participated in the discussion.

Our forthcoming plans include inviting the postgraduate and graduating bachelor students to volunteer and present their research projects and strengthen the research culture of UWL, RAK. Prof. Mohan Lal Agarwal, Dy. Academic Dean (Business & Management) with the blessings of CEO, Mr. Ahmed Ferry, Academic Deans, Prof K.P. Muraleedharan (Business & Management) & Prof. Syed Abbas Naqvi (Computing & Engineering) has initiated this program.



Prof. Mohan Lal Agarwal: Metaverse and Research Directions



Dr. Ankasha Arif: Perceived HR Preparedness for AI



Mr. Sujit Sukumaran: Gig Economy- HR Challenges



Prof. Syed Abbas Naqvi: Supervised Classifier Based Intrusion Detection System for Smart Home IoT Devices



Dr. Durga Prasad Sadhu: Rational Interpretation of Statistical Inference



Dr. Sunayna Iqbal: Application of Psychoanalysis for Behavioural Flexibility



Dr. Vipin V Nair: Meta-Analysis on contemporary Tools of Marketing Communications and its Impact on Consumer Buying Behaviour.

ETHNIC DAY



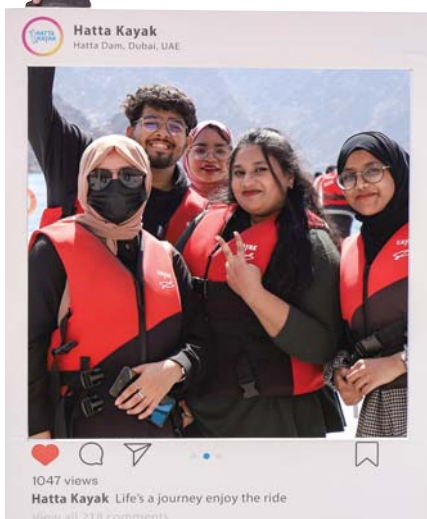
UWL radiated with joy and vibrancy as students embraced and celebrated cultural diversity during the Ethnic Day Celebration. From energetic dance performances to soulful songs, the event was a true representation of the joy and unity experienced at the University.



Hatta Visit

Exploring the great outdoors!

UWL students embraced adventure with all their might on a field trip to Hatta. Cycling, hiking, and kayaking made for an unforgettable experience filled with fun and excitement.



Induction Day

UWL RAK extended a cordial welcome to the January 2023 intake students with an Induction Day event! Dr. Michael Nimo, APLT, UWL UK, graced the occasion with his presence. The students had a 'meet the team' session with their faculty members, professional services team, and classmates.





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