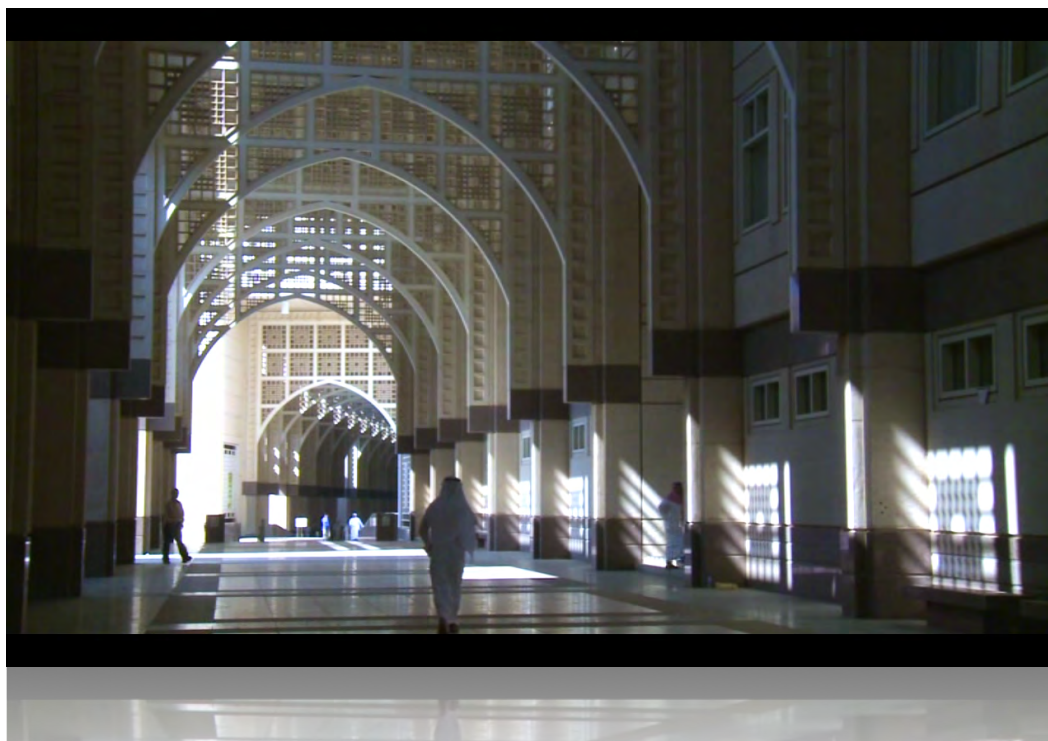

Annual Report

COLLEGE OF BUSINESS 1435-1436

UMM AL QURA UNIVERSITY 2014-2015

Volume 1 Edition 1 2015





Custodian of the Two Holy Mosques

Crown Prince Muhammad Bin Nayef

Deputy Crown Prince Muhammad Bin Salman



Rector- Umm Al Qura University

Dr. Bakri Matoonq Al-Assass

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Dean's Message



Umm Al Qura University's College of Business (CoB) is one of the region's top emerging institution with an international faculty team renowned for its business experience and academic credentials. Due to its highly innovative and unique programs

the CoB is home to one of KSA's most prestigious undergraduate BBA programs in Hajj & Umrah Management, Tourism & Hospitality Management, Marketing, Business Administration and Accounting.

We will soon be launching MBA and MBA Executive programs as well as new groundbreaking degree programs as a testament to our commitment towards becoming one of the leading institutions.

We are rigorously pursuing AACSB (Association to Advance Collegiate Schools of Business) accreditation, which is the Gold standard for Business Schools Globally, and simultaneously pursuing EPAS accreditation for two

of our programs from EFMD (European Foundation for Management Development) as well as the NCAAA (National Commission for Academic Accreditation & Assessment).

Our acclaimed faculty is actively involved in both practical and theoretical research focused on the areas of Hajj & Umrah Management, Leadership, Governance, Faith Based Micro Finance, Innovation & Technology Management, Organizational Behaviour, Marketing, Accounting and Economics.

Thus it is with great pride and honour that we present this report which aims to highlight our rigorous efforts to transform this College into a leading institution. I along with my team look forward to your feedback and continuous support in the pursuit of our goal to make the CoB worthy of the honour of Makkah.

Dr. Sultan A. Bogami
Dean - College of Business

Vision, Mission & Values

VISION

‘Be THE institution worthy of the Honour of Makkah by becoming the leading Business School in the region’

MISSION

‘Honourably Serve Makkah and its stakeholders through an environment of excellence in business studies scholarship to develop Capable & Trustworthy, Servant

VALUES



Service



Capability



Trustworthiness



Servant Leadership

Dr. Mohammad Fawaz
RajaAllah Al-Omairi, Founding
Dean & Dr. Sultan A. Bogami
Current Dean CoB



College of Business History

The College of Business (CoB) was established in 2009 as a part of Umm Al-Qura University, is a public institution regulated by Ministry of Education, Kingdom of Saudi Arabia. It is ranked 15th in the Arab world and is located at the heart of the Muslim world and the birthplace of Islam, Makkah. The city of Makkah holds the distinction of receiving more than 10 million Muslims from all over the world for Umrah and more than 5 million for Hajj every year.

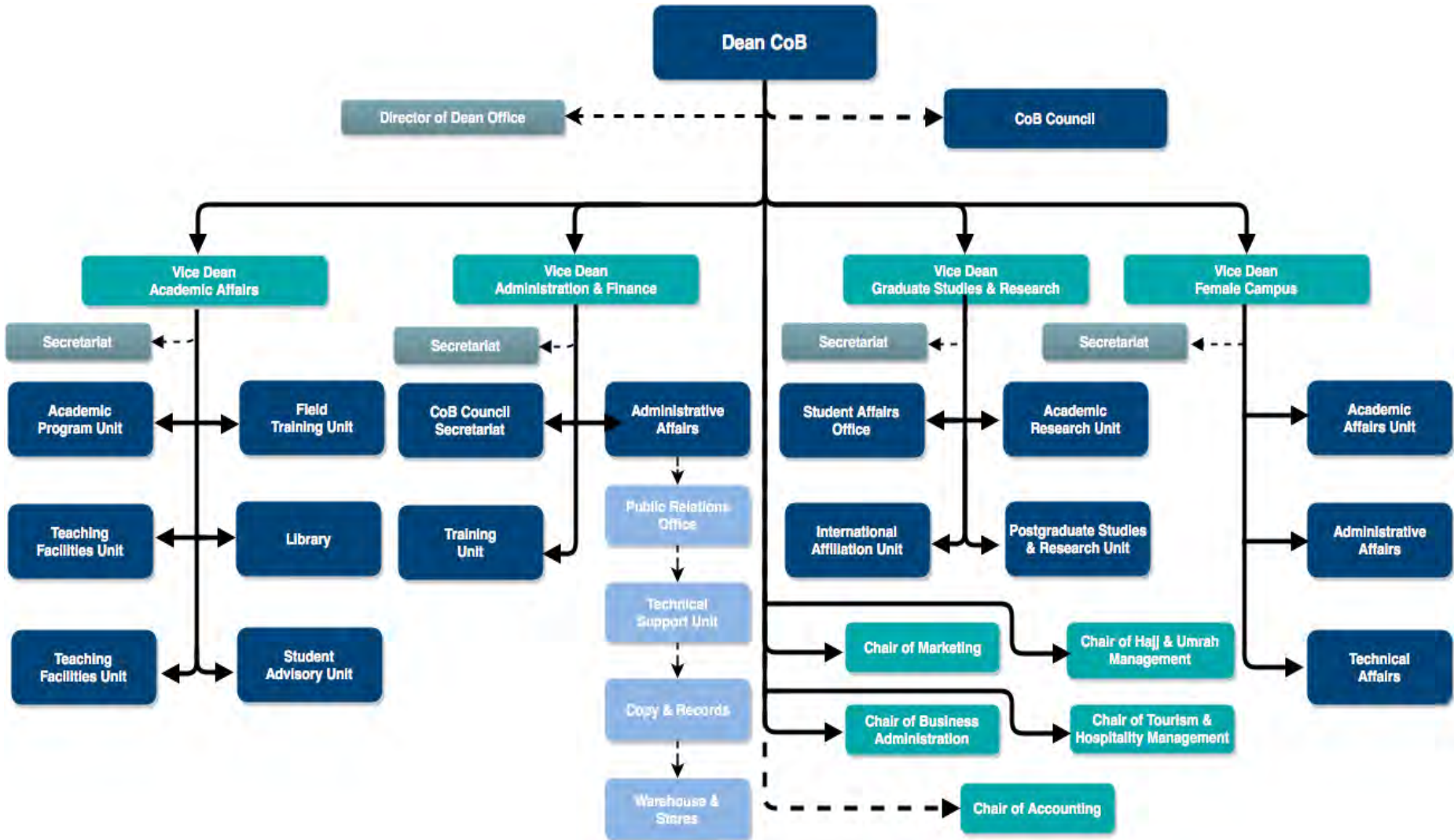
Currently, the CoB has a student population of more than 3000 undergraduate students, employs over 56 full-time academic staff, and 15 full time administrative staff. CoB offers five undergraduate programmes namely Business Administration, Marketing Management, Accounting, Tourism and Hospitality Management, and

Hajj and Umrah (Pilgrimage) Business Management. The study plan spans two semesters each year (Fall and Spring). All the above degrees are awarded by the parent institution, Umm Al-Qura University, which falls under the umbrella of the Ministry of Higher Education, Saudi Arabia.

The main programs and courses with the exception of the accounting program are taught in English Language in order to give the students opportunity to learn directly from original sources, as well as they will have a better ability to develop their knowledge and practices.

The College also adopts another second foreign language at the department of tourism and hospitality for the purpose of promoting the students to the international standards of requirements of tourism and hospitality.

Organizational Structure



College of Business Council

The Dean is assisted by a Council to undertake strategic planning and alignment of the CoB with the University Strategic plan. The Council meets regularly to advise and decide on all important matters related to CoB. The existing members of the CoB council which is headed by the Dean are given below:

Dr. Motlaq Al-Otaibi, Vice Dean - Administrative Affairs

Prof. Ahmed A. Al-Qarni, Vice Dean - Academic Affairs

Prof. Ahmed El-Masry, Supervisor - Vice Deanship of Graduate Studies and Higher Research

Dr. Suzanne Wazzan, Vice Dean - Female Campus

Dr. Faisal Ayed Alrougi, Chair - Department of Accounting

Dr. Abdullah Al-Saadi, Chair - Department of Business Administration

Dr. Turkey Abualola, Chair - Department of Hajj and Umrah Management

Mr. Fauzi Zowid, Chair - Department of Marketing

Dr. Yousry Nabil, Supervisor - Department of Tourism and Hospitality Management

Dr. Osamah bin Rashid Alamri, Member- College of Engineering and Islamic Architecture, CEO Makkah Techno Valley

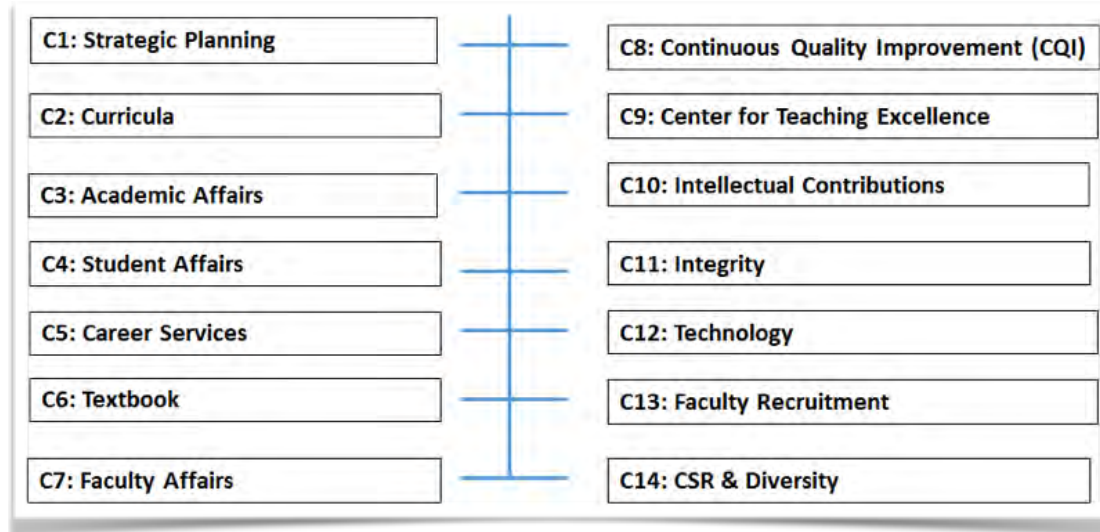
Dr. Fawaz Ahmed Saad, Member - Faculty of Applied Sciences, Director - Intellectual Property Office UQU

Dr. Faisal Bin Ahmed Elaf, Member - College of Medicine

To improve the CoB programs and to make them relevant as well as cutting edge CoB is also setting up an advisory council comprising of industry leaders and academics which will be meeting periodically to advise on the strategic direction of the CoB as well as the curriculum content to meet industry demands.



College of Business Committees



The College has established various committees to help carry out the operational functions as envisaged in the strategic plan and to ensure compliance with UQU policies.

College of Business Advisory Board

The College is finalizing its advisory board comprising of industry leaders and academics from external institutions to help improve the structure and quality of the program offerings as well as help decide on the future direction of the College.

College of Business Programs

The College of Business (CoB) was established in 2009 as a part of Umm Al-Qura University. UQU is ranked 15th in the Arab world and is located at the heart of the Muslim world and the birthplace of Islam, Makkah. The city of Makkah holds the distinction of receiving more than 10 million Muslims from all over the world for Umrah and more than 5 million for Hajj every year.

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In 2009 The school started with two departments and later added two more departments. Recently, the school has also welcomed the Department of Accounting into its fold.

CoB has recently finalized and submitted its proposed program for launching graduate MBA and MBA executive programs starting in the Fall of 2016.

**Dr. Abdullah Alsaadi-
Chair**



The Bachelor of Business Administration (BBA) degree program provides a fundamental education in business and management principles. Through the BBA programs, both male and female students can pursue business education and learn skills that will help them to pursue various management and administrative roles within a company. Employers may seek business administration graduates for a broad range of positions in different areas of their business.

The goal of the Department of Business Administration is to provide a high-quality learning experience in business administration education. The program is designed to provide students with the technical skills and ethical values required for business careers. Our program is developed to help our students compete for leading private and public sector jobs as general managers or to launch themselves as entrepreneurs.

The Department of Business Administration offers only undergraduate program at this time. In the next year, we hope to increase the number of faculty and fields of

strength, and to enhance our academic programs and establish new graduate programs.

Mr. Fauzi Zowid -Chair



At the Marketing Management department we are proud of our faculty members and their diversities in marketing management disciplines. The department draws from a truly global faculty that includes educators from Canada, UK, New Zealand, USA, Egypt, Pakistan, India, Tunisia, Morocco, Malaysia and Saudi Arabia. Most of our faculty members are associated with top international academic bodies and have also undertaken research, consulting and training assignments all over the world. We believe in a hands-on approach to our subjects that incorporates opportunities for real-world interaction.

With innovative teaching, applied education and opportunities available to management and marketing students not only enhance the classroom experience, but also provide a means for students to interact with business professionals. This interaction with business professionals prepare them for leadership and responsibility positions in public and private

organizations and allows our students to build networking skills and an understanding of what is truly required to obtain career opportunities and be successful in the workplace”.

More than any other business discipline, marketing deals with customers. Indeed, the heart of Marketing is building relationships with customers. This is accomplished by learning about and understanding customer needs and, in turn, developing products and services that respond to these needs while, at the same time, providing superior value through our Bachelors in Marketing Program. Virtually all industries and organizations-profit and non-profit-depend on marketing. Marketing is a highly dynamic field with a variety of careers available to capable practitioners for both males and females.

The Department of Marketing and Management provides students curricula designed to prepare them for entry into professional business careers and graduate studies with the requisite skill sets needed to succeed in a highly competitive global economy based on an innovative and applied education in marketing and management we prepare our students. Our faculty members draw on

insights they gain from their research and industry experience to provide students with a relevant and solid education that prepares them for leadership and responsibility positions in public and private organizations. Our staff are specialized in one or more of marketing and management disciplines. This diversity allows us to provide a broad-based high-quality undergraduate education in the Marketing and Management disciplines.



Dr. Turkey Abualola - Chair

*Department of Hajj & Umrah
Business Management*
قسم إدارة الأعمال الحج والعمرة

The Hajj and Umrah Business Management (HUBM) department's vision emanates from the vision set forth by the College of Business and Umm Al Qura University as a whole. This vision seeks to achieve the hopes and aspirations of the college and the university through development of human resources (faculty members, professional staff, technicians) to improve student education in order to achieve the quality standards of both national and global academic accreditation organizations. The HUBM aims primarily to serve the Muslim world through the development of research and management tools in order to promote progression in

the Hajj and Umrah business sector, and adequately address community issues related to the environment of the city of Mecca and the holy sites.

The HUBM continues to develop its study plan and curriculum due to its conviction of the importance of this process to keep pace with the global standards of the field, and remain in line with UQU objectives. The aim is to provide the best educational programmes that meet current market requirements and ensure that:

- The department programmes remain in line with national developmental objectives
- The programmes are in line with international standards of academic accreditation
- The programmes are in line with current and future objectives of the university
- The programmes are line with labor market requirements

It is my pleasure to invite you to visit the department website, which includes links offering detailed information about the HUBM department, its initial

launch, various activities, as well as other information that sheds light on the vital and pivotal role played by the department towards our students and community

Our unique Management of Hajj & Umrah Program is a niche program offered to prepare students in all managerial and administrative affairs related to the management of the Islamic Pilgrimage Rituals. Its designed to prepare graduates for leadership and management jobs in the public and private sector organizations in planning and serving an annually projected 20 million Hajj and Umrah pilgrims to Makkah Al-Mukaramah as well as pilgrims to Madinah Al-Munawarah. The uniqueness of pilgrimage rites and needs of pilgrims require a dedicated academic program for training students in this area.

The HUBM program is always looking to attract students' excited in fast-paced career in a huge industry, gives honour to everyone working in it.

The HUBM program at Business colleges prepare students with the leadership, organizational, communication and teamwork skills necessary to work in the Hajj and Umrah industry.

The study plan encompasses University requirements, college requirements and department requirements with a total of 136 credit hours. Courses can be categorized into three areas:

First; Students willing to join the Hajj and Umrah department should complete 29 credit hours at the preparatory (administrative Track) studying English language, statistics, principles of management, active learning, math and computer skills.

Second; at college of business, the HUBM program offers a business foundation courses to equip students with different business skills including; Accounting, Marketing, Economics and business administration.

Third; the department offers you the opportunity to gain invaluable hands-on planning, coordination and execution experience across the multiple facets of the Hajj and Umrah industry. The program focuses on mega event planning (Hajj), pilgrims' safety and hygiene, Tawafa Association management, events workforce, crowd management and control, contemporary issues in Hajj and Umrah, risk management and event evaluation.

Internship and graduation project is also part of the curriculum.

**Dr. Yousry Nabil -
Supervisor**



*Department of Tourism &
Hospitality Management*
قسم السياحة و الفنادق

Tourism and Hospitality Management Department welcomes all students to start their innovative managerial career in tourism and hospitality. The department launched its program since 2009 to be the first tourism and hospitality program in the KSA which equips its students with two foreign languages (English and French). In the last 6 years, the department succeeded to afford successful managers, entrepreneurs, supervisors to hospitality and tourism industries in Makkah and worldwide. Our program was designed to afford active and interactive learning experiences for our students and to help them think critically and innovatively. The department recruited highly qualified faculty members, who received their degrees from international universities and had field experiences.

The department is honoured to be located in Makkah Al Mukarramah (the most sacred city for Muslims) at the college of business. This helped our program to afford

business knowledge to our students and to be in close interaction with the industry in one of most wanted travel destinations in the world.

I'm proud with our program, students, graduates and faculty members. The department works as one team to host business leaders and international professors and to continue developing ourselves and our program outcomes. We all are committed to produce high level of graduates having the honour of the knowledge and the honour of the place.

Our Tourism & Hospitality Management program is focused on people, places, experiences and events primarily in the context of KSA and also the rest of the world. Our program will prepare you for a management career in the fast-paced hospitality industry. Coursework is challenging, relevant to the needs of today's employers, and you'll learn from faculty who bring years of industry experience into the classroom. With experiential learning the program prepares you to work in any facet of the industry including foodservice, lodging, and tourism.

Continuous development, innovation and Islamic values are our core values in the Tourism and Hospitality Management department. All faculty members accommodate these values in every single course to produce future managers who can lead and develop tourism and hospitality industries. All the team here is dedicated to afford a fruitful learning experience to our students, during their journey of studying Tourism and Hospitality Management B.Sc. This learning experience is designed to be fully loaded with updated knowledge; interactivity; sustainability; team working; continuous self-development; entrepreneurship and creativity.

The department was designed to continuously bridge the gap between academia and hospitality and tourism industries. Field visits; student's internships; industry expert's lectures; adopting active learning approach and inviting international professors are our tools to equip the department students with updated international knowledge and experiences.

Dr. Suzanne Wazzan, Vice Dean - Female Section

The College of Business female branch was first launched in the 1433 - 1434 Hijri academic year to prepare graduates for an endless possibility of careers both in the public and private sectors as well as self-employment ventures. The College seeks to graduate qualified female cadres in the scientific, intellectual, and educational capacity, who are able to contribute to the field of education, and act as a cornerstone of the nation's human capital. The female branch is also keen on developing its current educational programs, in addition to introducing new programs that are in line with modern developments, new technologies, and market requirements. The CoB aims to apply the quality standards of academic accreditation organizations in all its educational and administrative processes. Our college welcomes its female students with open arms, as they will find it to be a place where dreams are realized, and achievements made towards the development of our society. Currently we are offering only undergraduate programs in Marketing Management and Business Administration and hopefully will be launching the accounting program very soon.

Overview of Departments

Department	Year of Establishment	Total Number of Students
Business Administration	2009	1117
Marketing	2009	285
Tourism & Hospitality Management	2009	38
Hajj & Umrah Business Management	2009	36

Learning Environment at the College of Business

Given that the college's teaching focus and student-centric mission, the use of cutting edge teaching resources is a highly appropriate and valuable form of knowledge in our college and its departments.

Active and interactive e-learning are practiced along with extensive use of social media technology to enhance the overall learning experience.



CoB is well equipped to undertake virtual and interactive classes through the use of its highly advanced videoconferencing and real time blended learning environments for certain courses offered to the female students.

Centre for Active & Interactive Learning

Originally initiated as the Centre for Teaching Excellence in 2012, the centre has evolved into the Centre for Active and Interactive Learning (CAIL) . CAIL aims to deliver a more holistic mechanism of improving the teaching and learning at the school. The centre was established with to provide support to the faculty to improve their teaching using innovative teaching methodologies.

The major activities planned by CAIL are design and delivery of interactive workshops, curriculum development, assurance of learning process and promoting research on pedagogy and andragogy in B-Schools.

The school has equipped the CAIL with all the facilities for the training and active learning. Initially a smart classroom with a seating capacity of about 50 students has been dedicated for the use of both active and interactive learning. The smart classroom is connected

with the female campus to enable delivery of synchronous, asynchronous and blended programs.

Quality & Accreditation Unit

As a part of its long term vision, CoB has constantly tried to adhere to the best education standards. There has been a sharp focus on the overall quality in the system of the institution. As a part of the assurance of learning, the school decided to initiate the process of international accreditation from the best international bodies. Apart from the accreditation, the various centres of excellence have also tried to embed quality in all the aspects of college functioning. The school is now trying to follow the AACSB framework for b-schools. Since this is an institutional accreditation, the program level accreditation (like EPAS) get embedded within this framework. The unit also supports the NCAAA accreditation process at the university level .

In order to achieve one of the main strategic objectives of achieving the excellence at par with the international b-schools, CoB decided to establish a full-fledged Unit dedicated to Quality Assurance. This unit was officially

launched in December, 2015 with a fully equipped office on the Dean's suite.

Membership of Best Accreditation Agencies

The school obtained the membership of two of the most prestigious agencies of the world.



The Association to Advance Collegiate Schools of Business (AACSB) is undoubtedly the most prestigious institutional accreditation agency in the world. CoB initiated the first step towards this prestigious accreditation by acquiring the membership in 2013. In April 2014, the school was able to become eligible for the process of initial accreditation. The school is now preparing the self-evaluation report and will proceed to the next stage by submitting the self-evaluation report and then would expect the peer review team any time after a year.



European Foundation for Management Development (EFMD) in 2015. This accrediting agency is based in Brussels, Belgium and is one of the most prestigious institutions. There are several types of accreditation provided by EFMD. CoB decided to apply for the program level accreditation called EPAS for two of its programs – Business Administration and Marketing. The process is going on and the school expects to achieve this accreditation soon.

Strategic Planning Committee

This Unit mandates change and alignment of the CoB strategic and operational processes and has already resulted in the development of the strategic plan as well as ongoing alignment of CoB processes to AACSB standards.

Functions of the Quality and Accreditation Unit

- Managing the process of accreditation
- Educating the members of the school regarding quality
- Pursuing research on quality
- Participation in conferences, seminars, training programs

- Organizing regular workshops, training programs in the school

CoB Research Unit (CRU)

Engagement in scholarly activity is broadly supported for all faculty members as a means of enhancing knowledge in the disciplines, programs and faculty via the strategies, missions and visions of each department. Scholarly activity is included in the CoB mission and its effectiveness is assessed in multiple processes including the publications of the faculty, who are publishing in peer reviewed journals and conference proceedings.

The CoB Research Unit (CRU) was established with the following vision and mission:

Research Vision

To be a business research leader locally, regionally and globally

Research Mission

To establish an innovative academic environment for promoting excellence in intellectual contributions in business through research, consultancy and training.

Report of the Scientific Publications

The report of the scientific publications (RSP), reports the five-year summary of intellectual contributions produced by the CoB. It is worth noting that the CoB publications focus on contributions to practice or pedagogical research and is considered to be much related to the different disciplines of the college. As shown in the above (RSP), our college generated a portfolio of intellectual contributions diversified and multidisciplinary. This portfolio reinforces the mission of the CoB with its mission, direction, and goals with an emphasis on activities centered on the student and the community approach. These intellectual contributions align with the mission focus of the CoB and the overall mission of the university.

The table summarizes three-year publications of our faculty members

Research group

A deep analysis of our faculty members and its intellectual contributions output have identified some shortcomings in the organization and in the structuring of these research groups. In fact, in this context, the Dean, the College's Research Division and the Scientific

Research Type	2013	2014	2015
International Peer Reviewed Journal Publications	12	11	14
National Peer Reviewed Journal Publications	3	0	1
Other International Research Publications	2009	38	
Accepted Papers at Peer reviewed Conferences	6	0	0
Other Publications	0	0	1
Case Studies	0	0	0

Council implementing a restructuring strategy of existing research groups and the creation of new ones.

CoB Technical Facilities

CoB benefits from the initiatives taken by UQU to equip some of the class rooms with state of the art video conference and smart board facilities. The current needs of CoB are being met through the available facilities, however with the organic growth of CoB and the arrival of the Department of Accounting in its midst, there is a renewed need for dedicated facilities and computer labs, as well as availability of network connectivity throughout the campuses to ensure reliable delivery of learning programs.

CoB actively promotes use of mobile technologies to deliver its learning programs.

CoB Library

CoB has its own library and our students have access to the state of the art King Abdullah Library . The campuses are equipped with wifi and use of technology is encouraged in the class room.

CoB Career Cell

CoB offers its students the opportunity to work with and in the industry to develop hands on skills and also offers career guidance, mentoring and coaching to graduating students to prepare them for the workplace. Dr. Mohammad Naquib, Dr. Najmul Hoda, Dr. Lazhar and Mr. Ahmad Salman have been instrumental in preparing our graduating students for job application and interview preparation.

CoB faculty facilitates the student interaction with frequent guest speakers, field visits and industry mentoring programs.

Most of our graduates have been employed within four months of their graduation dates.

College of Business Team

<p><i>Dr. Sultan A. Al-Bogami</i> Dean College of Business Associate Professor of Accounting</p>	<p>University of Dundee-Scotland (UK), University of Miami-USA King AbdulAziz University-KSA</p>	<p><i>Suzanne Wazzan, PhD</i> Vice Dean - Female Campus Assistant Professor of English Literature</p>	<p>Umm Al Qura University, KSA</p>
<p><i>Prof. Ahmed A. Al-Qarni, PhD</i> Vice Dean - Academic Affairs Professor of Accounting</p>	<p>University of Dundee-Scotland (UK), Old Dominion University-USA King AbdulAziz University-KSA</p>	<p><i>Turky Abualola, PhD</i> Chair - Department of Hajj and Umrah Management Assistant Professor of Social Work</p>	<p>Flinders University, Australia Umm Al Qura University, KSA</p>
<p><i>Motlaq Al-Otaibi, PhD</i> Vice Dean - Administrative Affairs Associate Professor of Social Sciences</p>		<p><i>Abdullah Alsaadi, PhD, SOCPA</i> Chair - Department of Business Administration Assistant Professor of Accounting & Finance</p>	<p>Bangor University, UK. Umm Al Qura University, KSA.</p>
<p><i>Prof. Ahmed El-Masry, PhD</i> Vice Deanship of Graduate Studies and Higher Research Professor of Finance</p>	<p>Manchester Business School, UK Mansoura University, Egypt</p>	<p><i>Mr. Fauzi Zowid,</i> Chair - Department of Marketing Management Teaching Faculty</p>	<p>Southern New Hampshire University, USA Yanbu Industrial College, KSA</p>

<p><i>Yousry Nabil, PhD</i> Supervisor - Department of Tourism and Hospitality Management Associate Professor</p>	<p>Cardiff School of Management, UK Euro Arab Management School, Spain Helwan University, Egypt</p>
<p><i>Osama Badar, PhD</i> Associate Professor of Economics Associate Director of Research Unit, Curriculum Management Committee</p>	<p>Tanta University-Egypt, Concordia University-Montreal</p>
<p><i>Abdul-Rahim Ahmad, PhD</i> Professor of Information Systems & Decision Sciences</p>	<p>Waterloo University, Canada KFUPM, KSA</p>
<p><i>Najmul Hoda, PhD</i> Lecturer Member of AACSB Steering Committee, Curriculum Management Committee, Director Quality & Accreditation Unit</p>	<p>Birla Institute of Technology, India, University of Pune, India</p>
<p><i>Zakaria Boulanouar, PhD</i> Assistant Professor of Finance Member of AACSB Steering Committee, Curriculum Management Committee, Strategic Planning Unit</p>	<p>Waikato University- New Zealand, Hiroshima University- Japan</p>

<p><i>Asma Raies, PhD</i> Assistant Professor of Economics</p>	<p>Sorbonne University-France</p>
<p><i>Ahmad Salman PMP, MBA, MGM</i> Lecturer Member of AACSB Steering Committee, Curriculum Management Committee, Quality & Accreditation Unit, Strategic Planning Unit</p>	<p>Queens School of Business-Canada, ESSEC Business School-France, Institute of Business Administration, Karachi-Pakistan</p>
<p><i>Awatef Elloumi, PhD</i> Assistant Professor of Finance</p>	<p>IAE University, France</p>
<p><i>Hana Jeza Alotaibi, PhD</i> Assistant Professor</p>	<p>University of Southampton, UK King AbdulAziz University, KSA</p>
<p><i>Mr. Fahad A Alaboud</i> Lecturer</p>	<p>Southern New Hampshire University, USA King AbdulAziz University, KSA</p>

<p><i>Mazin Omar Khairo Sindi, PhD</i> Assistant Professor of Information Science</p>	<p>University of Manchester Institute for Science & Technology(UMIST), UK</p>
<p><i>Agadeer Alaidarous, PhD</i> Associate Professor</p>	
<p><i>Tahar Lazhar Ayed, Ph.D</i> Assistant Professor of Marketing Director of Research Unit, Member of Annual Report Committee</p>	<p>University of Quebec At Montreal, Canada Tunis Al Manar University, Tunisia</p>
<p><i>Mohammad Naquib ur Rahman, Ph.D</i> Assistant Professor of Marketing</p>	<p>Magadh University, India</p>
<p><i>Mr. Mekki Abdelmoula</i> Lecturer</p>	<p>Tunis Al Manar University, Tunisia University of Sfax-Tunisia</p>

<p><i>Norazuwa Mat Salleh, PhD</i> Associate Professor of Business</p>	<p>The Victoria University of Manchester, UK UniversitiSains Malaysia</p>
<p><i>Talel Ladhari, PhD</i> Professor of Operations Management</p>	<p>University of Tunis, Tunisia</p>
<p><i>Ms. Wafa Chakroun</i> Lecturer in Marketing</p>	<p>University of Sfax-Tunisia</p>
<p><i>Mr. Anis BEN OMRANE</i> Lecturer in Marketing</p>	<p>Higher institute of management of Tunis -Tunisia University of Sfax-Tunisia Higher School Of commerce Of Tunis-Tunisia National Centre of Computing, CNI-Tunisia</p>
<p><i>Shaza Ezzi, Ph.D.</i> Associate Professor Member Quality & Accreditation Unit</p>	<p>The University of Nottingham, UK, Marketing King Abdulaziz University, Saudi Arabia, Business Administration</p>

<i>Manal Alshehri, BBA, MBA</i> Lecturer	Murray State University, USA
<i>Hany Hosny Sayed Abdelhamied, PhD</i> Associate Professor of Hospitality and Tourism Management	Bournemouth University, UK Helwan University, Egypt
<i>Mohammed El Dief, PhD</i> Assistant Professor of Tourism and Hospitality Management	Leeds Beckett University, UK
<i>Hatem Radwan Ibrahim Radwan, PhD</i> Assistant Professor of Tourism and Hospitality Management	University of Wales Institute, Cardiff, Wales, UK Suez Canal University, Egypt
<i>Ahmed Amin Hariri</i>	

On Study Leave	
<i>Sulthan S. Alharbi</i>	
<i>Mr. Majid Jazi Alharbi</i>	
<i>Abduallah Abu Nomay</i>	
<i>Mr. Aymen Sameer Adham</i>	UK
<i>Mr. Mahmoud Fallatha</i>	USA
<i>Mr Naieem Albaihani</i>	USA
<i>Mr. Naif A Alawi</i>	USA
<i>Ms. Lamia Barzi</i>	USA
<i>Ms. Fatima A Almagrabi</i>	UK
<i>Mr. Basim Alhazmi</i>	UK
<i>Mr. Albraa Abdulmajid Noorwali</i>	Australia
<i>Mr. Abdullah Akhawary</i>	Australia
<i>Mr. Mosab Kamal Al Subhi</i>	Malaysia
<i>Mr. Naif A Alawi</i>	USA







College of Business Events

Our school has given the highest priority to the overall learning and skill development of the students. One of the most important stakeholders in this process are teachers and the school has been continuously striving hard to excel in the teaching. The school has taken several remarkable initiatives to achieve the goal of providing excellent facilities for the teachers to groom themselves and transform the skills they learn in the form of knowledge delivery.

The major initiatives taken by the school in continuous improvement of teaching and learning are being summarized in this section of the annual report.

Innovative Teaching Training Workshop

A two days teaching workshop was organized by CoB at King Abdullah Library Hall. The main resource person for this event was Prof Joseph Mick Lalopa from Purdue University. The workshop was coordinated by Dr Yousry M Nabil. Faculty members from other colleges also participated in this first of a kind event. Prof Lalopa emphasized on active learning and provided basic tips on how to translate the active learning methods into practice. He also explained some innovative concepts like The Sticky Principles. The workshop received huge accolade from all the participants and Prof Lalopa was invited again for a similar workshop. The workshop paved the way for the creation of center for active and interactive learning at CoB.

Workshop on adoption of Mobile Technology

The school has also started adopting the use of technology enabled learning for the students. In the last year the students were exposed to mobile applications for learning. Further, the students actively use the social media platforms to engage in purposeful discussions, shared learning and solving assignments. A workshop was organized to introduce the various technologies and their applications in the class room.

Research Workshops

The College of Business organized a half-day workshop on December 22, 2015, entitled "Fundamentals of Excel for Faculty Members and Support Staff". The workshop was held in the College board room and via video-conferencing to enable female participation from the campus at Rea Zakher. The event was organized under the leadership of CoB Dean Dr. Sultan A. Al-Bogami. The workshop was presided by Dr Ahmed El-Masry, Vice Dean of Graduate Studies and Higher Research and Dr. Motlaq Al-Otiby, Vice Dean of Administrative Affairs.

The workshop was conducted by Dr. Anis Ben Omrane, Lecturer at the Department of Marketing. Dr. Anis shared his rich experience in using Microsoft Excel in industry and teaching. He covered the basic utilities of the software for effective management of student records, grades, administrative records, etc.



KINGDOM OF SAUDI ARABIA
MINISTRY OF EDUCATION
UMM AL-QURA
UNIVERSITY


College of Business
كلية إدارة الأعمال





The workshop was attended by faculty members and staff in both the male and female campuses. The efforts were highly appreciated by all. A series of such workshops was proposed by Vice Dean Dr. El-Masry in order to increase the efficiency of CoB faculty and professional staff and to aid faculty members in their research. A previous workshop entitled "The Fundamentals of Research Methods" was conducted by Dr Taher Lazhar in May 2015 and was the first in the series. The schedule of the next workshop will be presented before the beginning of the upcoming semester.

ICRS Seminar

The Institute for Consulting and Research Studies conducted a seminar at CoB to educate the faculty members about the facilities provided by the University to promote research and intellectual contribution. The seminar was attended by the faculty members. There were also explanations on the process of applying for the grants and its approval. The resource people from ICRS described how the process is continuously being improved so that it becomes hassle free for the applicants. The application process is now largely online resulting in a lot of time saving for the applicants and the evaluators.

Quality Workshop Series

The school initiated a series of Quality Workshops on various topics to engage all the stakeholders in realizing the goal of CQI. The school has organized more than 15 such workshops inside the college premise as well as in the deanship of quality at the University Administrative campus at Aziziyah. The workshops covered the different aspects of quality as well as the processes in

accreditation. These workshops enabled the faculty members to realign their performance in accordance with the desired accreditation norms. These workshops were facilitated by Ahmad Salman and Dr. Najmul Hoda along with the Dean chairing each one of these sessions.

AACSB Mentor Visit to CoB

After successfully filing the eligibility application in April 2014, the school initiated the process of inviting the assigned mentor for the visit. Eventually the Mentor Dr Mostafa Sarhan, Dean , College of Business, Savanna University, Florida, USA visited the school from May 15-19, 2015. Dr. Sarhan carried out an overall assessment of the school and met the top management too. The mentor practically spent three days on the campus evaluating the school on all the fifteen standards prescribed by AACSB.

The mentor visit marked a milestone in the journey of CoB towards its goal of becoming a world class b-school. The mentor appreciated the efforts of the school towards accreditation. The AACSB requires the school to adhere to the fifteen standards.

The mentor provides his feedback on the initial assessment and then the school prepares its self-evaluation report. The initial assessment by mentor provided a satisfactory performance of the school. The school is now preparing its self-evaluation report to be filed soon.



Institution Building

CoB has been actively engaged in the process of creating external linkages and exploring possible opportunities to enhance the quality of learning and meeting the industry needs. In the last years, several important events were organized by the efforts of the Dean, Vice Deans, Chairs and faculty members.

The Launch of CoB Website

The launch of own website of CoB was done by a ceremonial event in 2015. The website connects the school with all its stakeholders. The website was long being planned and finally the school could get



its dynamic website. The main in-charge for the management of the website are Dr. Motlaq Al-Otiby and Dr. Amal Al-Otibi who are deftly updating all the sections and making the website a source of comprehensive information for all the stakeholders.

Agreements with industry

As a part of the institution building exercise, the school made tremendous efforts in forging alliances with several business and government organizations.

Completed Agreements



Agreements In Progress





Participation in International Seminars of Deans

Dean Dr Sultan Al-Bogami and the former Vice Dean Dr. Wael Al-Amoudi participated in the b-school Deans' meet organized by the Gulf Cooperation Council for the Arab States of the Gulf at Dubai. The participation in this event was of strategic importance for the school as well as the university. The students would find better opportunities in the form of exchange programs, collaborative projects, shared learnings and migration from one to other university within the council.

Visit to the Ministry of Hajj

Dean Dr Sultan Al-Bogami led a team of CoB members to visit the Hajj Ministry in 2015. They had an extremely satisfactory meeting with the Hajj Minister Dr. Bandr Hagggar. In the meeting, the Dean presented the new department vision and mission of CoB that includes the focus on Hajj and Umrah and the significance of Makkah Al-Mukarramah. The Dean also discussed avenues of cooperation between the department and the Ministry (1433 h).

Visit to Tawafa

In order to explore possible strategic alliance with the Hajj and Umrah business institutions and realize the CoB Mission, a team of CoB Members led by Dean visited the office of TAWAFA association in 2015. A workshop titled "The business of TAWAFA" where some of the key figures in the TAWAFA business were invited to speak about the profession of TAWAFA and at the same time to express their viewpoint regarding the new launched program (1434 h).

Program of CoB Tawafa initiatives

- A focus group of the Hajj and Umrah industry experts with the Dean and the department head
- A visit from the Custodian of the Two Holy Mosques Institute of the Hajj Research to seek cooperation aspects
- An official visit to Makkah commercial chamber
- A visit from the representative of General Presidency for the affairs of the Grand Mosque and the Prophet's Mosque
- A second Visit to The Hajj Ministry to meet the deputy minister to seek cooperation aspects
- Visits to key hotels in Makkah Al-Mukarramah

Industry visit to TAIF COMPANY

In December 2014, the school visited TAIF company at Taif. Many teaching and non-teaching staff of the school attended the event. There was a joint presentation by the school and the company followed by a deliberation on the possible avenues of association. The company chief welcomed the association with the school and assured all possible help. The company also hosted a gala dinner for the school members. This was one of the historic events for the school as the company provides numerous opportunities for the school and also sets a precedence for other companies.



إدارة التسويق الزراعي

كلية إدارة الأعمال
College of Business

جانب من حضور طلاب قسم التسويق لورشة العمل الخاصة (بالتسويق الزراعي) برعاية مديرية الزراعة بمحافظة الطائف و مزرعة شركة الجزيرة بتاريخ 1436/12/30 هـ لمناقشة سبل تطوير التسويق الزراعي بالمملكة.



Agriculture marketing workshop

The students of the Department of Marketing attended a strategic event on Agricultural Marketing in October 2015. The students had a great learning opportunity at the event and also exposed to this sector.

SADAFCO visit for campus placement

Owners of one of the most important dairy brands in the Kingdom, Sadafco visited the campus of CoB to present its company and also select students for its young managers programme. The students participated in the selection process with great zest. The company selected three students after a rigorous process. The process was conducted by the members of the top management and this event also marked a strategic relationship with one of the most progressive companies in the Kingdom.

Guest lectures from industry experts

Hotel managers from InterContinental Dar Al Tawhid Makkah & Al Shoahada hotels presented their ideas and experiences to the department's students.

Entrepreneurs Interview Series

The CoB conducted a series of interviews under the guidance of Ahmad Salman and Dr. Suzzane Wazzan, as a part of its Active Learning Series through both male and female students, who undertook extensive interviews with the business leaders. The business leaders were very supportive of the idea and helped the

students in this endeavour. The set of interviews is a useful archive for the future students and faculty of the CoB. Most of the interviews were conducted in arabic and the students then translated them into english to add subtitles. Some of the students conducted these interviews in english as well.

The CoB thanks all the business leaders wholeheartedly for their time and support.

Students Field Visits

The college students had many of their lectures in real life industry sites. They enjoyed with this experience in many field visits (e.g. Alshohada Hotel; Swissotel; and Raffles Palace Hotel)

Social Events

The school has maintained a very congenial environment for both the male and female campuses. Though separate facilities are maintained for both the campuses, they still form a part of the CoB family. The school makes adequate arrangements that any event is simultaneously held and both the campuses are connected through tele link.

As a norm, the school celebrates each semester end with a gala feast. Apart from the Dean calls an annual general meeting to be attended with faculty members and students from both male and female campuses. These annual meetings are also accompanied by gala lunch. Periodically, the school leaves no occasion of celebration so that the spirit of camaraderie and solidarity remain intact.



Al Adha celebration

There are two major Islamic festivals – Eids. Coincidentally, one of the eids generally fall during the summer break when the school is closed. Therefore, the present Dean initiated the celebration of Eid Al-Adha in the school just after the Hajj break. The celebration was arranged for faculty members, students and the support staff on both campuses.

Felicitations Ceremony

The College of Business held a grand ceremony on the evening of the 29th of December 2015 at Al-Husainiyah, Makkah Al-Mukarramah. The event was organized to mark the end of the fall semester, celebrate the achievements of its members and the recovery of one of its beloved members. The gathering at the end of semester has been a tradition in the college and continues to be given prominence under the leadership of Dr Sultan A. AlBogami. The event saw a beautiful gathering of the CoB family and was made even more special by the presence of former Dean Dr Mohammad F. Al-Omiri. In addition, a number of special guests attended and added to the spirit of celebration.

Dr Yousry Nabil, Chair-Tourism and Hospitality Management coordinated the felicitation ceremony where several of the CoB members received recognition from the Dean for their achievements. The members who were felicitated were Prof Ahmad Al-Qarni for his promotion to full professor; Dr Motlaq Al-Otibi, Dr Osama Badr, Dr Hany Hosni and Dr Hatem Radwan whom have all been promoted to associate professor; and Dr Najmul Hoda who was felicitated for successfully completing his PhD. Furthermore, the college celebrated the recovery and return of Dr Hatem Radwan who met with a serious accident during the summer break this year. The College of Business has been aiming to develop itself into a state-of-the-art centre for business education. These events reflect the spirit of camaraderie at the CoB, a spirit that positions it to become one of the best business schools in the region.

Sports Activities

There are many occasions when the faculty members and students enjoy games together. Football is one of the most liked sports. The other games played by the students and faculty members in the University playgrounds and sports centre are table-tennis; chess; badminton; and mini football. There are occasional matches too both off and on the campus.













College of Business Student Events

The College of Business students are offered some of the most memorable, interesting and enjoyable aspects of student experience at the CoB. The Student Club represents students' interests and concerns. Its Executive Committee is elected annually by the students themselves. It is directly involved with the Dean of the College and the Vice Dean of the Female Campus. The Student Club creates: opportunities to explore personal interests, opportunities to develop leadership potential, an exciting schedule of student events and activities; and important networks for alumni and the wider College community.

Our students run and organize student committees and are deeply involved with the community. Getting involved with student committees is a great opportunity for students to gain experience outside of the classroom that will enhance their leadership and social skills. With so many organizations and clubs on campus, plus countless events and activities, it's easy to get involved.

Workshops and Seminars (Male and Female Campuses)

Introducing the B.Sc. Program to the Preparatory Year Students

The college organized an event to the preparatory year students. During this event, the B.Sc. program was introduced and the senior

students elaborated on what the preparatory year students could expect to experience when they join the CoB.

The program was moderated by Dr. Yousery Nabil and the speakers included Dr. Mohammad El-Dief, Dr. Hatem Radwan, Mr. Fawzi Zowid, Dr. Naquib ur Rahman and Dr. Najmul Hoda. The program was graced by the presence of the Dean, Dr. Sultan A. Bogami and the student feedback was very encouraging.





Resume Writing Workshop

A resume writing workshop was conducted by Mr. Ahmad Salman for the graduating and senior year students of CoB. The event was a huge success as more than 80 students attended the program. The feedback for the event has been encouraging and the CoB plans to conduct such events on an annual basis.



Student Clubs in Female Campus Event

The students club in the female campus presented the college in Preparatory year female campus to explain & share their knowledge on the college. They highlighted the majors available to the freshmen and all information on the university on how and why to opt for a particular program.

Customer Services Workshop

A workshop on customer services was conducted by Roa'a Abdulhaleem, who is a certified coach. There was significant interest in the workshop with requests to call on the speaker again to present similar workshops.



Better Marketing Perception Seminar

The marketing students organized the better marketing perception event which aimed to clearly identify what marketing is, and how it differs from sales.



"Field training experience exchange" Seminar

This was a seminar given by senior students to their younger college-mates to share their experiences last summer in the field training course.



Tutorial Classes by Female Senior Students

We also organized many extra classes for students upon requests. A student could request extra or strengthening classes in a subject they are having difficulty in. And older students would book a classroom & explain the requested chapter to them





Eid Al-Adha celebrations

The CoB organized an event to celebrate Eid Al Adha on both the male and female campuses. A large number of students participated.

Female Students Clubs

In this last semester an activity club was created at the female campus, the 14 interest clubs running biweekly throughout the semester, some of them had great attention and attendance,

The clubs varied from Reading and books, to entrepreneurship, to arts & drawing, self development, philanthropy, photography, graphics & design, etc

Alumni

CoB being a young school produced the first batch of graduates in 2013. The school is proud to see its graduates pursuing higher studies in some of the best universities of the world and working in the best organizations in the Kingdom. In a survey conducted by the school, the alumni expressed great satisfaction

regarding the skills they acquired from the program at CoB.

Alumni Committee

The school set up an Alumni committee in 2015 to build up the network of alumni and engage them actively in the development of

the school. The school wants to make sure that the alumni are treated as one of the most important stakeholders in the school.



النادي	مواظبة الطالبات	مقر النادي	الأنشطة
نادي التصوير الفوتوغرافي	الأحد ٧ - ٨	الدار الشريفة	التصوير الفوتوغرافي
نادي التصميم والجرافيكس	الأربعاء ٩ - ١٠ الأحد ١١ - ١٢	رواق شعور	التصميم والجرافيكس
نادي الآداب	الثلاثاء ٢	مكتبة زكريا	الآداب
نادي الفنون والرسم	الأحد ٨ - ٩ الثلاثاء ١٠ - ١١	مكتبة زكريا	الفنون والرسم
نادي الصحة والرياضة	الأحد ٨ - ٩ شهرية	مساحة الشريفة	الصحة والرياضة
نادي القراءة والكتابة	الأحد ٩ - ١٠ الثلاثاء ١١ - ١٢	أروى نظمي	القراءة والكتابة
نادي الآداب الحديثة و التكنولوجيا	الأحد ٨ - ٩	القاعة العصرية و مكتبة شعور	الآداب الحديثة و التكنولوجيا
نادي تطوير الذات	الأحد ١٠ - ١١	مكتبة زكريا	تطوير الذات
نادي كتب الطالبات	الأحد ٨ - ٩	مكتبة زكريا	كتب الطالبات
نادي الشعر	الأحد ٨ - ٩	مكتبة زكريا	الشعر
نادي القرآن والآداب الإسلامية	الأحد ٨ - ٩	مكتبة الشريفة	القرآن والآداب الإسلامية
نادي الاقتصاد	الثلاثاء ٩	مكتبة زكريا	الاقتصاد
نادي المكتبات	الأحد ٨ - ٩	مكتبة زكريا	المكتبات
نادي الأعمال التطوعية	الأحد ٨ - ٩	مكتبة زكريا	الأعمال التطوعية

Students' Testimonials

It's been an honour to be a member of the KSA community, and to graduate from the College of Business with BS degree of Business Administration. I learned a great deal, expanded my horizons, and established the foundations for success in my career.
Sultan Z.

I'm confident and proud to say that having chosen the College of Business and more precisely when I have chosen the marketing as a

platform to pursue my study was the most wise decision I've ever made throughout my life.

Muhammad J.

The Tourism and Hospitality Management enabled me in finding the best employment even before I graduated from the school.

Baraa

A.

This first annual report for the year 1435 – 1436 H (2015 - 2016) has been prepared jointly by Prof Talel Ladhari, Dr. Amal Al-Otibi, Dr. Najmul Hoda and Mr. Ahmad Salman. The team thanks Dr. Sultan A. Al-Bogami for conceptualising this idea and providing his full co-operation in the completion of this report. We also thank all our colleagues and staff for their support.

We welcome your suggestions. You may send your feedback on the following contact information.

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