UNIVERSITY OF
WEST LONDON
The Career University
Ras Al Khaimah Campus

# THE UWL Newsletter Wire

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THE UWL Wire Newsletter

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# The Editorial Message

Dear Readers,

A new academic year unfolds, bringing with it a sense of anticipation, enthusiasm, and endless possibilities. The start of the semester is always a special time, a fresh chapter filled with new goals, new experiences and renewed determination. We extend a warm welcome to our new students who are beginning their journey with us, and to our returning students who continue to add life, purpose and excellence to our campus.

This year, we are delighted to congratulate and warmly welcome our newly selected student editors – Mohammed Ifad and Sana Raheem to the Editorial Team. Your dedication, creativity, and passion for storytelling have earned you this well-deserved role. We look forward to seeing your voices, ideas, and leadership shape the issues ahead.

Each academic year offers an opportunity to learn, grow and contribute meaningfully to our community. Together, let us continue to nurture curiosity, celebrate creativity and build an environment where ideas thrive and collaboration flourishes.

'The Wire' aims to capture the pulse of our college by sharing achievements, featuring student articles, insightful faculty contributions and inspiring guest pieces. Through these pages, we celebrate the knowledge and creativity that reflect the vibrant spirit of our institution.

Welcome to a year of fresh beginnings, new learnings and meaningful experiences.

Warm Regards,
**The Editorial Board**

# Sniffing Out Blockchain Fraud Using AI UWL Student and Team Win Prize At Hackathon

## News From UWL UK

*Congratulations UWL student Abdul Aaqib Ali and his teammates Junaid Mohammed and Walid M who won the $1,000 "Best Use of HyperSync" bounty sponsored by Envio at the Encode Club London Hackathon recently.*

Abul is a BSc Mathematics and Computing student at UWL's School of Computing and Engineering (SCE) who describes himself as an AI and Machine Learning enthusiast with a passion for data-driven projects.

The team's project, Sniffer, is an AI-powered blockchain fraud detection tool that integrates OpenAI GPT-5 with Envio HyperSync to identify suspicious transactions in real time through a chat-based investigation interface.

Sniffer transforms complex blockchain forensics into a simple conversational workflow. By combining AI-driven analysis with high-speed blockchain indexing, the platform enables investigators, auditors, and everyday blockchain users to detect fraudulent activity quickly and transparently.

Fraud detection on blockchain networks remains a major challenge due to large data volumes and complex transaction patterns. Sniffer demonstrates how innovative student-led solutions can leverage AI to enhance transparency, security, and efficiency in digital finance.

Professor of Mathematics at SCE Anastasia Sofroniou, who is Abdul's undergraduate dissertation supervisor, commented:

"This is an excellent example of the creativity, technical skills, and innovation flourishing within the School and a testament to the strength of our Mathematics and Computing degrees."

Abdul said:

"Sniffer helps security researchers, auditors, and everyday blockchain users detect and understand on-chain fraud instantly and transparently. It shows how AI agents and HyperSync can redefine the future of blockchain intelligence and compliance.

It was a weekend full of expertise, creativity, and laughter. Special thanks to Envio and Encode Club, for the opportunity to build this and have such an amazing experience!"

# FACULTY FOCUS

We are proud to share that Dr. Vipin Vijayan Nair SFHEA served as a Resource Person at the Refresher Course for University and College Teachers in Commerce & Management, jointly organized by the University Grants Commission (UGC) and Bharathiar University, Coimbatore. His session titled, "Reimagining Teaching Commerce and Management: AI, Innovation and Pedagogy for the Future," inspired rich dialogue and forward-thinking perspectives among more than eighty faculty members from universities and colleges across India.

**Dr. Vipin Vijayan Nair**

Breaking new ground in global academic collaboration, Mr. Sujit Sukumaran, Senior Lecturer, Department of Business & Management, attended the "Teaching with AI" seminar at Harvard University. The event brought together 80 academics from across the globe, with Sujit proudly representing UWL, RAK as the only participant from the country. The seminar explored cutting-edge ways to embed Artificial Intelligence across the teaching and learning journey, from lesson planning and assessments to student support, pastoral care and enhancing classroom engagement.

**Mr. Sujit Sukumaran**

# UWL Innovators at Zayed University Hackathon 2025

From 18–20 October 2025, UWL students dove into the Innovation Hackathon hosted by Zayed University with The Technology Express. Three days of brainstorming, building and breaking boundaries.

# Predicting Sudoku Puzzle Difficulty Through Computational Complexity

Sudoku is one of the world's most beloved logic puzzles, known for its simple rules yet deceptively complex challenges. But what really makes one Sudoku puzzle "easy" and another "hard"? Most existing methods for judging Sudoku difficulty rely on intuition, human experience, or machine learning models trained on solved examples.

Our recent research, titled "A Computational Complexity-Based Framework for Predicting the Difficulty of Sudoku Puzzles Using CSP-Based Symbolic Modelling and Constraint Metrics," introduces a completely new way to define and predict Sudoku difficulty—one grounded in mathematics, logic, and computational theory.

Instead of guessing difficulty based on how people solve puzzles or training computers to imitate human solving behaviour, we developed a symbolic, analytical framework that evaluates puzzle complexity before any solving begins.

## A Logic-Based Shift from Heuristics to Symbolic Modelling

Traditional Sudoku solvers usually fall into three categories:

1. **Rule-based approaches** that simulate human reasoning techniques.
2. **Algorithmic solvers**, such as brute-force or backtracking methods, that count the computational steps needed.
3. **Machine learning models** that "learn" difficulty from large datasets of solved puzzles.

While these methods have their uses, they rely heavily on trial and error, data training, or full puzzle-solving—all of which are computationally expensive and somewhat subjective.

Our approach takes a very different route. We treat Sudoku as a Constraint Satisfaction Problem (CSP) — a mathematical model where each cell represents a variable, each has a domain (digits 1–9), and all are linked by a web of constraints ensuring unique digits per row, column, and subgrid.

By analysing the structure of these constraints—rather than solving the puzzle itself—we can objectively predict how difficult the puzzle is likely to be.

## The Four Symbolic Metrics

The study introduces four original symbolic measures that quantify puzzle complexity in a logical and reproducible way:

1. Constraint Density Metric (CDM) – Measures how densely constraints are distributed among cells. A higher CDM means tighter interconnections between numbers, leading to greater difficulty.
2. Logical Inference Depth (LID) – Represents how many layers of logical reasoning are needed to deduce all correct values. Puzzles that require deeper inference chains are harder.
3. Guessing Complexity (GC) – Quantifies how often a solver must "guess" or make non-deterministic choices. More guessing reflects higher complexity and less deterministic solvability.
4. Constraint Graph Tightness (CGT) – Captures how rigidly cells are linked in the puzzle's constraint graph. A higher CGT value implies fewer degrees of freedom and greater logical tightness.

These four metrics are calculated using symbolic formulas derived from CSP theory. Importantly, they do not require solving the Sudoku — only analysing its constraint structure.

## Implemented in R Programming

The framework was implemented in R, a statistical computing language well-suited for symbolic and constraint-based analysis. The system reads any Sudoku grid and computes its four key metrics within milliseconds.

We tested the approach on hundreds of Sudoku puzzles classified into traditional categories — easy, medium, hard, and expert — to verify consistency between the symbolic measures and human-perceived difficulty.

The results were highly consistent. For example, puzzles with:

- CDM values above 700,
- LID above 14,
- GC greater than 6, and
- CGT approaching 30

consistently fell into the "hard" or "expert" category. Conversely, lower values corresponded clearly to easy and medium puzzles.

## Comparing with Traditional Methods

To demonstrate the framework's efficiency, we compared it against popular Sudoku-solving methods, including:

- Rule-based logic solvers,
- Backtracking and brute-force algorithms,
- Constraint programming (CP) solvers,
- SAT/SMT-based encodings, and
- Modern neuro-symbolic hybrid systems.

Most of these methods estimate difficulty by attempting to solve the puzzle — a process that can grow exponentially complex with puzzle size. Our symbolic approach avoids this entirely.

Performance-wise, the new method runs with linear time and space complexity O(n), whereas conventional algorithms typically require $O(n^2)$ or even O(2 ) time. This makes our framework exceptionally fast, scalable, and suitable for real-time puzzle analysis or generation.

## Why This Matters

Our framework has both theoretical and practical significance.

From a theoretical standpoint, it provides a bridge between computational complexity theory and human cognitive perception of puzzle difficulty. It grounds the intuitive idea of "difficulty" in formal, measurable quantities derived from NP-completeness concepts.

Practically, the framework offers multiple real-world applications:

- Automated puzzle generation: It can instantly evaluate newly generated Sudoku puzzles and ensure balanced difficulty levels before publishing.
- Game design and analytics: Developers can use it to tag puzzles accurately by complexity level.
- Educational tools: Teachers and app designers can create adaptive learning systems that match puzzle difficulty to a learner's ability.
- Artificial intelligence research: It provides structured datasets for studying reasoning and logical inference in AI systems.

Most importantly, because the framework relies only on symbolic modelling—not human data or heuristic tuning—it produces consistent, reproducible, and explainable difficulty ratings.

## A Step Toward Symbolic AI and Human-Like Reasoning

Sudoku, while seemingly a simple pastime, offers a fascinating testbed for exploring symbolic reasoning—a core aspect of artificial intelligence. By developing a method that evaluates difficulty through symbolic logic rather than statistical learning, this research contributes to a broader movement in AI: combining formal reasoning with computational efficiency.

The framework shows that the logical structure itself carries valuable information about problem difficulty—information that can be analysed without

ever performing the computation of solving. This insight has potential applications beyond Sudoku, extending to other constraint-based systems such as scheduling, optimization, and graph theory problems.

Our research offers a new perspective on how to understand and measure puzzle difficulty. The computational complexity-based framework uses CSP theory to predict Sudoku difficulty analytically, using deterministic and reproducible symbolic metrics rather than heuristics or machine learning.

By introducing metrics like Constraint Density, Inference Depth, Guessing Complexity, and Graph Tightness, the study provides a foundation for evaluating puzzles with both mathematical rigor and computational efficiency.

This approach redefines puzzle analysis as a branch of symbolic computation — linking formal complexity theory to practical logic-based games and human cognition.

In short, the framework shows that even in a simple 9x9 grid, the principles of computational complexity can explain why some puzzles feel effortless while others seem unsolvable. It demonstrates how symbolic modelling can bring scientific precision to one of humanity's favourite logic challenges.

**Mr. Rajan**
Lecturer
Department of Computing & Engineering

# A Warm Welcome to Our Newest Cohort!

Our September 2025 Inductions kicked off with excitement, ambition and endless potential as fresh faces stepped into the world of UWL. The journey starts now!!

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# CAMPUS CHRONICLES

# Another Rewarding Side of the IT Industry

If you're a fresh graduate eyeing the world of technology, chances are your attention is drawn toward the developers, product managers and data scientists. They build the products, write the code and run the infrastructure. But there's another high-stakes, high-reward career path that is often misunderstood, rarely spoken about in depth and yet central to the success of every tech giant you admire: Enterprise Software Sales.

This is a world I've spent over two decades in and I am currently leading enterprise sales initiatives at Oracle, and previously navigating the complex, competitive waters at Microsoft and Finestra. My journey didn't begin in a server room or with a computer science degree. I chose the commercial side of tech because I was fascinated by how software becomes business strategy, how innovation is sold, not just built.

## Why Enterprise Software Sales?

Because it's where technology meets the real world. It's where innovation gets funded, where partnerships are forged, and where billion-dollar businesses are made or broken. Sales isn't just about hitting quota; it's about aligning value with need, translating jargon into outcomes, and influencing C-level decision-makers who don't have time for fluff.

IT Sales is not about pushing products. It's about solving problems that can involve millions of dollars, global operations, and mission-critical infrastructure. It's high-pressure, high-complexity, and high-reward. And if you do it well, enterprise sales can be one of the most financially and professionally rewarding careers in the entire tech industry.

## The Truth About Sales Targets (and the Stress Behind Them)

Let me be honest: missing your sales target is not just a bad day at the office. It can be career-altering. Forecasting becomes a daily obsession. Inaccurate forecasts can erode trust with leadership, derail business decisions, and ultimately affect customer relationships. One quarter, I forecasted a major deal to land before the fiscal close. It fell through in the final week because a new CFO joined the client company and froze all spending. That one event tanked my line of business's performance.

Forecast accuracy isn't just a metric; it's your reputation. It's how leadership assesses your grasp on your market, your deals, and your judgment. You have to know not just if a deal will close, but when, how, and why. You live in the future while operating in the now.

## Global Game, Local Intelligence

In enterprise sales, especially at companies like Oracle or Microsoft, you're often working with global clients. A deal in Singapore might be blocked by an internal policy

shift in Europe. A competitor might slash prices in India which causes your customer in Dubai to rethink their budget.

This means staying active in the market is not optional. You have to know what your competition is doing, what customers are thinking, and how procurement trends are evolving across geographies. Information is currency, and your network is your intelligence apparatus.

## Rewards Worth the Hustle

Now let's talk upside. Yes, the pressure is real. But so are the rewards. One deal helped me buy my dream car outright, in cash. Top performers in IT sales enjoy lucrative compensation, global travel, and an autonomy that's rare in other professions. You often manage your own time, structure your own day, and prioritize your own pipeline.

But this flexibility comes with responsibility. You'll dine with clients after hours. You'll attend events on weekends. Your calendar won't always respect your personal time. But the relationships you build, with CIOs, CFOs, and industry leaders, are immensely valuable. These aren't just contacts; they're long-term business allies.

## Listening is Your Superpower

People often think sales is about talking. In truth, the best salespeople are the best listeners. When you sit across from a C-level executive, your job isn't to pitch. It's to understand. What are they worried about? What's blocking their growth? How does their bonus structure work? What keeps them up at night?

Great sales professionals ask questions that cut through the noise. They position their offerings not as features, but as tools to drive business outcomes. It takes commercial fluency, not technical fluency.

## Always Be Learning

This field doesn't reward stagnation. The cloud ecosystem shifts every quarter. New pricing models emerge. Competitors evolve. I make it a habit to read analyst reports, attend industry conferences and listen to what the field is saying. You have to.

Being current isn't just about staying relevant. It's about being credible. No customer wants to buy from someone stuck in last year's pitch deck.

## So, Is This Career For You?

If you enjoy autonomy, thrive under pressure and have a commercial mindset, this could be the best-kept secret in tech. You won't always get recognition. You'll have tough quarters. You'll lose deals you should have won. But when it clicks; when a client calls to thank you for helping them unlock real value, it's incredibly fulfilling.

Enterprise software sales are not about being slick or pushy. It's about being strategic, informed and relentlessly customer-focused. It's about navigating ambiguity and turning opportunity into impact. And that's something worth telling the next generation.

**Faiyaz Ahmed Yoosuf**
Enterprise Sales Leader, Oracle
Formerly with Microsoft

# Tai Chi: The Balance Within (Yin & Yang)

Freshers' Day on 1st November 2025 was all about energy, harmony and new beginnings. With the Tai Chi theme setting the mood, the campus flowed with fun, balance and unforgettable vibes.

FRESHERS DAY

# TallyPrime Hands-On Training

On 29 October 2025, the TallyPrime workshop with Tally Software Solutions FZCO turned theory into real-world action, boosting confidence, skills and employability.

# A Campus Full of Heroes!

From pirates to princesses to full-blown superheroes, UWL ComicCon transformed the campus into a world of imagination and colour.
Costumes, creativity, and comic-book fun everywhere!

# Student Council Elections 2025

Democracy in action!
The 2025 Student Council Elections brought passion, campaigns and big ideas. A new team of student leaders is ready to make their mark.

# Student Council 2025-26

*Drumrolls, please....*

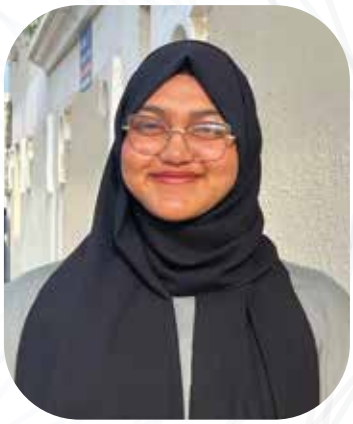
**Amin Mehtab**
**President**
Level 6
BA (Hons) Accounting & Finance

**Abel Tony Ben**
**Vice President - General**
Level 5
BSc (Hons) Cyber Security

**Chelsa Ann John**
**Vice President – Women Empowerment**
Level 6
BSc (Hons) Computer Science

**Ruda Hussain**
**Vice President – Culture**
Level 4
BSc (Hons) Computer Science

**Mohd Ifad**
**Assistant VP – Sports**
Level 4
BSc (Hons) Cyber Security



**Basima Kodambi Abdul Jaleel**
**Assistant VP- Sports**
Level 5
BA (Hons) Accounting & Finance

**Nethra Baiju**
**Assistant VP – Sports**
Level 4
BA (Hons) Business Studies

**Habib Yousaf**
**Assistant VP – Sports**
Level 6
BSc (Hons) Cyber Security

# Behind the Scenes

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

I have been with the university since 2021, and it has been an incredible journey of learning and growth. I initially joined as a Student Recruitment Coordinator, gaining valuable insight into the student onboarding experience. In 2022, I transitioned into my current role as an Academic Administrator for the Department of Computing and Engineering, a position I have truly enjoyed.

In this role, I work closely with both faculty and students to ensure that all academic processes align with the University of West London (UWL) policies, procedures, and quality standards. I handle key academic operations, including managing class schedules, coordinating assessments, and maintaining accurate student records. Working and interacting with exceptional academicians has enriched my experience and helped me develop both professionally and personally.

In addition to my core responsibilities, I am proud to have served as the Master of Ceremonies (MC) for the university's major Induction events for four consecutive years, hosting two events each year, which has strengthened my communication and leadership skills.

## 2. How has your role evolved over the years?

My role has evolved from focusing on student recruitment to taking on a broader and more impactful administrative position. Transitioning into academic administration has allowed me to deepen my understanding of university operations and take on greater responsibility in supporting both staff and students.

## 3. What is the most rewarding part of your job?

The most rewarding aspect of my role is seeing students' progress, succeed, and ultimately graduate, knowing that I contributed to their academic journey in some meaningful way. Watching their dedication turn into achievement is incredibly fulfilling, and it reminds me why the work we do behind the scenes truly matters. I also find great satisfaction in helping create an environment where students feel supported and where faculty can deliver their best. Being part of a team that is genuinely passionate, collaborative, and student focused makes every challenge feel worthwhile. For me, it's the perfect blend of purpose, connection, and growth - knowing that the effort I put in helps shape positive outcomes for both students and the wider academic community.

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

During my time here, the university has grown significantly - welcoming more students, expanding its courses, and introducing guest speakers and sessions that enrich the student experience while ensuring more structured and guided learning.

Achieving the Compliance Diamond Rating 2025 from the Ras Al Khaimah Department of Knowledge and the Diamond rating in the RAKEZ–QAA UK Quality Evaluation Ranking 2023 has been especially motivating, driving us to aim even higher for future quality recognitions.

## 5. Do you have a favourite memory or moment from your time here?

There are so many memories to cherish that it's really hard to pick just one. Every occasion and event - whether it's graduation ceremonies, induction events, sports days, staff outings or Lunch parties - has been memorable in its own way.

What I hold closest to my heart, however, are the messages and feedback from graduated students and their parents. Knowing that I have played a part in their success and that our efforts have made a meaningful impact on their academic journey is incredibly rewarding and always brings a sense of pride and fulfilment.

## 6. What do you enjoy doing outside of work?

Outside of work, I have a deep appreciation for documentaries and autobiographies - though I tend to focus on those individuals or subjects I find particularly intriguing. I also enjoy painting, spending quality time with my family, and going on road trips and camping adventures. Since it is currently the winter season, this time of year is especially enjoyable for us, as we engage in big family BBQ night outs and camping trips along scenic spots like Emirates Road or Jebel Jais.

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

One goal I would love to achieve is the opportunity to visit the University of West London main campus in the UK. Experiencing their management systems firsthand would provide valuable insights, allowing us to learn best practices and potentially adapt them to further streamline and enhance our academic processes here. This would not only improve efficiency but also continue to enrich the student and faculty experience at our campus.

## 8. If you could describe your time here in one word, what would it be?

Insightful. My time here has allowed me to learn continuously, grow both professionally and personally, and contribute to meaningful academic and student-focused initiatives. From supporting students' success and collaborating with inspiring colleagues to participating in memorable events and witnessing the university's growth, every experience has been valuable and rewarding.

**Mubeen Ghulam Safdar**
Academic Administrator – Computing & Engineering
UWL RAK

# President's Message

**Amin Mehtab**
**Student Council President**
**2025 - 2026**

Stepping into the role of Student Council President has been one of the proudest moments of my university journey. It's a responsibility I don't take lightly, and every day, I am reminded of the trust my fellow students have placed in me. My goal is simple: to make student life better, more meaningful, and more connected for every single person on our campus.

What motivates me most is the opportunity to bring genuine, positive change. Our campus is full of students with different backgrounds, strengths, and ambitions. My vision is to build an environment where every student feels heard, represented, and supported, not just during events, but throughout their entire university experience.

This year, the council is focusing on projects that matter:

- **Strengthening student support systems** so students can access help quickly and confidently.
- **Building stronger communication channels** between students and the management to ensure concerns are addressed transparently.
- **Creating inclusive events and initiatives** that bring people together academically, culturally, and socially.
- **Enhancing the overall campus vibe** through activities that encourage teamwork, talent, creativity, and leadership.

One initiative I am excited about is expanding real, practical exposure for students. Whether through industry interactions, guest sessions, or campus-based experiences, we want to bridge the gap between what we study and the world we're preparing to enter. It's about giving students opportunities that genuinely make a difference to their confidence and career readiness.

Leading the Student Council is not just about organising events but it's about building a community. A community where every student feels they belong. A community that isn't afraid to raise its voice when something needs to change. And a community that celebrates each other's success.

As I look ahead, I'm filled with optimism. There is so much potential in our student body, and I believe this year can set a new standard for what students can achieve together. I'm grateful for the support of my council members and the belief of my peers. We are here to serve, support, and stand up for our Students and we're committed to making this year unforgettable.

# HR Wisdom Unlocked – Session with RAK Airport's HR Head

Career clarity, unlocked!

Ms. Jenny Mathai brought her industry expertise to UWL on 21 November 2025, sharing real HR lessons, growth hacks, and the mindset needed to rise in today's workplace.

# Graduate Research Seminar Series

The Department of Business and Management hosted the Graduate Research Seminar Series, providing a platform for scholarly discussion and research exchange.

# Career Workshop with Global Careers Group

On 19 November 2025, CEO James Govey delivered a powerhouse session on "Launching Your Career After University." Students walked away with insider tips, job-ready strategies and the motivation to go get that first paycheck.

# UWL RAK Triumphs at BITS Pilani Sports Fest

UWL RAK students celebrated a proud moment on 25th November 2025 with a winning performance at the BITS Pilani Sports Fest, reflecting excellence both on and off the field.

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## The Editorial Board

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For any feedback and enquiries, write to editors@uwl.ac.ae

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**Ras Al Khaimah Campus**

RAKEZ Academic Zone, Ras Al Khaimah, UAE,
+971 7 243 20 99 info@uwl.ac.ae
uwl.ac.ae