



UNIVERSITY OF
WEST LONDON

The *Career* University

RAK Branch Campus

THE UWL
Newsletter

Wire

December - January 2025
Volume: 04 Issue: 02



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The Editorial Message

As the semester draws to a close, it is hard to believe how quickly the time has passed. What a journey it has been! From the first day of the new Academic year to the final days of the first Semester, this semester has been one of growth, learning, and reflection.

We are immensely proud of all that our university community has achieved over these past few months. The energy, dedication, and passion that you all bring to your studies and extracurricular activities have been inspiring. It is this very spirit that makes our community truly special, and we are excited to continue documenting these moments and milestones through this newsletter.

As the academic year progresses, let us take this time to reflect on the lessons learned, the connections made, and the experiences that have shaped us. Whether it was a breakthrough in your studies, a new friendship, or a memorable event, these moments are what make our journey together so meaningful. Your contributions make it possible for us to share the stories that matter the most to our UWL RAK community.

As we head into the final stretch of the semester, let us stay focused, support one another, and meet our goals. Whether you are preparing for exams, wrapping up projects, or reflecting on your growth, remember that each step forward is a success in itself.

Wishing you all the very best for the upcoming semester, fresh challenges and exciting opportunities!

The Editorial Board

STUDENT COUNCIL ELECTION 2024 - 2025 AT UWL RAK CAMPUS

Empowering Voices: UWL RAK Students Cast Their Votes for a Brighter Future!



VOICE OF THE STUDENT COUNCIL

As the Student Council President, I am incredibly excited about the journey ahead and the opportunities we have to make a meaningful impact on our university community. Stepping into this role is both an honour and a great responsibility, and I am fully committed to ensuring that we work together to enhance the student experience for everyone.

What excites me most about this role is the chance to foster meaningful change and create an environment where every student feels empowered to grow and thrive. Leading a team of talented and passionate individuals who share a vision for excellence and inclusivity is inspiring and motivating. Together, we aim to embrace challenges, celebrate achievements, and leave a legacy that reflects the best of our university community.

One of the initiatives I am most thrilled about is the upcoming Global Immersion Program. This project represents everything I envision for our university—growth, learning, and collaboration on a global scale. It's exciting to think about how this program will allow us to explore new cultures, build lasting connections, and bring fresh perspectives back to our campus. I am confident that this initiative will set a new benchmark for what we can achieve together as a Student Council.

Another project I am particularly passionate about is the series of industrial visits we are planning. These visits will give students hands-on exposure to various industries, bridging the gap between academic learning and real-world application. I believe strongly in creating opportunities that prepare us for the future, and these visits are a perfect way to connect students with professionals and inspire them to think about their career aspirations.

Beyond these specific projects, I am eager to create events that bring our diverse student body together. Whether through academic programs, cultural events, or professional development opportunities, I want every student to feel a sense of belonging and pride in being part of our university. Leading a council dedicated to inclusivity and growth is a challenge I embrace wholeheartedly.

Becoming the President of the Student Council has been one of the most rewarding experiences of my life so far. It has given me the chance to connect with incredible people, work on impactful initiatives, and help shape the future of our campus. I am filled with excitement and optimism about what lies ahead, and I am deeply grateful for the trust and support of my peers. Together, we have the power to make a lasting difference, and I am honoured to lead the way.



Muhammed Safwan Puthan Purayil
Student Council President
Level 6, BA (Hons) Business Studies
2024-2025



STUDENT COUNCIL 2024-2025



PRESIDENT

**Muhammed Safwan
Puthan Purayil**
BA (Hons) Business Studies
Level 6



VICE PRESIDENT

Fathima Fidha
BA (Hons) Business Studies
Level 6



VICE PRESIDENT WOMEN EMPOWERMENT

Wania Shahid
BSc (Hons) Cyber Security
Level 5



ASST. VICE PRESIDENT CULTURE (LEVEL 5 & 6)

Gabri Easow John
BSc (Hons) Computer Science
Level 5



ASST. VICE PRESIDENT CULTURE (LEVEL 4)

Sara Rahman
BSc (Hons) Computer Science
Level 4



ASST. VICE PRESIDENT SPORTS

Vivek Palakkal
BA (Hons) Business Studies
Level 6



ASST. VICE PRESIDENT SPORTS

Farhana Fathima Anas
BSc (Hons) Cyber Security
Level 5



ASST. VICE PRESIDENT SPORTS

**Basima Kodambi
Abdul Jaleel**
BA (Hons) Accounting and Finance
Level 4



NAVIGATING THE FUTURE: CRITICAL THINKING, EMPATHY, AND THE SKILLS THAT SHAPE TOMORROW

In a world that is ever-changing, where new technologies, trends, and even academic majors emerge with lightning speed, the question is no longer what you know but how you think and adapt. Whether it's the rise of artificial intelligence, the advent of blockchain, or shifting global dynamics, the future belongs not to those who simply keep up but to those who question, lead, and leave an imprint on society.

Today, as we stand on the brink of an unprecedented technological revolution, certain skills have become non-negotiable. Among them, critical thinking and empathy stand out as the cornerstones of meaningful leadership and societal impact.

The Age of Disruption: A Call for Critical Thinking

The rapid development of AI, automation, and other transformative technologies has upended industries and redefined career paths. In such a dynamic environment, critical thinking is not just an asset; it is a necessity. It is the ability to analyze information, question its validity, and assess its relevance and impact.

But critical thinking is more than understanding trends. It's about asking the right questions:

- What does this mean for me, my clients, or my organisation?
- Do we truly need this piece of technology?
- What are the long-term implications for society and

the environment?

For example, consider the widespread adoption of AI in various industries. While many might jump on the bandwagon, a critical thinker would evaluate its necessity. Does AI truly enhance efficiency, or does it merely automate processes for the sake of automation? Will it benefit all stakeholders, or does it risk marginalising certain groups?

Those who cultivate this skill rise above being mere followers of trends. They become decision-makers and innovators, capable of leading teams and organisations through the noise of technological advancement.

Empathy: The Human Element in a Tech-Driven World

While critical thinking equips us to navigate change, empathy ensures we do so responsibly. In a time when technology often feels cold and impersonal, empathy grounds us in humanity. It is the ability to understand and share the feelings of others—a skill that, ironically, becomes even more vital in an age dominated by machines.

Empathy is not just about kindness; it is about connection. A leader who practices empathy creates a culture of trust and collaboration. They listen to their teams, understand their clients' needs, and make decisions that reflect a shared vision rather than a self-serving agenda.

For example, during the pandemic, companies that showed empathy by prioritising employee well-being and customer support not only retained loyalty but also emerged stronger. Empathy turned challenges into opportunities, proving that care and compassion are powerful business strategies.

Titles vs. Impact: What Truly Matters

In a world obsessed with titles, it's easy to lose sight of what truly matters: impact. Titles may give authority, but they do not inherently command respect. Your achievements, contributions, and ability to leave a positive imprint on society are what define you.

Focus, instead, on what you can do. Your title might say "manager" or "director," but are you truly leading? Leadership is not about hierarchy; it's about influence, vision, and the courage to make difficult decisions.

As the saying goes, "Leadership is not a position or a title; it is action and example." Whether you're an intern, an entrepreneur, or a seasoned executive, what counts is your ability to inspire change, foster growth, and uplift others.

Cultivating a New Generation of Leaders

So, how do we prepare for the future? The answer lies in balancing skills like critical thinking and empathy while staying grounded in action and impact. Here's how you can cultivate these essential traits:

1. Stay Informed, but Question Everything

Read widely, attend seminars, and engage with thought leaders—but don't take everything at face value. Analyze information from multiple sources, identify biases, and form your own conclusions.

2. Practice Active Listening

Empathy begins with listening. Whether you're in a meeting or a casual conversation, make an effort to understand perspectives without judgment.

3. Focus on Problem-Solving

Rather than being overwhelmed by challenges, approach them as opportunities. Use critical thinking to break down problems into manageable parts and find innovative solutions.

4. Lead with Integrity

People follow those they trust. Make decisions that

align with your values and demonstrate honesty, even when it's difficult.

5. Build Emotional Intelligence

Empathy is a key component of emotional intelligence (EQ). By understanding your own emotions and those of others, you can navigate interpersonal dynamics with greater ease.

6. Take Action

Don't wait for the perfect moment to start making an impact. Begin where you are, with what you have. Whether it's volunteering, mentoring, or spearheading a project, every action counts.

Leaving an Imprint on Society

Ultimately, the goal is not just to succeed but to contribute to something larger than yourself. Whether you're developing a groundbreaking app, teaching in underserved communities, or advocating for environmental sustainability, your actions ripple outward.

As we move forward, let us not be defined by the technologies we create but by the humanity we preserve. Let us embrace change not with fear but with curiosity and purpose.

The future is not a place we arrive at; it is something we shape every day with our decisions, skills, and compassion. So, whether you are a leader or a follower, focus on leaving your imprint on society. Titles fade, but legacies endure.

And remember, in a world that often prioritises speed over substance, it is the combination of critical thinking and empathy that will set you apart—allowing you not just to navigate the future but to lead it.

Mohammed Al Madhi

Strategic Partnerships Adviser
Rubu' Qarn Foundation



UAE NATIONAL DAY CELEBRATIONS

Unity in Diversity: Celebrating the Spirit of the UAE on National Day with Pride and Joy!



BEHIND THE SCENES

Can you tell us a little about your role at the university and how long you have been here?

I am a professor here in the Department of Business and Management. I handle mainly finance modules. I am also the Course Leader for the program BAAF. My passion is teaching and I love being with students, teaching them, and offering them guidance as and when they need my help. I have been associated with the UWL RAK since the inception of its branch campus in Ras Al Khaimah in the year 2017.

How has your role evolved over the years?

I don't see any change in my role, as the duty of a teacher is always teaching and guidance. Indeed, there has been a considerable increase in the number of students. Now we have more than 1000 students, more teachers, courses, and departments. Being the Course Leader, I have some administrative duties also. However, teaching has always been my true passion and will continue to be in the future.

What is the most rewarding part of your job?

It is nothing but the feedback and appreciation from the students. Seeing them succeed and hearing their kind words, especially when they mention me in their graduation speeches or tell me how I have made a difference, keeps me motivated. Their feedback is what drives me.

How do you think the university has changed during your tenure?

The change is very apparent. From 20 students, the number has increased to 1000+ within 7 years, the growth is in geometric progression. There has been a considerable increase in the number of academic, administrative, and marketing staff as well. Another achievement is that we could secure the RAKEZ QAA accreditation with a diamond ranking.

Do you have a favorite memory or moment from your time here?

I cherish all the moments here. For me, my students are like my own children. When they are happy, I am happy too. One of my favorite memories is when a former student, now a successful businessperson in Qatar,

wrote a heartfelt piece about me. That meant a lot. I also love it when students mention my name in their graduation speeches—it is a nice reminder that the work I do truly makes a difference in their lives, and that is something I will always treasure.

What do you enjoy doing outside of work?

Reading when I am here. During vacation, I go to my home country to spend time with my family and travel with them.

If you could accomplish one more thing here, what would it be?

I would like to see our campus as a research center. We have a good team of scholars here capable of guiding research students.

What would it be if you could describe your time here in one word?

If I had to sum up my time here in one word, it would be "growth." It has been a growth journey for me, the students, and the university. We have all evolved together over the years, and I take great pride in having been a part of it.



Prof Krishnakumar

Professor and Course Leader
BA (Hons) Accounting & Finance
Department of Business & Management



BLOCKCHAIN-BASED PRIVACY PRESERVATION FRAMEWORK FOR HEALTHCARE DATA IN CLOUD ENVIRONMENT

Abstract

The extensive use of electronic healthcare systems (eHealth) already has significant advantages in the management of Electronic Health Records called EHRs for both clinicians and clients of hospitals. It does, however, present significant security issues. After a medical institution creates and redirects it to cloud servers, patients will not be provided with physical access to EHR but, if diagnosed, will be given access by the medical institution. The integrity of the EHRs is therefore difficult to maintain, especially in the event of medical error, as the cloud platform allows the health institute to manipulate outside EHRs to cover up health misconduct.

Significance of the Research

- To make a review of different research contributions under the e-healthcare sector in the Cloud, and also to define a clear problem statement on this aspect.
- To introduce a new secure friendly platform for healthcare data in the Cloud that is integrated with blockchain technology.

To protect the personal data of sensitive healthcare data in organizations when accessing in and out of them, preservation models are introduced to make this possible.

- To intake the need of key generation in the preservation model, and also to use the optimisation concept for fine-tuning of this key.
- To introduce a new enhanced or improved bio-inspired model, which ensures the convergence speed and rate for the given optimisation issue.

Literature survey

- Mubarakali et al. (2019): Proposed the SEHRTB algorithm, which uses blockchain to securely manage patient records, allowing patients to transfer their data into cloud storage while maintaining privacy.
- Cao et al. (2019): Introduced a blockchain-based eHealth solution that ensures the integrity of outsourced Electronic Health Records (EHRs) by recording all operations as blockchain transactions, preventing unauthorised changes.

- Nguyen et al. (2019): Developed a mobile cloud system for sharing EHRs using the Interplanetary File System (IPFS) and blockchain, ensuring secure data transfer with smart contracts for access control.
- Haiping et al. (2020): Proposed a blockchain privacy approach for secure medical information sharing across organisations, allowing researchers to verify patient data without compromising privacy.
- Yue et al. (2019): Developed a blockchain-based architecture that allows patients to control and share their health data securely, enhancing AI in healthcare.
- Dhar et al. (2019): Addressed challenges of using blockchain with IoT devices by proposing a modified blockchain framework that ensures privacy and security through advanced cryptography.

Research Methodology

Through the development of the big data cloud and medical information monitoring systems, the sharing of electronic medical records across companies for improved medical treatment and progress has attracted great attention in the fields of academia and industry. The source of massive information, concerns about personal privacy, challenges to trust inherent in companies and complex regulation, mean the rapid progress of stymie health intelligence. In the process of sharing electronic medical records, blockchain has been widely used to address issues of privacy and security. The objective of this paper is to provide a new decentralised blockchain model for cloud applications. The major intention of this research is to preserve confidential health information on the blockchain in order to make sure about protection, integrity and transparency. Nevertheless, this is not sufficient under the scenario of the medical sector, since the local access of sensitive data is possible to encourage the attackers to carry out anomaly activities. Therefore, to overcome these crises, a privacy preservation model will be deployed in healthcare data that ensures the security of healthcare organisations. In this work, the sensitive data will be subjected to the below given methods:

- Information sanitisation
- Information restoration



During sanitisation, original data is converted into sanitised data, and during restoration, it is recovered. A key aspect of both processes is the generation of a key, which is known only to an authorised person. To strengthen security, a hybrid optimisation strategy combining Elephant Herding Optimization (EHO) and Particle Swarm Optimization (PSO) algorithms is used to tune the key for enhanced data protection.

The encrypted data is stored in a cloud-based distributed storage system, which may include various devices like a storage area network. Access control policies restrict who can access the encrypted data, with Personal Health Records (PHRs) being encrypted into different partitions (e.g., personal info, medical data, insurance data). The PHR client application generates re-encryption settings that are processed by a Re-encryption Server (SRS). When a user wants to access their PHR, they must authenticate first and request decryption parameters from the SRS. The SRS verifies access rights based on an "Access Control List" (ACL) and sends the necessary decryption settings to the authorised user.

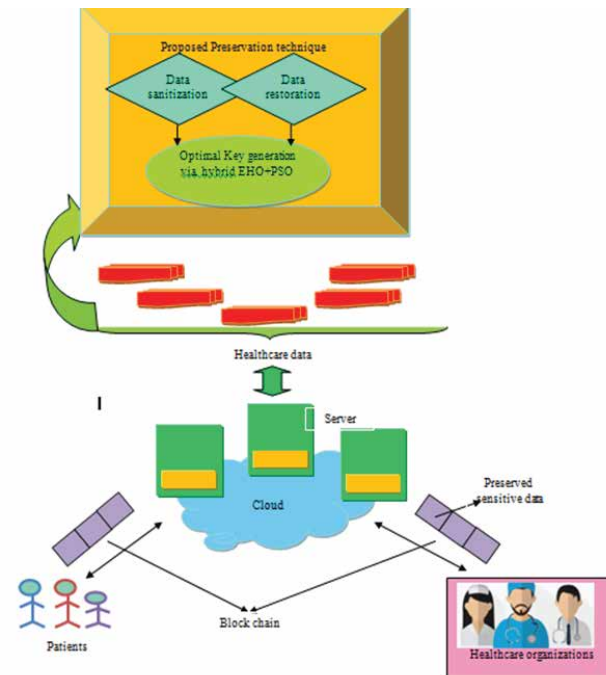


Figure 1: Block Diagram of Proposed Privacy-Preservation Model in Healthcare Using Blockchain Technology

Performance Evaluation

We created a test environment for our protocol by creating applications in JAVA 1.8 and Solidity 0.4.11 on a machine with a CPU-3.30 GHz, Intel(R) Core (TM) i5, Windows 8 64-bit OS and 8 GB of RAM.

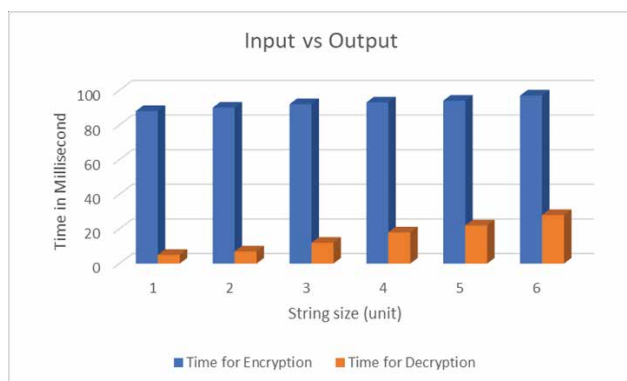


Figure 2: Generation of Input vs Output

EHO - PSO was used to create and retrieve the input and output, respectively. Input and output generation are separate processes. Encryption will occur during the input process and decryption will occur during the output process. FIG 3 shows how two processing procedures take vastly different amounts of time. Both the time and the length of the string rise as the length of the string grows longer, although encryption takes longer than decryption. It takes 80-90 milliseconds to encrypt and decrypt data.

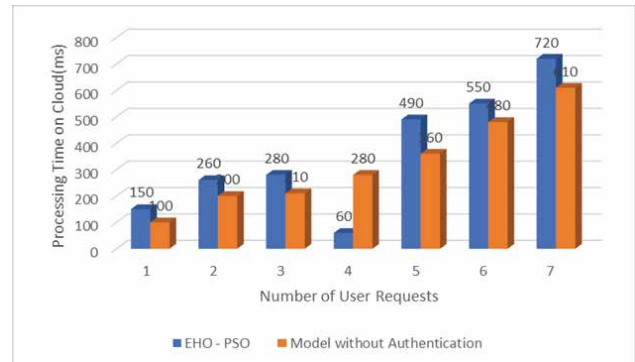


Figure 3(a): Cloud Time Consumption

We calculated the average cloud process time for multiple user access (FIG.3(a)). The user authentication strategy based on a smart agreement takes longer to perform user requests than the unauthenticated alternative. This is due to the amount of time you spend on user identification and access authentication. In the worst-case situation, however, the additional cost is only about 100 milliseconds, which is still small and acceptable in real-world scenarios.

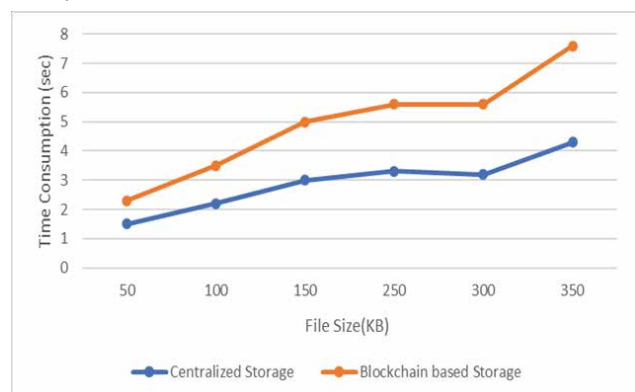


Figure 3(b): Cloud Storage using Blockchain

In our Electronic Medical Record, we look at our performance in terms of overhead communication for access to EHRs on cloud blockchain storage (FIG.3(b)). We examined the time required for the EHR to access data from the access request to data on a mobile phone.

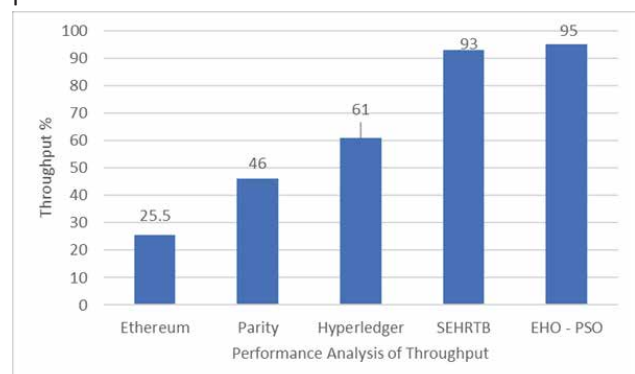


Figure 4: Performance Analysis of Throughput

The proposed EHO - PSO is compared to existing Ethereum, Parity, and Hyperledger approaches in terms of bandwidth, execution time and latency. Hyperledger outperforms Ethereum and Parity in the benchmarks. It cannot, however, scale to more than 16 hubs. Hub errors are more forgivable with Ethereum and Parity. However, these systems are vulnerable to security attacks that split the blockchain. The primary bottlenecks in Hyperledger and Ethereum are consensus procedures. Exchange marking using Parity, on the other hand, creates a bottleneck. Ethereum and Parity have considerable overhead costs in terms of memory and disc usage.

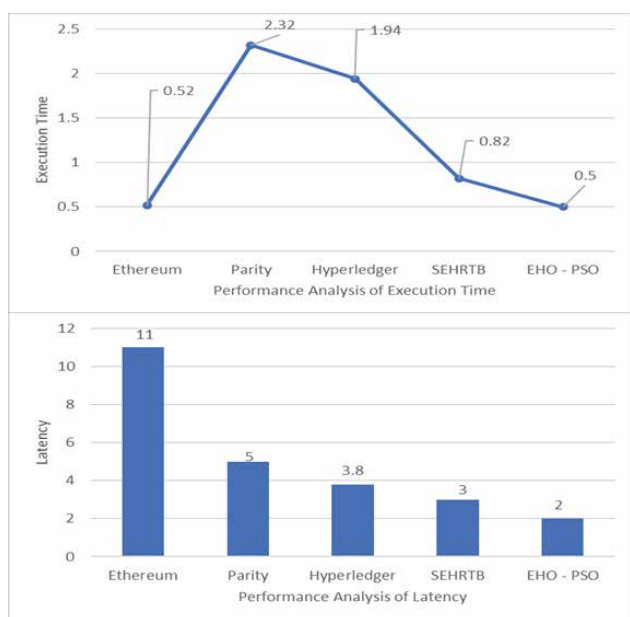


Figure 5: Performance Analysis of Latency

In terms of execution time, Hyperledger is the closest technique. However, it takes longer to share and retrieve data in the storage server. Efficient time is preserved for the execution of EHO-PSO algorithms. The EHO-PSO ensures the transaction of medical records and governs access to records that are kept and processed in the storage environment. The EHO - PSO reduces latency by

2.05 seconds, ET by 1.08 seconds and increases performance by 30.5 percent. Finally, it states that the suggested EHO - PSO method performs all other algorithms on all input and evaluation matrices.

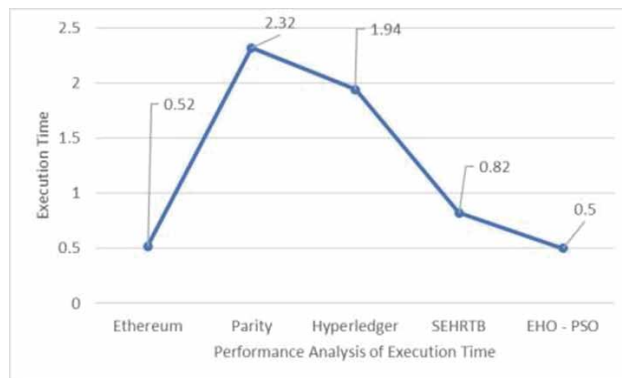


Figure 6: Performance Analysis of Execution Time

Conclusion

Blockchain technology enhances safety and accessibility, making it applicable to various aspects of the healthcare system. These include the storage and exchange of medical records, healthcare insurance, mobile applications, remote monitoring, and clinical studies. While research on blockchain's application in healthcare remains limited, ongoing studies are exploring its potential. As one of the most dynamic fields in computer science, blockchain holds the promise of revolutionising the healthcare hierarchy by enabling individuals to own and manage their medical records and data.

A simulation and experiment will be conducted to evaluate the performance of a cloud-based privacy protection solution in healthcare, leveraging blockchain technology. The proposed model will be compared against advanced models in terms of execution costs, processing expenses, and computation time for performance analysis.



Dr. H. Shaheen

Course Leader - BSc (Hons) Computer Science
Department of Computing and Engineering



Prof. P. Mohammed Shameem

Deputy Academic Dean
Department of Computing and Engineering



Dr. Brumancia Easpin

Faculty
Department of Computing and Engineering

INSPERIA MAGAZINE LAUNCH, 3RD ANNUAL EDITION

Unveiling Creativity: Dive into the Pages of Insperia's 3rd Annual Edition – A Celebration of Talent and Innovation!



UWL STUDENTS WIN PUBLIC'S FAVOURITE AWARD AT FUTURE HOSPITALITY SUMMIT IN DUBAI

A team of three Hospitality Management students of University of West London UK have won the Public's Favourite Award in the finals of the Sustainable Hospitality Challenge (SHC) at the Future Hospitality Summit in Dubai.

The team was one of seven from around the globe presenting their innovative concepts to a distinguished panel of 19 industry leaders and investors.

Rahul Dahiya, Marco Palamara and Andrei-Mihai Iftimie, or Team ALGI, have developed an algae-based ventilation system for hotels that purifies the air, reduces energy consumption and provides real-time data tracking of room air quality for guests and hoteliers.

Air quality in hotel rooms is important, not just for the best possible customer experience but also for guest health. The industry spends 20-30% of operating energy costs on ventilation; however, indoor air quality in rooms is poorly monitored.

After excelling from the qualifying round in February to the semi-finals in May, Team ALGI not only impressed the judges and investors with their innovative and sustainable solution but also the public, winning the Public's Favourite Award through the first-ever online voting process in SHC history, which attracted over 5,000 votes globally.

Team ALGI's travel and accommodation were covered by the Help to Achieve Fund, which provides financial aid to students either struggling with necessary costs like rent and purchasing equipment or pursuing academic opportunities such as the Future Hospitality Summit. The Fund is supported by generous donations from alumni and friends of UWL.



Following their success in Dubai, representatives from each of the seven finalist teams, travelled to Perth, Australia, to present their concepts at the World Travel and Tourism Council (WTTC) Global Summit. They showcased their innovations to the highest-level jury that SHC has ever assembled, featuring influential leaders from the world's top hospitality and investment firms, positioning themselves for transformative investment and widespread implementation of their ideas.

"Thank you to the founders of the Sustainable Hospitality Challenge for creating an incredible platform for students to bring their impactful sustainable ideas to life and advance sustainability in hospitality,"

commented Senior Lecturer in Hospitality Management Jayanti Jayanti.

"Thank you also to UWL's Westmont Enterprise Hub, Westmont Hospitality Group, Pro Vice-Chancellor (Business Development) Suresh Gamlath and Dean of the London Geller College of Hospitality and Tourism James Edmunds for their unwavering support to Team ALGI."

Marco, of Team ALGI, spoke about presenting at the WTTC Global Summit in Perth,

"Standing in front of top leaders in travel and tourism, we received not only encouraging but incredibly insightful feedback for our project.

This experience has solidified our confidence and provided the direction we need to take ALGI to the next level. This is just the beginning of our journey, and we are more committed than ever to creating a lasting impact on the industry."



INSPIRING WORDS OF WISDOM AT THE GRADUATION CEREMONY 2024

During the 2024 Graduation Ceremony, Prof. Anthony Woodman, Provost and Senior Deputy Vice Chancellor of UWL UK and Chairman of UWL RAK, along with Mr. Zubair Ibrahim, Co-Chairman of UWL RAK, and Mr. Ahmed Rafi Badur Ferry, Co-Chairman & CEO of UWL RAK, shared inspiring messages with the graduates.

Prof. Woodman celebrated the students' outstanding achievements and highlighted the remarkable progress of UWL RAK Branch Campus. Mr. Zubair Ibrahim encouraged graduates to lead lives driven by purpose, inspiring them to make a meaningful impact on the world. Meanwhile, Mr. Ahmed Rafi acknowledged the dedication of the faculty and professional services team, emphasizing their crucial role in providing a seamless and enriching learning experience.



FACULTY FOCUS

Join us in congratulating Dr. Hena M., Lecturer in the Computing and Engineering Department, for her outstanding performance in the University Grants Commission - National Eligibility Test (UGC-NET) for Computer Science and Applications. Dr. Hena achieved an impressive percentile score of 95.82, which is a testament to her exceptional knowledge and expertise in the field. The UGC-NET is a highly competitive examination that serves as a crucial qualification for aspiring academicians and researchers in India.



Dr. Hena M

Ms. Mubeena C. from the Business and Management Department is appreciated for her valuable contribution to the International Conference on Advancing Sustainable Futures (ICASF 2024), hosted by Abu Dhabi University. Ms. Mubeena presented a paper titled "Familial Roots of Sustainability: Investigating the Impact of ESG Factors on Firm Performance in Family-Owned Businesses", in alignment with the conference theme of "Innovation and Digital Transformation for Sustainable Futures".



Ms. Mubeena C.

COURSE ENHANCEMENT ACTIVITIES

● **Unlock the Global Accounting Career with ACCA; Discover the Keys to Unlocking Your Potential in the Global Accounting Landscape!**

On December 18, 2024, industry leaders Mr. Ahmad Bilal Manzoor and Ms. Ruqaiyah Abbas, Business Relationship Executives at ACCA Middle East, shared invaluable insights into building a successful international accounting career. ➤



● **Content Development Using Generative AI; Learn how to harness this innovative technology to elevate your content development strategies!**

On December 23, 2024, Mr. Ammar Shariq, an alumnus of UWL RAK and Co-founder at Tractor Creative, took us on an exciting journey through the cutting-edge world of content creation powered by generative AI. ➤



● **The Winning Edge: CV and Interview Preparation Workshop**

On December 23, 2024, participants learned the art of crafting compelling CVs and mastering interview techniques to stand out in the competitive job market from Mr. Suhas Jadhav, Placement Officer at UWL RAK Campus. ➤



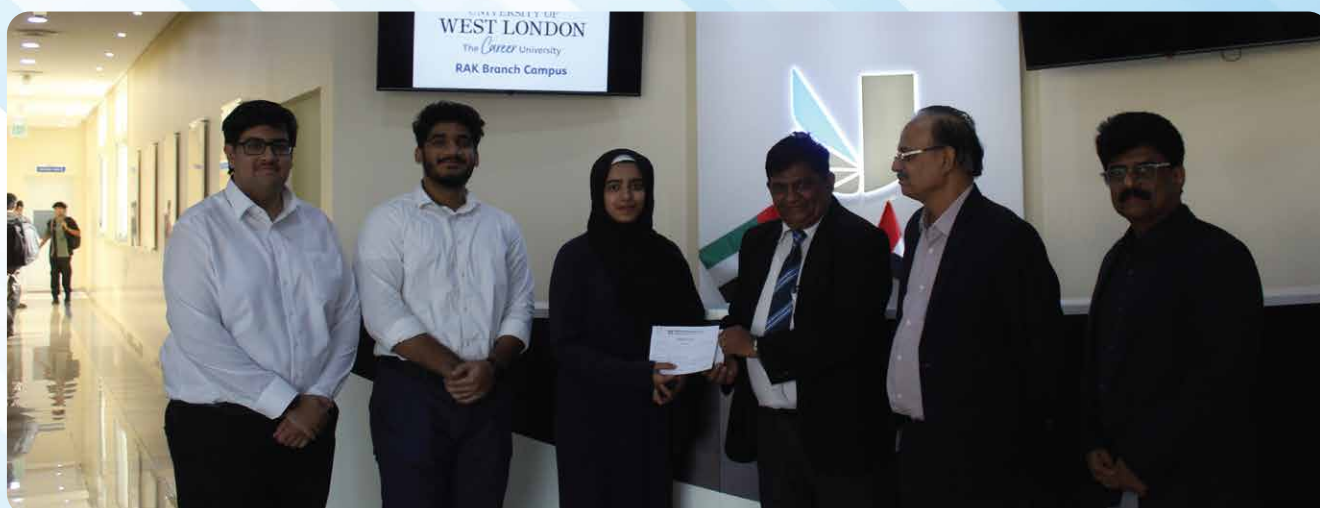
● **From Insight to Influence: Leveraging Emotional Intelligence for Strategic Leadership. Discover how to enhance decision-making and inspire teams with this essential skill set.**

On December 24, 2024, Mr. Kashif Kamal, Manager-Corporate, L & D Talent Development at Julphar Gulf Pharmaceutical Industries, guided attendees through the transformative power of emotional intelligence in leadership. ➤



UWL Business Pitch Fest

A showcase of innovation and entrepreneurial spirit took place on December 24, 2024! Participants presented their business ideas in a dynamic environment designed to foster creativity and collaboration among aspiring entrepreneurs.



● **The Future of Marketing: AI and Web3 Insights. Explore the cutting-edge of marketing!**

On December 26, 2024, Mr. Ammar Shariq, an alumnus of UWL RAK and Co-founder at Tractor Creative, illuminated the transformative impact of AI and Web3 on brands and influencers, equipping attendees with knowledge to navigate this dynamic landscape.



● **Financial Literacy for Future Business Leaders Empower your financial future!**

On December 26, 2024, Mr. Sujit Sukumaran, Senior Lecturer, UWL RAK provided essential financial literacy skills that are crucial for aspiring business leaders looking to make informed decisions in their careers.



● **Start Smart: Turning Ideas into Achievements. Transform your aspirations into reality!**

On December 27, 2024, Ms. Mehnaz Ansar Khan, CEO of Growth Junction, alongside Co-founder Mr. Suleman Ansar Khan, shared strategies that help to kickstart a career by converting innovative ideas into successful ventures.



● **Unlocking Data Insights: Introductory Workshop on Data Analytics**

On December 27, 2024, Ms. Neetu Pillai, Lecturer, UWL RAK led an engaging workshop that empowered participants with essential data analysis skills, crucial for thriving in today's data-centric landscape.



● From Student to Standout: A Journey with Amaan Iqbal Ibrahim on Mastering LinkedIn for Career Success.

On December 28, 2024, attendees had the opportunity to learn from Amaan Iqbal Ibrahim, a distinguished speaker. As the Director of Organisational Development and Expansions at AIESEC UAE and Manager of Wellbeing and Academic Research at Ascend Wellbeing, Amaan shared invaluable insights on leveraging LinkedIn to secure the dream job. His expertise guided participants through the nuances of creating an impactful online presence that resonates with potential employers.



● Crafting Your Personal Brand: A Pathway to Career Success

Mr. Sujit Sukumaran, Senior Lecturer, UWL RAK took the stage on December 28, 2024, to guide attendees through the essentials of personal branding—an indispensable tool for achieving career aspirations.



● Resume Ready: Stand Out in Today's Job Market

On December 28, 2024, Mr. Suhas Jadhav, Placement Officer at UWL RAK Campus, provided expert tips on creating standout resumes that capture attention and open doors to opportunities.



● Career Kickstart: Exploring Internship and Job Opportunities

Ms. Chynar Annageldiyeva, Co-founder of Opportunities Nearby LLC, inspired participants on December 28, 2024, by exploring various internship and job opportunities available in today's competitive landscape.



● Success in the Workplace: Navigating Corporate Expectations

On December 28, 2024, Ms. Saraswathy Suresh Babu, a seasoned Business Strategist, and Mr. C.A. Prakhar Sisodiya, an innovative Entrepreneur, shared invaluable insights on thriving within corporate environments. Their expertise illuminated the path to meeting and exceeding workplace expectations.



● Building the Future: Entrepreneurship in Action

Ms. Tricia Evans, a Business Coach, and Ms. Mary Rita McGuire, a creative depth coach and Transpersonal guide, captivated attendees with their engaging approach to entrepreneurship. Their session showcased practical strategies and innovative concepts that are influencing the future of business.

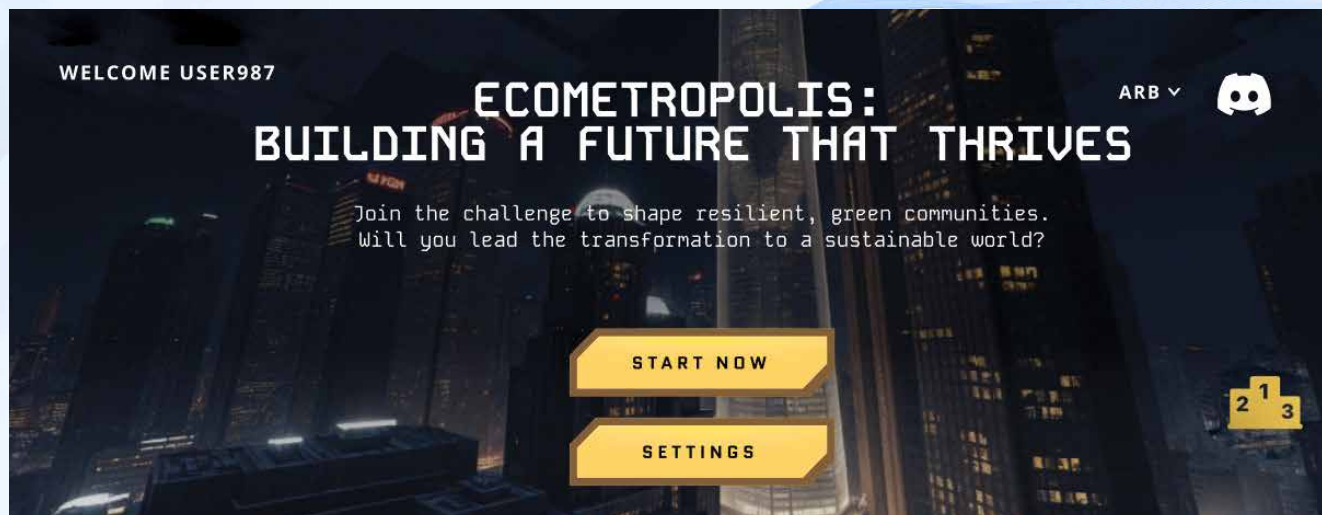


GLOBAL IMMERSION PROGRAM - WELCOMING BUSINESS AND ENGINEERING STUDENTS OF PANDIT DEENDAYAL ENERGY UNIVERSITY, INDIA

Bridging Cultures: Welcoming Indian Innovators to UWL's Global Immersion Program!



UWL STUDENTS EARN PRESTIGIOUS 'MOST INSPIRATIONAL PROJECT' AWARD AT NASA SPACE APPS CHALLENGE 2024



[Scene: A Grade 9 classroom. The students are half-paying attention while the teacher talks about sustainability.]

Teacher: "Alright, so we've been talking about sustainable cities... anyone wants to take a crack at what that means?"

Student 1: "Uh... recycling?"

Teacher: "Close! But it's about making cities better for people and the environment. How do we cut down on pollution and keep the air clean?"

Student 2: [sarcastic] "Yeah, good luck with that."

Teacher: "Well, cities use real scientific data for that—like air quality and traffic. NASA helps with that."

Student 3: "NASA? Aren't they sending rockets to space? Are they helping with bike lanes too?"

Teacher: [laughing] "Pretty much! NASA collects data from satellites that help us figure out pollution hotspots and more."

Student 1: "But how are we supposed to do that? I barely passed math!"

Teacher: "I know it sounds tricky. But what if you could make the decisions yourself and see what happens?"

Student 3: "So, we're going to play SimCity now?"

Teacher: [smiling] "Not exactly. But you're about to become city planners—with NASA's help!"

Student 2: "Oh great, now I'm in charge of saving the planet."

This playful exchange might sound familiar, but it's also where the idea for something much bigger began. What if, with the right tools, young people could truly shape their own future cities and address the global environmental challenges we face today? This question became the driving force behind the award-winning project, Eco-Metropolis: Sustainable City Simulation, created by four Computer Science students from the UAE—Rikzah Noorul Huda Khattal, Shafeeqa Fathima Jahangir, Umamah Ali, and Samira Rafiq.

In a stunning achievement, their project won the Most Inspirational Project Award at the 2024 NASA International Space Apps Challenge, marking the UAE's first-ever recognition at this esteemed global competition, out of more than 93,000 participants from 163 countries.

Eco-Metropolis is an educational city-building game designed to engage young minds and promote awareness about sustainability and climate change. The game focuses on addressing the United Nations' Sustainable Development Goal (SDG) 11 and encourages players to learn about urban planning, resource management, and climate adaptation in a fun



and interactive way. By integrating NASA datasets, the team anchored the simulation in real-world data, allowing players to explore the impact of decisions on urban infrastructure and sustainability. This fosters a deeper understanding of eco-friendly urban development, making it a valuable tool for addressing global environmental challenges.

This victory highlights the UAE's growing influence in the global space and technology sectors. It's a testament to the country's commitment to advancing science, technology, and sustainability, all of which align with its broader vision for environmental stewardship and innovation. As the first UAE team to win the Most Inspirational Project Award, this achievement underscores the talent nurtured within the country and positions the UAE as a rising leader in using technology to solve global challenges. This victory has not only elevated the UAE's reputation but has also inspired young innovators to continue striving for meaningful change.

The team—comprising Rikzah Khattal, Umamah Ali, Shafeeqa Fathima, and Samira Rafiq—worked tirelessly to bring their vision to life. What began as a simple idea in a WhatsApp chat evolved into a globally recognized project, thanks to their dedication and shared passion for creating meaningful change. Their journey began at a local hackathon in Sharjah, where they secured first place, earning a nomination to compete internationally in the NASA Space Apps Challenge. After facing fierce

competition, their project advanced to the finalist stage, ultimately winning the Most Inspirational Project Award.

The team credits their success to the invaluable support and mentorship they received along the way. They expressed heartfelt thanks to their mentor, Mohamed Mahmoud, whose guidance and expertise were crucial in refining their ideas. They also extended their gratitude to NASA for providing a platform for global innovation and to UAE organizations such as the UAE Space Agency and Mohammed Bin Rashid Space Centre for their continued encouragement and resources.

The NASA International Space Apps Challenge has proven to be a vital stage for showcasing emerging talent and ideas from around the world. The success of Eco-Metropolis serves as an inspiring example of how creativity and technology can be harnessed to address pressing global issues. The achievement of Rikzah, Shafeeqa, Umamah, and Samira is a reflection of the power of collaboration, determination, and innovative thinking. Their journey highlights the importance of nurturing local talent and leveraging global platforms to inspire positive change in sustainability and beyond.

To Learn More About Eco-Metropolis:

<https://www.spaceappschallenge.org/nasa-space-apps-2024/find-a-team/innovisionaries/?tab=project>



**Rikzah Noorul
Huda Khattal**

BSc (Hons) Computer Science



Umamah Ali

BSc (Hons) Computer Science



**Samira Rafiq
Khan**

BSc (Hons) Computer Science



**Shafeeqa Fathima
Jahangir**

BSc (Hons) Computer Science

CAMPUS CHRONICLES

Welcome back to the Campus Chronicles, your platform to share insights, creativity, and reflections!

IN THIS EDITION, WE DIVE INTO THOUGHT-PROVOKING TOPICS AND CELEBRATE THE ART OF STILL-LIFE PHOTOGRAPHY. WE AIM TO INSPIRE AND CONNECT THE UWL COMMUNITY BY EXPLORING MEANINGFUL CONVERSATIONS AND CREATIVE EXPRESSIONS.

This time, we asked students to share their perspectives on two intriguing questions:

What are your thoughts on using generative AI for assessment preparations?

1 Iram Mayanuddin Mistry, Level 4, BA (Hons) Accounting and Finance

Generative AI can be a powerful tool for assessment preparation, which offers personalised study materials, instant feedback, and a variety of learning resources. It helps me to focus on my weaknesses, and it can also simulate real-world scenarios for deeper learning. However, it's important to use AI thoughtfully to avoid over-reliance or misuse.

2 Samira Rafiq Khan, Level 6, BSc (Hons) Computer Science

It's like having your notes pre-highlighted and examples explained—super handy, but you still have to show up and do the work!

Does working from home hinder teamwork? Why or why not?

1 Mohammed Ishaq, Level 4, BA (Hons) Business Studies

Working from home can present challenges to teamwork, like reduced face-to-face interaction, communication barriers, and difficulty building trust, but tools like video calls and project management software can help, and by scheduling regular team meetings and documenting decisions clearly, teams can overcome these challenges. Ultimately, the success of remote teamwork depends on the team itself, the company culture, and the strategies used to support it.

2 Arisha Iqbal, Level 4, BA (Hons) Business Studies

Yes, working from home can hamper teamwork if communication is not clear, leading to misunderstandings among the team. However, this does not always mean that it will negatively impact teamwork; if we maintain a clear connection and understanding, and if everyone responds promptly, it can actually lead to great teamwork.

STILL LIFE IN FOCUS!

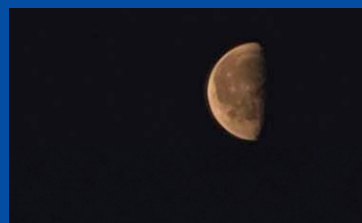
IT FEATURES MESMERIZING STILL-LIFE PHOTOGRAPHS THAT CAPTURE THE BEAUTY OF EVERYDAY OBJECTS. SHOWCASING THE CREATIVITY AND ATTENTION TO DETAIL OF OUR UWL COMMUNITY.

Photographers in this edition:



1 Samira Rafiq Khan, Level 6, BSc (Hons) Computer Science

Drifting dreams on a rainy street—paper boats carrying whispers of childhood memories.



2 Umamah Ali, Level 6, BSc (Hons) Computer Science

Selenophile: capturing the moon's timeless glow.



3 Iram Mayanuddin Mistry, Level 4, BA (Hons) Accounting and Finance

Chasing sunsets, one stride at a time.

FOR THE NEXT EDITION

We are excited to announce **Architecture** as a new theme for photography! Capture the beauty, geometry, and artistry of structures around you!

We'd love to hear your thoughts on the following topics:

What motivates you to stay productive during challenging times?

What is your take on balancing mental health and academic goals?

Send your answers and photos to editors@uwl.ac.ae to be featured!

Design and Compilation by Mushira Khan & Rikzah Khattal

DENTAL SEMINAR AND FREE SCREENING

In collaboration with Rose Dental Care in Ras Al Khaimah, this event provided essential dental health education along with complimentary screenings for the UWL RAK Staff.



GLOBAL VILLAGE - STAFF TRIP

Exploring Together: Staff Adventure at the Global Village - A Journey of Cultural Celebration!



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