



THE UWL
Newsletter

Wire

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Wire

Dear Readers,

A warm welcome to the words and thoughts of our newsletter – The UWL Wire. In a world of constant change, words hold us together. Navigating the complex landscapes of the 21st century requires us to use our words wisely. We must be thoughtful in our choices and mindful of how they impact those around us. The terrain of our reality is shaped by the thoughts we pour into it.

In this edition of the newsletter, we feature a scholarly article from our esteemed faculty member. The Faculty Focus segment highlights the continuous professional development initiatives of our faculty. Additionally, we present to you the FemAlphas of 2023-24.

A highlight of this newsletter is the Diamond Rating secured by our university in the audit conducted by Quality Assurance Agency for Higher Education (QAA), UK in association with RAKEZ.

We proudly welcome our student editors, 2023-24, Ms. Syeda Nizalia and Ms. Farheen Rasheed onboard.

We are confident that this issue will bring you delight. Whether you seek intellectual stimulation, artistic inspiration, or simply a moment to unwind, this newsletter has something for everyone.

– Editorial Team
The UWL Wire



“It is truly an honour to serve as the UWL Student Editor this year. I believe that being in this position; I can use my skills to deliver the voice of UWL. I promise to deliver the best content, promote equality, inclusiveness and a platform where our professors and students can exchange ideas and share their zeal, and build a community that is ever-closer together. Looking forward to a fruitful academic year together.

– Syeda Nizalia
Student Editor - Content



“I’m thrilled and humbled to have been chosen as the student editor (graphic designer) for our university. This is an honor, and I look forward to working with the university to bring creative, visually-appealing designs. I’m eager to learn and grow in this position and to bring my passion and enthusiasm to the role. Very excited to be a part of this journey and determined to make a lasting impression! “

– Farheen Rashid
Student Editor - Graphic Content

UWL Wire takes a new leap!!

In our continuous effort to enhance reader engagement, we announce the UWL Wire Padlet Wall. We look forward to creating a more dynamic and participatory experience for our readers with this added feature.

The UWL Wire Padlet Wall shall feature three sections:

The UWL Playlist

We urge you to drop your favourite tunes that sum up the first two months of the Academic Year, including those late-night study sessions and post-assessment celebrations!

We'll go first.....

The Editorial Board would like to dedicate the lyrics "Baby, you light up my life like nobody else!" from the band One Direction to our dearest students. Because you, our amazing students, truly illuminate our university community with your energy and enthusiasm!

Campus Trivia

Through this platform we would like to challenge your knowledge about your university and thereby inculcate a sense of pride about our community.

Here is your question:

In what year was the University of West London RAK Branch Campus established, marking the beginning of a commitment to provide quality education in the region?

- a) 2013
- b) 2017
- c) 2020
- d) 2022

Feedback

We believe in continuous learning and improvement.

We value your opinions and would like to take your feedback and suggestions.

Readers can send in pointers which will help us improve the newsletter and make it more relevant to your interests.

Suggestions for future content are welcome.

The winner of Campus Trivia and the UWL playlist which evolves on the wall shall be featured in the next edition. Please post your answers on the Padlet wall by clicking on the link or scanning the QR code below:

<https://bit.ly/TheUWLWire>



The University of West London RAK Branch Campus Secures the “Diamond” Rating in the RAKEZ - QAA UK Quality Evaluation Ranking 2023



University of West London RAK Branch Campus was awarded a Diamond rating for its procedures and practices and compliance with those of the main campus in the UK.

University of West London's measure of academic quality can be represented by the performance of their main campus in the UK, which is 32nd out of 122 HEIs measured in 2023 | Guardian.

QAA Ranking Badge - University of West London RAK Branch Campus

The University of West London RAK Branch Campus proudly reveals its attainment of the prestigious “Diamond” rating in the 2023 RAKEZ - QAA Quality Evaluation Ranking. This achievement is a testament to the unwavering pursuit of excellence in education and the exceptional quality standards maintained by the institution.

The Quality Review conducted by the Quality Assurance Agency for Higher Education (QAA) - UK was implemented to

evaluate the quality of education and student experience across all Branch Campuses at RAKEZ Academic Zone. The Quality Review is benchmarked against 11 standards developed by the QAA in collaboration with RAKEZ. These 11 standards cover the key areas vital for successful quality provision and learning environments in higher education. The evaluation also took into account how the home university monitors the operations of the branch campus and ensures the comprehensive implemen-

tation of all 11 standards such as policy for quality assurance, design and approval of programmes, student-centred learning and teaching and assessment, student admission, progression, recognition and certification, teaching staff recruitment and development, facilities and learning resources, student support services, partnerships with industry and development plans, public

information, monitoring and periodic review of programmes and cyclical external quality assurance. The RAK Branch campus of the University of West London achieved high ratings across all criteria, earning a prestigious “Diamond” rating.

We take this opportunity to congratulate all the faculty and professional services team members for this achievement.



This recognition reaffirms UWL RAK Branch Campus’ commitment to offering an unparalleled educational standard and student experience. The UWL RAK will continue to strive hard to sustain it in the coming years.”

– Mr. Ahmed Rafi Badur Ferry
CEO



I am delighted to note that UWL RAK Branch Campus secured the Diamond rating in the recently concluded RAKEZ QAA audit. This remarkable achievement is a testimony of the dedication and hard work of our team. We are committed to maintain this and improve in the coming years.”

– Professor K P Muraleedharan
Academic Dean, Business & Management



UWL RAK Branch Campus ranking by RAKEZ is evidence of the commitment of the Branch Campus to providing quality UK education to students in the UAE. We will continue our endeavour to maintain such academic standards and quality.”

– Prof. Syed Abbas
Academic Dean, Computing & Engineering



Congratulations to UWL RAK on achieving the prestigious Diamond Rating in the recent QAA inspection! This outstanding accomplishment is a testament to your commitment to excellence in education.”

– Mr. Mohammed Zaheer
Quality Enhancement Consultant

THE TEAM



Dr. Sunayna Iqbal
(Facilitator)



Dr. Ankasha Arif



Mr. Shameel Moidu



Ms. Shyra Raphy Khan

Fortifying the Partnership: Visit by the Global Partnership Office Team, UK.

UWL RAK hosted esteemed guests from the Global Partnerships Office of UWL Parent campus. Dr. Rebecca Day, Global Partnerships Quality Manager, and Mr. Stephen Scott, Head of Global Partnerships Office, conducted valuable staff training sessions during their visit.





UWL’s Sustainability Business Specialist Apprenticeship Among Six Who Are Given Gold-Standard Royal Seal of Approval

To celebrate the coronation of His Majesty King Charles III, industry experts recently chose six green apprenticeships - including one from the University of West London - to be marked with the Coronation Emblem.

Education is a key tool in the fight against climate change. As the UK works towards a sustainable future, it is important that its workforce has the necessary skills. Selected because of their contribution to a low carbon economy, and ability to develop these skills, the courses underline the King’s well-known commitment to sustainability and environmental causes.

The UWL Sustainability Business Specialist level 7 apprenticeship is one of two business-focused options. The remaining four apprenticeships focus on conservation and forestry skills, along with low-carbon heating technician and electrician roles.

The Sustainability Business Specialist apprenticeship is an integrated degree, meaning that those undertaking it will be qualified with a master’s in sustainable business on completion. The course is aimed at supporting people who are working in the field or keen to do so in developing their knowledge and behaviours to progress their careers while implementing sustainable business practices and

managing the introduction of innovative green solutions.

The Sustainability Business Specialist qualification is very much at the forefront of the Local Skills Improvement Plan (LSIP) for West London, says Janet Rowson, who is Director of Apprenticeships at UWL, UK.

“We are delighted to be launching an apprenticeship that has been recognised by His Majesty to receive the King’s Coronation Emblem. Apprenticeships are a very important part of the overall UWL provision of career-focused education and training, and we are keen to support sustainable career paths for a greener future,”

she said.



Janet Rowson
Head of Degree Apprenticeships
UWL, UK.

Freshers' Day

Capturing the essence of Freshers' Day at the University of West London RAK Branch Campus – Moments filled with excitement, connections, and the vibrant spirit of new beginnings. Being the first celebratory event of the Academic Year 2023-2024, it marked the beginning of an unforgettable university experience.





Scholastic View on Unmanned Aerial Vehicle Integration into Cellular Networks

UAVs are more prone to upstream and downstream blockage issues compared to ground user equipment (GUEs). This is primarily due to UAVs being within the line of sight of numerous base stations, most of which are down-tilted to cater to GUEs.

The telecommunications industry recognizes the importance of supporting low-altitude unmanned aerial vehicles (UAVs) to enable beyond line-of-sight (LOS) operations and establish reliable communication. This section summarizes the outcomes and current status of various industry-driven initiatives aimed at achieving these objectives.

The phase of the 3GPP Study Item

In March 2017, the Third Generation Partnership Project (3GPP) established an inspection item (SI) with four primary objectives: understanding the requirements for UAV traffic, developing an air-to-ground channel model, ensuring the existing LTE framework supports UAVs, and identifying necessary changes leveraging LTE Version 14 features. The SI concluded in December 2017, outlining reasons for each area.

i) 3GPP Study Item: UAV Mobility Requirements Defined communication types that cellular networks should support for UAVs operating between ground level and 300 meters.

ii) 3GPP Study Item: Channel Modeling Proposed a specific channel model to represent the interaction of cellular networks with both ground and aerial devices. This model supplemented options developed by the academic community, categorized into Air to Ground (A2G), Air to Air (A2A), and Ground to Air (G2A) within Tables III and IV. These models utilized various base station setups resulting from extensive estimation campaigns.

Upon evaluating congestion and channel descriptions, the associated organizations discovered that UAVs are more prone to upstream and downstream blockage issues compared to

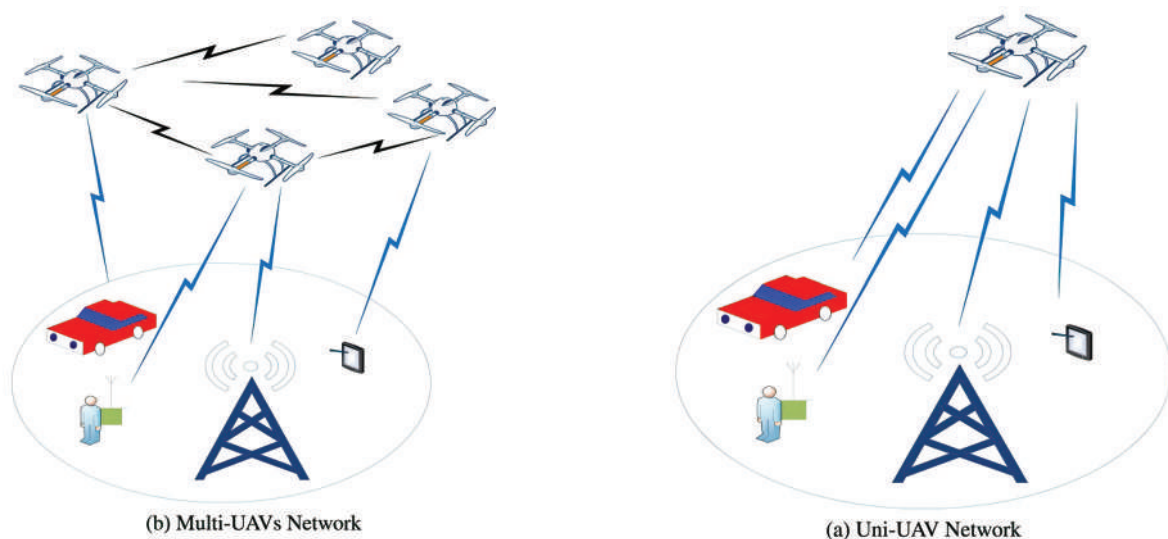


Figure 1. Depiction of network-based cataloguing manner; a) Uni-unmanned aerial vehicle network architecture; b) Multi-unmanned aerial vehicle network architecture.

ground user equipment (GUEs). This is primarily due to UAVs being within the line of sight of numerous base stations, most of which are down-tilted to cater to GUEs.

Aerial Base Stations: Challenges and Opportunities

The reduced costs and increased complexity of purchasing UAVs, coupled with downsized base station hardware, have opened opportunities to deploy base stations on flying UAVs. This innovative approach presents challenges in positioning and mobility but offers significant improvements in coverage, load balancing, and user experience compared to traditional ground-based setups. However, practical issues such as position optimization and power consumption for UAVs remain significant challenges.

Position Optimization for Aerial Base Stations

Determining the optimal position for aerial base stations is more complex than for terrestrial base stations due to varying heights. Several studies approached this issue, with some focusing on 3D arrangements and others on 2D positioning, affecting factors like throughput and interference. Different

methodologies were employed, including genetic algorithms and iterative problem-solving approaches.

Conclusion

The integration of UAVs into cellular networks presents both challenges and opportunities, as identified in industry-driven initiatives and academic research. While 4G systems can address several concerns, the evolving landscape toward 5G and its successors shows promise in handling UAV-related issues more efficiently. The groundwork and interest in this field are expanding, with increasing efforts in regulation and technological innovation to address security, cost models, and future directions for UAV-assisted cell communication. This area of research is still in its early stages, indicating a promising path for exploration and growth in the years to come.



Dr. H Shaheen
Lecturer, Computing and Engineering

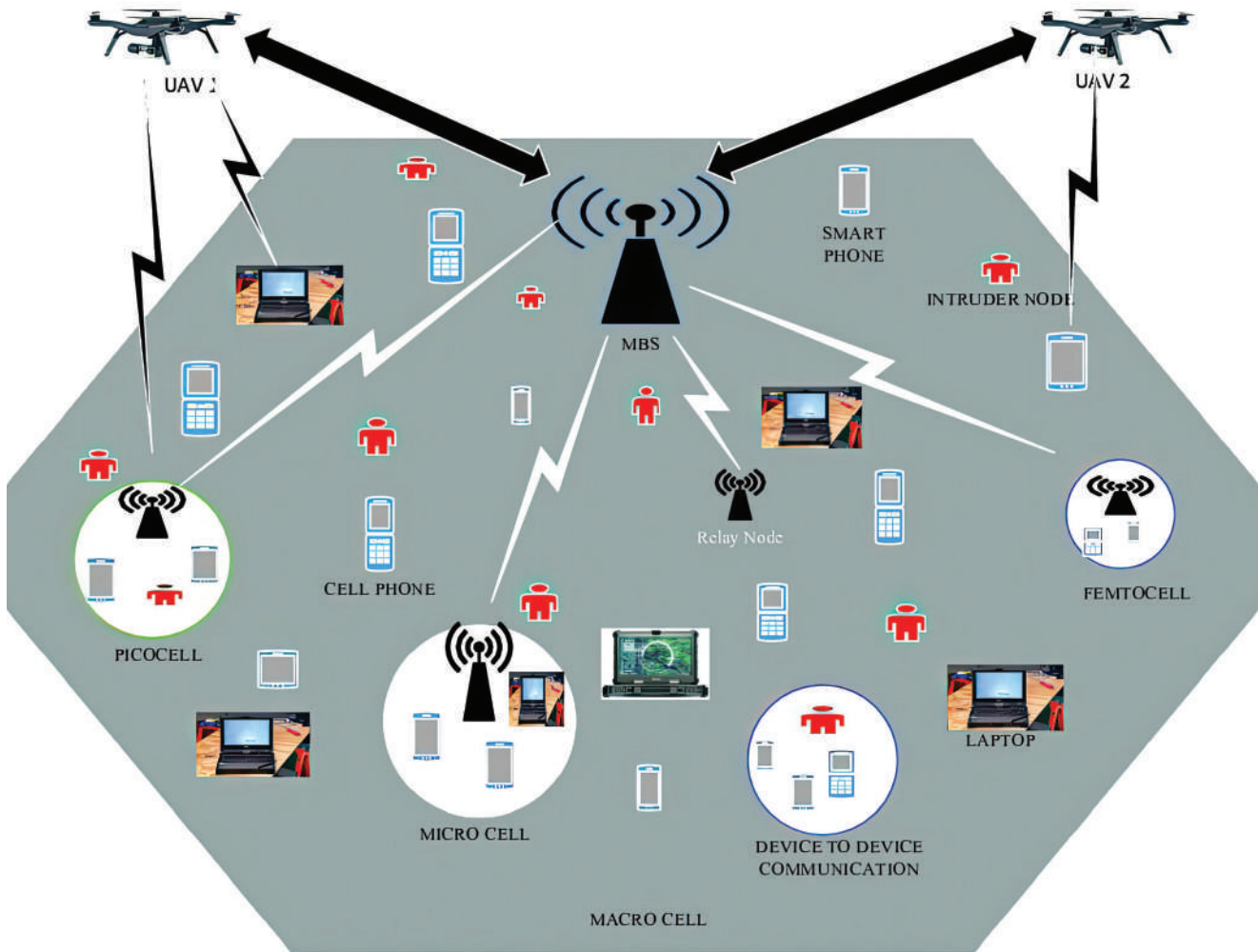


Figure 2. Public safety applications of unmanned aerial vehicles

A Journey of Leadership and Unity: Reflecting on my Term as Vice President of the University of West London Student Council

As I sit down to pen this reflection on my term as the Vice President of the Student Council, I am filled with a profound sense of gratitude, accomplishment, and nostalgia. This journey, marked by dreams, challenges, and triumphs, has been a testament to the power of unity, leadership, and the indomitable spirit of our student body.

From the moment I set foot on this vibrant campus, a dream took root within me a dream to contribute, lead, and make a lasting impact on the community that would become my second home. Little did I know that this dream would evolve into the extraordinary opportunity to serve as the Vice President of the Student Council, a position that allowed me to showcase my leadership qualities and, more importantly, learn and grow in ways I had never imagined.

Taking on the role of Vice President was a daunting yet exhilarating experience. It meant stepping out of my comfort zone, embracing challenges, and being a voice for the diverse student body. My journey began with a commitment to fostering unity and inclusivity values that would guide every decision and initiative undertaken by the Student Council throughout the academic year.

One of the hallmarks of our term has been the numerous events that brought life and vibrancy to our campus. From the colourful and diverse Ethnic Day celebrations to the spirited sports extravaganza of Invictus, each event was a canvas on which the rich tapestry of our student community was woven. Ethnic Day was a celebration of cultural diversity, a day when our campus became a vibrant mosaic of traditions, languages, and cuisines. Our sports festival was a testament

to the resilience and determination of our student-athletes. So was Invictus. Welcoming new members to our university family during Fresher Day was a highlight of the year. The excitement and anticipation in the air were palpable as we embraced and integrated our newest members into the vibrant tapestry of our academic community. The cultural celebrations of Onam and Eid were moments of reflection and joy, bringing students together to honor and appreciate the diversity of our community. Euphoria, our annual cultural fest, was a spectacular crescendo a culmination of talent, creativity, and the spirit of togetherness that defines our university.

Through the planning and execution of these events, I found myself not only navigating the complexities of event organization but also honing skills that would prove invaluable in my future endeavours. The role of a student leader taught me the importance of effective communication, strategic planning, and adaptability all essential qualities for a successful event organizer.

No journey is without its challenges, and ours was no exception. Balancing academic responsibilities, navigating unforeseen obstacles, and ensuring the satisfaction of a diverse student body required resilience and a steadfast commitment to our mission. However, it was in these challenges that our collective strength shone brightest. I am immensely grateful for the unwavering support of my fellow council members, including Nivedya Balgopal as President, Afra Faizal as Cultural Vice President, Angelito Ann as Women Empowerment Vice President, and Alan Shaji as Sports President. Each of them



Taking on the role of Vice President was a daunting yet exhilarating experience. It meant stepping out of my comfort zone, embracing challenges, and being a voice for the diverse student body.

has played a crucial role in our collective efforts to make a positive impact on our university community. A special acknowledgment is reserved for Adnan Dalwai, my constant support system, whose meticulous management of every detail during our events demonstrated seamless finesse. Adnan's dedication and tireless efforts have truly been the bedrock of our events' success. It is with sincere appreciation that I recognize his invaluable contributions; without him, the success I have achieved would not have been possible. Also, university administrators, and, most significantly, the students, propelled us forward, turning challenges into opportunities for growth.

At the core of every initiative, every event, and every decision was the heartbeat of unity. The unity that transcends cultural and linguistic differences, the unity that recognizes the strength in diversity, and the unity that defines us as a university community. It was heartening to witness this unity in action, as students from various backgrounds and disciplines came together to create memorable experiences and lasting friendships.

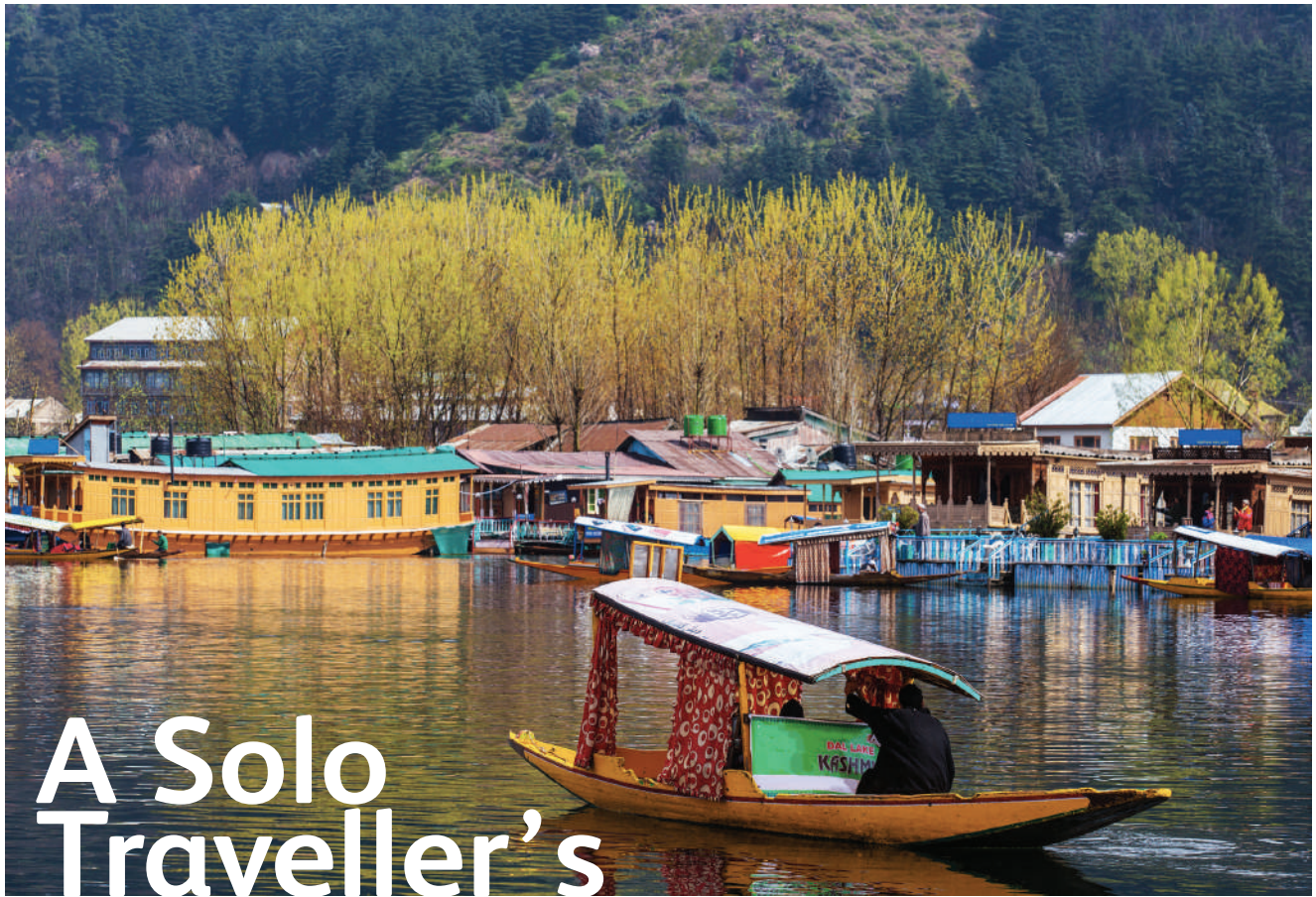
As my term comes to a close, I am filled with hope and

anticipation for the future of the University of West London. The torch is passed to a new generation of student leaders, and I have every confidence that they will carry it forward with the same passion, dedication, and commitment to excellence that has defined our journey. To the students, faculty, and staff who have been an integral part of this incredible journey, I extend my deepest gratitude. It has been an honor and a privilege to serve as your Vice President, and I am proud to have been a part of a community that values leadership, unity, and the pursuit of knowledge.

As I take a step towards the next chapter of my life, I carry with me the lessons learned, the friendships forged, and the memories that will forever be etched in my heart. The University of West London will always hold a special place in my story a chapter of growth, leadership, and a dream fulfilled.



Shumayla Attar
Vice President, Student Council
University of West London.



A Solo Traveller's Diary Note

Tuesday
7 November, 2023
8:00 p.m.
Dear Diary,

Today I have finally returned to my home sweet home, after a lovely and refreshing journey of five days. I was finally so delighted to be on the solo traveller's list after years of dreaming it so. I can finally reflect and share my experiences with you to cherish them forever.

Solo travelling is indeed very underrated, but when it comes to planning and going on one, most of us just dream of foreign countries namely Switzerland, France and so on. But there are a lot of beautiful states and cities in India itself which are quite underrated but at the same time surreal and beautiful. I decided to explore my homeland for my first-ever solo trip. Anxiously and with a little bit of courage, I visited the paradise on earth which is none other than Kashmir.

On 7 August 2023, I had my flight from Dubai to Srinagar, excitement poured in me as I boarded my flight. My flight had a stop in Hyderabad for 2 hours. We landed in Hyderabad and I couldn't hold myself from eating the world-famous Hyderabad biryani. Being a foodie this was something which has always been there on my food list. To be very honest this was one of the best, authentic and scrumptious biryani I have ever had in my life. It is indeed totally worth the hype.

Two hours passed by, and now it was time to board my flight

again. After a few hours, I was finally at the heaven on earth. I then had a check-in at the hotel and the first day was meant for resting and gearing up for the upcoming days.

It is day 2, and I am on the famous Shikara on the Dal Lake. Beneath me is the sparkling water and around me is the breathtaking view of Srinagar. Later that day I visited the Indra Gandhi Memorial Tulip Garden, which is one of the largest tulip gardens in Asia.

It is day 3 and I spend it entirely on a houseboat on the Nigeen Lake. I got to experience delicious Kashmiri cuisine, enjoy beautiful views, and get souvenirs from the floating shops, which was a unique experience too.

It is day 4 and I travel to Pahalgam from Srinagar by road. Almost 2 hours later, I was there. I visited the famous Betaab Valley. Its lush green meadows, dense vegetation, and scenic views surrounded by bluish/green water are enough to complement Mother Nature; it is indeed a traveller's delight.

It is day 5 and sadly the day to return home. I travel back to Srinagar, get to the airport and board my flight.

Travelling alone has indeed taught me to reflect and introspect myself. I got to experience my surroundings differently or I think my way.



Syeda Nizalia
BSc (Hons) Computer Science
Level 4

The Good, the Bad and the Ugly

What the CFO of the future must be prepared for

Many years ago, I watched the 1962 Hollywood Western blockbuster starring Clint Eastwood, Lee Van Cleef and Eli Wallach. The story chronicles their escapades, as they overcome multiple threats, in the backdrop of the American Civil War in search of a cache of gold. Tomorrow's CFO is in the same situation – the future is VUCA (Volatile, Uncertain, Complex & Ambiguous), the challenges are many and the CFO needs to use every ounce of talent, wit and ingenuity in search of the proverbial “pot of gold” or shareholder value.

The Good

If you google “latest trends in business finance”, the top response is anything and everything related to technology. Whether it is AI, Blockchain, Digital Transformation, Data analytics or Cybersecurity – technology is pushing the boundaries of possibility. Over the last few years, technology has unleashed the power to revolutionise business finance. What used to take ages and scores of people, now takes a tap of a button to accomplish.

One big benefit of technology is that most businesses – public or private, big or small – have leveraged the power of Enterprise Resource Planning (ERP). Cloud computing and SAAS technology have ensured that business decision-makers across organizational size and geography have access to standardised processes and procedures. The consequent financial and operational information is consistent and of a high quality.

The combination of technology and improved processes has changed the talent landscape. Routine repetitive data no longer requires clerical talent – technology has taken care of that. Financial talent has moved up the grid to analysis and decision support resulting in complex algorithmic decision models and higher quality data analysis and predictive decision making.

The Bad

Technology is great and gives the CFO a plethora of choices. Some technologies are in the nascent phase while others have demonstrated capabilities. The CFO's challenge is to be able to identify the right technology that aligns with his business goals and strategy and then establish the business justification to transform the business. This requires the CFO to invest time and energy to learn about the different technologies, discover the relative benefits and costs and then decipher the appropriate technology that will add value to the business. The challenge is compounded by the changing business landscape and whether or not the technologies will be able to stand the test of time.

The transformation from legacy systems to a technology-driven process-oriented business requires change management. Unless

the entire organization participates in the change initiative, buys into the process changes and owns and contributes to transformation, the costs of transformation increase astronomically.

Furthermore, technology transformation requires a significant investment of money and resources into talent development at every level as technology is all-pervading. Most organizations invest in directly associated skills that correspond to the technological transformation. This has proven to be sub-optimal. Investment in leadership and agility is equally critical.

The Ugly

The most difficult part of technology transformation is that while on the one hand, it delivers increased benefits in terms of cost savings and increased efficiency, it requires robust security systems and frameworks to keep the data safe. We live in a world where data is the new oil. The recent hacking of very large corporations that rendered them immobilised for a few days is a case in example.

Technology-based processes require CFOs to ensure that the process flows that are internal to the technology are properly documented to ensure they are verifiable and auditable. Opaque processes due to technology inhibit the ability of external auditors to provide a fair opinion on the business results.

Probably, the greatest challenge the CFO faces is, on one hand, the war for talent and the other is to invest in talent development continually. With technology changing very fast and in a situation where the Gen Z workforce seeks meaning and purpose in their jobs, there is a constant need to upgrade and develop talent across the organization, especially in the Finance team to keep themselves abreast of the latest best practices. The CFO must also constantly inspire the team and others within the organization to rise above the normal and learn new skills.



The CFO of the Future

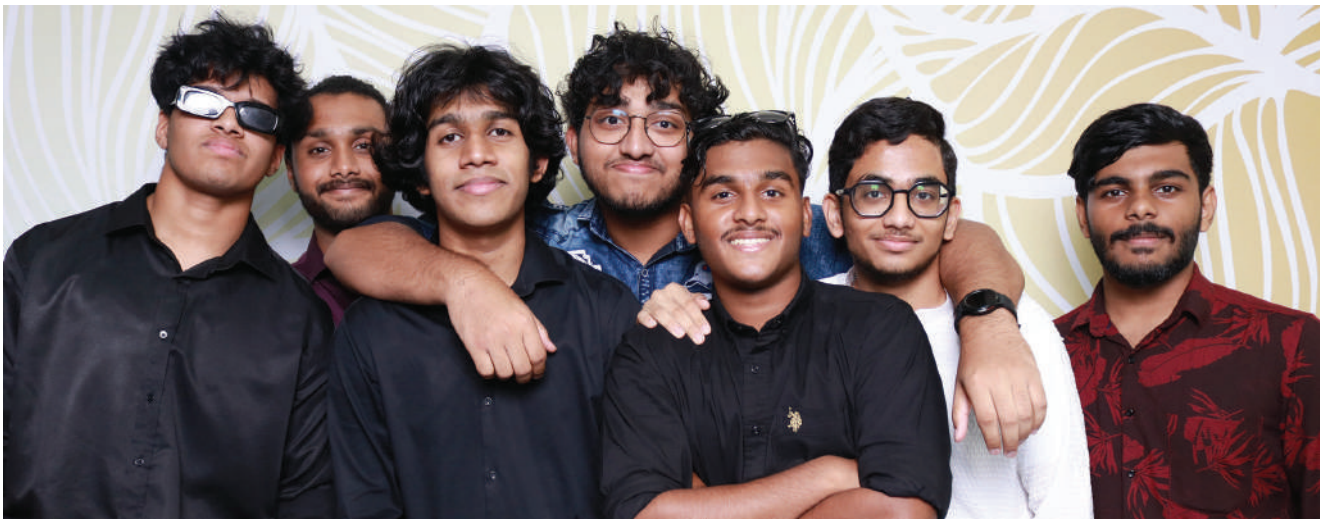
The CFO of the future must be a combination of tech-savvy like Satya Nadella (Microsoft CEO), inquisitive, curious and outcome-focused like Sherlock Holmes (Detective par excellence) and a leader like Marshall Goldsmith (Executive Coach) while still retaining the mantle of being the guardian of the assets!



Shridhar Sampath is a Coach to C-Suite executives managing over \$300 Billion in market capitalization. He educates senior executives on Business Acumen, Leadership, Strategy and Finance. Mr. Shridhar has a CPA from the USA and a CA from India and is the CEO of Motivaluate Consulting & Training FZ LLC.

Onam

The University of West London transformed into a vibrant spectacle as Onam, the harvest festival of Kerala, India, came to life.





Induction

Induction Programmes at the University of West London: Days of warm official welcome, essential orientations, and insightful guidance towards a transformative academic journey.

Staff Induction



PG Induction

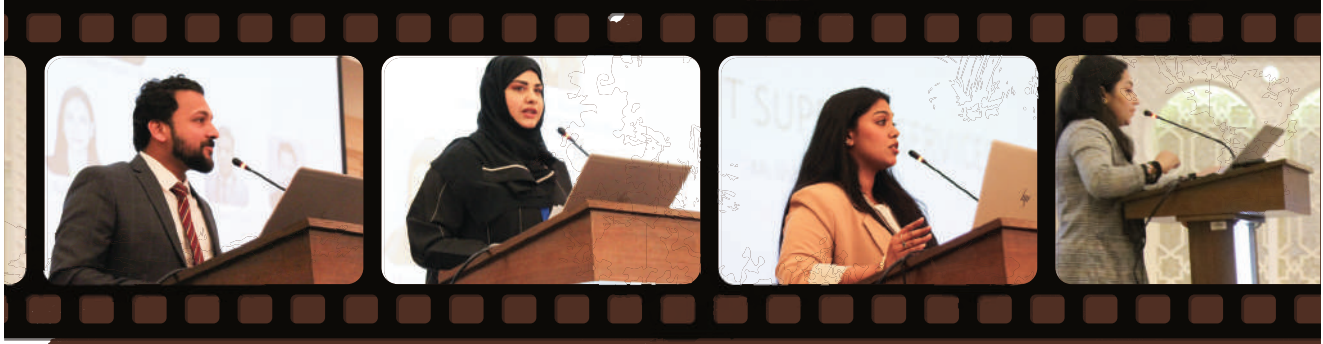


Business and Management Department: UG Induction



Computing and Engineering Department: UG Induction





Comic-Con

Comic-Con buzz! Our cosplayers stole the spotlight with their creativity. Students brought characters to life with flair, showcasing a fun-filled day.





Flag Day

UWL RAK proudly joined the nation in celebrating UAE Flag Day, sharing a moment of unity and national pride.



UWL RAK FemAlphas 2023-24



Fathima Fidha
– BABS Level 5



Maryam Hasan
– BABS Level 6



Mona Shakoor
– BSc CS Level 6



Samia Zareen
– BSc CS Level 4



Shafeeqa Fathima
– BSc CS Level 5



Veronika P Insigne
– BABS Level 4

FACULTY FOCUS



“Teaching with Cases” is a transformative course designed to empower educators to provide their students with the practical knowledge and problem-solving abilities needed to thrive in the complex world of business and beyond. This virtual course was attended by **Mr. Sujit Sukumaran, Sr. Lecturer and Course Leader - BA Business Studies** from 25th Sep - 3rd November 2023. The course was facilitated by **Prof. V G Narayanan** from Harvard Business School and **Prof. Bill Schiano** from Bentley University in the USA. Attendees included 40 lecturers from prestigious universities worldwide.

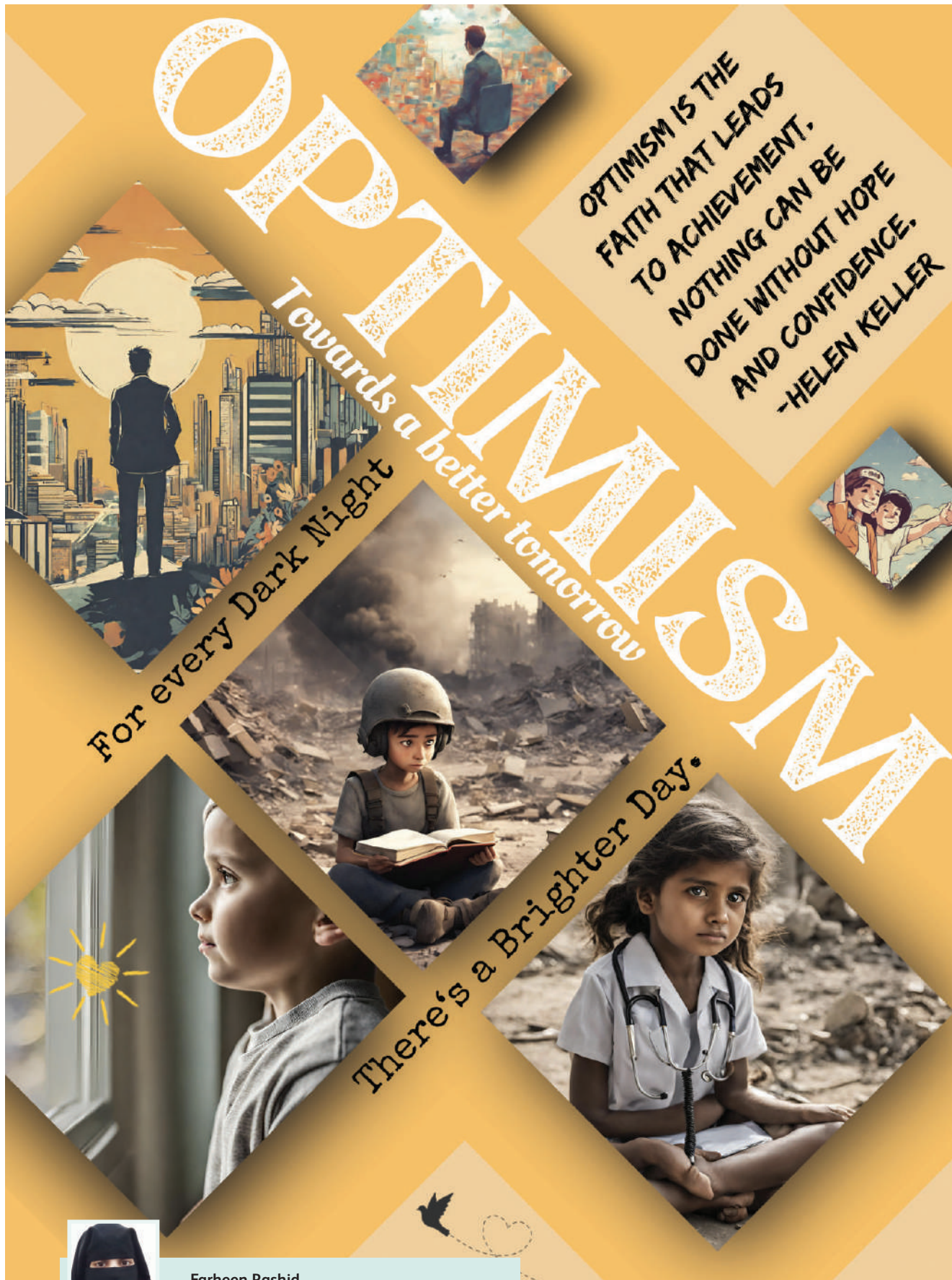


Sr. Lecturer in Business and Management, **Dr. Sunayna Iqbal**, has published her latest research titled “Sustainability in the Digital Age: Exploring the Impact of Long-term Social Media Usage on Executive Functioning Skills of University Students and Professionals.” The paper is published in an international scholarly open-access journal indexed by SCOPUS and Web of Science. Dr. Iqbal’s work sheds light on crucial aspects of sustainability in the context of the digital age and its impact on important cognitive and life skills. The paper can be accessed here: <https://migrationletters.com/index.php/ml/article/view/4930>

Breast Cancer Awareness

Empowerment in Pink: The Women Empowerment Cell proudly organized a Breast Cancer Awareness Program. The programme saw an insightful talk by Dr. Swati Verma from Aster Hospitals - enlightening, empowering, and advocating for breast health awareness.

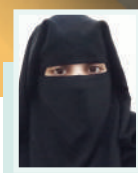




OPTIMISM IS THE FAITH THAT LEADS TO ACHIEVEMENT. NOTHING CAN BE DONE WITHOUT HOPE AND CONFIDENCE.
-HELEN KELLER

For every Dark Night
Towards a better tomorrow

There's a Brighter Day.



Farheen Rashid
BSc (Hons) Cyber Security
Level 4

Winner: Poster Design Contest



UNIVERSITY OF
WEST LONDON
The **Career** University
RAK Branch Campus

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