



## GERMAN STUDENTS JOIN BAYAN COLLEGE



German students, Hanno Fleckenstein and Yasmina Isabella Suleiman.



Students and faculty at the Faculty of statement taking part in the march of loyalty and gratitude on the occasion of the National Day 46

# BAYAN CELEBRATES 46TH NATIONAL DAY

BC students and staff In the march to express their joy towards the nation

Bayan Campus: Bayan College celebrated 46th Omani National Day in new College Campus at Halban, which expressed the love and loyalty to the leader of the country; His Majesty Sultan Qaboos.

The ceremony was started with a march by the college students and staff from College Campus to the Muscat Express way and back to the college.

The cultural programme began with the recitation of the Holy Quran by College students followed by a recitation of Welcome Poetry. Ammar Al Farsi, Head of Students Council delivered the welcome speech.

Ammar said that this celebration shows our loyalty towards our country and His Majesty Sultan Qaboos.

“The 46th National Day is a matter of great pride for all the citizens of Oman. A series of events were organized on this occasion. We arranged a variety of activities to celebrate this occasion”, said Ameen Al Shobaki, student affairs coordinator.

The event comprised a series of activities that express appreciation and loyalty to His Majesty Sultan Qaboos. Students played the tunes of local Omani music on the guitar, speech, recitation of poems and plays were performed.

A special dance was performed by small kids on the stage which attracted the audience and this event steered the programme.

The entertainment was diverse, and a blend of traditional and modern day entertainment was enjoyed by all, says Khalid Abdullah AmerFadhil, Head of Marketing and Public Relations department member from the college.

Different sections which include, a photo exhibition, an art gallery and miscellaneous exhibitions. Also traditional shows, poetry recitation, heritage village, children's corner and Omani food exhibition made the celebration more colorful.

Witnessing such a wonderful programme to mark the National Day is an experience second to none.

I am deeply touched by the Omani culture. It is a memorable experience”, says Anitha, an instructor from foundation department.

“The programme started with singing national anthem by students to give a feel of culture and which continued by a prayer preceded a traditional Arabic poetry reading, in praise of His Majesty Sultan Qaboos, which drew warm appreciation from the crowd.

Dr. George Kolanchery, Dean in-charge of the College, along with other academic and non-academic staff members were present on the occasion. Bayan College students ended the celebrations by replicating traditional value of Oman.

MUSCAT: German students, Hanno Fleckenstein and Yasmina Isabella Suleiman have joined Bayan College for the Fall Semester 2016-2017. The students joined Bayan College as per the Memorandum of Understanding (MoU) signed between the department of Media Studies, Bayan College Muscat and the Department of Political and Social Sciences, (Institute for Communication Studies) Freie University Berlin, stipulating a one-on-one exchange programme.

Fleckenstein and Yasmina found to be very excited to join Bayan College for the Fall Semester 2016 and expressed their interest to know about media and practice of Public Relations within the Middle East. Both of them took broadcasting as their major.

“We like to learn and

experience Omani culture and feel proud to be here. Being a media college we are happy to get into the system and we will try our maximum to explore”, said the students.

The exchange program will be administered through the institutional coordinators for Foreign Academic Programs at Bayan College Muscat and the Institute for Communication Studies at the Freie University Berlin.

Each department/institute will send graduate or undergraduate students equivalent to a value of up to two semesters each year. This number may vary according to demand. The exchange is based on reciprocity that is an equal number of students from each department institute participate during the term stipulated by the agreement.



# BAYAN COLLEGE PARTICIPATES IN MDLAB IN BEIRUT FOR THE 3RD YEAR IN A ROW

Based on its strategy in providing the best professional and training opportunities to its students, staff and professors, within the Sultanate and abroad, with the aim of developing their performance, a delegation of students and professors of media studies department at Bayan College took part in the media and digital academy (MDLAB) organized by the Lebanese American University in Beirut, with the participation of professors and students from Arab universities and colleges from the Sultanate, Morocco, Algeria, Egypt, Yemen, Palestine, Jordan, Syria, Iraq and Lebanon.

This is the third participation in a row for the students and professors of Bayan College in this academy, which works on the expansion of media and digital literacy education in the Arab world by providing the needed training, curricular material and resources, and motivating faculty to transfer what they learned to their institutions, in addition to build

a modern approach to media education that meets the needs of the Arab community, as media literacy education is concerned with enhancing an individual's ability to access information and analyze, understand and produce media messages.

Commenting on this partnership, Dr. Juma bin Saleh Al-Ghailani, Founder and Managing Director of Bayan College said: "The professional development of professors and students is one of the central topics to which we attach great interest at Bayan College.

We are so keen from the early days of the college to send our professors and students to various training and professional opportunities (including conferences, workshops and other) inside and outside the Sultanate as we always seek to create an advanced learning environment that serve the Omani society by providing the labor market with qualified Omani youth to contribute to the



Mr. Mohammed Najeeb receives participation certificates at Beirut.



Mr. Hassan Al Balushi receiving participation certificate at Beirut.

overall development process, which is led by His Majesty Sultan Qaboos Bin Said. Dr Juma added: "Bayan College will spare no effort in this area. We are so keen on sending a number of students and professors every year to attend international forums in Berlin, Beirut, Amman, Doha, Tunisia and Cairo, in addition to events held in the Sultanate, within our strategic plan to develop the educational process in the college."

The 10 day training program of MDLAB included lectures, work-

shops, and training workshops that focused on the basic concepts of media education and practical applications in the field of digital media. The program also focused on the need to spread awareness of the role of digital education in the development of critical thinking among the community, families and individuals in dealing with the media.

The participants prepared various projects at the end of the program that covered different topics in media education such as digital activity and the relationship

between the media, youth and extremism.

It is worth mentioning that Bayan College will teach a media literacy course in its developed curriculum next semester as part of its goals in creating a very well aware young generation of the importance of media and who is able to deal with, analyze, appreciate and write about daily events as they happen. In doing that, Bayan college will be one of the first Arab colleges and universities that teach media literacy in an independent course.

## PLACEMENT TEST FALL 2016-'17



**BAYAN CAMPUS:** Bayan College conducted a Placement Test in the third week of September 2016 for the Fall Semester batch at the college premise. The college strictly intake the students only after conducting placement test in order to maintain the quality of education.

A student who seeks admission at Bayan College needs to take placement test. College conducts placement test in English Language, Math and Computer to check the academic skill levels of entering students. Then the college places each student in classes at the right level based on their score.

A good number of students appeared in

the placement test which was held in two modules i.e. English Language Test for 2 hours duration and Math & Computer Test for 1.5 hrs. duration. The students said that it was really challenging.

Teaching and non-teaching staff incorporated the facilities of the college to meet the needs of the students who travelled from long distance to appear for the exam. Once they get into the college they will be under the guidance of an advisor for all academic queries. The Academic Advising Centre, Student Affairs Department and Admission Registration Department functioning in the college always work very closely with the students.

## BC TAKES PARTS IN BRITISH SCHOOL HOSTED CAREER FAIR

**MUSCAT:** Bayan College (BC) attended annual student career fair conducted by British School Muscat in the month of December, 2016 at British School Campus. Representing Bayan College three people, Head of General Requirement Unit Ms. Rejni Jeffry, Head of Academic Advising Centre and Media Lecturer Ms. Kavitha Sumesh Kumar and Student Affairs Department HoD Mr. Ameen Al Shobaki attended career fair.

The students of British

School found to be very enthusiastic to know about Bayan College, since it is the only media private college in the Sultanate of Oman.

Oman participated in the career fair.

"The students were very much eager to know about the media courses and they were asking many questions like, the job market, practical teaching of media subjects, media labs and availability of studio facilities in the College", Said Ameen Al Shobaki.

The career fair was concluded with the distribution of cakes to the participants by the students of British School as a token of love and appreciation.



British School gave a warm welcome to all participants. Many college's and institutions functioning in the Sultanate of



## Bayan College participates in 3rd International Conference on Language, Linguistics, Literature and Translation at SQU



Bayan College, represented by Dr. Lina Ibrahim, Head of English Department along with two students Alia Al Bal-

ushi and Mehal Iqbal participated in the third International Conference on Language, Linguistics, Literature and Translation "Connecting the Dots in a

Globalized World" which was organized by the Department of English Language and Literature at Sultan Qaboos University (SQU) from 3rd to 5th

November, 2016.

The conference hosted a number of renowned scholars who presented different points of view on the transformation that is taking place in the present due to globalization. The focal point was the ability of literature, linguistics and translation to be the major carrier of this transformation. In the three days of the conference the attendees along with the presenters participated in constructive and fruitful debates.

"It was a rich experience that exposed our students to a new world and acquainted them some of the most renowned scholars in the world to mention a few: Prof. Jan Blommaert, Dr. Rani Rubdy, Prof. Michael Cronin and Prof. Ian Almond", said Dr. Lina.

## AAC Organised Orientation for students at Risk

Academic Advising Centre (AAC) from the Academic year 2016-2017 which assists the student's right from enrolment through graduation and also functions as the student Counseling Centre.

Academic Advising Centre started to function from July 19, 2016 in the college campus headed by Ms.Kavitha Sumesh Kumar and four committee members, Dr.Qammarudin Al Ansari, Ms.Sara Ahmed, Mr.Homorio Lacerna and Ms.Vian Foud.

"The main objective of the Academic Advising Centre is to empower students to engage in thoughtful educational planning and to teach and assist students in making informed decisions regarding

through collaborative and supportive partnerships with students, faculty and staff," said Ms. Kavitha.

AAC is responsible for helping students in selecting the courses through advisors maintenance of advising files, conducting various orientation programmes for new students, advisors, and especially students at risk.

The AAC coordinates with the advisors for advising students in Bayan College until they graduate in their respective majors. They keenly track the performance of the students and initiate the necessary steps in need", said Dr.Ansari.

# Bayan College Welcomes Dr.Heather From Purdue University



Bayan College organized a felicitation program for welcoming Dr.Heather Fielding, a visiting professor to Bayan College, from Purdue University Calamet, USA in its Mini- multipurpose Hall.

Dr.Heather is Associate Professor of English and Director of the Honors Program. Being

a visiting professor, she is teaching the students of English department for last one week which will be continuing for another four weeks.

Both teaching and non-teaching faculties of Bayan College were present to welcome Dr.Heather. Dr.George, the dean in-charge of the Bayan

College delivered welcome speech. While delivering the welcome speech he said that we are proud to have Dr.Heather here in our college from Purdue University', USA. "Purdue University is one of the prestigious universities of the world and our students would be benefited by her valuable teachings", added

Dr.George.

Dr.Lina, Head of the English Department, introduced the main attraction of the program Dr.Heather, to the teachers and staffs of the college and welcomed her on the stage

to share her views regarding Bayan College and its students.

Dr.Heather expressed her gratitude and happiness towards authority for being present here in the Bayan College. She

also put her satisfactory remark regarding students of the college. After finishing her speech there was a healthy interactive discussion with her from the teaching faculties. She was found very excited.



Bayan Staff with Dr.Heather Fielding during felicitation programme.

## STUDENTS PARTICIPATES IN MEDIA FORUM

Bayan College students participated in Media Forum conducted at Applied Science College, SOhar, Oman in November 2016.

A group of students representing Bayan TV and Bayan Post attended the programme where they did production activity and active participation in different sessions conducted for the students.

"The programme was very interesting and we actively participated in discussions and practical production work. We took bytes from different people who attended the programme.", said Ammar Al Farsi.

"Interactions with media professionals was other highlight for the programme," added Ammar.



Bayan College students attends Media Forum in Applied Science, Sohar.



## ESTABLISHMENT OF AAC

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AAC is responsible for helping students in selecting the courses through advisors, maintenance of advising files, conducting various orientation programmes for new students, advisors, and especially students at risk.

The AAC coordinates with the advisors for advising students in Bayan College until they graduate in their respective majors. They keenly track the performance of the students and initiate the necessary steps in need", said Dr.Ansari.

Different activities like maintaining of files of advisees in coordination with the advisors, registration, orientation sessions, assigning of advisors, orientations sections like bridging the gap and monitoring sections are carried out.

## Dr.Lee from Purdue University conducts seminar on Animation

BAYAN CAMPUS: Dr.Lee from Purdue university conducted a seminar for the students and staff on Animation Industry in the world and how it is influencing the

society through different characters.

The advancement in Animation Industry and how traditional story telling has shifted to the present animated

characters was discussed.

Dr.Richard Rupp, From Purdue University introduced Dr.Lee to the students and staff.



## BAYAN CELEBRATES HOLY PROPHET'S BIRTHDAY

Bayan College celebrates the Holy Prophet Mohammed Birthday, in a ceremony conducted by Public Relations Club headed by Abdullah Hamed Eid Al Hashimi on December 19, 2016 at Main Multipurpose Hall.

During the celebration the whole college campus was lighted with the lamp by the students. Abdullah Al Hashimi said that celebration of this holy occasion comes to learn meanings, lessons

and stances of the biography of the Holy Prophet Mohammed as well as, the historic value of this magnificent occasion.

The ceremony included poem recitation, drama and speeches by students. The PR Club members also distributed printed messages from



## AAC ORGANISES ADVISING WEEK

Academic Advising Centre (AAC) functioning in Bayan College organized Advising Week for the students from November 13 - 17, 2016. The advisors were available for the advisees in the timeslot announced before advising week.

The Advisees were ask to meet their respective advisor to discuss the performance and their academic and non-academic issues. Through this an advisor can support students to identify the skills



Advisor Dr.Ansari advises an advisee during advising week.

## FAREWELL IN MEDIA DEPARTMENT

BAYAN: The students and the faculty members of the Media Department at Bayan College organized a Graduation Celebration in December. The party was hosted in order to celebrate the graduation of the Media Department students for the academic year 2017.

The gathering included a cake cutting ceremony, followed by a treat to delicious delicacies brought by the staff members and the students. Towards the end of the celebration, the students of the Media Department conveyed their gratitude towards the teachers as a token of appreciation.

The programme strated with the recitation of Holy Quran. Dean- In-Charge Dr.George Kolanchery, Director for Finance Ms.Abeer, English Department HoD, Dr.Lina Ibrahim and GR Unit HoD, Ms.Rejini Jeffry attended the programme.



Graduate students with Media Staff

of students, their weakness and strength. This was also a platform where students discussed their course related issues with the respective advisors in detail.

"It was very helpful for us and we met our advisors in the convenient time from the timeslot announced before the advising week. The idea of advising week gave us a platform to think about our problems and which we discussed with the academic advisors", said Shima Khamis Al Siyabi, an advisee.

"The advisors helped us by giving suggestions which will be very helpful for our future plans and the solution

put forwarded by them is very easy for us to adopt in our academic life", she added.

Ms.Kavitha Sumesh Kumar, head of AAC said that the response of the students was very positive and they took it very seriously. The students came to advisors and discussed very relevant issues like how to improve their communication skills both written and verbal and How to prepare for the exams, etc.

The advisors met the students at risk during this period and gave special counseling for these students regarding their performance and how to improve their GPA. The advisors met advisees personally



Advisor Mr.Haneesh Kumar advises an advisee during advising week.



# BC HOSTS ENGLISH SEMINAR

**Dr. Lina Ibrahim, Head of English Department**



The presenters pointed out that the difference of faith, Rokeya is a Muslim and Virginia is a Christian didn't have any effect on their approach to the topic. They shared the idea that if women are kept in the dark the society will never achieve its goal in becoming fully developed.

The presenters explained how both writers insisted

on the need for educating women and allowing their participation in the public sphere and how faulty are the assumptions that women are physically and intellectually inferior to man. Given the chance women can achieve much more than anyone can imagine.

The audience consisted of members of the English

Studies, Foundation, and Media Departments. Towards the end of the presentation, 15 minutes were allotted for Q.A.

The participants showed a great interest in the topic. Dr. Ansari, Mr. Mandua, Mr. Nori and Dr. Rahul have asked some questions that triggered a constructive discussion with the presenters.

**Dr. Heather Fielding, a visiting Associate Professor from Purdue University.**



**BAYAN:** Dr. Heather Fielding, a visiting Associate Professor from Purdue University at the Department of English Studies, Bayan College, along with Dr. Lina Ibrahim HoD of Department of English Studies presented a

paper titled Rokeya Hossain and Virginia Woolf Transnational Perspectives on Early 20th C. Feminist Writing.

The paper presented, highlighted the mutual features in the writings of both novelists. Even though years

separate them and they come from different parts of the world, yet they share the concern for women education and the need to free women from the control of the patriarchal societies in which they lived.

## QA DEPARTMENT CONDUCTS COURSE EVALUATION

**BAYAN:** QA (Quality Assurance) Department conducted course evaluation survey for the Fall Semester 2016-17. The evaluation was conducted for courses in English Department, courses in Media Department, General Requirement courses and all major and minor skills in foundation program.

According to QA department, satisfaction surveys are a routine part of the college QA activity for the purpose of assessing the contentment rate

of the students on the courses, teachers and services. For which college is having an online survey on place.

"To conduct surveys we create links and timings are scheduled to each department. Generally the course evaluation survey runs for 2 weeks every spring and fall semester", said a QA official.

"Students are strongly encouraged to participate in the process with feedback relevant to the course and teacher. The

feedback given by the students in complete anonymity are valuable in assessing teaching effectiveness and improving courses. The analysis allows us to hear the students' concerns and make appropriate modifications if applicable", says the college QA department. "The survey helps us to give both positive and negative feedback of a teacher and a course which we study", added mmar Al-Farsi, a student.



**Bayan College team attending Workshop on OAAA's role in Institutional Standards Assessment in Oman Tourism College.**

## QA WORKSHOP ON INSTITUTIONAL STANDARD ASSESSMENT MANUAL

Quality Assurance (QA) department conducted a workshop on Oman Academic Accreditation Authority (OAAA) Institutional Standards Assessment (ISA) for the teaching and non-teaching staff.

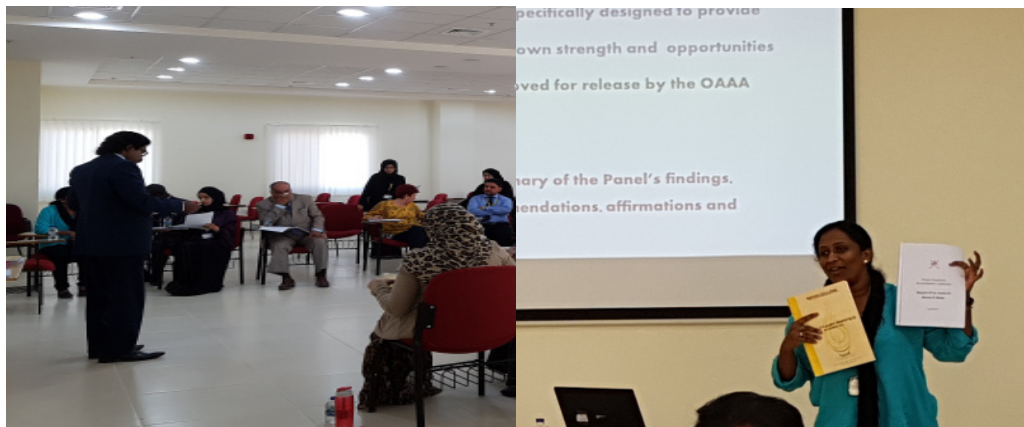
QA Associate and Head of General Requirement Unit Ms.Rejni Jeffry presented the presentation on how to prepare a report for Institutional standard Assessment.

Ms.Rejni briefed on the limelight of OAAA workshop conducted on ISA in Tourism College. The importance of documentations and the re-

quirements was mentioned in the workshop.

Dean - In - Charge Dr.George Kolanchery headed a training section where the staff was divided into the groups and trained how to write report for each standard and how to defense each criterion as mentioned in ISA manual.

Dr.George and Ms.Rejni also mentioned about the importance of preparing ISA Report and the importance of all staff involvement in the report preparation. "It is all about team work", added Dr.George while concluding the session.



**Dean-In-Charge, Dr. George Kolanchery and Head of GR Unit and QA Associate Ms. Rejni Jeffry during the workshop.**



*Creative corner*



**AL BAYAN!**

- Art isn't taught, but inspired,*
- Literature, tasted and cherished.*
- Bringing to light umpteen talents,*
- Arming them with aspiration and passion!*
- Youthful dreams tuned to practical wisdom-*
- Artfully nurturing, fruitfully enhancing*
- Novices to amateurs, amateurs to professionals!*

By,  
Mr. Bahulayan Madhu Govind  
English Department

# FAREWELL FOR ENGLISH DEPARTMENT GRADUATES

**BAYAN:** The students and the faculty members of the English Studies Department at Bayan College organized a Graduation Celebration on the 19th of December. The party was hosted in order to celebrate the graduation of the English Department students for the academic year 2017.

The gathering included a cake cutting ceremony, fol-

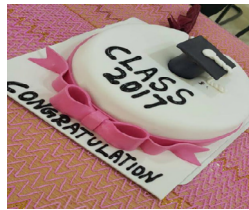


**English department students on graduation day.**

lowed by a treat to delicious delicacies brought by the staff members and the students.

Towards the end of the celebration, the students of the English Department gifted all

the staff members of the College with gifts and fresh roses, as a token of appreciation.



## BAYAN COLLEGE CONDUCTS STUDENTS COUNCIL ELECTION FOR ACADEMIC YEAR 2016-17

**HALBAN:** Bayan College conducted Students Council election for the Academic Year 2016-17, in which 11 candidates were elected. The election was organized by Students Affairs Department associating with other departments functioning in the College. An active participation was seen throughout the election process.

Dr. Fadhil Moshin, Head of Media Department was selected as presiding officer to conduct the election smoothly. Before commencing the election he briefed on the rules and regulations to the students. He also requested active participations from all students by casting their vote while addressing the voters during campaign sections.

Each candidates spoke on their different plans and promises to the students while seeking votes. The students began to flock to choose their own representatives to the council with a view that the council will have great importance in promotion of student co-curricular activities.

The council representative will work as the bridge

between the college authority and the student's affairs. The students were very enthusiastic about this democratic event and they said that the administrative authority of Bayan College has given the right to boost up the demo-

cratic values in the College by conducting election.

Among 19 candidates, the selected 11 elected candidates are Ammar Al Farsi, Abdullah Al Hashmi, Al Zahra Al Farai, Ahmed Alla Mahmood, Said Nasser Al Nahdi, Amer Saif

Al Kalbani, Ayooob Al Riyami, Razan Al Balushi, Mariyam Al Marzouqi, Azhar Al Amri and Lamees Al Sinani.

Every academic year college conducts students council election.



**Student casting their vote during election.**



**Students waiting to cast vote.**

### Crossword #212

**Across**

1. Pump it into cars
3. Armoured military vehicle
5. Large ripple in the sea
6. Dark blue
8. Not wild
11. Utilise
12. Oxidised metal
15. Singing threesome
16. Firm hold
17. Watchful
18. Male offspring

**Down**

1. Small motor vehicle
1. Manner of walking
2. Propel yourself through water
3. Not firm
4. Lock necessity
7. Family vehicles
9. From a great distance
10. Funeral remembrance
13. Umpires
14. A teenager
15. Pull behind

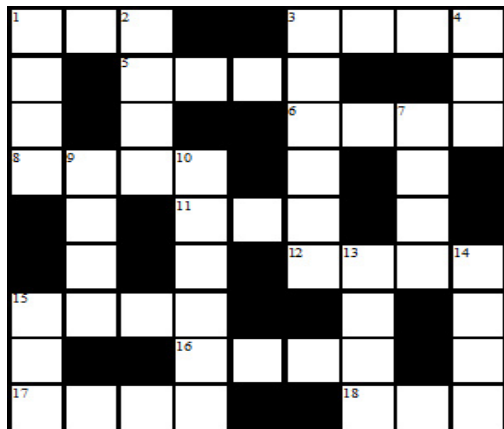
**Answers to 9x9 Crossword #205: Across:**

- 1.tower, 4.sad, 6.arc, 7.water, 8.arm, 9.soon, 11.leaf, 14.ave, 15.under, 17.run, 18.mat, 19.every  
**Down:** 1.towns, 2.wet, 3.rare, 4.scare, 5.dim, 10.overt, 12.ferry, 13.tune, 14.aim, 16.doe

		6	4	8	2			
	8						7	
								5
3				7				6
6			1		9			8
1				4				9
5								
	4							1
			5	9	8	6		

**How to play:**

Fill empty cells with the numbers 1 to 9, so that each number appears once in each row, column and area.





# ZEENAH PR VISITS BAYAN COLLEGE

General Manager, Zeenah PR, Mr. James Macleod, delivered a guest lecture to public relations students at Bayan College. The guest lecture was conducted as part of department mission to expose students to professional practice.

Mr. Macleod lecture motivated students about Public Relations opportunities in Oman. Mr. Macleod decried the current misconception about PR in Oman. "Public Relations is not about selling products, writing press

releases doing to messenger job but rather PR is a management function which also involves a lot of planning like in other professions", he said.

"People think that all publicity is good publicity but that's not true because Crisis communication is one of the most crucial elements to be handled by PR manager, the ability to fix someone's image during a crisis is also important", added James.

According to the stu-



**General Manager, Zeenah PR, Mr. James Macleod, delivers a guest lecture to public relations students at Bayan College.**

dents the class was very informative and gave a picture how PR industry works. The lecture gave us an idea how we have to train and look forward to become a PR professional in future. The class also helped us to clear the doubts and misconceptions we had about the indus-

try. Mr. Macleod also took the opportunity to invite students to do their internship with Zeenah group.

Dr. George Kolanchery, Dean-In Charge thanked Mr. Macleod during the concluding session and handed over a souvenir to convey the gratitude for taking an initiative to interact with the students.

The session ended up with an interactive sessions where students cleared their doubts.

## Workshop on Academic Advising

MUSCAT: Bayan College Academic Advising Centre (AAC) organized a workshop on Academic Advising for the teaching and non-teaching staff as part of the ongoing Staff Development Programs of the College. The workshop was spearheaded by Ms. Kavitha Sumesh Kumar, Head of the Academic Advising Centre at College premise on 22nd September, 2016.

During the workshop, Ms. Kavitha enumerated the significance of the Advising Day for the participants of the workshop. She reminded the lecturers to take note of the twin documents before registering any student. The one obviously is the College website and to check for the policies regarding the registration and the other being the Students' Handbook. Special mention was made for reviewing the academic transcripts of all the students before registra-



tion. This would evidently minimize the errors linked with the process. All the pros and cons regarding the registration process were dealt with in detail by Ms. Kavitha in a very plain and lucid style much to the benefit of all the staff of the college.

While addressing the gathering, Ms. Kavitha said that Bayan College pays importance to Academic Advising including student record maintenance. The college strictly follows the rules and regulations written in the Student Handbook and stressed the need of paying spe-

cial attention by the advisers on each advisee.

On behalf of AAC Ms. Kavitha said "Academic Advising is an opportunity to exchange information designed to help students reach their educational and career goals. Advising is a shared responsibility between an advisor and the student. Ultimately, it is the responsibility of the student to make decisions about his/her life goals by creating a plan to reach those goals".

"Academic advisors can assist in this process by helping

## Paper presentation on Career development

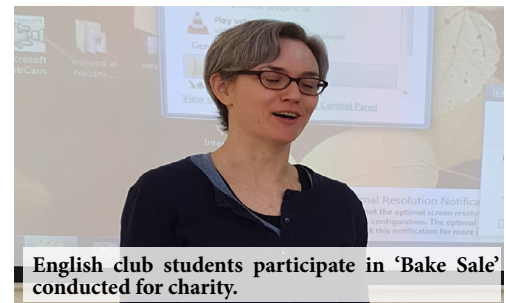
Dr. Heather Fielding, a visiting Associate Professor from Purdue University at the Department of English Studies, Bayan College presented a paper titled Career Development for Humanities Major. The presentation aim was to explain to the students the importance of studying Humanities and the careers open to them after graduation.

The presenter highlighted the importance of active participation in college life and that being in a college is not only about studying, but also participation in some of the clubs that are active and in need for new blood every now and then. She also gave guiding tips about how

to prepare a good impressive resume and more tips about how to search for a job and who are the people they need to get advice from.

The presentation was attended by a large number of students. The General Foundation Program stu-

dents constituted the majority of attendees along with the graduating students of the English Studies Department. The visiting delegation from Purdue University was also present along with the Deanship and the Faculty academic Staff.



**English club students participate in 'Bake Sale' conducted for charity.**

# BAYAN STUDENTS ATTEND WORKSHOP ON 'SOCIAL MEDIA IN PR' IN DOHA

DOHA: Bayan College students attended three day workshop of AREA-CORE conducted with support of IPRA-GC and Qatar University, on "Social Media in Public Relations" in Al Jazeera Media Training and Development Centre from December 3rd to 5. In all 18 students from six countries attended the workshop.

Dr. Hatem Kemly headed the workshop. She is a media scholar and having 13 years of experience in marketing in social media. She is the founder of ICLICK and who has worked with Google.

"We got benefited and learned a lot to use social media properly for public

relations. On the beginning we learned the introduction in digital marketing and media. Also digital marketing channels such as websites, advertisement, social media and marketing via email which has to deal with more than 247 billion emails daily", said Sumaiya Al Ghazali, who attended the workshop.

"And the second day we learned on how to do promotion in Facebook while it is one among the most used social media network. Then other sites like Instagram, Snapchat and another important site which is Twitter", added Sumaiya

"On the last day we learned how to build and



**Bayan College students, Sumaiya Al Ghazali, Al Zahra Al Farai, Hassan Al Balushi and Khalid Abdullah Fadhil at Al Jazeera Media Training and Development Centre**

manage the content. Managing content there are different strategies to be followed which was discussed. In marketing different areas to be focused like tone of the voice, calendar and contact type also business goals and marketing objectives to be met.", said Al Zahra Al Farai, another student who attended the workshop.

The attendees were Sumaiya Al Ghazali, Al Zahra Al Farai, Hassan Al Balushi and Khalid Abdullah Fadhil.

"We would like to thank our college for giving such an opportunity to explore and attend such workshop in our academic life", said the participants.



# Dream Come True

**B**ayan College moved to its own new full-fledged campus in Halban, Barka. It's a proud moment of its accomplishments over the past 10 years.



46th National Day Celebration in Bayan College

