



كلية البيان  
BAYAN COLLEGE

# Annual report

2024-25

## Message from the Dean



Dear Members of the Bayan College Community,

As we reflect on another remarkable year, I am filled with the pride for what we have collectively achieved at Bayan College, one of Oman's pioneering private higher education institutions. Since our establishment in 2006, and guided by our strategic plan, we have been consistent in our mission to deliver excellence in teaching, learning, research, and community engagement.

This year has been significant in many ways. The college has restructured its organization chart introducing key positions of two Assistant Deans and two new Centers which has improved the institutions operational efficiency. We have initiated measures to prepare our institution for the institutional accreditation process by the Oman Authority for Academic Accreditation and Quality Assurance of Education (OAAAQA) in 2026, while successfully completing the submission of Oman Qualification Framework (OQF) listing of Broadcasting program. These achievements are a testament to the dedication of our faculty, staff, and, above all, our talented students.

Our partnerships with prestigious local and international institutions have expanded further, opening new pathways for joint academic programmes, faculty and student exchanges, collaborative research, and innovation-driven initiatives. New MoUs have been signed with Al Ain University, Manouba University, Ministry of labour, Chamber of commerce, Al Batinah Governorate and many more.

Beyond academics, Bayan College has fostered a vibrant and inclusive campus life. Through the Student Advisory Council, student clubs, and a calendar of extracurricular activities, our students have exhibited leadership skills, discovered new talents, and built lifelong networks, preparing them to excel in both local and global arenas.

Every success we celebrate is the result of viewing our students not merely as learners, but as true partners in our shared journey toward excellence. Together, we continue to contribute meaningfully to the advancement of the Sultanate of Oman and to the betterment of humanity.

As we look to the future with optimism, I extend my deepest appreciation to our students, faculty, staff, alumni, partners, and stakeholders for their continued trust and support. Bayan College remains committed to shaping competitive graduates who will lead tomorrow.

Thank you for being part of this inspiring journey.

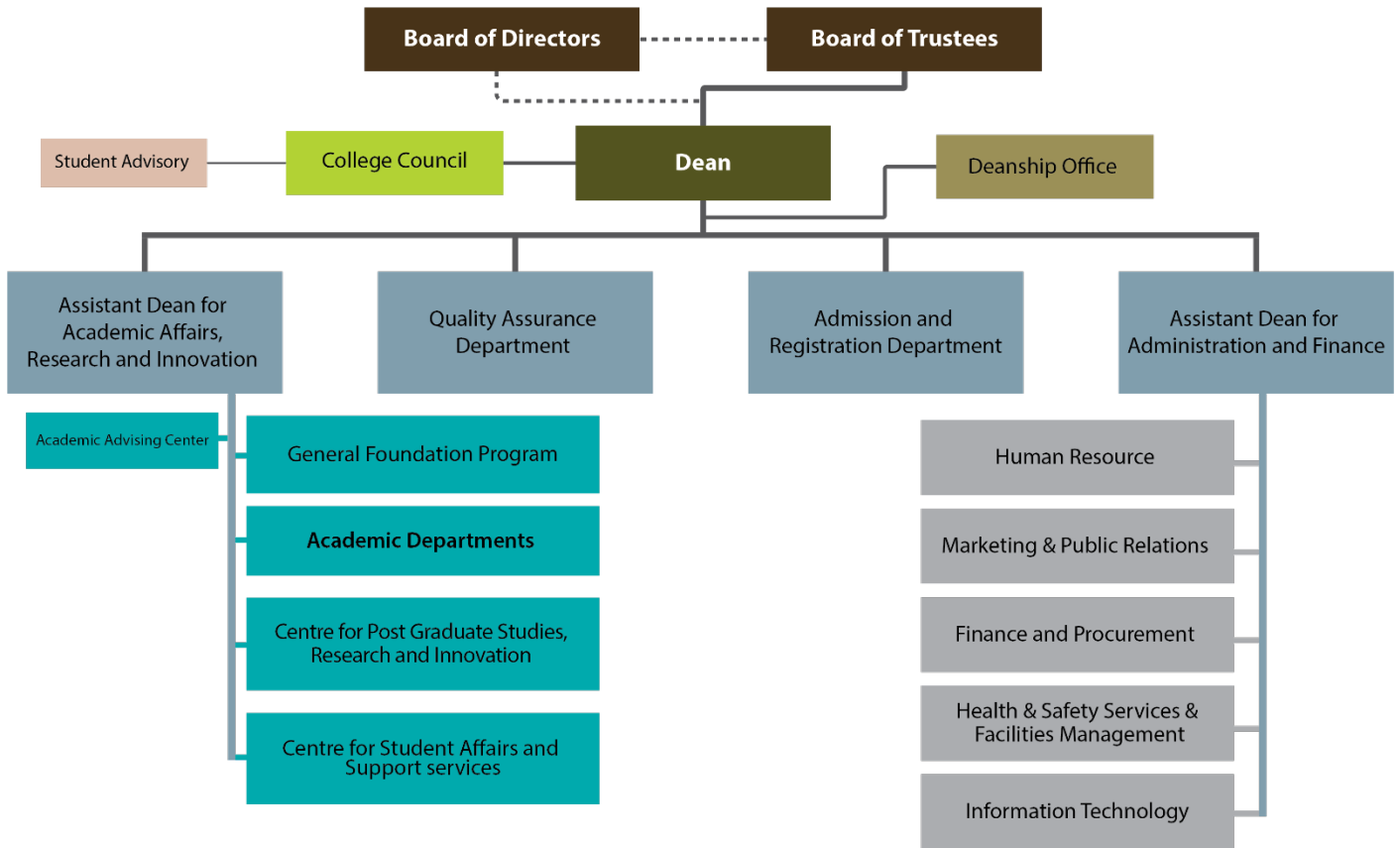
Sincerely,

**Dr. Mohammed Al Kharusi**

Dean Bayan College

# 1. Overview

## Organizational Chart



## **1.1 Vision and Mission**

### **Vision**

To be recognized as a leader in higher education in Oman and the region in the provision of excellence in teaching and learning and quality research.

### **Mission**

To provide quality education resulting in highly qualified graduates that are leaders in their field, dedicated to serving their communities and contributing to the national sustainable development.

## **1.2 Strategic Goals and Core Values**

Goal 1: Provide Effective and efficient Planning and Management

Goal 2: Provide Effective Teaching and Learning

Goal 3: Be recognized for our research activities that are aligned with the national strategy

Goal 4: Provide excellence in student support services

Goal 5: Make Bayan College the employer of choice among higher education institutions in Oman

### **Core Values**

- Excellence in teaching and learning: We strive for excellence in all our academic pursuits resulting in graduates that will be leaders in their professions
- Integrity: We are committed to demonstrate the highest social and ethical values and standards of professional and scholarly ethics.
- Creativity and innovation: We are committed to create dynamic and innovative solutions in all aspects of our work for a better future.
- Collaboration, empowerment and social responsibility: We believe in the power of working together, providing motivation and opportunities to achieve results and adhere to corporate social responsibility in all our actions to ourselves, our stakeholders and the community at large.
- Diversity, inclusion and cultural authenticity: We value all aspects of diversity and foster cultural, racial, gender and religious tolerance to ensure a vibrant learning community.
- Environmental responsibility: We respect our environment and are committed to continuous environmental improvements and incorporate sustainability in all processes involved in our operations.

### **1.3 Graduate Attributes**

1. Exhibit capacity in writing skills
2. Demonstrate critical thinking skills
3. Show problem solving skills
4. Master communication skills
5. Develop the ability to work in team
6. Comply with ethical and social values
7. Value inclusive culture and sensitivity

## 2. Academic Overview

### Overview of Academic Departments and Programs

Bayan College, affiliated with Purdue University Northwest, USA, continues to excel in the private Higher Education sector in Oman, particularly as the first institution to offer degrees in Media Studies. Our academic offerings include:

- **Department of Media Studies:** Offers Diplomas and Bachelor's degrees in Journalism, Broadcasting, Public Relations, Advertising, and Visual Communication Design and Master's program in Communication. These programs are designed to equip students with industry-relevant skills, supported by hands-on training in our advanced media studios.
- **Department of English Studies:** Provides undergraduate, postgraduate, and diploma programs in English Literature and undergraduate and diploma programs English Professional Writing, fostering critical thinking and communication skills.
- **Department of Social Sciences:** Delivers courses in Human Development and family studies, preparing students for diverse career paths in the field.
- **The General Foundation Program (GFP):** ensures students achieve proficiency in English along with Math, IT and study skills as a prerequisite for academic studies

### Programs Offered

Number of undergraduate Program	Number of Diploma Program	Number of postgraduate Program
8	6	2
Broadcasting	Broadcasting	MA, English Language and Literature
Public Relation	Public Relation	MA, Communication
Visual communication	Journalism	
Journalism	Advertisement	
Advertisement	English Literature	
English Literature	English professional Writing	
English professional Writing		
Human Development and family Studies		

### **Industry Engagement Activities**

<b>Media Studies</b>	<b>English Studies</b>	<b>Social Sciences</b>
<b>13</b>	<b>4</b>	<b>6</b>

### **Credited Internships**

<b>Media Studies</b>	<b>Social Sciences</b>
<b>84</b>	<b>5</b>

## **2.1 Department of English Studies**

The English Studies Department offers cutting-edge undergraduate, postgraduate, and diploma programs in English Professional Writing and English Literature tailor-made for the personal and professional development of students.

On the one hand, students learn about various theories, methods, aesthetics, and praxis through drama, poetry, fiction, non-fiction, and creative writing.

On the other hand, they receive structured training in English writing techniques essays, grammar, research writing, and research methods.

### **Bachelor**

The four-year **B.A. in English Professional Writing** and **B.A. in English**

**Literature** programs are designed to shape critical, technical, literary, and stylistic skills in English language and literature.

### **Diploma**

Highly interdisciplinary in nature, the **Diploma in English Literature** and **Diploma in English Professional Writing** programs provide a short-term yet high-quality learning experience.

### **Masters**

The **Master's Program in English Literature** is designed to foster advanced academic and professional growth.

### **Faculty Achievements**

#### **Research and Scholarly Activities**

The faculty in the department publishes regularly in scholarly, high-impact factor peer-reviewed journals and edited volumes, published from reputed academic institutions and publication houses. During the Academic Year (AY 2024-2025), the faculty has published twenty-five research articles in peer-reviewed journals, three book chapters, and one monograph. Some institutions and publishing houses from which the faculties published are Routledge, Bloomsbury, Peter Lang, Kaplan Business School, and others. Besides publishing, the faculty also indulge in paper presentations across national and international conferences, deliver keynotes, and attend fellowship programs. During this academic year, the faculty has

participated in conferences and fellowship programs across Oman, the United States, Spain, and India. Some of the conferences and fellowship programs in which the faculty went were:

**Dr. Jinan Issa**

- a. **As a Presenter:** 19<sup>th</sup> International Technology, Education and Development Conference (INTED), Valencia, Spain – 3-5 March 2025.
- b. **As a Keynote Speaker:** Research Excellence Week – University of Technology and Applied Sciences, Musannah – 6<sup>th</sup> April 2025.
- c. **As a Reviewer:** General Foundation Program of the University of Technology and Applied Sciences, Muscat – 11<sup>th</sup> June 2025

**Dr. Rey Magora**

- a. **As a presenter:** 4<sup>th</sup> Hawaii International Conference on English Language and Literature Studies (ICELL) – A-Sharqiyah University – 19-20 February 2025

**Ms. Manju George**

- a. **As a presenter:** 4<sup>th</sup> Hawaii International Conference on English Language and Literature Studies (ICELL) – A-Sharqiyah University – 19-20 February 2025

**Dr. Sayan Dey**

- a. **As a fellowship recipient:** Institute of Critical and Social Inquiry (ICSI) Fellow, The New School, New York – 8-14 June 2025.

**Professional Body Memberships**

The staff has memberships across reputed organizations like the Global Posthuman Network, the Indian Sociological Society, and English Language and Teaching in India (ELTAI). The membership organizations are associated with various subject areas like English language, English literature, posthuman studies, cultural studies, and sociology.

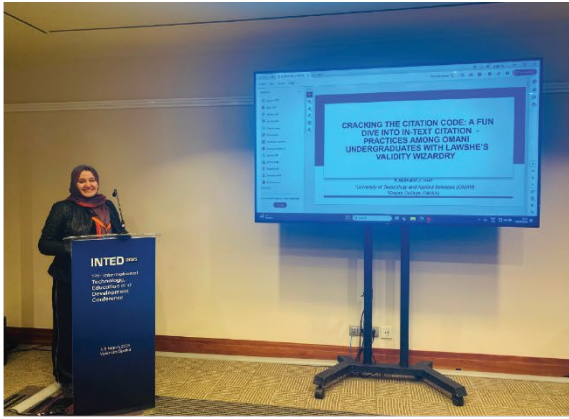
**Skill Enhancement Activities (conducted for students)**

A workshop titled " Ink to Insight " was successfully conducted on February 2nd and 3rd, 2025. Ms. Ranju and Ms. Divya organized the event from the English Department's Research Team. Dr. Sayan, Assistant Professor and Head of the Department, served as the key speaker. The workshop's primary objective was to introduce senior and graduating students to the core techniques of academic research writing and to help them approach their academic projects with greater clarity, structure, and confidence. The workshop focused on building the

foundational elements of research writing. Dr. Sayan covered essential topics such as understanding the overall research process—from topic selection to submission—along with guidance on formulating effective research questions and hypotheses. Students were also introduced to strategies for conducting a thorough literature review and the importance of academic honesty and avoiding plagiarism. The session saw lively participation from students, who posed thoughtful questions and engaged in discussions about the common challenges they face during the initial stages of research. Additionally, students were introduced to useful techniques for revising and editing their work, helping them improve the overall quality of their writing. Interactive elements and peer discussions enhanced the learning experience and encouraged students to evaluate their own writing practices more critically. Throughout the session, Dr. Sayan demonstrated a high level of expertise and an approachable teaching style that made the sessions both accessible and informative. His ability to simplify complex academic concepts, paired with real-world examples, ensured that students remained engaged and motivated. His guidance was particularly valuable for students preparing to undertake research-based projects or dissertations. The workshop was a highly beneficial academic initiative by the English Department’s Research Team.

### Photo Stacks





## Student Achievements

### Research and Publications

The collaborations between the students and faculty are not limited to the classrooms and extend towards research collaborations as well. As a part of this, Ms. Divya (Lecturer), along with two students from the English Studies department named Mr. Saud Abdullah and Ms. Asila Abdullah, published research in the Bayan College International Journal of Multidisciplinary Research (BCIJMR)

### Students at Risk and Under probation

At-Risk and Under-Probation Students 2024-2025						
Department: English Studies						
Program	Semester	No. of students at risk/ under probation	Number of students			
			Verbal warning	First warning	Second warning	Third warning
English Literature	Fall	33	5	8	14	6
	Spring	47	7	15	18	7
English Professional Writing	Fall	--	-	-	-	-
	Spring	-	-	-	-	-

## **2.2 Department of Media Studies**

With a focus on producing generations of graduates who will not only work for but also manage media institutions, contributing to Oman's national development visions, the **Department of Media Studies** offers a robust and comprehensive media and communication education.

The department embraces specializations in **Public Relations and Advertising, Broadcasting, Journalism, and Visual Communication** offered across the **Diploma, Bachelor, and Master's** levels.

### **Bachelor**

The **4-year Bachelor Program in Media Studies** aims to produce graduates with the knowledge, talent, and skills necessary to serve the media and communication industry across government, private, and entrepreneurial sectors.

The Public Relations specialization equips students with corporate communication and strategic engagement skills with various publics and issues.

The Journalism major responds to the evolving media landscape, training students to work effectively across mainstream and social media platforms, focusing on content creation and storytelling.

The Broadcasting major updates traditional media skills with new digital technologies film-making, digital storytelling, and podcasting.

The Visual Communication major develops creative thinking, design methodology, and advanced digital design competencies.

Lastly, the Advertising major integrates the latest industrial trends, emphasizing modern marketing communication strategies.

### **Diploma**

The **2-year Diploma Program** is designed for students seeking a focused and practical short-term educational experience.

### **Masters**

The **Master's Program in Media Studies** focuses on advanced professional and academic development in communication and media pedagogy.

## Faculty Achievements

Research and scholarly activities

Faculty engagement in research and scholarly activities is summarized in the following table:

Faculty	Paper title	Presentation/publication Details	Citation [APA]
Dr. Bernard Emenyeonu	Bridging the gap between gown and town through industrial training; a study of perception and experiences of technology and applied sciences Mass Communication interns	Published in <i>QScience Connect, Vol 2024 Issue 2, Dec 2024</i>	Al Rawahi, M. & Emenyeonu, B. (2024). Bridging the gap between gown and town through industrial training; A study of perception and experiences of technology and applied sciences Mass Communication interns. <i>QScience Connect, Vol 2024 Issue 2.</i>  <a href="https://doi.org/10.5339/connect.2024.2">https://doi.org/10.5339/connect.2024.2</a>
Dr. Musthafa Mubashir	Initial Articulations of a Subculture: The Performativities of Dress and Young Muslim Males in Kasaragod, Kerala, on Instagram	Published in <i>Journal of Critical Studies in Men's Fashion, 11(2), 153–168.</i> <a href="https://doi.org/10.1386/csmf_00088_1">https://doi.org/10.1386/csmf_00088_1</a>	Mubashir, M. (2024). Initial articulations of a subculture: The performativities of dress and young Muslim males in Kasaragod, Kerala, on Instagram. <i>Critical Studies in Men's Fashion, 11(2), 153 - 168.</i> <a href="https://doi.org/10.1386/csmf_00088_1">https://doi.org/10.1386/csmf_00088_1</a>
Dr. Saeed Mohammed Usman & Mr. Nawaz, Shoaib		<i>Exploring the Artificial Intelligence Competencies in Organizational Communication: A Study of Technology Acceptance Model in Sultanate of Oman.</i> Paper presented at Entrepreneurship for Sustainability & Impact	Saeed, M. U., & Nawaz, H.M.S. (2024). <i>Exploring the Artificial Intelligence Competencies in Organizational Communication: A Study of Technology Acceptance Model in Sultanate of Oman.</i> Paper presented at Entrepreneurship for Sustainability & Impact Conference (ESI) – 2024, at Qatar University, Doha, 23 - 26 November 2024.

		Conference (ESI) – 2024, at Qatar University, Doha, 23- 26 November 2024.	
Dr. Saeed Mohammed Usman & Mr. Nawaz, Shoaib		<i>Social Media and Environmental Sustainability: The role of Instagram in promoting Environmental Awareness and Social Responsibility among Omanis.</i> Paper Presented at Oman Conference for Environmental Sustainability (OCES-2024) at Oman Exhibition and Convention Centre, Muscat, Oman, 24 - 26 Feb, 2025	Saeed, M. U., Nawaz, H. M. S. (2024). <i>Social Media and Environmental Sustainability: The role of Instagram in promoting Environmental Awareness and Social Responsibility among Omanis.</i> Paper Presented at Oman Conference for Environmental Sustainability (OCES-2024), at Oman Exhibition and Convention Centre, Muscat, Oman.
Dr. Saeed Mohammed Usman, Mr. Nawaz, Shoaib & Ms. Muneera Al Balushi		<i>Framing of Gaza War in Omani Press: A case study of Constructive Journalism and Regional Peace.</i> Paper presented at IAMCR Conference, June, 2024, Christchurch, New Zealand.	Saeed, M. U., Nawaz, H. M. S. & Al Balushi, M. (2024). <i>Framing of Gaza War in Omani Press: A case study of Constructive Journalism and Regional Peace.</i> (Paper presented at IAMCR Conference, June, 2024, Christchurch, New Zealand.)
Mr Hariharan Anbazhagan	Framing the Future: A Comparative Study of	Submitted for publication and currently under review.	

	Landscape and Portrait Modes in Video Recording and Audience Engagement in Bayan College, Oman		
<b>PARTICIPATIONS IN INTERNATIONAL MEETINGS AND WORKSHOPS</b>			
Ms. Muneera Al Balushi		Participated in World Youth Festival, Russia, March 2024	
Ms. Muneera Al Balushi		Participated in United Nations Youth Conference, USA, April 2024	
Ms. Muneera Al Balushi		Conducted Workshop for Bayan College students on Oman Vision 2040: Promoting National Identity, February 2025	

### **Community engagement initiatives**

In Spring 2024/25, Media Studies faculty held 3 community-oriented workshops as follows:

- Workshop on ‘Communication Skills’ for Ministry of Culture, Sports and Youth,
- Workshop on and ‘Health Communication’ for Ministry of Health.
- Workshop on ‘How to use AI in business’ for student business startups

Faculty also organized a field trip for 20 students to the Ministry of Media aimed at giving students an opportunity to have a firsthand acquaintance with how the media operate in Oman, as well as motivating them to join the industry upon graduation in order to help achieve more growth in the industry.

### **Skills enhancement activities**

Based on a skills enhancement proposal, faculty of Media Studies conducted the following activities aimed at enhancing students' skills in various aspects of communication practice:

- Workshop on 'Writing exams for better outcomes' – aimed at for low-performing students
- Workshop on 'Crafting stand-out CVs and Portfolios' for about-to-graduate students
- Workshop for Bayan College students on 'Becoming excellent students.'
- Negotiation Skills Competitions for Bayan College Omam Club.
- Entrepreneurs' Day was organized to encourage Entrepreneurship students to conceive business ideas and to gain practical skills in marketing their business and reaching out to potential clients.

### **Student achievements**

A student of Media Studies, Ms. Umaima Al Hinai, was awarded an international recognition for excellent performance in Tae Kwando sport.

# Photo Stacks



## Students at Risk and Under probation

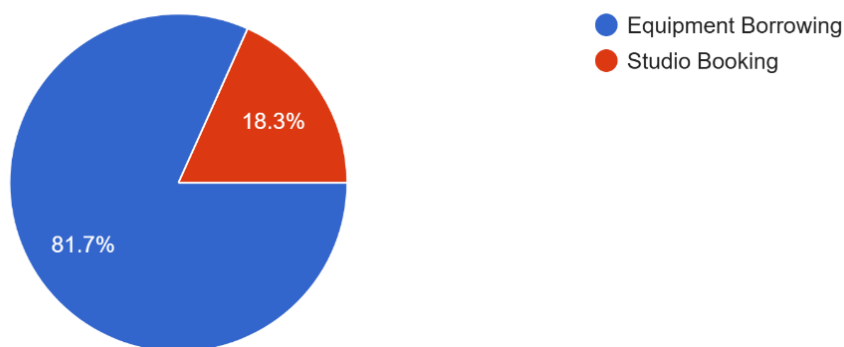
At-Risk and Under-Probation Students 2024-2025						
Department: Media Studies						
Program	Semester	No. of students at risk/ under probation	Number of students			
			Verbal warning	First warning	Second warning	Third warning
Public Relation	Fall	77	48	15	12	2
	Spring	34	11	12	4	6
Broadcasting	Fall	25	19	3	4	
	Spring	11	4	1	4	1
Journalism	Fall	2	1		1	
	Spring	2				
Visual Communication and Design	Fall	2	2			
	Spring					
Advertising	Fall	1				
	Spring					

### 2.2.1 Media Studio

Studio & Equipment Usage Overview:

What would you like to book?

93 responses



Studio Usage: 18.3%

Equipment Borrowed: 81.7%

Department-wise Equipment Borrowing:

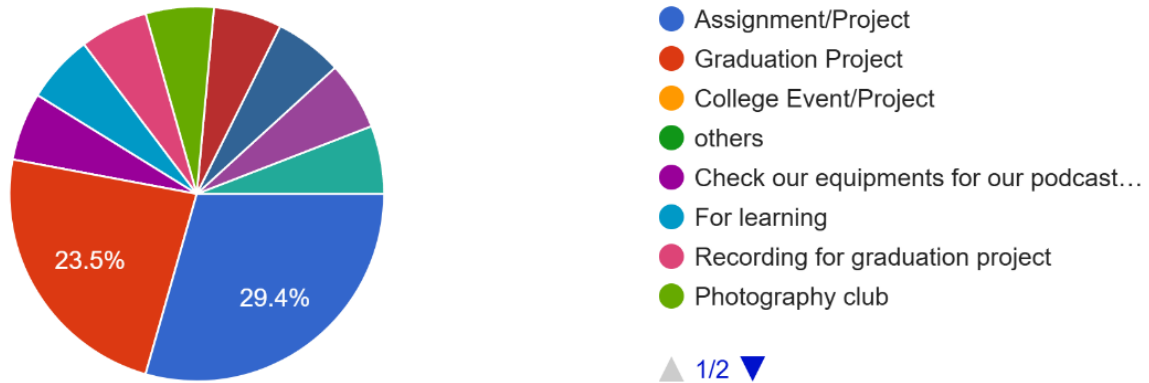
Media Studies Department: 43.4%

Student Affairs: 22.4%

Marketing and Public Relations: 2.6%

Other Departments: Includes English Studies, Human Development, and Family Studies

### **Purpose of Studio & Equipment Usage:**



Assignments: 29.4%

Graduation Projects: 23.5%

College Events: 11.8%

Other Purposes: Remaining percentage includes miscellaneous academic and institutional needs.

### **Media Studios Upgrades:**

Manual booking system upgraded to Google Forms for digital and streamlined studio equipment reservations.

### **Equipment Upgrades:**

1. Rode PodMic USB podcast microphone upgraded for broadcast-quality audio and student podcast production.
2. Rode PSA1+ professional microphone arm provides flexible, secure mounting for studio microphones.
3. D'Addario high-quality XLR audio cable (10ft) ensures reliable, noise-free audio connections.
4. Metal pop filter for microphone protects sound purity during voice recordings.
5. Hollyland MARS 400 PRO wireless video transmission kit enables professional-grade wireless video streaming and multi-camera event coverage.



These upgrades have significantly enhanced the Media Studio's capacity for audio and video production, provided advanced hands-on student training, and enabled the successful live streaming of major college events.

**Maintenance Report:**

**No equipment breakage or loss was reported during the academic year.**

**Future Recommendations:**

With an increasing trend in studio and equipment usage, there is a growing need to purchase and upgrade our studio facilities and inventory. A proposal for new equipment and upgrades has been submitted to the Head of Department for review and approval.

### **2.3 Department of Human Development & Social Science**

This specialization is characterized by a unique design that combines theoretical study with practical application, providing students with a comprehensive and integrated understanding of Human Development and Family Studies.

The program focuses on developing counseling, guidance, and mentorship skills, enabling graduates to provide professional support to individuals and families across various stages of life. It equips students with the knowledge and competencies necessary to understand human challenges and provide effective, ethical, and compassionate assistance.

Additionally, students enhance their communication, critical thinking, and professional ethics skills while gaining valuable hands-on experience through internships, fieldwork, and collaboration with community organizations and partners.

Graduates of this specialization will be well-prepared for a diverse range of careers, including:

- Mental Health Counselor
- Social Worker
- School Psychologist
- Family Affairs Counselor
- Social Services Manager
- Guidance and Counseling Specialist
- Roles in educational institutions, hospitals, health centers, and NGOs

#### **Faculty Achievements**

Professional Development Activities:

Workshop on Job Burnout for Staff (October 10, 2024): This workshop also educated staff on the causes of job burnout, the prevention of it, and how this would result into faculty well-being and professional resilience

#### **Research and Scholarly Activities:**

Faculty research leads to the knowledge improvements in the social sciences, and among the works research conducted by Zulfa Canter are carried out.

### **Community Engagement Initiatives:**

Marriage Guidance Program (November 6, 2024): It is a presentation by Dr. Khalfan Al-Busaidi. the program provided the people with incredible suggestions and hints as to marriage and getting along with the family. the greater society.

November 10, 2024: Workshop on Challenges Facing Contemporary Youth

Dr. Khalfan Workshop on the Issues of Modern Youth with a big impact by Al-Busaidi was devoted to the main issues of young people and how people can overcome them.

Skill improvement activities: Attendance of different workshops and seminars to enhance the pedagogical practice and research skills.

### **Extracurricular Accomplishments:**

"Giving and Recognition Campaign" (November 5 - December 4, 2024): This was a month-long campaign, which students were leading, arranging their volunteers to visit care homes, held a donation drive, which was successful, and attended beach clear-up activities. This indicated that they were serving the community and demonstrated their good organizational skills.

Workshops Presented by Department Students to Schools in Muscat: Our students demonstrated exemplary leadership skills and oratory talents by hosting workshops about topical societal problems in schools in the area:

"Depression and Its Effects" at Ufeifa Al Ya'ariyah School (October 31, 2024)

"Mental Health" awareness workshop at Najia bint Amir Al Hajriya School (November 7, 2024)

"Promoting Students' Mental Health" at Stal Primary School (November 10, 2024)

"Promoting Students' Mental Health" at Salma bint Qays Primary School.

### **Community Engagement**

**The department's commitment to community engagement and social development was evident through several key initiatives:**

Giving and Recognition Campaign (November 5 - December 4, 2024): A month-long community-wide effort comprising of visits by volunteers to care homes, a donation event and beach-oriented clean-up, directly benefitting the community.

Workshops Presented by Department Students to Schools :Students of our college took active part in interaction with the local schools giving them necessary workshops on important issues like depression, mental health, and student well-being, thus creating awareness and supporting younger generations.

"Na'addel Al Nafsiya" (Adjust Your Mind) Campaign: This is a massive departmental initiative that increased the awareness of mental health both in and outside the college and shakes the values that society has on mental health and helps students overcome the problem...

### **Student Development and Support Initiatives**

In addition to academic work, the department is also interested in the complete development of a student and his/her well-being:

Student Psychological Support Initiative (Launched November 3, 2024): This unusual program will offer direct psychological assistance to students especially during tense events such as examinations. There is a specialised psychological counsellor who sees the students once a week to discuss issues and give advice. This has greatly increased the reduction of student stress and the increase in the levels of performance.

Maras Program - Practical Training in Psychological Disorders: The department has also managed to adopt Maras Program; four months of practical training dedicated to the topic of psychological disorders. It is an intensive program where a small category of students under the department participated, through which they could get the practical taste of their knowledge and apply the same. This project was carried out in partnership with Zulfah Center, and it also consolidated the links between our community and our students as they received priceless real-life training experience.

### **Workshops and Awareness Programs**

Marriage Guidance Program (November 6, 2024): Presented by Dr. Khalfan Al-Busaidi.

Workshop on Challenges Facing Contemporary Youth (November 10, 2024): Presented by Dr. Khalfan Al-Busaidi.

Workshops Presented by Department Students to Schools: Covering topics like "Depression and Its Effects," "Mental Health," and "Promoting Students' Mental Health."

## **Detailed Report on Workshops for Student Skill Enhancement**

The department of Social Sciences is extremely passionate about enhancing and building up the practical and theoretical abilities of learners. We are of the opinion that theory has to be combined with practice in order to be excellent and successful at the job market. As such, the department planned a number of special workshops and training courses offered within the semester Spring 2024/2025 intending to provide students with the essential knowledge that will help them advance their academic and career goals.

### **Workshop: "Case Study: From Concept to Application"**

Objective: In order to strengthen the potential of the students to practice the application of methodology of qualitative research in social research, namely the case study method, by means of working practice in study and interpretation of social phenomena.

Details: A very hands-on workshop in the Case Study methodology was conducted. There was training to students on designing of case studies and systematic case report writing.

### **Outcomes and Impact:**

The workshop deepened students' understanding of the complexities of social phenomena from an in-depth perspective.

Students acquired valuable practical skills in critical thinking, qualitative analysis, and research report writing.

Students demonstrated a significant improvement in their ability to link theoretical concepts with real-world applications.

### **Specialized Course: "Psychological Disorders: Diagnosis and Intervention"**

Collaboration: In fruitful collaboration with the Zulfa Center for Psychological and Social Counseling.

Objective: To provide Social Sciences students with a deep understanding of common psychological disorders and how to identify them, as well as to acquire preliminary skills in handling cases and social intervention.

: This specialized course extended over four months and included intensive theoretical and practical components. The course focused on:

An introduction to psychological disorders and their classifications.

Social and psychological factors influencing mental health.

Fundamentals of psychological diagnosis (as appropriate for a Social Sciences specialization).

Direct and intensive practical application, where students had a unique opportunity to interact with realistic scenarios and hypothetical cases under the supervision of specialists from the Zulfa Center. This significantly enhanced their ability to connect theory with practice in the field of social mental health.

**Outcomes and Impact:**

Developed students' ability to handle mental health issues with sensitivity and effectiveness.

Acquired a deeper understanding of the role social workers can play in supporting individuals and communities affected by psychological disorders.

Enhanced students' practical and field skills, thereby increasing their readiness for the job market in social support and guidance roles.

**Workshop: "Mental Health and Success: Keys to Balance in Academic and Professional Life"**

Collaboration: In ongoing collaboration with the Zulfa Center for Psychological and Social Counseling.

Objective: To raise students' awareness of the importance of mental health as a fundamental factor for achieving academic, professional, and personal success, and to provide practical strategies for maintaining psychological balance.

Details: This workshop addressed vital aspects related to mental health from a comprehensive perspective, linking it to success. The workshop focussed on:

- Strategies of stress management for academics and professionals
- Development of psychological adaptability and resilience.
- The importance of balancing personal and academic/professional life.
- Practical tips for maintaining psychological well-being and enhancing productivity.

**Outcomes and Impact:**

Mental health awareness among students: It emphasized on the importance of mental health care as an integral part of their educational and professional journey.

Provided students with practical tools and strategies they can apply in their daily lives to cope with challenges.

Contributed to building a more supportive academic environment for students' psychological well-being.

### **Any Other Key Achievements**

"Na'addel Al Nafsiya" (Adjust Your Mind) Campaign: Being one of the most important changes in this department, through this campaign it was possible to take up the issue of mental health awareness, both at the college level and beyond it. Its effects are provided through altering the perception of the society and assisting learners with managing mental health.

Impact and Influence:

The cumulative activities of the department have significantly contributed to:

Community Service: Providing support to those in need and contributing to community development.

Student Skill Development: Through active participation in volunteer activities, training workshops, and the psychological support initiative, including the Maras Program and other skill-enhancement workshops detailed in Section 6.

Raising Community Awareness: Through a variety of impactful awareness programs.

Strengthening Social Cohesion: Through fostering teamwork and knowledge sharing among students and staff.

<b>Program/Initiative</b>	<b>Details</b>	<b>Objectives</b>
<b>Giving and Recognition Campaign</b>	November 5 – December 4, 2024 student-led volunteer visits to care homes, a donation drive, and beach clean-up activities in Muscat.	Foster community service, demonstrate student organizational skills, and promote social responsibility.
<b>Workshops Presented to Schools in Muscat</b>	<p>Student-led workshops at local schools:</p> <ul style="list-style-type: none"> <li>• “Depression and Its Effects” - Ufeifa Al Ya'ariyah School 31-10- 2024</li> <li>• “Mental Health” - Najia bint Amir Al Hajriya School 7-11-2024)</li> <li>• “Promoting Students’ Mental Health” - Stal Primary School 10-11 2024</li> <li>• “Promoting Students’ Mental Health”- Salma bint Qays Primary School.</li> </ul>	Raise awareness of mental health issues among school students, develop leadership and communication skills among college students.
<b>Na'addel Al Nafsiya (Adjust Your Mind) Campaign</b>	A department-wide initiative to promote mental health awareness within and beyond Bayan College.	Increase awareness of mental health, challenge societal stigma, and support students in addressing mental health challenges.

**Industry Partnerships:** Strengthened ties with local and international media and business organizations, providing students with internship opportunities and industry exposure.

### Students at Risk and Under probation

<b>At-Risk and Under-Probation Students 2024-2025</b>					
<b>Department: Social Sciences</b>					
<b>Program</b>	<b>Semester</b>	<b>No. of students at risk/ under probation</b>	<b>Number of students</b>		
			<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>
<b>Human Development &amp; Family Studies</b>	<b>Fall</b>	42	1	5	36
	<b>Spring</b>	18	3	6	9

Photo Stacks





## **2.4 General Foundation Program (GFP)**

The Foundation Program is a non-credit course which is a pre-requisite to begin academic studies. Bayan College offers three levels of English language learning in the Foundation Year. Within the program and at all levels (1, 2, and 3), students focus on learning or improving their English language skills — listening, speaking, reading, and writing. In addition, students are also required to study Mathematics, IT, and Study Skills.

The Foundation Program, designed in accordance with the requirements of the Ministry of Higher Education and OAS GFP (Oman Academic Standards for General Foundation Program), is conducted in three semesters of approximately 14 weeks each. Each level supports the next, helping students become more proficient in each skill. Each level has its own syllabus for paired skills (Reading & Vocabulary, Grammar & Writing, and Listening & Speaking), internationally benchmarked with CEFR. Each level and skill carries designated hours and lectures, and progression depends on performance in level tests.

### **Faculty Achievements**

The Foundation Department at Bayan College continues to play a pivotal role in fostering academic growth and supporting student achievement. This report outlines the department's significant activities and initiatives over the past academic year, highlighting faculty engagement, innovations in teaching, and targeted support for at-risk students.

### **Faculty Engagement in Academic Life**

Our faculty regularly engaged with the broader academic community throughout the year. A critical component of this engagement involved organizing orientation sessions for new students at the beginning of each academic semester. These orientations served to enhance students' understanding of the college's programs, procedures, and regulations, as outlined in the Student Handbook. Although no new faculty members were onboarded this year, the department prioritized maintaining faculty effectiveness through a structured reminder orientation program conducted every semester. This program ensures that our teaching staff remains aligned with the college's expectations and updates.

### **Class Observations**

Recognizing the importance of continuous professional development, we implemented a systematic class observation initiative for all teachers. These observations provided valuable

feedback and insights, facilitating a culture of collaborative improvement and shared best practices among the department's faculty.

### **Support for At-Risk Students**

Understanding the diverse needs of our students, the teaching staff provided essential counseling support, remedial classes, and one-on-one teaching sessions designed for students identified as being at-risk of academic failure. These targeted interventions not only provided necessary academic assistance but also aimed to enhance students' overall educational experience. Guided Learning Sessions, specifically tailored for these students, further helped mitigate potential learning gaps. In addition to providing academic support, our faculty took proactive steps in monitoring students' attendance, allowing for timely intervention in cases of early irregularities. This proactive approach is vital in fostering a stable and supportive learning environment.

### **Utilization of Learning Management Systems**

As part of our commitment to modernizing educational delivery, our students became increasingly familiar with the Moodle Learning Management System (LMS). In line with our sustainability goals, we also aimed to reduce the usage of printed materials. This transition was bolstered by the effective incorporation of Cambridge LMS and digital materials into our curriculum, providing both innovative learning resources and reducing the environmental impact associated with traditional learning materials.

### **Course and Material Updates**

In our ongoing efforts to ensure academic rigor and relevance, the department conducted a comprehensive review of all course outlines. Every Course Learning Outcome (CLO) and associated materials were meticulously examined and updated as necessary. This process guarantees that our curriculum remains aligned with academic standards and meets the evolving needs of our students. After each semester, all semester files were systematically updated to ensure that records reflect the most current information and outcomes.

### **Department Meetings**

To foster a culture of communication and collaboration, the Foundation Department held monthly meetings to discuss important actions and the implementation of our action plan. These meetings served as a platform for faculty to share ideas, address challenges, and strategize on enhancing student success.

## **Assessments and Examinations**

The integration of continuous assessments and end-of-semester exams within the Foundation Department's educational framework demonstrates our commitment to fostering a learning environment that prioritizes student success. By employing both formative and summative assessment strategies, we create a well-rounded approach to education that not only measures student performance but also promotes engagement, accountability, and growth. As we move forward, the department remains dedicated to continually refining our assessment practices to enhance educational outcomes for all students.

By adhering to the established rules and procedures surrounding exam administration, Bayan College ensures a fair and transparent assessment process that upholds academic integrity. Students are encouraged to familiarize themselves with these rules to promote a culture of responsibility and respect during exams. Upholding these standards not only enhances their educational experience but also prepares them for the ethical challenges they may face in their professional lives

## **Skill Enhancement Activities (conducted for students)**

The Foundation Department at Bayan College is dedicated to ensuring that students develop essential skills that support their academic and professional success. The department organizes a variety of skill enhancement activities aimed at fostering personal growth, improving academic performance, and preparing students for the workforce. Here are some of the key activities conducted:

### **Study Skills Programs**

**Time Management:** Sessions that teach students how to effectively manage their time, prioritize tasks, and set achievable goals to enhance academic performance.

**Study Techniques:** Training on various study methods, including active learning strategies, note-taking skills, and revision techniques.

### **Language Development**

**English Language Improvement Classes:** Tailored programs aimed at increasing proficiency in English, including grammar, vocabulary, and conversation skills for all students, namely low achievers.

Public Speaking and Debate Clubs: Opportunities for students to practice and enhance their speaking skills in a supportive environment, improving their confidence and eloquence. (Debate completion)

### Students at Risk and Under probation

At-Risk and Under-Probation Students 2024-2025						
Department: General Foundation Program						
Program	Semester	No. of students at risk/ under probation	Number of students			
			Verbal warning	First warning	Second warning	Third warning
Human development & Family Studies	Fall	10	2	7	-	-
	Spring	7	-	2	3	-

### Photo Stacks



### **3. Centre for Students Affairs and Support Services**

The Center for Student Affairs & Support Services is a core pillar in Bayan College's commitment to fostering a supportive, engaging, and student-centered academic environment. Prior to AY 2024–2025, student services were managed exclusively under the Student Affairs Office. Beginning in AY 2024–2025, the college re-structured and unified all student-facing departments into one center CSASS bringing together:

- 1. Student Affairs Office**
- 2. Career & Industry Engagement Services Office (CIESO)**
- 3. Library Services**
- 4. Counselling & Guidance Office**

This integration strengthened operational efficiency, improved service coordination, and ensured a holistic approach to student success aligned with institutional strategy, accreditation expectations, and Oman Vision 2040.

This Review and Monitoring Report provides a comprehensive academic review of achievements, service delivery, student satisfaction, and performance indicators for AY 2024–2025.

#### **3.1 Student Affairs Office**

##### **Major Achievements**

- Successfully delivered Fall and Spring Orientation Programs, integrating academic departments, IT, library, and student clubs.
- Re-structured all student clubs into Academic and Non-Academic categories, improving activity alignment and operational clarity.
- Developed updated club guidelines, monitoring procedures, and distributed specific annual budgets for each club.
- Assigned a dedicated activities room and materials storage area to enhance club functionality.
- Increased club-led activities from 12 (2023–2024) to 15 (2024–2025).
- Activated and expanded Alumni-led guest lectures and skill-oriented workshops, enriching student learning experiences.
- Organized major events: National Day, English Day, Media Day, cultural events, talent exhibitions, and community-service programs.

- Maintained manual booking systems (rooms, equipment, inquiries) and provided data requirements for the new Online Ticketing System, implemented in AY 2025–2026.
- Communication Enhancements (2024–2025): SMS campaigns, email notices, bulletin posts, departmental coordination.
- Communication Enhancements (2025–2026): LMS announcements, website updates, WhatsApp Broadcast Channels for faster student engagement.

## Satisfaction Indicator

77.39% satisfaction for Student Affairs.

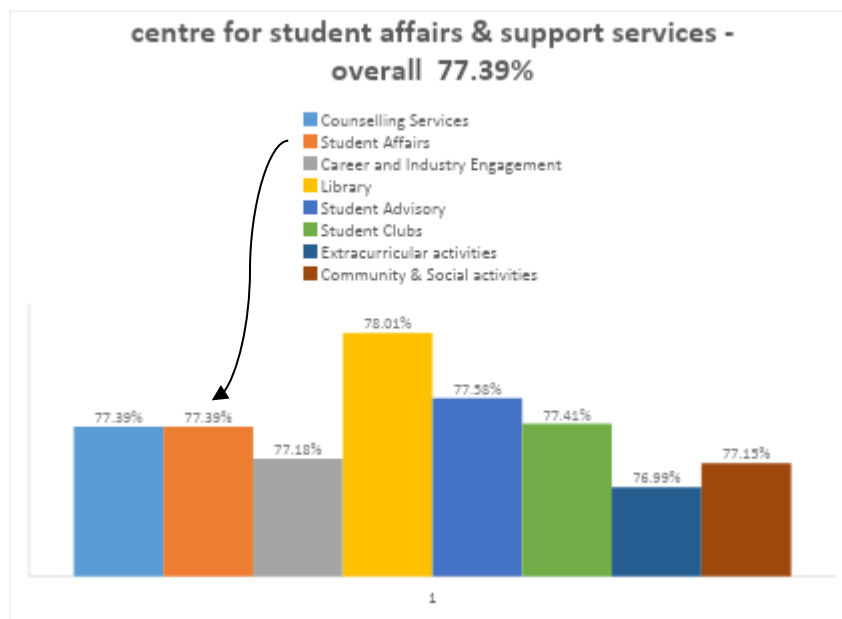


Figure 1: Student Affairs Satisfaction Rating (AY 2024–2025)

## Monitoring Summary

- Higher student participation and smoother coordination between academic and support units.
- Digitalization requirements identified and addressed in the following academic year.

### 3.1.1 Students Clubs

<b>Club Name</b>	<b>Description</b>	<b>President</b>
<b>Media Club</b>	Focuses on developing students' skills in visual and audio media, and organizing media-related events inside and outside the college, such as coverages, reports, and media programs.	Taif Al-Mukhiniyah
<b>Lamsa Art Club</b>	Aims to highlight students' artistic and creative talents in areas such as drawing, design, handicrafts, and photography, and organizes art exhibitions and training workshops.	Reem Al-Balushi
<b>Moras Sports Club</b>	Focuses on developing students' athletic and recreational skills through organizing tournaments, sports activities, and entertainment competitions within the college.	Yousuf Al-Abdulsalam
<b>Ebsar Club</b>	Concerned with the psychological, social, and cultural aspects of students' lives, and organizes activities that promote self-awareness, mental health, and community well-being.	Riyam Al-Saidiya
<b>Himam Volunteer Club</b>	Dedicated to volunteer work and humanitarian initiatives, striving to instil a spirit of social responsibility and volunteerism among students.	Taif Al-Salmiya
<b>English Language Club</b>	Works to enhance students' English language skills through discussions, language competitions, and writing and speaking workshops.	Alya Al-Masrooriya
<b>Ummam Cultural Club</b>	Aims to raise cultural and civilizational awareness about international and humanitarian issues, promoting national identity and openness to other cultures.	Bayan Al-Hinaiya
<b>Theatre Club</b>	Focuses on discovering and developing talents in acting, directing, and playwriting, and organizes meaningful theatrical performances inside and outside the college.	Hesham Al-Harassi

### 3.2 Career & Industry Engagement Services Office (CIESO)

#### Major Achievements

- Signed a formal MoU with the Ministry of Manpower to enhance internship pathways and employability.
- MoUs in progress with:
  - Aredo
  - Ministry of Defence
  - Al-Alia Football Academy (Ministry of Culture, Sports & Youth)
- Built collaborations with approximately 15 private and government entities, providing internships and training opportunities.
- Organized the annual Entrepreneurship Day, fostering innovation and creativity among students.
- Collected structured feedback from student participants to improve subsequent events.
- Strengthened alumni follow-up systems for employability tracking and training engagement.
- Delivered job-seeker-focused workshops aligned with emerging labor market trends.
- Provided individualized career advising for first-year students to support early career planning.
- Maintained updated records for internship placements, employer networks, and alumni progress.

#### Satisfaction Indicator

**77.18% satisfaction** for CIESO.

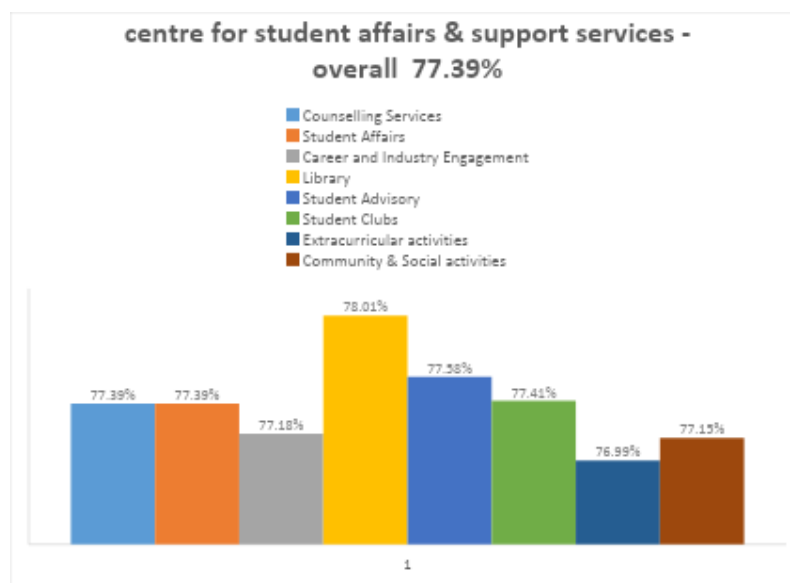


Figure 2: CIESO Satisfaction Rating (AY 2024–2025)

### **Monitoring Summary**

- Growing industry engagement and stronger alignment with workforce needs.
- Need to increase long-term formal partnerships.

### **3.3 Library Services**

#### **Major Achievements**

- Completed a full library renovation, enhancing the academic environment and creating modern, comfortable study spaces.
- Conducted comprehensive student and staff surveys to inform decisions on space design, materials, and services.
- Expanded the facility to include:
  - Group study rooms
  - Silent study zones
  - Additional private study rooms
  - Female-only private areas (based on demand)
- Upgraded library furniture, lighting, and study comfort.
- Improved internet connectivity, facilitating research and academic work.
- Initiated and executed new book and resource purchases in alignment with academic program needs.
- Increased the annual library budget to support continued enhancements.



- Selected ProQuest as the primary e-resource provider for AY 2025–2026, following a benchmarking visit to Arab Open University.
- Integrated AI-supported research assistance within ProQuest.
- Introduced self-service printing, reducing wait times and improving efficiency.



### Satisfaction Indicator

**78.01% satisfaction** (highest across CSASS units).

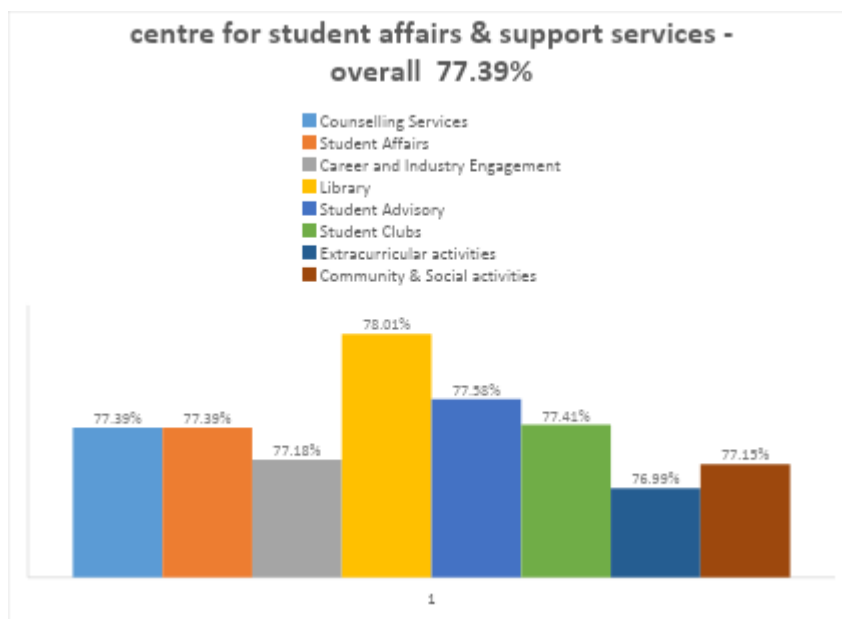


Figure 3: Library Satisfaction Rating (AY 2024–2025)

### Monitoring Summary

- High satisfaction driven by renovation, digital resources, and expanded study spaces.
- Continued need to expand physical book collections.

### 3.4 Counselling & Guidance Office

#### Major Achievements

- Conducted counselling workshops and awareness sessions to enhance emotional well-being.
- Following the previous counsellor's resignation, partnered with the Social Science Department to provide temporary part-time counselling services.
- Hired a new full-time specialized counsellor starting Summer 2024–2025.
- Introduced dedicated counselling schedules for full-time and part-time students.
- Fully renovated the Counselling Office, creating a more welcoming and private environment.
- Implemented a new appointment booking system via the Student Portal.
- Introduced Group Counselling Sessions for students with shared concerns.
- Enhanced the Relaxation Room with a massage chair and therapeutic audio environment.
- Delivered mental health awareness events, resilience-building workshops, and positive-energy activities during high-stress periods.
- Conducted community engagement through school visits and counseling workshops.
- Supported students under academic probation, offering structured emotional and academic improvement plans.

#### Satisfaction Indicator

**77.39% satisfaction.**

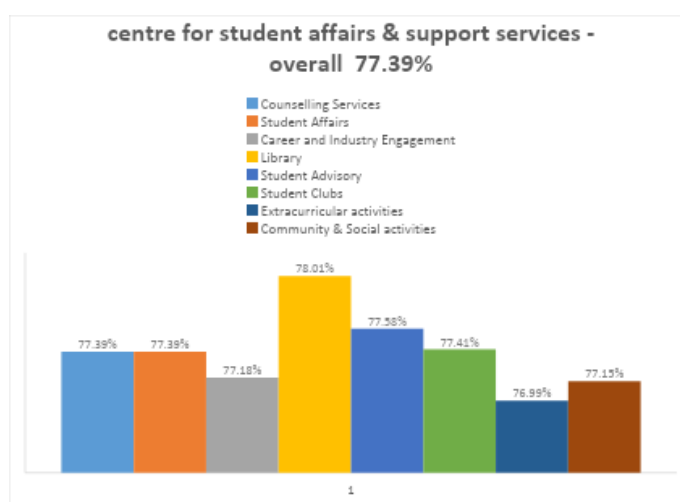


Figure 4: Counselling & Guidance Office Satisfaction Rating (AY 2024-2025)

## Monitoring Summary

- Enhanced visibility and increased student confidence in counselling services.
- Renovation and new systems raised overall service quality and professionalism.

## Activities of Counselling & Guidance Office Academic year 2024-2025

Sl No:	Event Name	Target Audience	Description	Attendance	Speaker/ Industry
1	“ Art Therapy event “	All Students	The Art Therapy event focused on exploring the relationship between colors and mental health, highlighting the psychological meaning and emotional impact associated with each color. The event offered an engaging way to learn about the importance of mental well-being through creative expression and color-based activities	300 Students	CGO & Ibsar Club
2	“Healthy Relationship Building Workshop”	All Foundation Students	This event aims to raise students’ awareness about the concept of relationships and the essential skills needed to build healthy connections. It also encouraged students to release negative emotions and thoughts by practicing expressive writing techniques.	50 Students	Ms. Balqis Al Nu’mani
3	“Self Esteem Campaign “	All Students	This campaign aims to introduce students to the concept of self-esteem, raise awareness	All Students	CGO & Ibsar Club

			about its importance, and highlight strategies to enhance it. It also seeks to foster self-respect and help students overcome issues related to low self-esteem.		
<b>4</b>	<b>Workshop “I’m Not Like Them”</b>	<b>Summer Academy Students</b>	This workshop was delivered to students of the summer program with the aim of promoting self-acceptance and highlighting that there is strength in diversity. It also focused on enhancing personal skills and building confidence through a variety of recreational activities designed to reinforce these concepts.	<b>25 Students</b>	<b>Ms. Malak AL Balushi</b>
<b>5</b>	<b>Workshop “How to Choose Your Friends Wisely ”</b>	<b>Summer Academy Students</b>	This workshop aims to raise students’ awareness about the skills needed to choose friends wisely, as this has a significant impact on their lives. It also focuses on developing critical thinking skills to help students make thoughtful decisions when selecting their friends.	<b>25 Students</b>	<b>Ms. Malak AL Balushi</b>

## Photo Stacks



### 3.5 Student Satisfaction Summary (2024–2025)

This table presents the overall student satisfaction ratings across key support and engagement areas at the college for the academic year 2024–2025. The results reflect students' perceptions of the quality, accessibility, and effectiveness of services provided by Student Affairs and its related units. Overall satisfaction levels are relatively consistent across departments, with Library Services receiving the highest rating (78.01%), followed closely by Student Advisory

and Student Affairs. These findings offer valuable insight into student needs and guide future improvements to enhance the overall student experience.

<b>Service Area</b>	<b>Satisfaction (%)</b>
Library Services	<b>78.01%</b>
Student Advisory	<b>77.58%</b>
Student Affairs	<b>77.39%</b>
Counselling Services	<b>77.39%</b>
Student Clubs	<b>77.41%</b>
Community & Social Activities	<b>77.15%</b>
Career Services	<b>77.18%</b>
Extracurricular Activities	<b>76.99%</b>

Table 1: Service Satisfaction Breakdown

**Source:** Student Satisfaction Survey 2024–2025

### 3.6 Timeline of Major Activities (AY 2024–2025)

This section outlines the key events, programs, and initiatives planned and implemented by the Centre for Student Affairs and Support Services throughout the 2024–2025 academic year. The timeline reflects strategic alignment with institutional goals and highlights major milestones that enhance student engagement, development, and support services across the college.

<b>Month / Period</b>	<b>Major Activity / Event</b>	<b>Related Unit</b>
<b>September 2024</b>	Orientation Day Program	CSASS, GFP, Clubs, Dean
	Conduct Meeting with Student Advisory Board	CSASS & Student Affairs
	Budget Allocation for Clubs	CSASS & Finance
<b>October 2024</b>	Student Advisory Council Meeting	Dean, CSASS, Council Members
	“Ibsar” Mental Health & Well-Being Event	CSASS & Clubs
	Blood Donation Drive	CSASS & Clubs
	Mental Health Awareness Event	CSASS, Clubs, Academic Departments
	To Revive a Human Heart Activity	CSASS & Clubs
	Shooter Club Introduction	CSASS & Club Members

	Meeting with Marketing Team (Student Council Office Setup)	CSASS & Marketing
<b>November 2024</b>	“Renew Your Effort” Session (Omani Women Association)	CSASS & Clubs
	Cultural Expressions Debate	CSASS, Students & AD
	National Day Celebration Planning	Dean, Marketing, CSASS
	“Intilaaqah” Event	CSASS & Clubs
<b>December 2024</b>	“Desert Harmony” Event	CSASS & Clubs
	Bayan Gaming Zone 4	CSASS & Media Club
	Bridge the Gap Program	CSASS & Foundation Department
	Volunteering Day Activities	CSASS, Clubs, Students
<b>February 2025</b>	Genetic Screening Awareness Program (Under Wali of Al-Seeb)	CSASS – Health Ministry – Local Community
<b>March 2025</b>	“Iraq: History of Oman and the World” Event	CSASS – Social Science – Umam Group
	Field Research Visits (Social Science Department)	CSASS & SS Department
	Analyzing Individual Behavior within the Family Workshop	Social Sciences Department – CSASS
<b>April 2025</b>	Literary Group Workshop	CSASS – Literary Club – Barka School
	Technical Writing Workshop	CSASS & English Department
<b>May 2025</b>	English Day Event	CSASS – English Department – Clubs
	Public Speaking Workshop	CSASS – Darbk Industry – English Dept
	Entrepreneurs Day	CSASS – Entrepreneurship Unit
<b>July 2025</b>	Creativity Summer Program	CSASS – Marketing – Academic Depts
<b>Throughout AY 2024–2025</b>	Academic Advising Support & Monitoring	CSASS – Foundation Department

Table 2: Schedule of Major Activities and Programs Implemented During AY 2024–2025

# Photo Stacks





### 3.7 Review and Monitoring Table

This table provides a consolidated overview of the performance status of major student support units, highlighting key strengths, identified issues, and current monitoring progress. The summary reflects ongoing evaluation efforts to ensure continuous improvement across Student Affairs, Career Services, Library, Counselling, Clubs, and Communication services. It serves as a quality assurance tool to guide strategic actions, enhance service delivery, and support evidence-based decision-making.

Area	Strengths	Issues	Monitoring Status
<b>Student Affairs</b>	High engagement; structured clubs	Need digital tools	Improving
<b>Career Services</b>	Growing partnerships	Need more MoUs	Progressing
<b>Library</b>	Renovation; strong satisfaction	Need more books	Strong
<b>Counselling</b>	New full-time counsellor	Need wider awareness	Resolved
<b>Clubs</b>	Clear structure & budgeting	Need digital monitoring	Good
<b>Communication</b>	New digital channels	—	Resolved

Table 3: Review and Monitoring Summary for Key Student Support Areas (AY 2024–2025)

### 3.8 Areas for Improvement, Actions & Timeline

This table highlights the key development priorities identified for enhancing student support and engagement. Each area includes the required action, responsible unit, and proposed timeline for implementation. The purpose of this action plan is to ensure continuous quality enhancement, strengthen operational efficiency, and address gaps in services such as industry partnerships, library resources, counselling visibility, club management, and digital service delivery.

Area	Required Action	Unit	Timeline
<b>Industry Partnerships</b>	Expand MoUs	CIESO	2025–2026
<b>Library Resources</b>	Increase physical collection	Library	Ongoing
<b>Counselling Visibility</b>	Monthly mental-health campaigns	Counselling	Each semester

<b>Club Management</b>	Introduce digital monitoring tools	Student Affairs	2025–2026
<b>Digital Services</b>	Implement online ticketing	CSASS / IT	Completed 2025–2026

### 3.9 Communication Improvements Across Years

This table presents the progression of communication strategies adopted by CSASS to enhance student engagement and access to information. The improvements reflect a shift from traditional communication channels toward more dynamic, digital, and real-time platforms, ensuring broader reach and improved responsiveness across student services.

<b>Academic Year</b>	<b>Communication Methods Implemented</b>
<b>AY 2024–2025</b>	- SMS- Email- Notice Boards- Department Coordination
<b>AY 2025–2026 Enhancements</b>	- LMS Announcements- College Website Updates- WhatsApp Broadcast Channel- Real-Time Alerts for Activities, Counselling, Deadlines & Services

Table 4: Communication Improvements Across Academic Years

### 3.10 Student Satisfaction Survey Analysis

Key Observations (From Student Satisfaction Survey Report 2024–2025)

- Scores ranged from **76.99% to 78.01%**, with no category falling below 76%.
- **Library Services** scored the highest (78.01%), reflecting successful renovation outcomes.
- Counselling and Student Affairs services showed strong improvements, both scoring **77.39%**.
- Career Services scored **77.18%**, consistent but needing stronger MoUs.
- Extracurricular Activities (76.99%) showed positive but improvable engagement.

#### Overall Interpretation

- CSASS demonstrates consistent and strong performance.
- Renovations, staffing changes, and digital improvements directly increased student satisfaction.

- Future focus is recommended on:
  - Deepening industry links
  - Increasing extracurricular variety
  - Strengthening counselling outreach

## **Conclusion**

AY 2024–2025 represents a year of substantial growth and transformation within CSASS. Structural reorganization, enhanced facilities, expanded partnerships, improved student communication, and stronger counselling services contributed to measurable improvements in student satisfaction and service quality.

CSASS remains committed to student-centered development, continuous improvement, and alignment with institutional goals and Oman Vision 2040

## 4. Student Profile

### 4.1 Enrollment Summary

For the 2024-25 academic year, Bayan College maintained its status with an enrolment 1226 students. Enrolment highlights include:

- **Total Enrolment:** Approximately 1226 students, reflecting steady growth.
- **Program Distribution:**
  - Media Studies: 63. % (772 students)
  - English Studies: 32 % (394 students)
  - Social Sciences: 5. % (60 students)
- **International Students:** 3. %, (35 students) representing diverse nationalities.
- **Morning and Evening Programs:** Flexible scheduling options to accommodate working students, in evening programs.

### Number of Female and Male students

Semester	Total Number of students		Media Studies Department		English Studies Department		Social Sciences		General Foundation Program	
	F	M	F	M	F	M	F	M	F	M
Fall 2023-2024	1028	179	560	147	199	34	21	1	216	32
Fall 2024-2025	917	179	496	112	277	32	39	1	104	34
Spring 2023-2024	1002	164	660	131	235	26	21	2	226	29
Spring 2024-2025	917	179	548	101	307	32	39	1	111	34

### Student enrolment with scholarship classification

Semester	Total Number of students	Total Number of self-sponsored students	Total number of ministry sponsored	Total number of College sponsorship	Total number other
Fall 2023-2024	1211	259	930	19	3
Fall 2024-2025	1155	323	808	20	4

Spring 2023-2024	1165	270	786	20	26
Spring 2024-2025	1096	364	683	40	

### Student enrolment program wise

Media Studies Department					
Semester	PR & Communication	Broadcasting	Journalism	Advertising	Visual Communication
Fall 2023-2024	419	197	34	8	17
Fall 2024-2025	400	174	28	7	21
Spring 2023-2024	390	180	31	8	13
Spring 2024-2025	379	175	23	8	20

English Studies Department		
Semester	English Literature	English Professional Writing
Fall 2023-2024	228	8
Fall 2024-2025	290	7
Spring 2023-2024	226	10
Spring 2024-2025	270	7

Social Sciences Department	
Semester	Human Development and Family studies
Fall 2023-2024	21
Fall 2024-2025	35
Spring 2023-2024	22
Spring 2024-2025	40

General Foundation program	
Semester	Human Development and Family studies
Fall 2023-2024	249
Fall 2024-2025	124
Spring 2023-2024	255
Spring 2024-2025	145

### International Students

Semester	Total Number of students	Media Studies Department	English Studies Department	Social Sciences	General Foundation Program
Fall 2023-2024	18	12	7		
Fall 2024-2025	25	15	10		
Spring 2023-2024	22	15	7		
Spring 2024-2025	23	13	10		

### 4.3 On-the-Job Training and Internships

The table shows the students who obtained Training Letters during the academic year 2024/2025. A total of 156 students from all Eight majors obtained the Letters, as shown in the table below:

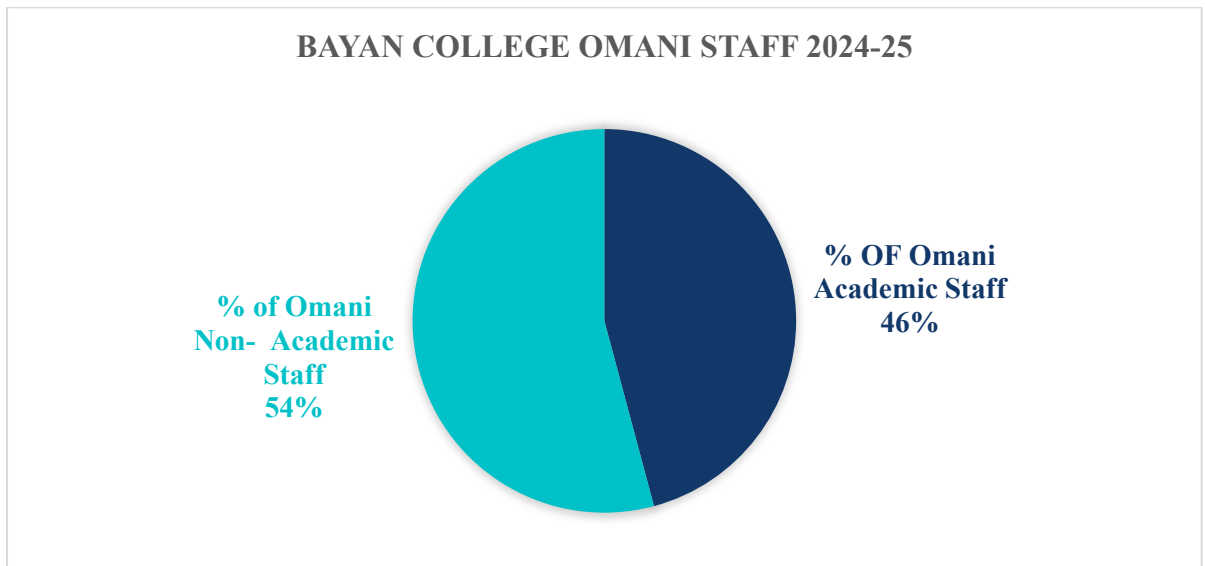
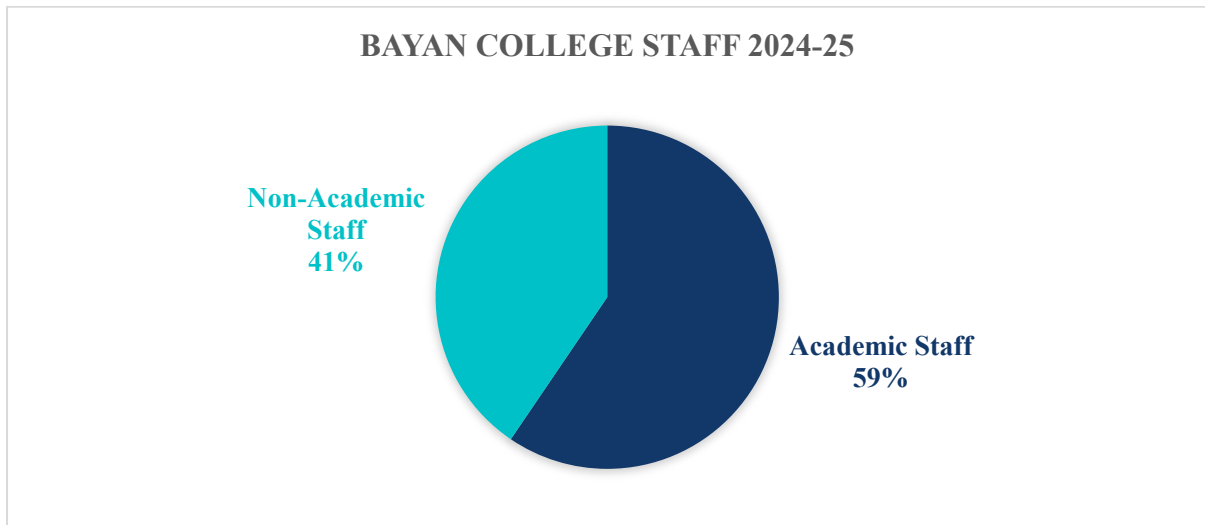
	2024 / 2025 (44 Letters in Fall) & (112 Letters in Spring)			
	Fall	Percentage	Spring	Percentage
<b>PR &amp; Communication</b>	30	68.18%	63	56.25%
<b>Broadcasting</b>	12	27.27%	27	24.10%
<b>Visual Communication</b>	0	0	1	0.89%
<b>Journalism</b>	0	2.94%	2	1.78%

<b>Advertising</b>	0	0	2	1.78%
<b>English Literature</b>	0	8.82%	10	8.92%
<b>English Professional Writing</b>	0	0	1	0.89%
<b>Human Development</b>	2	4.54%	6	5.35%

### Student support initiatives

<b>Program/Initiative</b>	<b>Details</b>	<b>Objectives</b>
<b>Student Psychological Support Initiative</b>	November 3, 2024 Weekly sessions with a specialized psychological counselor to assist students during high-stress periods	Provide direct psychological support to reduce student stress and enhance academic performance.
<b>Maras Program: Practical Training in Psychological Disorders</b>	Four-month intensive training program in collaboration with Zulfah Center, focusing on practical experience in psychological disorders for Social Sciences students.	Equip students with hands-on experience in applying knowledge of psychological disorders, strengthening community ties.
<b>Workshops and Awareness Programs (Fall 2024)</b>	- <b>Marriage Guidance Program</b> 6-11- 2024, Dr. Khalfan Al-Busaidi - <b>Workshop on Challenges Facing Contemporary Youth</b> 10-11 2024, Dr. Khalfan Al-Busaidi - Student-led workshops for schools on topics like "Depression and Its Effects," "Mental Health," and "Promoting Students' Mental Health."	Raise awareness of mental health issues and promote well-being among students and the broader community.
<b>Case Study Methodology Workshop</b>	Hands-on workshop training students in designing case studies, systematic report writing, and interpreting social phenomena using qualitative research methods.	Strengthen students' ability to apply qualitative research methodologies, in social research.
<b>Specialized Course: Psychological Disorders: Diagnosis and Intervention</b>	Four-month course in collaboration with Zulfah Center, covering theoretical and practical aspects of psychological disorders, including diagnosis and social intervention techniques.	Provide Social Sciences students with a deep understanding of psychological disorders and preliminary skills in case handling and social intervention.

## 5. Staff Profile



Summary		%	Total Omani Staff	<b>48</b>
Total Number of Staff	<b>79</b>	<b>100</b>	% of Omani Staff	<b>60.7</b>
Academic Staff	<b>47</b>	<b>60</b>	% of Omani Academic Staff	<b>27.8</b>
Non-Academic Staff	<b>32</b>	<b>40</b>	% of Omani Non- Academic Staff	<b>32.9</b>
Full-Time Staff	<b>71</b>	<b>90</b>	Omani staff recruited in 2024-25	
Part-Time Staff	<b>8</b>	<b>10</b>	Target for 25-26	

Non-OMANI Qualification	Number	%	Omani Qualification	Number	%
Diploma	<b>0</b>	<b>0.0</b>	Diploma	<b>0</b>	<b>0</b>
Bachelor	<b>0</b>	<b>0.0</b>	Bachelor	<b>6</b>	<b>7.5</b>
Master	<b>16</b>	<b>25.3</b>	Master	<b>10</b>	<b>12.6</b>
Ph.D.	<b>9</b>	<b>11.4</b>	Ph.D.	<b>6</b>	<b>7.5</b>

Omani Non-Academic	Number	%	Omani Academic	Number	%
Diploma	<b>4</b>	<b>17.4</b>	Diploma	<b>0</b>	<b>0.0</b>
Bachelor	<b>14</b>	<b>60.9</b>	Bachelor	<b>6</b>	<b>27.3</b>
Master	<b>4</b>	<b>17.4</b>	Master	<b>10</b>	<b>45.5</b>
Ph.D.	<b>1</b>	<b>4.3</b>	Ph.D.	<b>6</b>	<b>27.3</b>

Department		Male	Female	Omani Staff	Non-Omani
Media	<b>21</b>	<b>14</b>	<b>7</b>	<b>11</b>	<b>10</b>
English	<b>10</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>6</b>
SS	<b>6</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>
GFP	<b>10</b>	<b>3</b>	<b>7</b>	<b>5</b>	<b>5</b>

## 5.1 Faculty Achievements

### Professional Development Activities

#### Workshops and Training

Media Studies	English Studies	Social Sciences	GFP
4	3	6	20

#### Conferences Participation

Media Studies	English Studies	Social Sciences	GFP
4	17	0	4

#### Conferences Presentation

Media Studies	English Studies	Social Sciences	GFP
3	8	0	0

#### Research Publications

Media Studies	English Studies	Social Sciences	GFP
4	12	0	0

#### Professional Body Memberships

Media Studies	English Studies	Social Sciences	GFP
7	15	-	

#### Skill Enhancement Activities

Media Studies	English Studies	Social Sciences	GFP
3	3	5	0

## 5.2 Research Outcome

Research performance – 2024-2025

Department	External Funded Proj.	Internal Funded Proj.	Journal Publ.	Number of conference participation	Number of conference presentation	PDP on Research	Book/ Book Chapter
Media Studies Department	2	1	8	4	3	3	2
English Studies Department	0	0	8	2	5	5	3
Social Science Department	0	0					
General Foundation Program	0	0	1	4	0	1	
Administrative Departments				2			
<b>Total</b>	<b>2</b>	<b>1</b>	<b>13</b>	<b>4</b>	<b>8</b>	<b>9</b>	

Professional Body membership				
Media Studies	English Studies	Social Sciences	GFP	Administrative
12	10	2	3	5

### 5.3 Professional Development Outcome

Professional Development Program	
Internal Professional development	Average participation of staff in external PD activities
14	5

## **6. Feedback**

### **6.1 Student Feedback on Teaching and Learning**

#### **Introduction**

The Quality Assurance Office conducted course evaluation surveys for the following Departments in Bayan College.

1. General Foundation Program - LEVEL 1, 2 & 3
2. Department of Media Studies - 5 Programs
3. Department of English Studies - 2 Programs
4. Department of Social Sciences – 1 Program

The purpose of this survey is to present the findings of students' observation, experiences, and views on the teaching-learning process, course content, learning outcomes, assessment methods, academic support services, and overall course satisfaction.

#### **Core objectives of the survey**

1. To assess the quality of teaching and course content
2. To identify the areas of improvement in course delivery and curriculum
3. To provide feedback to the faculty and the administration.

#### **Methodology**

**Survey Tool Used: [smartsurvey.co.uk](https://smartsurvey.co.uk)**

#### **Participants:**

1. Level 1, Level 2, Level 3 students from **General Foundation Program**
2. Students spanning from first to final year Bachelor and Diploma programs across the 3 Departments - **Media, English and Social Sciences**

#### **Survey Format:**

1. General Foundation Program – 12 questions (Likert scale)
2. Media, English and Social Sciences – 22 questions (Likert scale)

#### 4. Results

##### Program wise Evaluation Report

##### General Foundation Program

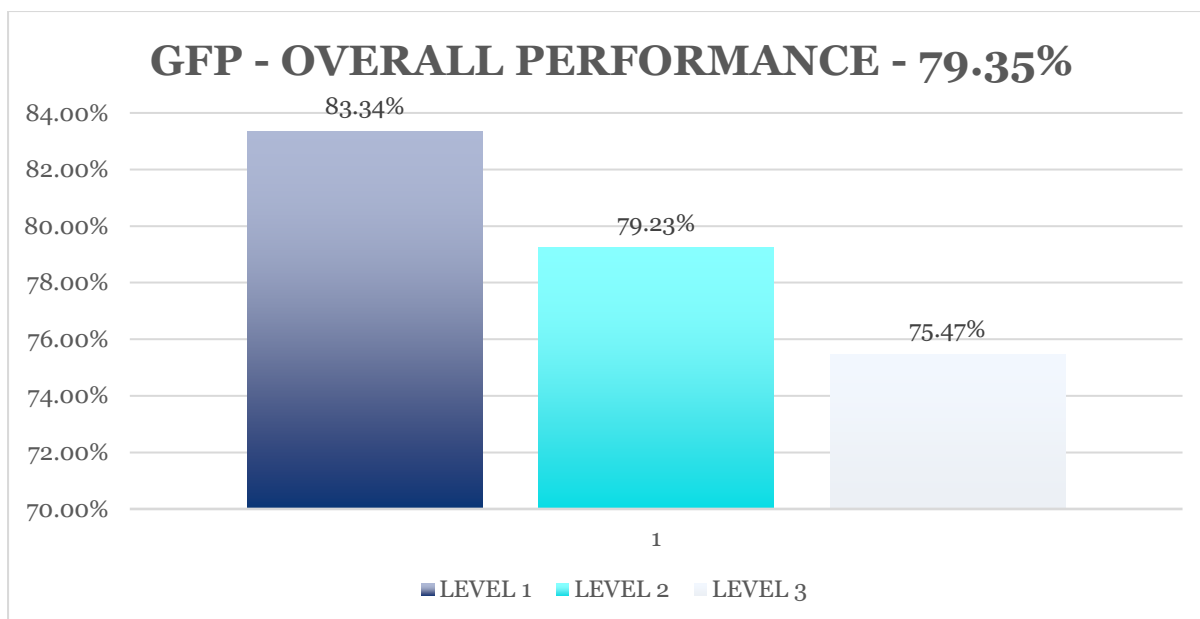
<b>LEVEL</b>	<b>SKILLS / COURSES</b>	<b>PERCENTAGE</b>
<b>LEVEL 1</b>	READING & WRITING	86.98%
	LISTENING & SPEAKING	85.61%
	STUDY SKILLS	77.44%
<b>AVERAGE</b>		<b>83.34%</b>

<b>LEVEL</b>	<b>SKILLS / COURSES</b>	<b>PERCENTAGE</b>
<b>LEVEL 2</b>	READING & WRITING	82.37%
	LISTENING & SPEAKING	80.14%
	STUDY SKILLS	74.32%
	MATH I	73.82%
	IT	85.51%
<b>AVERAGE</b>		<b>79.23%</b>

<b>LEVEL</b>	<b>SKILLS / COURSES</b>	<b>PERCENTAGE</b>
<b>LEVEL 3</b>	READING & WRITING	75.42%
	LISTENING & SPEAKING	78.18%
	STUDY SKILLS	71.77%
	MATH II	74.64%
	IT	77.33%
<b>AVERAGE</b>		<b>75.47%</b>

##### GFP – OVERALL PERFORMANCE

<b>LEVEL</b>	<b>PERCENTAGE</b>
<b>LEVEL 1</b>	<b>83.34%</b>
<b>LEVEL 2</b>	<b>79.23%</b>
<b>LEVEL 3</b>	<b>75.47%</b>
<b>AVERAGE</b>	<b>79.35%</b>



### General Foundation Program – Survey Result - Analysis

The Course Evaluation Survey questionnaire was divided into three sections comprising of the following areas.

1. **Course Satisfaction** - questions focusing on course content, objectives and learning outcomes
2. **Instructor Evaluation** - questions assessing Instructor’s knowledge, communication and student engagement.
3. **Support Services** – questions covering the areas like library facilities, IT support services, classroom environment, academic advising and the responsiveness and effectiveness of the support staff.

<b>LEVEL1</b>			
<b>AREAS</b>	<b>R/W</b>	<b>L/S</b>	<b>SS</b>
Course satisfaction	86.08%	84.24%	77.44%
Instructor Evaluation	89.85%	89.70%	
Support Services	85.00%	82.88%	
<b>AVERAGE</b>	<b>86.98%</b>	<b>85.61%</b>	<b>77.44%</b>

LEVEL 2					
AREAS	R/W	L/S	SS	MATH	IT
Course satisfaction	84.86%	80.43%	74.32%	77.03%	84.09%
Instructor Evaluation	96.53%	87.10%		70.00%	85.29%
Support Services	65.72%	72.90%		74.44%	87.15%
AVERAGE	82.37%	80.14%		73.82%	85.51%

LEVEL 3					
AREAS	R/W	L/S	SS	MATH	IT
Course satisfaction	79.38%	82.28%	71.77%	75.17%	78.67%
Instructor Evaluation	78.98%	76.83%		73.22%	75.67%
Support Services	67.91%	75.45%		75.52%	77.67%
AVERAGE	75.42%	78.18%		74.64%	77.33%

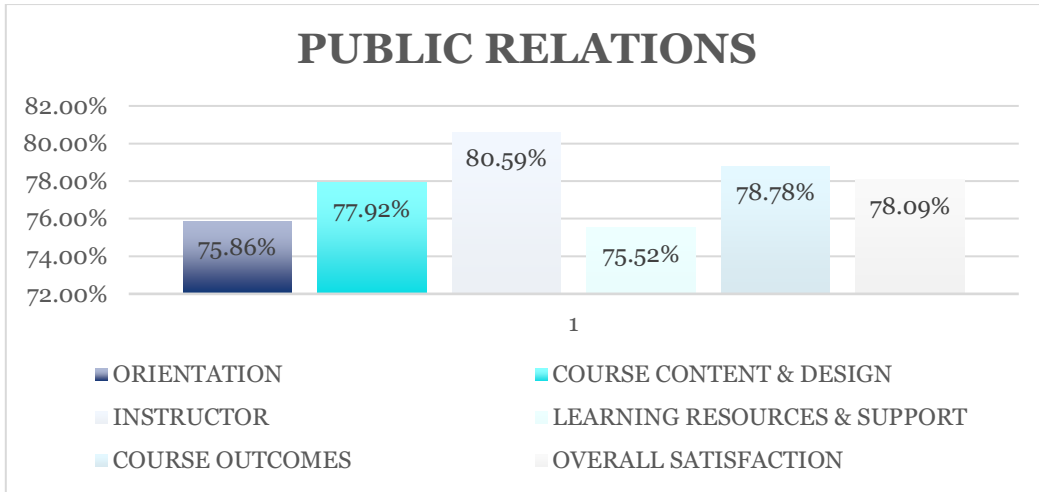
## **DEPARTMENT OF MEDIA STUDIES – RESULT ANALYSIS**

The result of the programs offered in Media Studies Department at Bayan College based on the course evaluation survey across the department. The survey was conducted for the following five academic programs under Media Studies Department.

1. Public Relations
2. Broadcasting
3. Journalism
4. Visual communication
5. Advertising

### **PUBLIC RELATIONS**

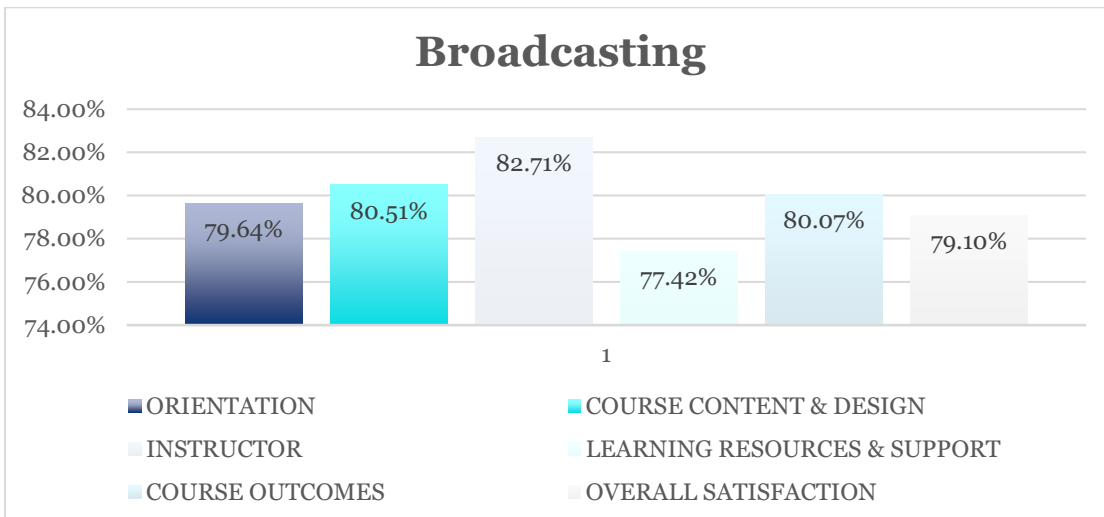
The total number of courses surveyed in the Fall semester 2024-2025 was 37. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for Public Relations was 77.79%.



PUBLIC RELATIONS	
ORIENTATION	75.86%
COURSE CONTENT & DESIGN	77.92%
INSTRUCTOR	80.59%
LEARNING RESOURCES & SUPPORT	75.52%
COURSE OUTCOMES	78.78%
OVERALL SATISFACTION	78.09%
<b>OVERALL AVEARGE</b>	<b>77.79%</b>

### BROADCASTING

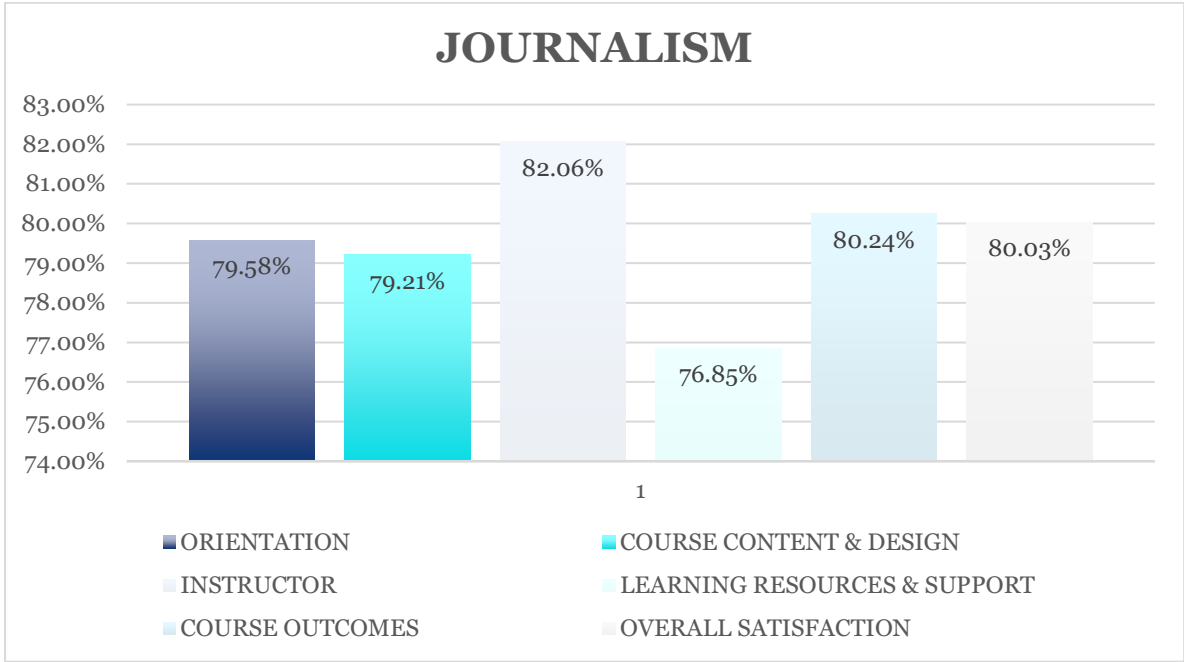
The total number of courses surveyed in the Fall semester 2024-2025 was 36. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for Broadcasting was 79.91%.



BROADCASTING	
ORIENTATION	79.64%
COURSE CONTENT & DESIGN	80.51%
INSTRUCTOR	82.71%
LEARNING RESOURCES & SUPPORT	77.42%
COURSE OUTCOMES	80.07%
OVERALL SATISFACTION	79.10%
<b>OVERALL AVERAGE</b>	<b>79.91%</b>

**JOURNALISM**

The total number of courses surveyed in the Fall semester 2024-2025 was 33. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for Journalism was 79.66%.

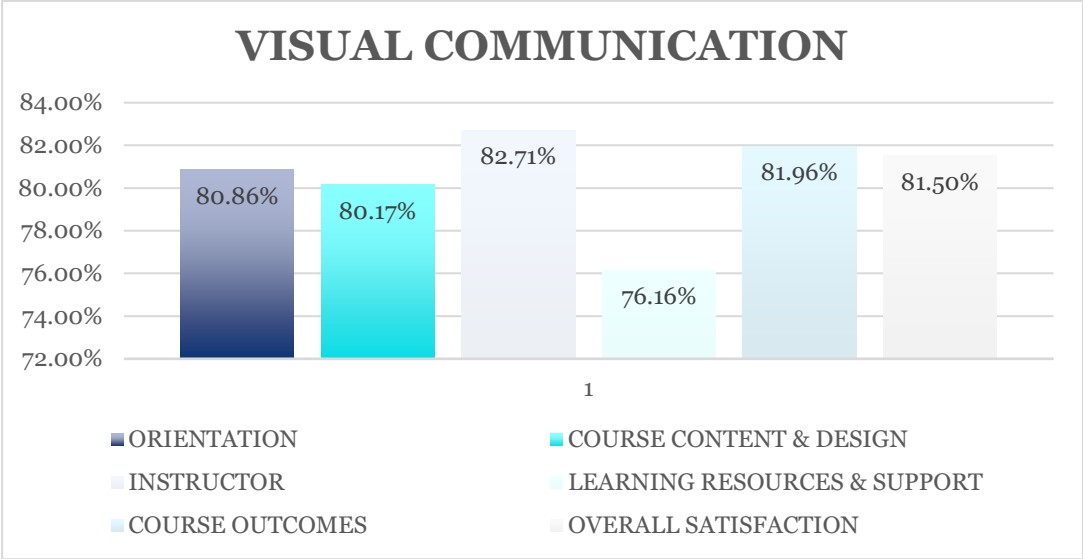


JOURNALISM	
ORIENTATION	79.58%
COURSE CONTENT & DESIGN	79.21%
INSTRUCTOR	82.06%
LEARNING RESOURCES & SUPPORT	76.85%

COURSE OUTCOMES	80.24%
OVERALL SATISFACTION	80.03%
<b>OVERALL AVERAGE</b>	<b>79.66%</b>

**VISUAL COMMUNICATION**

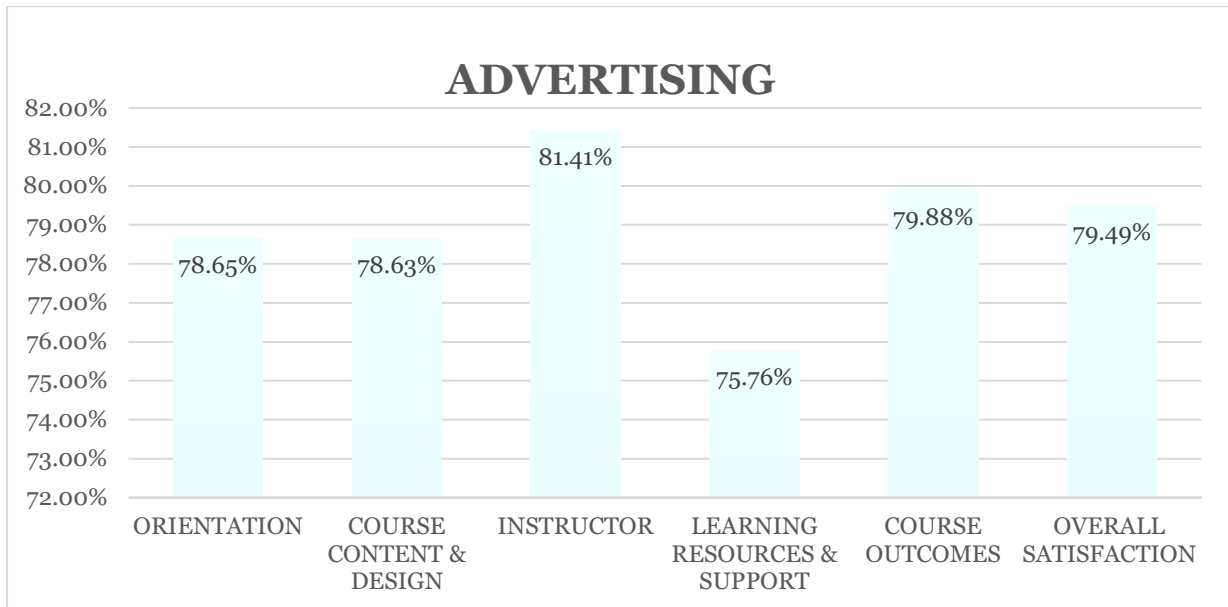
The total number of courses surveyed in the Fall semester 2024-2025 was 35. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for Visual Communication was 80.56%.



VISUAL COMMUNICATION	
ORIENTATION	80.86%
COURSE CONTENT & DESIGN	80.17%
INSTRUCTOR	82.71%
LEARNING RESOURCES & SUPPORT	76.16%
COURSE OUTCOMES	81.96%
OVERALL SATISFACTION	81.50%
<b>OVERALL AVERAGE</b>	<b>80.56%</b>

## ADVERTISING

The total number of courses surveyed in the Fall semester 2024-2025 was 31. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for Advertising was 78.97%.

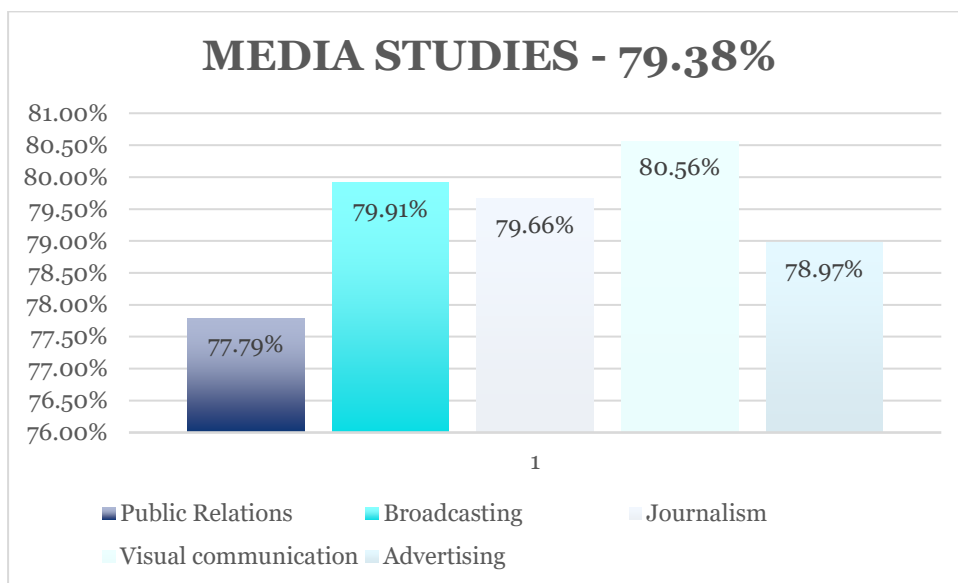


ADVERTISING	
ORIENTATION	78.65%
COURSE CONTENT & DESIGN	78.63%
INSTRUCTOR	81.41%
LEARNING RESOURCES & SUPPORT	75.76%
COURSE OUTCOMES	79.88%
OVERALL SATISFACTION	79.49%
<b>OVERALL AVERAGE</b>	<b>78.97%</b>

**COMPARISON TABLE – ALL MEDIA STUDIES PROGRAMS**

AREAS	Public Relations	Broadcasting	Journalism	Visual communication	Advertising
1. Orientation	75.86%	79.64%	79.58%	80.86%	78.65%
2. Course content and design	77.92%	80.51%	79.21%	80.17%	78.63%
3. Instructor	80.59%	82.71%	82.06%	82.71%	81.41%
4. Learning resources and support	75.52%	77.42%	76.85%	76.16%	75.76%
5. Course outcomes	78.78%	80.07%	80.24%	81.96%	79.88%
6. Overall satisfaction	78.09%	79.10%	80.03%	81.50%	79.49%

Overall Course Evaluation Survey Results – Media Studies		
S.No.	Program	Average Score (%)
1.	Public Relations	77.79%
2.	Broadcasting	79.91%
3.	Journalism	79.66%
4.	Visual communication	80.56%
5.	Advertising	78.97%
<b>AVERAGE</b>		<b>79.38%</b>



The overall average score of **79.38%** reflects a positive perception of the Media Studies programs at Bayan College.

## DEPARTMENT OF ENGLISH STUDIES

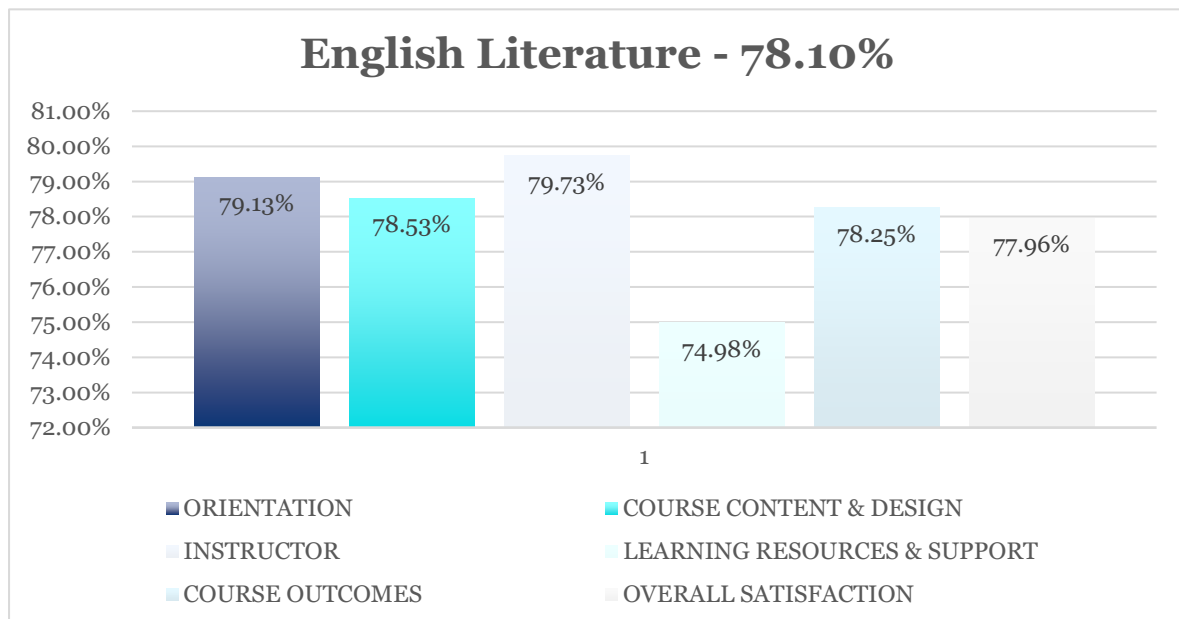
This report presents an analysis of the course evaluation survey conducted across **two major** academic programs in the **English Studies Department**:

1. English Literature
2. English Professional Writing

The survey aimed to evaluate student satisfaction with course delivery, content quality, and overall academic experience.

### ENGLISH LITERATURE

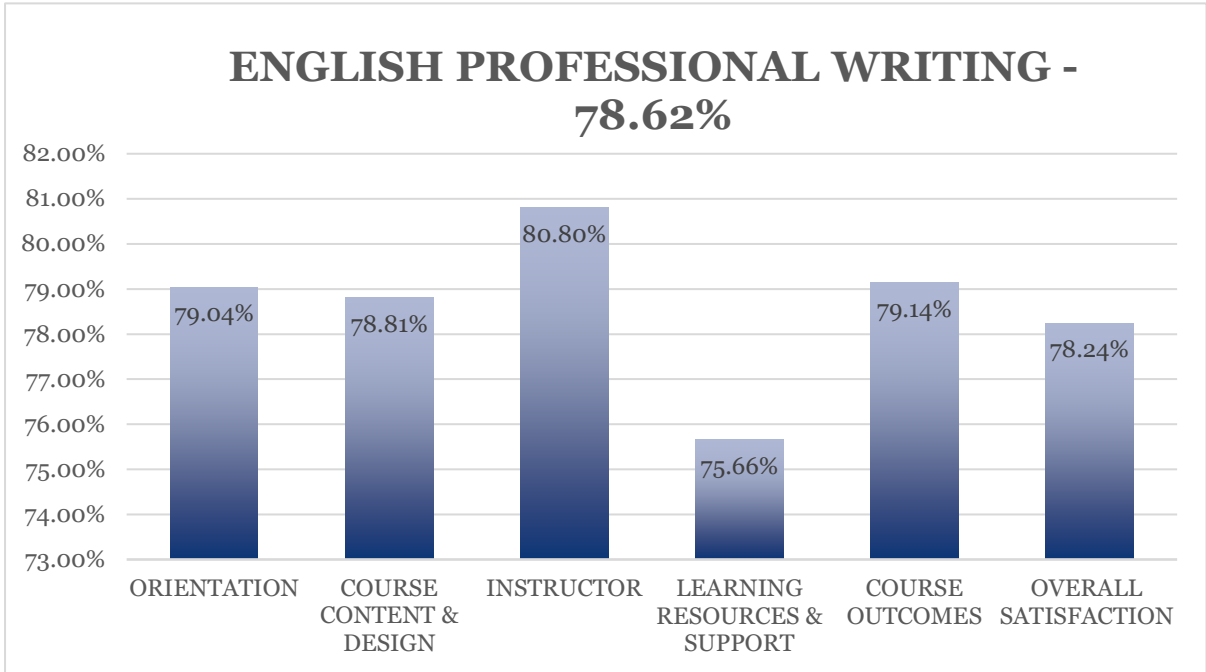
The total number of courses surveyed in the Fall semester 2024-2025 was 40. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for English Literature was 78.10%.



<b>ENGLISH LITERATURE</b>	
ORIENTATION	79.13%
COURSE CONTENT & DESIGN	78.53%
INSTRUCTOR	79.73%
LEARNING RESOURCES & SUPPORT	74.98%
COURSE OUTCOMES	78.25%
OVERALL SATISFACTION	77.96%
	78.10%

**ENGLISH PROFESSIONAL WRITING**

The total number of courses surveyed in the Fall semester 2024-2025 was 40. The questionnaire comprised of six sections and the average of each section is given below in the graph. The overall average satisfaction rate for English Professional Writing was 78.62%.

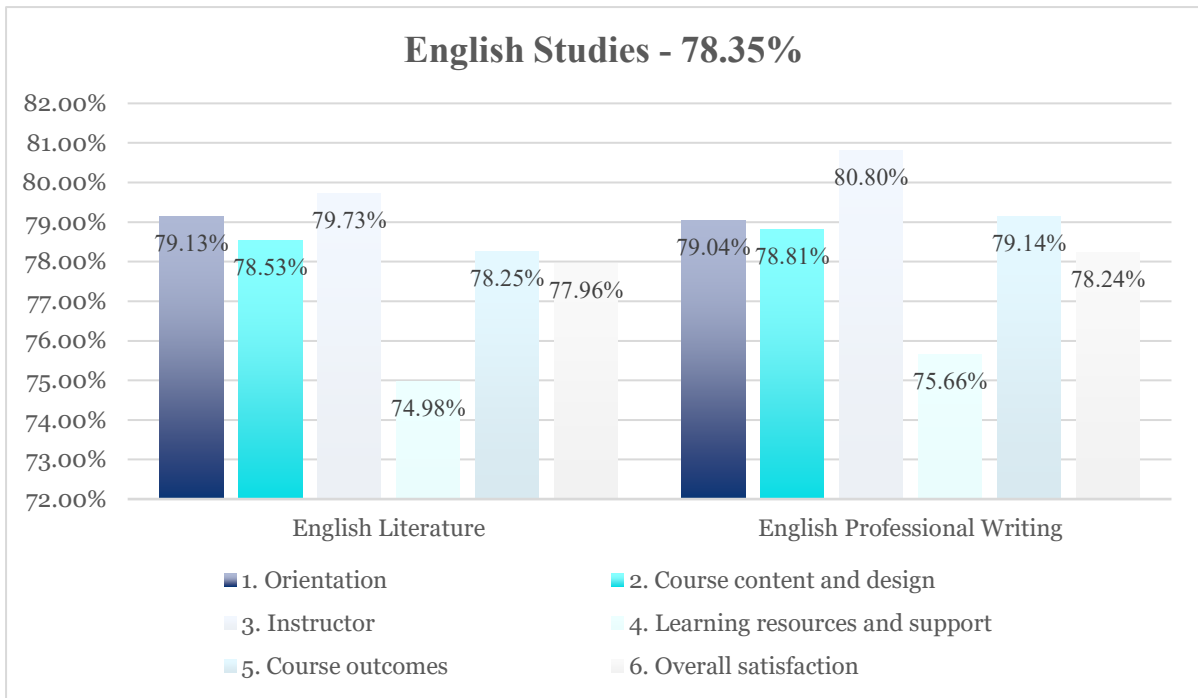


<b>ENGLISH PROFESSIONAL WRITING</b>	
ORIENTATION	79.04%
COURSE CONTENT & DESIGN	78.81%
INSTRUCTOR	80.80%
LEARNING RESOURCES & SUPPORT	75.66%
COURSE OUTCOMES	79.14%
OVERALL SATISFACTION	78.24%
OVEARLL AVERAGE	78.62%

### COMPARISON TABLE – ALL ENGLISH STUDIES PROGRAMS

<b>Areas</b>	<b>English Literature</b>	<b>English Professional Writing</b>
<b>1. Orientation</b>	79.13%	79.04%
<b>2. Course content and design</b>	78.53%	78.81%
<b>3. Instructor</b>	79.73%	80.80%
<b>4. Learning resources and support</b>	74.98%	75.66%
<b>5. Course outcomes</b>	78.25%	79.14%
<b>6. Overall satisfaction</b>	77.96%	78.24%
<b>AVERAGE</b>	<b>78.10%</b>	<b>78.62%</b>

<b>Overall Course Evaluation Survey Results – English Studies</b>		
<b>S.No.</b>	<b>Program</b>	<b>Average Score (%)</b>
1.	English Literature	78.10%
2.	English Professional Writing	78.62%
<b>AVERAGE</b>		<b>78.35%</b>



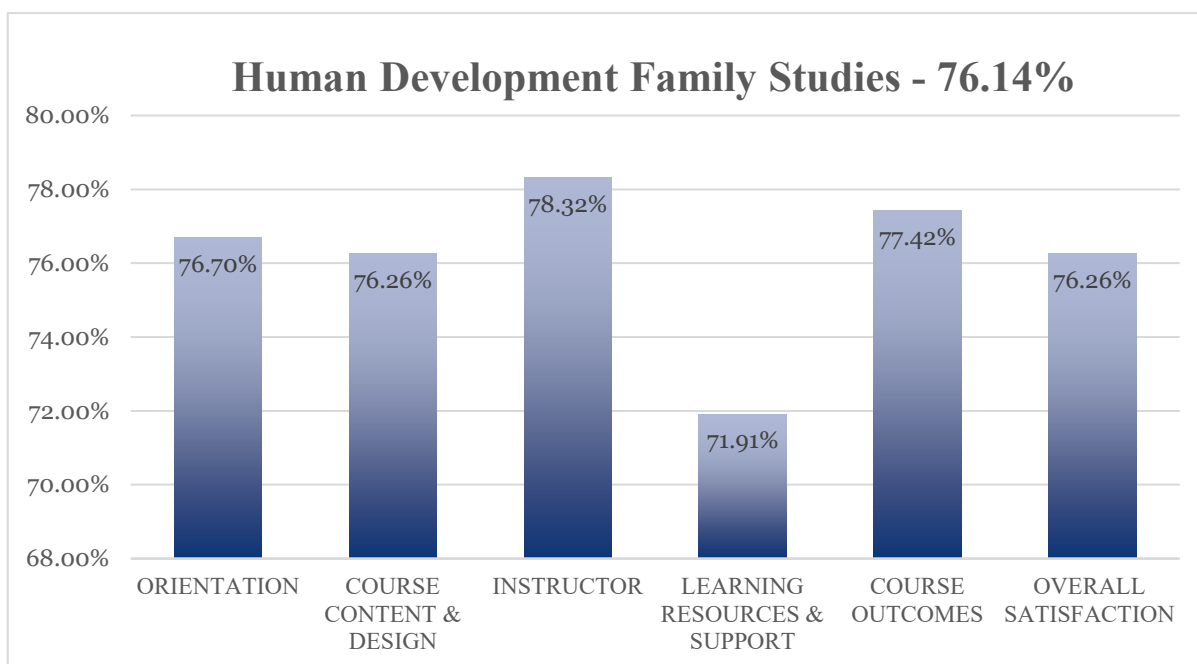
The English Studies Department has shown a positive response with an overall average score of **78.35%**, where Professional Writing Program and English Literature follow a similar trend.

## DEPARTMENT OF SOCIAL SCIENCES

This report provides an overview of the course evaluation results for the **Human Development & Family Studies (HDFS)** program under the Social Sciences Department at Bayan College. The survey aimed to assess student satisfaction with the academic experience, course delivery, and instructional effectiveness.

### HUMAN DEVELOPMENT & FAMILY STUDIES

The total number of courses surveyed in the Fall semester 2024-2025 was 16. The questionnaire comprised of four sections and the average of each section is given below in the graph. The overall average satisfaction rate for HDFS was 76.14%%.



Human Development and Family Studies (HDFS)	
Areas	Average %
1. Orientation	76.70%
2. Course content and design	76.26%
3. Instructor	78.32%
4. Learning resources and support	71.91%
5. Course outcomes	77.42%
6. Overall satisfaction	76.26%

The HDFS program has received the good satisfaction rating across all the criteria, particularly in instructor effectiveness and student outcomes. However, the learning resources and support services appear to be the most important area of concern which should be addressed so that it could further increase the student satisfaction rate for the effectiveness of the program in future.

Overall Course Evaluation Survey Results – Social Sciences		
S.No.	Program	Average Score (%)
1.	Human Developments and Family Studies	76.14
<b>AVERAGE</b>		<b>76.14%</b>

The **Human Development & Family Studies** program at Bayan College is a newly introduced program and reveals a promising start, with a departmental average of 76.14% in the satisfaction rate.

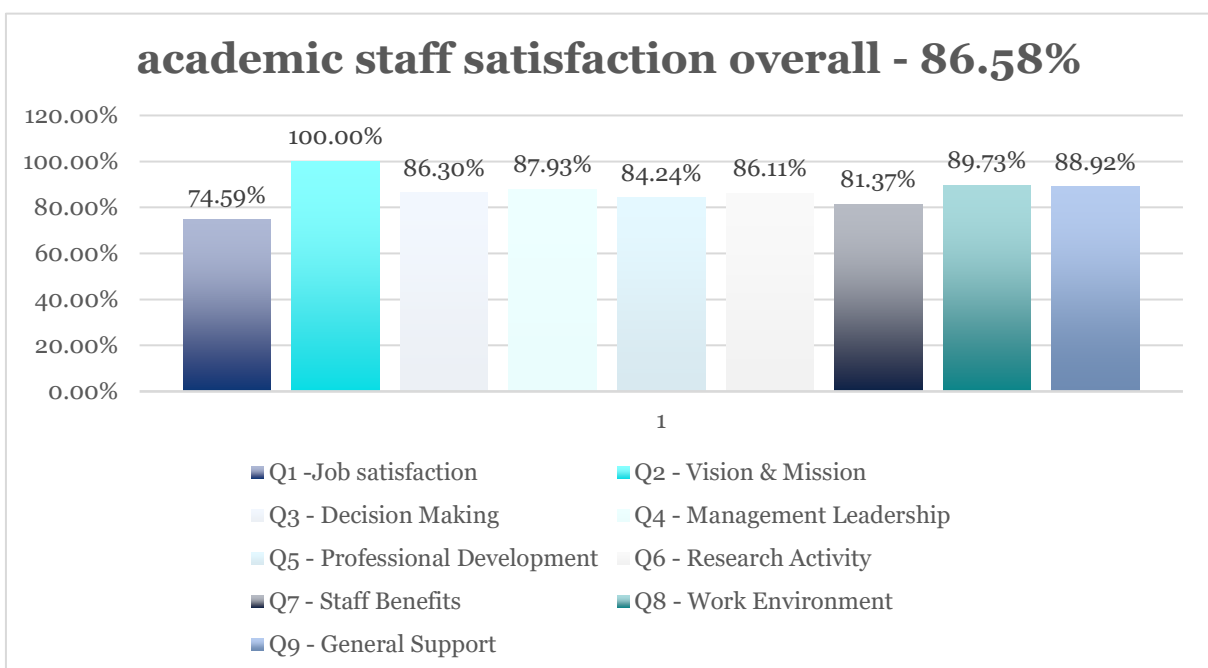
## 6.2 Staff Satisfaction Survey

### ACADEMIC STAFF SATISFACTION SURVEY REPORT

The Quality Assurance Department conducted the Staff Satisfaction Survey for the academic year 2024-2025. Majority of staff participated in the survey and the QAD has received mixed responses from the staff of Bayan College.

#### 1. Staff Responses General Information

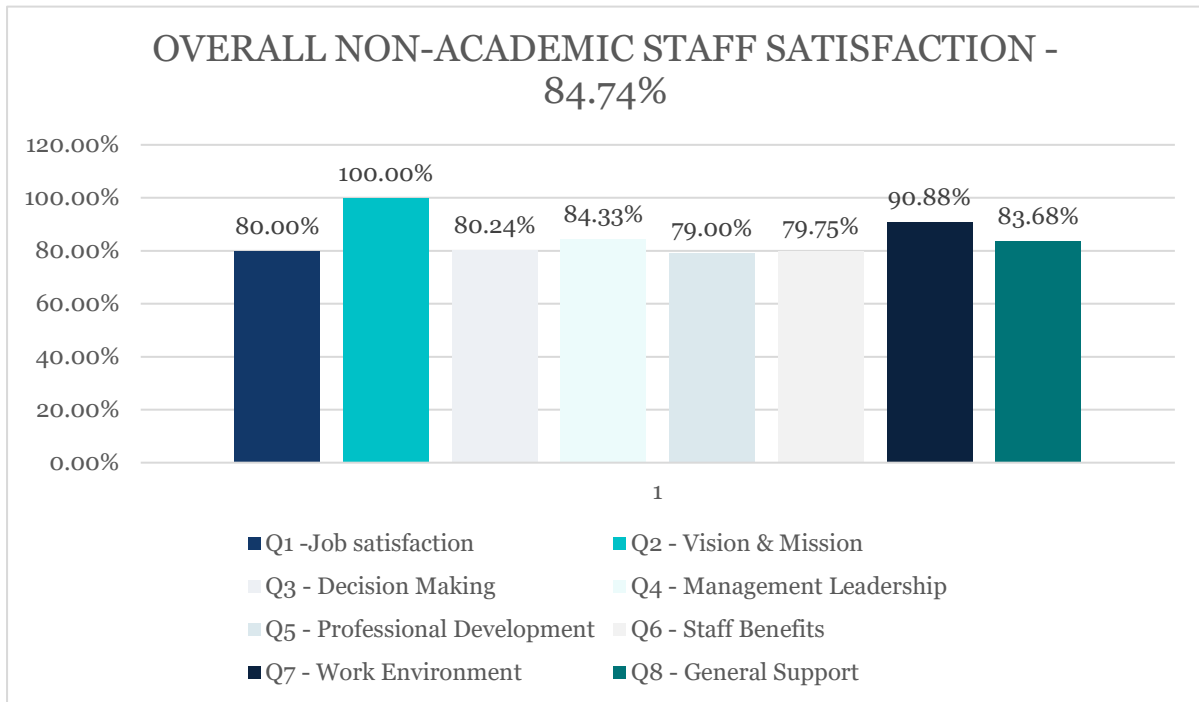
OVERALL STAFF SATISFACTION	Average Satisfaction %
Q1 -Job satisfaction	74.59%
Q2 - Vision & Mission	100.00%
Q3 - Decision Making	86.30%
Q4 - Management Leadership	87.93%
Q5 - Professional Development	84.24%
Q6 - Research Activity	86.11%
Q7 - Staff Benefits	81.37%
Q8 - Work Environment	89.73%
Q9 - General Support	88.92%
<b>AVERAGE</b>	<b>86.58%</b>



The above graph for Bayan College Staff Satisfaction Survey shows a mixed trend of responses for all the areas. An overall of **86.58% is the satisfaction rate** received through this survey questionnaire. A detailed explanation for each question with interpretation and recommendation is provided below.

## NON -ACADEMIC STAFF SATISFACTION SURVEY REPORT

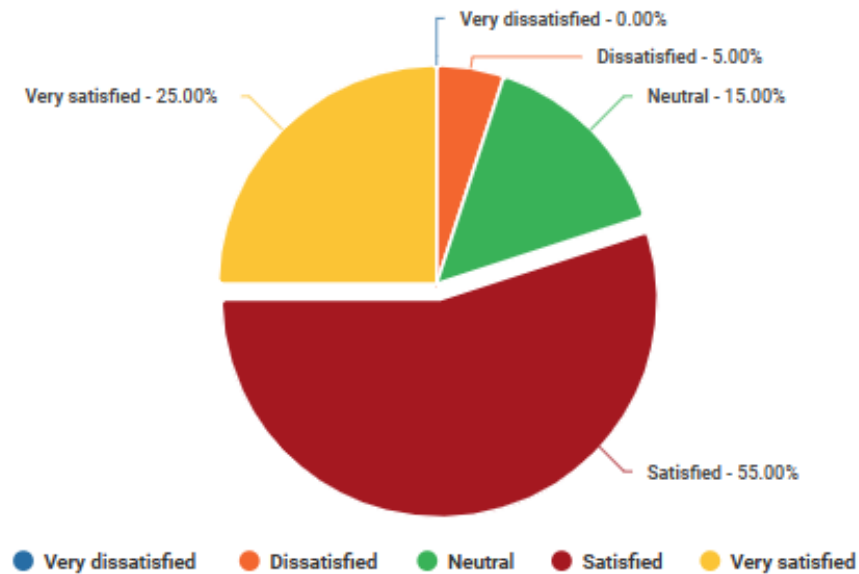
### Non-Academic Staff Responses General Information



The above graph for Bayan College Non-Academic Staff Satisfaction Survey shows a mixed trend of responses for all the areas. An overall of **85% is the overall satisfaction rate** received through this survey questionnaire. A detailed explanation for each question with interpretation and recommendation is provided below.

#### 4.1. Overall, Job Satisfaction

How satisfied are you with your job overall?

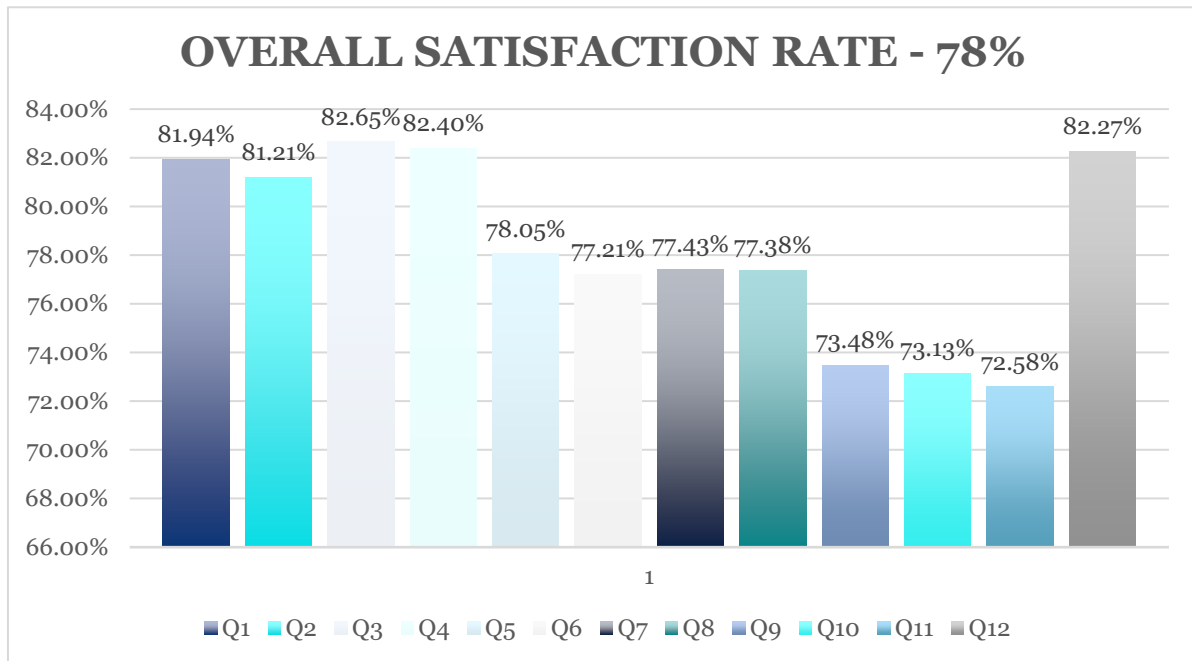


**Interpretation:** Most of the non-academic staff (80%) are either *satisfied* or *very satisfied* with their jobs. Around 10% of respondents feel *neutral*. No one reported being very dissatisfied. This shows that overall job satisfaction among non-academic staff is generally positive.

### 6.3 Student Satisfaction Survey

The Quality Assurance Department conducted the Student Satisfaction Survey for the academic year 2024-2025. Majority of students participated in the survey and the QAD has received varied responses from the students of Bayan College.

#### Student Responses General Information

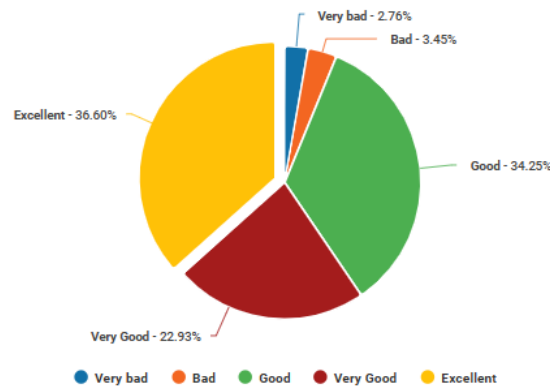


The above graph for Bayan College Student Satisfaction Survey shows a mixed trend of responses for all the areas. An overall of 78% is the satisfaction rate received through this survey questionnaire. A detailed explanation for each question with interpretation and recommendation is provided below.

#### Admissions and Registrations Department and Academic Advising Centre support services

Data 7: How would you rate the support provided by Admissions and Registrations Department and Academic Advising Centre?

How would you rate the support provided by Admissions and Registrations Department and Academic Advising Centre?



**Interpretation:** The support provided by the admissions and the academic advising has a highly positive feedback of 93% which indicates that the students are satisfied with the services. However, around 6% of the students have given a slight lower rating for this.

### Services provided by the Student Affairs

Data 8: How would you rate the support provided by Centre for Student Affairs and Support Services?

S.No.	Question / Areas	Satisfaction %
	Counselling Services	77.39%
	Student Affairs	77.39%
	Career and Industry Engagement	77.18%
	Library	77.98%
	Student Advisory	77.58%
	Student Clubs	77.41%
	Extracurricular activities	76.99%
	Community & Social activities	77.15%
	<b>AVERAGE</b>	<b>77.38%</b>

**Interpretation:** The support provided by Centre for Student Affairs has received a high satisfaction level ranging between 77% and 78%. The satisfaction rate is comparatively higher than the previous year 2023. This shows a positive impact and the students are really satisfied with the services provided. However, the **Career and Industry Engagement, Student**

**Advisory** and **Extracurricular Activities** have received a slight dissatisfaction rate which is around 5-6%.

### Services provided by the IT Department

Data 9: Rate the effectiveness of IT Services on campus.

S.No.	Question / Areas	Average Satisfaction %
	Wi-Fi	64.22%
	Computer Lab	73.69%
	Student Information System	77.08%
	LMS (Learning Management System)	78.94%
	<b>AVERAGE</b>	<b>73.48%</b>

**Interpretation:** The satisfaction rate has comparatively increased than last year (2023-2024). All the four areas of IT support services has shown a good response. **Learning Management System** has received the highest rate of satisfaction (80%). **Student Information** and **Computer Lab** has shown a moderate rating (77% and 73%) whereas **Wi-Fi** has received slightly lower rating (64%) which needs attention.

**Recommendation:** The Wi-Fi reliability or the speed of the network should be improved so that the students do not find any inconvenience while accessing study materials or online resources or classroom participation.

### Infrastructure and facilities provided by the college

Data 10: Rate your satisfaction for the following facilities provided.

S.No.	Question / Areas	Average Satisfaction %
	Spacious and serene campus	76.64%
	Classrooms	77.24%
	Recreational areas	67.19%
	Studio	77.45%
	Canteen facilities and food supplies	60.57%

	College Clinic	77.70%
	Health & Safety Services	77.45%
	Parking facilities	76.51%
	Accommodation (outsourced)	63.29%
	Transportation (outsourced)	77.26%
	<b>AVERAGE</b>	<b>73.13%</b>

**Interpretation:** The data indicates that the **Canteen facilities**, student **Accommodation**, **Recreational areas** have shown a slightly moderate satisfaction rate with an average ranging between 60%-67%). **Spacious campus**, **Classrooms**, **Parking**, **Transport** and **Health & Safety** services have also shown improvement in the satisfaction rate ranging between 76-77%. **College clinic** has received the highest level of satisfaction (78%) compared to all other facilities provided in the college campus. However, a room for improvement is required for college infrastructure.

**Recommendation:** The infrastructure facilities should be improved to cater to the needs of the students and provide a conducive ambience for their study life. The recreational, canteen and accommodation facilities need further improvement for better survey results.

### **Opportunities provided for Professional growth and career enhancement**

Data 11: Does the college provide opportunity for participation in the following areas?

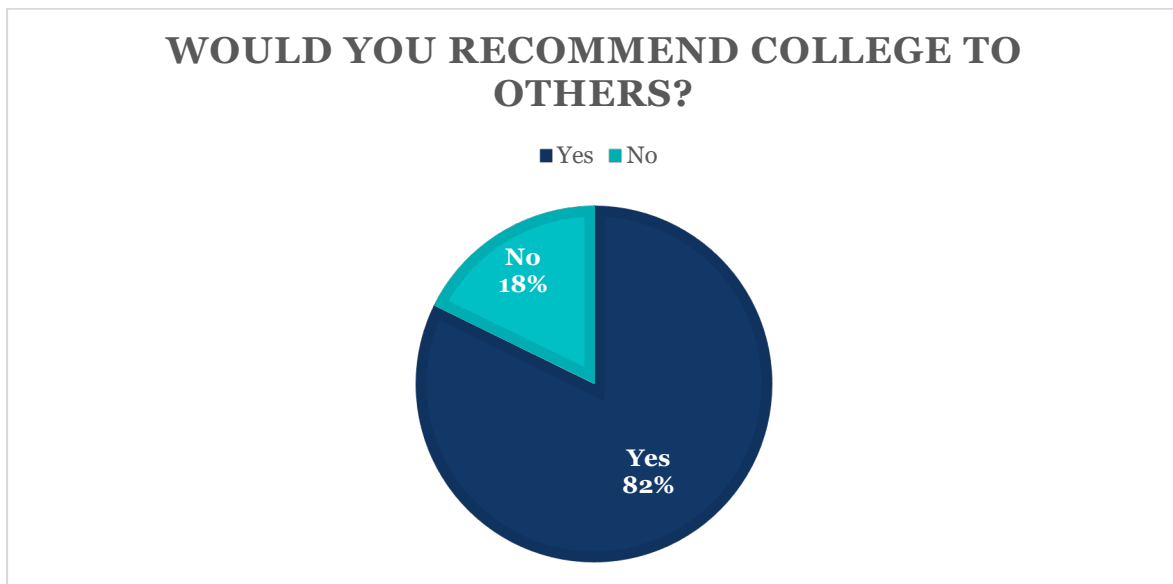
S.No.	Question	Satisfaction Rate %
	Professional body	68.76%
	Research	69.44%
	Skill enhancement	79.55%
	<b>AVERAGE</b>	<b>72.58%</b>

**Interpretation:** The data indicates that **Skill enhancement** (94%) has received the highest score. On the other hand, **Research** and **Professional body** has received a slightly lower rating

(81-82%). However, the 25% of respondents feel “Neutral” in all the three sections and slightly disagree (15%) with professional growth which indicates a room for improvement.

### Students Recommendation and Promotion of the college

Data 12: Overall, would you recommend this college to others?



The survey findings provide a positive feedback along with valuable insights for further improvements in specific areas. Overall, the results indicate that majority of students would recommend college to others.

Based on the survey questionnaire and the open-ended questions, the following feedback were received and actions were recommended by the QAD to the college academic council.

## 7. College Events, and Achievements

#	Name	Date	Location	Organizing	Attendees (those present)	Purpose
1	Introductory Forum for Higher Education Institutions - Al Buraimi	February 5-6, 2024	Al Buraimi	Career guidance platform in cooperation with the directorates of education	Students in the province	Introducing students to higher education institutions
2	Introductory Forum for Higher Education Institutions - Khasab	February 19-20, 2024	Khasab	Career guidance platform in cooperation with the directorates of education	Students in the province	Introducing students to higher education institutions
3	Awareness campaign about Traffic Week coinciding with Traffic Week	2024-03-04	College campus	College (Public Relations Office)	Students, college staff, local community	Raising awareness about the importance of traffic safety and reducing accidents
4	University Majors and Training Programs Exhibition in Sohar	2024-03-06	Sohar	Directorate General of Education in North Al Batinah Governorate	Students of the governorate's schools	Introduction to the college's specializations
5	Introductory Forum for Higher Education Institutions - Barka (South Al Batinah)	April 15-16, 2024	Barka	Career guidance platform in cooperation with the directorates of education	Students in the province	Introducing students to higher education institutions
6	Introductory Forum for Higher Education Institutions - Ibra (North Sharqiyah)	April 22-23, 2024	Ibra	Career guidance platform in cooperation with the directorates of education	Students in the province	Introducing students to higher education institutions
7	Introductory Forum for Higher Education Institutions - Al Ghubra (Muscat)	April 29-30, 2024	Muscat	Career guidance platform in cooperation with the directorates of education	Students in the province	Introducing students to higher education institutions
8	Workshop: How to become an active member of society	2024-06-02	Bayan College	"Candles of Giving" Volunteer Team	Youth, students, and children (college and community)	Raising awareness in the community and developing skills

9	Workshop: Gratitude	2024-06-03	Bayan College	"Candles of Giving" Volunteer Team	Youth, students, and children (college and community)	Raising awareness in the community and developing skills
10	Workshop: Social Intelligence	2024-06-04	Bayan College	"Candles of Giving" Volunteer Team	Youth, students, and children (college and community)	Raising awareness in the community and developing skills
11	Celebrating the International Day of University Sport	2024-09-17	College campus	College (proposed by the Ministry)	All individuals in the organization	Highlighting the Sultanate of Oman's interest in the sports sector (date changed from Friday to Tuesday)
12	World Mental Health Day event held	2024-10-07	College campus	College (Public Relations Office)	Students, college staff, local community	Raising awareness about the importance of mental health and providing support
13	Participation in the Omani Women's Forum for Journalism and Media at the Omani Journalists Association	2024-10-14	Omani Journalists Association	The college, in cooperation with the Omani Journalists Association	College representatives, media professionals, journalists	Enhancing the college's role in media and community partnerships
14	A workshop for school students on the basics of photography (Seih Al Mahamid School, Barka State)	2024-11-11	Seih Al-Mahamid School	The college, in cooperation with Seih Al-Mahamid School	Students of Sayh Al-Mahamid School	Developing photography skills among school students
15	An awareness lecture by Dr. Khalfan Al-Busaidi on (marital counseling)	2024-11-26	College Conference Hall	College (Public Relations Office)	Students, college staff, local community	Raising awareness of the importance of family and social stability
16	Providing the community with the opportunity to use the college facilities (football field -	2025-01-15	College facilities	College (Public Relations Office)	Individuals and institutions of the local community	Enhancing community partnerships and utilizing college facilities

	college studio - multi-purpose hall)					
17	Astrophotography workshop in cooperation with the Oman Astronomical Society	2025-02-18	College campus	The college, in cooperation with the Oman Astronomical Society	College students, photography enthusiasts from the community	Developing astrophotography and photography skills
18	Holding the Ramadan Football Tournament for Universities and Colleges	2025-03-09	College football	College (Student Activities)	University and college football teams	Promoting sportsmanship and competition among higher education institutions
19	Distributing Iftar meals to the community during Ramadan	2025-03-19	student hostel	College (Public Relations Office)	Members of the community (those who are fasting)	Contributing to charitable initiatives during the month of Ramadan
20	Visual Identity Workshop in cooperation with the Chamber of Commerce and Industry	2025-03-23	College multipurpose hall	The college, in cooperation with the Chamber of Commerce and Industry	College students, entrepreneurs, local community	Raising awareness of the importance of visual identity for companies and institutions
21	Promoting domestic tourism in the Sultanate through visits to archaeological and tourist sites (Photography Group)	2025-04-15	Archaeological and tourist sites	College (Photography Group)	College students, photography enthusiasts	Introducing the beauty of the Sultanate and promoting domestic tourism
22	Collaboration with the Omani Women's Association to cover an art exhibition at the Oman Across Time Museum	2025-04-16	Oman Museum Through Time	The college, in cooperation with the Omani Women's Association	Media majors students, members of the association	Providing media coverage for community events
23	Hosting members of the Dar Al-Ataa team (the volunteer work group)	2025-05-14	College campus	College (Public Relations Office)	Students, college staff, Dar Al-Ataa members	Promoting a culture of volunteer work and community partnership

24	Beach clean-up campaigns	2025-05-21	Al Seeb Beach	College (Volunteer Work Group)	Students, college staff, local community	Contributing to environmental conservation
25	Blood donation campaigns	2025-06-10	College campus (in cooperation with the blood bank)	The college, in cooperation with the Ministry of Health (Blood Bank)	Students, college staff, local community	Supporting blood bank efforts and promoting social responsibility
26	Hosted by Rawai' Al Ma'rifa Private School	18 March 2021	Bayan College Campus	Marketing and Public Relations Office	Twelfth grade students	Introducing students to the college's programs

## MoUs Signed

Bayan College strengthened its global and national academic presence through new Memoranda of Understanding (MoUs):

### 1. Zulfa Center for Student Training in Guidance

The MoU with Zulfa Center aims at launching a series of specialized seminars, training programs, awareness initiatives, practical and scientific workshops focused on psychological and family aspects. - Encouraging and supporting projects, research, incubators, and student companies + facilitating participation in joint meetings that benefit both parties. - Organizing field visits between the two institutions to benefit from services of mutual interest.

### 2. Zakat Department for Media Marketing for - College Programs and Implementation of Media and Training Programs

This MoU aims at launching a series of seminars, training, awareness, practical, scientific, and specialized programs. -Encouraging and supporting projects, research, incubators, and student companies + facilitating attendance at joint meetings that serve both parties. - Organizing field visits between the two institutions to benefit from services of mutual interest.

### **3. Al-Istiqama Channel for Media Training**

This MoU aims at collaboration in launching a series of seminars and training programs in the media aspect. - Collaboration in producing joint television programs.- Collaboration in the necessary training and qualification for college students.- Collaboration in managing social media sites and designing visual content.

### **4. Al Ain University for Academic and Research Cooperation and Student Exchange**

This MoU aims at:

- Cooperation in the field of academic programs.
- Collaboration in the field of scientific research, through organizing conferences or seminars, and entering into research partnerships.
- Cooperation in organizing training programs that serve the objectives of both institutions.
- Cooperation in facilitating student exchange.

### **5. University of Manouba and Manouba Institute of Press and Information Sciences for Academic and Research Cooperation and Student Training**

This MoU aims at:

- Cooperation in the field of academic programs.
- Collaboration in the field of scientific research, through organizing conferences or seminars, and entering into research partnerships.
- Cooperation in organizing training programs that serve the objectives of both institutions.
- Cooperation in facilitating student exchange.

### **6. Memorandum of Cooperation between the Ministry of Labour and Al Bayan College in the field of Media Sponsorship.**

#### **Major External Engagement Activities**

**Community Outreach:** Expanded community service programs focusing on various outreach activities exhibiting the institutions commitment towards the wider community.

#### **Community Engagement Activities**

<b>Media Studies</b>	<b>English Studies</b>	<b>Social Sciences</b>	<b>GFP</b>	<b>CSASS &amp; others</b>
<b>6</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>7</b>

## Photo Stacks





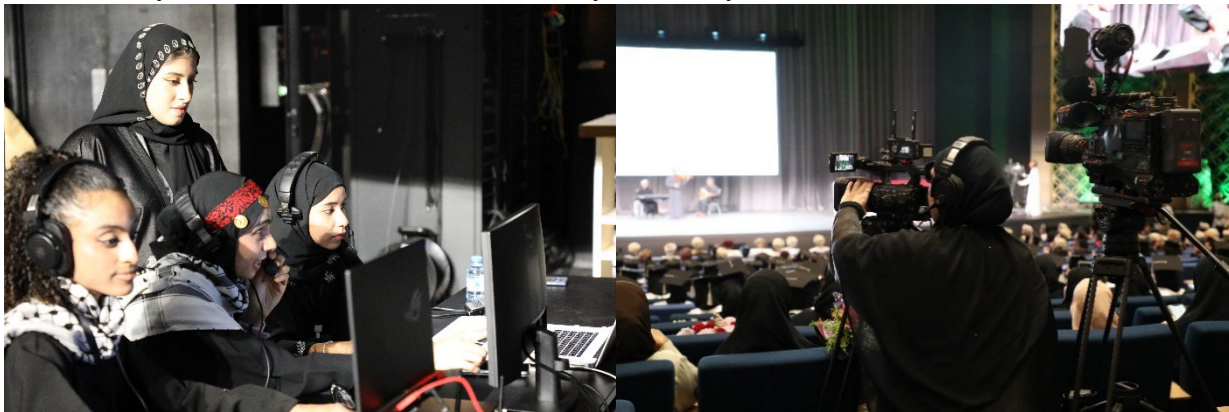
## 8. Other Key Achievements

LMS: Canvas Learning Management System was replaced with Moodle, enhancing course delivery.

### **Media Studio (Media Studies Department)**

#### Live Streaming of Graduation Day Ceremony

In March 2024, supported by the studio's facilities and team, Bayan College students successfully live-streamed the Graduation Day ceremony at Oman Convention Centre, Muscat.



### **Writing Support Services (English Department/GFP)**

Writing Support Services: Another informal student-led initiative, along with faculty mentors, is writing support services. As part of this weekly activity hour initiative, students, especially those on probation and with low CGPAs, are guided through different writing techniques and exercises, creatively curated and facilitated by fellow students. The activities included in the writing support services are short essay writing, long essay writing, basic grammar exercises, creative writing exercises, and others.

**Speaking Circle:** Besides learning through formal formats, the department also encourages learning through informal and creative formats, and the speaking circle is an outcome of such an approach. As part of this activity hour initiative, students, under the mentorship of selected faculty and fellow students, participate in various speaking activities, such as extempore, debates, and storytelling. At its core, this is a student-led initiative in which students curate and execute different speaking activities, thereby nurturing speaking, critical thinking, and leadership skills.