

News Line

AY 2009 - 2010



كلية الأفق الجامعية
المدينة الجامعية في الشارقة

SKYLINE UNIVERSITY COLLEGE
UNIVERSITY CITY OF SHARJAH



ESTD 1990

www.skylineuniversity.com

Newsline Commitee



From left to right
Bushra, Zaina, Nitish, Bismah, Sana



From left to right
Ms. Arshi, Ms. Victoria, Dr. Maria, Dr. Mohit and Dr. Ranjana



*T*he year 2009 was a tumultuous year in many ways and most important of all was tiding up with the financial Tsunami that hit the world economic order. Skyline University College, however, took the positives out of the crisis and bolstered its academic offerings in a variety of way.

The College arranged several events, guest speakers, industry visits and a host of such activities which provided our students practical and first hand information of the business world around them.

The 19th Graduation Ceremony of Skyline University was held at the University City Hall, Sharjah. The Degrees were conferred by H.H. Sheikh Sultan Bin Ahmed Al Qasimi, the Chairman of Sharjah Commerce and Tourism Development Authority.

It gives me pleasure to share with you that the Skyline MBA program has now entered its third year of operations and has so far been very successful.

As part of expanding its horizons, Skyline jointly with Sharjah Commerce and Tourism Development Authority (SCTDA) launched short courses to train and certify tourist guides operating in Sharjah.

In order to comply with its commitment to disseminate quality higher education to its students the management invited Commissioners of Academic Accreditation of Ministry of Higher Education & Scientific Research UAE to visit the university in Fall 09.

Skyline University College academic team has already initiated its plans to add more to its bouquet of courses and offerings. At the same time, it becomes imperative for the students to endeavor for best performances in every sphere. I congratulate the Newslite Team for coming up with this wonderful issue and encourage the students to continue exhibiting and sharing their talents with all through this forum.

Best Wishes

Kamal Puri
President
Skyline University College

DEAN'S MESSAGE



Dear Students,

It is a pleasure to address you all through the Newline once again. Any medium of communication gives us the opportunity to understand each other better and Newline has been such a wonderful medium. It is your mouth-piece to show off your creativity and voice your opinions.

I take this opportunity to urge all of you to be more proactive in your approach towards University days. Make the best of these days, a memorable phase of your life. Once you join the rigmarole of professional life, the day today cut throat competition of real life situations, these beautiful memories of healthy competition will keep you going. Make things happen and make it a habit. Think of activities that you would like to arrange and conduct, organizing sporting and cultural events, think of celebrations that you want to have; you may also like to have a few harmless pranks, and off course think of heights that you want to scale. Only when you start thinking on these lines can you make them happen. During the course of your graduate and undergraduate program. Fill this duration with an exciting experience of cheerful learning.

A word of caution though will not be out of place, anything and everything that you do has to be done with responsibility, decency and dignity. A complete personality has all these traits and that is what we at Skyline strive for. It is our sincere endeavor to mould you into a complete person, a responsible citizen and an efficient professional. We are there to support your efforts wholeheartedly. We are doing our part, you show your inclination and I am sure the combination will bring about amazing results. A win-win scenario for all members of the Skyline family of which you are the most important part.

I congratulate all the students, staff and faculty members who were involved in bringing out this brilliant issue of Newline.

All the very best,

Dr. Amitabh Upadhya
Dean Academics



On a late evening, while I was in my office, one of my students approached seeking advice. Appearing confused, she surprised me by her opening sentence - "Sir, I am lost and without a clue!" Her fervent cry "I am destined to fail in every walk of life, while all my siblings and friends are lucky enough to get better grades, win contests and offers!" presented a situation requiring serious counseling. The things I told her are not new but still relevant enough to

be shared with all of you. Somehow, it has become our habit to curse our luck for petty issues. Be it getting low grades, arriving late for class, laptop problems, losing files due to virus attack, not getting the desired shoe size or missing a sale offer – we blame fate..an act that is convenient and cowardly! There are issues more complicated than we claim about and people more unfortunate than us all around! Suffering with acute diseases and health problems, some of them are courageous enough to accept life's challenges and emerge as stars. Celebrities such as late Mr Patrick Swayze and Steve Jobs not only fought bravely with a rare kind of pancreatic cancer but also made others aware about the fatal disease through several campaigns. *The bottom line here is to remember that the glass is indeed always half-full!*

The current News Line issue embodies the futuristic approach and positive outlook of Skyline University College while reflecting upon the dazzling repertoire of events that happened here in the past one year. I hope that after leafing through this magazine, all of you will be encouraged to participate as exuberantly in the forthcoming events planned for the next academic year. On behalf of the News Line committee, I take this opportunity to thank all the staff and faculty members for relentless cooperation; contributors for their valuable and spirited submissions and Mr Anish for diligent work on the photo-ops. A special thanks is in order for the unstinting encouragement, suggestions and critique extended by Mr Nitin Anand throughout the span of compilation. Lastly, kudos to the student committee members whose zestful participation and optimism added energy and color to this venture. May God bless you all!

Dr Mohit
Chairman, News Line Committee



Since this is my final year here at Skyline, helping out with this magazine has indeed been a memorable experience. It's been amazing to put together all the hard work that the students, staff and faculty have put in during this academic year. All the student committee members - Bismah Ali, Nitish Verma, Sana Barlas and Bushra sat together to ponder over the events that have gone by, to select the photographs of those events and to enjoy every moment of working so hard during the making of this magazine. But, we all give credit to Dr. Mohit Vij, who has given so much of his time and devotion to make this magazine. I also

wish to express my gratitude to the faculty, management and staff of Skyline for providing encouragement to the students. But of course, this magazine would never be complete without your time and cooperation. This magazine is for you, to run down memory lane of what happened in the past and to reminisce the days gone by.

Zaina Khan
Student Editor

19TH SkyLINE GRADUATION CEREMONY 2009

Coverage by : Dr Maria Theresa B.G. Argonza

‘There is a good reason they call these ceremonies “commencement exercises.” Graduation is not the end; it’s the beginning.’ ~Orrin Hatch

This year’s prestigious ceremonial entourage include the Chief Guest H.H. Sheikh Sultan Bin Ahmed Al Qassimi, Chairman of the Sharjah Commerce and Tourism Development Authority; H.E. Mr. Mohammed Diab Al Mousa, Consultant to His Highness Ruler of Sharjah for Education, H.E. Mr. Ahmed Mohammed Al Midfa, Chairman of Sharjah Chamber of Commerce and Industry and H.E. Mr. Rashid Al-Leem, Director General, Hamriyah Free Zone Authority, Department of Sharjah Ports and Customs, and; respected principals and counselors from various schools and representatives of the media were also present.



The formal program reviverates as the conferment of titles for the 19th batch of graduates was held at the Sharjah University City Hall, Sharjah, UAE. Faculty members, Dean of Academics and the University President were all dressed in their traditional academic gowns, caps and sache.

Adorned with majesty and galore; moot and academic, noticeably all the city hall’s occupants in that very momentous occasion had sincerely by-heart, honored the country by homage and allegiance through the rendition of the UAE national anthem that kicked-off the program and the Sharjah Police Band assisting; followed by Mr. Salah Abdel Hakeem Al Suwaidi, lead the people’s petition to the Amighty as he recited the Holy Quran in a very symbolic solemnity.

In a dramatic and graceful display of the diversity of cultural, ethical and traditional backgrounds of the university’s student body, the ceremonies started with the Flag March by students of Skyline one of the university’s President Top-Lister Scholar - Miss Asia Akhtar, was master of ceremonies. She immensely exorted the crowd, in that: “The guiding force behind the success of Skyline University College growing from mere forty (40) students some 19 years ago into what it stands and believes today is, the guidance and futuristic approach of our President, Mr. Kamal Puri and the undoubted hard work and relentless efforts put in by the strong and united faculty and staff.”

This part has been followed by encouraging speeches. First, by President Kamal Puri. He stressed that by 2014, Sharjah would be bestowed with the title “Tourism Capital of the UAE”, then followed by the endearing words of wisdom and gratitude of Mr. Ahmed Alansari, 19th Commencement Batch-member of the graduating class 2009; comes next, with another inspiring speech from Mrs. Renu Sharma mother of Miss Mallika Sharma, she was enunciated to represent the parents of the graduating class 2009. Mallika who graduated Summa Cum Laude with major in International Business. She was the first and maiden beneficiary of a new award – the Student of the Year Award, one that will be sustained and carried on from this year onwards.



The most awaited part was the awarding of degrees in

19TH Skyline GRADUATION CEREMONY 2009

this order: (1) Bachelor of Business Administration major in Tourism, (2) Bachelor of Business Administration major in Information Systems, (3) Bachelor of Business Administration major in International Business, and; (4) Bachelor of Business Administration major in Marketing. The awardees in this category, were: Magna Cum Laude - Mohammed Osama Abdulsalam, (GPA 3.71) BBA major in Information Systems, it being the highest honor conferred followed by three (3) Summa Cum Laude, accorded as follows: Khulood Obaid Alwaddad BBA major in Marketing, Mallika Sharma BBA major in International Business and Ambreen Fatima Bhojani BBA major in Travel and Tourism Management.



For the sake of just and equitable grounds, based on a prestigious paradigm, the VIP Award was bequeathed by Skyline in favor of the following very deserving and fortunate beneficiaries. In conjunction with 2009 graduation ceremony, they were honored and the whole Skyline Family felicitates its dedicated faculty and staff, with the following mementos: A. Academics Department (1) Dr. Shivakumar Krishnamurti - Best 1st Faculty for the Academic Year 2008-2009, (2) Dr. Sudhakar Kota - Best 2nd Faculty for the Academic Year 2008; B. Non-Academics and Administration Departments (1) Mr. Nitin Anand – Achievement Award as Best Head for Non-Academics De-

partment and for (2) Administration Department goes to Mr. Harish K.G. Nair - Award for Best Head of Department, (3) Mr. Artemio Calderon, Jr. - Award for Best Operational Staff, and; (4) Mr. Ravindran Karicheri – Award for the Best Maintenance Staff.



The student committee who were on their toes all the time included Mohammed Maqsood – presenter, Amineh Bagheri – usher for the VIPs and Abeer, in-charge to handover the certificates given to the VIPs.



Also, behind the scenes are, the unsung heroes of history, so they say, consisted of the round-the-clock work-force of this year's Graduation Ceremony, as follows: Mr. Harish K.G. Nair – Chairman, Mr. Firas Al Tabba, Mr. Rajesh, Mr. Elvin Miranda, Mr. Manuel Espiritu, Jr., Mr. Artemio Calderon, Jr., Miss Irish, Miss Nizrine, Miss Anuradha and Miss Aileen.



19th Skyline Graduation Ceremony 2009



Ambreen Fatima Bhojani,
Topper BBA major in Travel and
Tourism Management



Khulood Obaid Alwaddad,
Topper BBA major in Marketing



Mallika Sharma, Topper BBA ma-
jor in International Business



Mohammed Osama Abdulsalam,
Topper BBA major in
Information Systems



Mr. Nitin Anand
Achievement Award



Dr. Shivakumar Krishnamurthi
Best Faculty



Dr. Sudhakar Kota
Second Best Faculty



Mr. Harish K. G. Nair
Best Head of Department



Mr. Artimo Caraderun Jr.
Best Operational Staff





Skyline and SCTDA conclude first Advanced Tour Guide program

In a special ceremony held at Sharjah Millennium Hotel to celebrate the completion of the first advanced training for tourist guides, certificates were issued to the first batch of the tour guides. Shaikh Sultan Bin Ahmed Al Qassimi, Chairman of the SCTDA said that the completion of the training and licensing of tourist guides in Sharjah is a new accomplishment. He announced that the tour guides operating in Sharjah have to fulfill the prerequisites to be able to continue their services. In order to improve the quality of services, the tour guides need to have suitable degree and license. Skyline University College has been privileged enough to have joined hands with SCTDA to conceptualize the course plan. Skyline's three faculty members – Dr Amitabh Updhyay, Dr Osama and Dr Mohit Vij acted as resourced persons for this program.

During the event, Shaikh Sultan Bin Ahmed Al Qassimi, stated that SCTDA which is committed to the growth of tourism; has started collaborating with Skyline University College to make the tourist guide training program available to all tourism companies, and the program will become mandatory in the recent future. All tourist guides

will be certified by the Authority.

Launched in 2009 by SCTDA and Skyline University, this initiative is part of a program aimed at licensing and training of tourist guides, which in turn is aimed at enhancing the performance of the tourism sector and raising the quality of services available to the more than 1.5 million tourists visiting the emirate each year. Since its launch, the tourist guide training program has seen a large amount of interest from the biggest destination management companies in the UAE, including Arabian Adventures, Orient Tours, Al Khalediah Tourism and the Sharjah National Travel Agency.

The first advanced training program for tourist guides ran for 5 days and included a number of theoretical sessions and field visits, conducted by specialized personnel. The focus of the program was to provide tourist guides with the necessary, in-depth information about the tourism and commercial attractions of Sharjah in order to enrich the experience of tourists and establish Sharjah's status as a dynamic tourism destination.



Signing MOU with SCTDA



Addressing the media



Proud Skyline Team

By **Dr. Sudhakar Kota**



From left to right Dr. Meraj, Dr. Sudhakar, Dr. Sanmugan

Innovations in Teaching Entrepreneurship

Skyline University College takes pride in introducing the most happening course on entrepreneurship to its junior level stu-

dents. Most of the developed economies have pool of entrepreneurs who enable the country's growth and development. UAE in particular has recognized the need for entrepreneurs to contribute to the economic progress of the country. Recently the country's leadership has published its policy on entrepreneurship. Skyline recognized this need way back in 2007 and incorporated this course in their Management Bachelor program.

This course was conducted for the first time during the fall semester of 2009. The daunting task was assigned to a team of faculty spearheaded by its senior faculty Dr. Sudhakar Kota, Dr. J. Shanmugan and Dr. Meraj Naem. After thorough deliberations the course was planned to be conducted in an innovative manner by with specific aim of achieving the practical learning and orient students to understand the nitty gritty's of starting a business venture in UAE. The course blended theoretical inputs effectively with practical aspects of following the basic steps of conceiving a venture, product / service, determine the target customers, conduct environmental scanning, prepare organizational structure, understand legal framework for business, assess the costing and prepare budgets, learn the procedures of applying for licenses, fulfilling documentation and finally preparing a feasibility project report that can be submitted to the agencies for approval.

Innovative feature of the conduct of this course lies in its designing with zero class room teaching and 100 percent practically training students through assignments, lab time, visits to banks, licensing authorities and guest lectures.

The students were encouraged to recognize the entrepreneurial potential within them and develop required skills for decision making to be an effective entrepreneur. It helped them to appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life and helped them to develop the winning attitude. They were trained to develop sustainably by projecting

the cash and fund flows for at least 3 years to assess the viability of the project. Business ethical issues were emphasized as a tool of developing trust between the stakeholders of the enterprise.

The maximum weights were assigned to the feasibility report presentation and the defending their decision making process. The projects like Environmental scanning of UAE, Developing a model of organization structure for proposed business organization, Legal formalities/bodies/agencies, and Feasibility analysis were prepared.

STUDENTS' OPINION



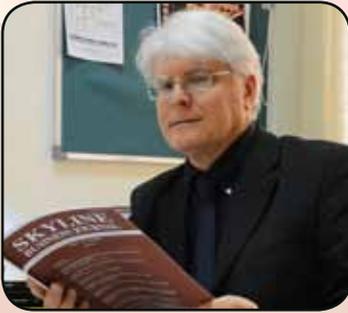
Rani Bassam Saadeddine

"I'm very thankful that I have been in the first batch for the Entrepreneurship course. This course has brought up the creativity & entrepreneurship skills in the

students during the course. This course brings a whole new idea to the standard way we used to take up courses; this course was not only based on our previous & current course studies however addition to that it tests our knowledge to begin our own businesses.

'ecoTravel' is the name I gave to my organization, . ecoTravel bring the travel industry to a whole new world of paper-less & hassle-free travel. Paper which accounts for more 50% of our Airline industry waste, ecoTravel can be save & support the environment with a creation of a product in the size of a credit card that will replace all the papers for travel needs (Travel Itinerary, check-in, passing your airport gates, and pre-seat allocation & meals selection).

By Dr. Nicholas Clive Titherley Meihuizen



Enunciate! Speaking your mind in the speech class.

The speech programme held at Skyline has been quite

interesting and worthwhile for the committed students who attended. Some might feel that the programme has no place in a Business College, but, of course, this is to overlook the fact that speaking skills will serve you well in any walk of life, in any occupation you might find yourself in. The skills developed in speaking, after all, are based on thinking carefully about the world in which we live, the issues involved in living in that world, and our consideration of and concern for those who live in that world along with us. As we develop our skills in speaking, our thinking skills improve, as do our interpersonal skills, both with regards to intimate relationships and public relationships.

This year, because of the time factor involved, students have not given speeches for purposes of mid-term examination, but have been tested on the theory from the text-book, Public Speaking (Osborn and Osborn). This fact has made the course slightly more 'academic' than in the past, and this is all to the good in an academic environment, where some quantification of knowledge has to take place. Everyone will agree, though, that the most interesting aspects of the programme have to do with the giving of speeches and presentations, as well as participation in debates. Active participation, even when mistakes are made or presentations are not academically perfect, is far more valuable for students than the rote-learning of theoretical terms and concepts. Active participation, even when students are not aware of the fact, brings the theory to life, enlivens it in the consciousness of the students. As a consequence, they gain in confidence and skill in the use of spoken English in formal and informal situations. The students in the course progress from written scripts to key-word scripts, to speeches free of any scripts. Again, if mistakes are

made in class it does not matter; what is important is that confidence is being gained, as the students speak on the basis of what is inside them, and do not simply rely on what is written down on paper. Classes are guided by the lecturer, but tend to be student-driven; you benefit from the course if you put effort into it. The topics you choose to speak on are those which really interest you, and which are considered very important by you. The key to gaining the most from the course is to become actively involved as a speaker.

One of the off-shoots of the course this Spring semester is the initiative taken by a group of students from the Speech class to mount a short, 20 minute play for a local university drama competition. What has this to do with a speech course in a Business College, you might ask? The students are using the presentation skills they learn in the Speech class to engage in a creative production which is artistically stimulating, and which will thus help develop their personalities as citizens of the world, with an expanded sense of their relation to the world and with new perspectives on their own potential as 'actors' (in another sense from that of 'drama'—though not unrelated) in the world.

STUDENTS' OPINION



Syed Haider

'The speech course has been useful for me. It helped me discover my speaking skills and come up with interesting topics to deal with in class.'

All round development of personality through Life Skills- Based Education

By Ms Victoria



All round development of personality through Life Skills - Based Education

Yet another event of edutainment took place at Skyline on the 8th of March, which made its motto- 'Knowledge, Skills and Value Based Education' more prac-

ticable. Ms. Victoria Verna, Head of the English Language Centre of this university emphasizes on the need to make students learn Communication skills in a more practical and realistic way. One such thought led to the organization of a workshop in Business Ethics and Business Communication in the Modern World, under the able guidance of Mr. Nitin Anand, Director of Academic Support Services and Dr. Amitabh Upadhya, Dean of Academics. This was meant for the students who opted for the course titled Business Communication.

The workshop was conducted by Distinguished Toastmaster Mr. Nagabhushan Balaji, a veteran from Division J Toastmasters within the U.A.E. The work shop was conducted in a very innovative manner wherein students learnt the skills like team work, creativity, innovation, leadership, strategic planning and decision making through practical team building activities. Every such activity had a message and feedback to them that is useful for their future. Much of the success in life will depend on the ability to speak. People who can effectively communicate possess one of the skills necessary for successful living. When the communication skills become obvious within the workplace, increased visibility, recognition and promotion will follow. The improved presentation skills will win the respect and admiration of the colleagues and employees. These notions were well conveyed to the students through group activities. Some exclusive and innovative videos and activities helped the students to acquire some leadership skills.

Skyline has already expressed its interest to form its own chapter of Toastmasters under Division J in the near future and also conduct many more such workshops for the benefit of its students.

STUDENTS' OPINION



Niro

Toastmasters workshop was an eye-opening experience towards various critical and communicative skills. It was pretty creative and innovative. Nirojah Vetrivel



Mr. Naga Bhushan Balaji

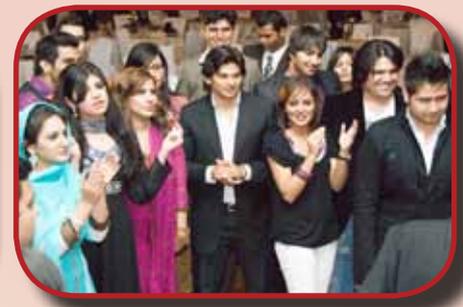


Participants

Skyline University College is renowned for its co-curricular activities. Since 1990 this unique institution has been effectively motivating and leading students towards developing intuitive understanding of the business globally as well as in the context of UAE's diverse cultural environment. In tandem with the academic activities, a plethora of cultural and ethnic events were chronicled in the last academic year. Alumni Meet, Skyline Carnival, Ethnic Day, UAE National Day, Appreciation Day, Introbash Party, Skyline Cup are amongst those celebrated with vigour and zest. It can be said without a doubt, that besides information disseminated and entertainment provided, it is the myriad emotions expressed during these events that truly bind the members of the Skyline community together.



Alumni Meet An evening where working executives, meet up with old friends and faculty members to relive those college days. This event took place in J.W Marriott, Dubai where live performances by the students for the alumni's enthralled all present. There was also a round of bingo with fantastic prizes and captivating music to take them through the evening.



Basant Also known as the festival of color, Basant brought together people from different nationalities to a rendezvous on a sunny day to enjoy music, food and the festival of kites.



Crossfire 2010 An interuniversity debate competition in which the battle between words could never have been more cut throat. This year the 'against the motion' award went to Kuldeep Chauhan from Skyline and the overall championship was bagged by Skyline University College.



Ethnic day Ethnic Day was organized to create awareness about different nationalities and bring alive the patriotic values in the students by encouraging them to wear ethnic outfits reflecting the customs and traditions of their countries. The students put up a fashion show which showcased unity in diversity in our college.



Farewell 2009 When it's time to say goodbye, a farewell party is a memorable way to come together. The juniors organize a celebration to enjoy one last time with the outgoing batch while the final year students reminisce about the times spent at their alma mater.



Iftar 2009 Ramadan is seen as an opportunity to visit friends and family members. In this holy month, Skyline arranged for a community gathering for all students and faculty members, to break the day's fast.



Intro Bash A traditional icebreaking event meant for all new students that is organized by the senior students to help them acquire a sense of belongingness to Skyline University College. It was an evening star studded with performances galore and foot tapping music that everyone enjoyed.



Students Picnic It was a day replete with merry activities, beach and sun specially set aside for students. Promising all the ingredients of a laid back and relaxing short holiday, this event trumped any other!



Valentines Day A rose day to celebrate love and affection between companions and friends. Marked by a spectacular decoration courtesy of the events committee, it was a day of fun, frolic and games.



Students' Opinion



The events were good. I enjoyed them very much as they are entertaining. I hope to see many more next year. **Jewela**



Our meeting with the special needs kids was very touching as I got to mingle with a few kids and spent some nice time with them. I learnt how they are no different from us. **Fatima**



The events were very well organized. They were at a bigger scale and I enjoyed thoroughly. Visit to the Hamriya Free Zone was brilliant. We were taken around the company as well as the factory and were shown the different processes. Everyone was given souvenirs. **Ruqash**



It was a new experience for us and it was very exciting and entertaining. It was different from our schooling life. We're looking forward to more events next year. **Aisha and Shamael**

Skyline CARNIVAL- 2010 A SHOW OF TALENT AND ETHNICITY

Skyline Carnival-2010 was held on Friday 9th April, 2010 at Skyline University College, in University City of Sharjah. The event witnessed a crowd of approximately 3000 people of various ethnic and enlightening backgrounds. The proceeds of this event were donated to the Human Appeal International for rehabilitation of Haiti Victims.



An impressive platform of enriching Diversity-Since the year 1999, Skyline Carnival (Fete) has been organized with the objective of bringing students of different nationalities and cultures together. Skyline Fete showcases the cultural heritage of the different nationalities with country stalls put up by the students, dances, games & other forms of ingenuity & competence of students, being portrayed. Three country Stalls were awarded as Best stalls on the occasion -Bangladeshi Stall, Pakistani Stall, and Arabian Stall. Mainul, one of the Bangladeshi students who worked tirelessly towards setting the stall said "it feels great to see a miniature of my country being displayed here. This activity has brought all of us Bangladeshi students even more close."



A spirited event This Event also unleashed the skills and talents embedded in the youth of UAE through a variety of programs like, Singing, Eastern Dance, Western Dance, Duet Dance & Fashion Show. The

Skyline Carnival '10 saw 9 Universities & Schools in the United Arab Emirates, passionately competing in the various categories. Each category comprised of a Winner's Trophy & Runner's Up Trophy to be given away with an overall runners up and overall winners trophy. The event was judged by renowned judges including the Dance Guru, the Legendary Indian Choreographer Mrs Saroj Khan. This event was managed by Signature events, one of the oldest events companies in UAE. Mrs Vishakha Verma from The Millennium School Dubai remarked "The students really get a very good platform to showcase their talent through such competitions. They were so excited to meet the legend, Mrs Saroj Khan. It was a life time opportunity for them"



A token of appreciation was presented to all the esteemed guests and the donation cheque was presented to M. Ahmad Yousuf Al Housani – Director of Fundraising Department at Human Appeal International UAE on the stage. The program began with an exhilarating Arabic dance performance, "Al Rafza", followed by the Palestinian Dapka & a beautiful African Salsa Dance performance by the students of Skyline University College. The participants and all those gathered applauded the esteemed Jury members, Mrs. Saroj Khan, Mr. Millind Chittal, Mr John Mathew. The Popular TV anchors for the Indian TV Show "Dance India Dance", Jai Bhanu and Saumya were the anchors for the event, which added spice to the mirth and exhilaration.

The most awaited moment arrived with the declaration of results taking place. In the Singing Category the host of event, Skyline University College won the Runners Up Trophy & the Indian High School Dubai won the Winner's Up Trophy. In the Eastern Dance Category Skyline University College grabbed the Winner's Trophy & The Millennium School, Dubai were the Runners up. In the groovy Western Dance

Skyline CARNIVAL- 2010 A SHOW OF TALENT AND ETHNICITY

category Skyline University College grabbed the First Position while Leaders Private School, Sharjah were the Runner's Up. In the Duet Dance Category Skyline University College grabbed the Winner's Trophy The winner's Trophy for the trendy fashion show was awarded to Manipal University Dubai & the Runner's Up Trophy was awarded to Skyline University College. Overall Winners Trophy was awarded to Skyline University College and Overall runners Up Trophy went to the Manipal University Dubai.



Mrs Uma Prasad, the team coordinator for the Manipal University, Dubai shared her opinion towards the event "It was a very well organized event and we enjoyed a lot. We were touched with the hospitality of the organizing team."



Winning & losing has always been a part of every game .The Skyline Carnival'10 was a revelation of the immense potential & prevalence of God gifted talent among the youth of UAE. Skyline University College anticipates a rise in terms of further development of the youth in UAE in the Academic & Non Academic realms, in the years ahead.

The event ended with a thanks giving speech by the Chairperson of Skyline Carnival 2010, Mrs Anuradha Vyas.



Visits to the Airports



When it comes to tourism education in the UAE, Skyline University College has a long standing. The courses are framed in such a way that tourism students get best of class room teaching coupled with industry visits enabling them to look at a bigger picture. During the last year, tourism students were taken on field visits to Dubai and Sharjah airport where they visualize the operations being performed. Mr Saleem Golandaz, Head Business Operations, DNATA was kind enough to deliver a lecture at the Dubai airport. Mr Ali, PRO, Sharjah International Airport arranged the visit beautifully and gave the students an opportunity to access any department in the premises. Thanks to both of them!!

A visit to Zulal Water Factory



Zulal Water is a renowned name in the bottled water supply in Sharjah. The factory is run under the Government body SEWA (Sharjah Electricity and Water Authority) and is known for its efficient operations. Skyline students are privileged to be invited to see how the factory operations are planned and executed at the floor. The level of automation is unbelievable!



Dr Timothy Lee was kind enough to visit our campus all the way from Queensland University, Australia. Dr Timothy, in his presentation, emphasized the role of hotels in

the image creation of a destination. His slides were deeply researched coupled with an array of hotels/resorts photographs. It was made evident that the tourists could have confusing image of a destination if the hotels do not supplement with the type of the attraction.

Books are a man's best friends!



The Department of Culture & Information of Sharjah Government has been organizing International Book Fair in Sharjah since 1982, a 10 day annual event that bridges cultures in one educational place, showcasing books of more than 750 publishers from nearly

42 nations. This year our students paid a visit to the Book fair under the guidance of Dr Soheil Arzanpour. The visit turned out to be successful as the students were encouraged to get into the habit of studying books bringing new insights into their minds and lives and help them to become more knowledgeable beings.



Dr. Hasan Yaseen, Senior Research Advisor, Emirates Securities and Commodities Authority, Abu Dhabi, presented a lecture on “Securities markets & securities

and commodities authority in UAE from a practical side”. The lecture presented a general idea about the concept of securities markets by showing what happens in the “Emirates Securities and Commodities Authority” in Abu Dhabi. The subjects discussed were; notion of the financial markets, how to list companies in them, the brokerage firms and their roles, clearing and settlement, indexes, and the role of the Authority and markets and differences between the two, and advises for investors.



Dr Manoj Dixit, Director, Institute of Tourism Studies, Lucknow, India paid a visit to address the tourism students at Skyline University. His lecture revolved around

the becoming a result oriented worker. By using an interesting presentation coupled with a video, he came up with the ingredients to become a successful human being. According him innovation, creativity and critical thinking are some of the aspects to be given due importance in order to attain success. His ideas were appreciated by all the students who attended the session.



Ms. S. S. Al- Hajjat, H.R. Dept. Manager, Al Ghurair Group visited the University and delivered lecture on Performance Appraisal. During the lecture she

explained the concept and various methods of Performance Appraisal and how her company was doing appraisal of their employees and what were the real life problems they faced while doing appraisal of employees. The session helped the students to correlate their classroom theories to the real business scenario.

Visit to ETC, Hamriya Free Zone



A delegate of 22 students specializing in International Business visited the premises of Emirates Techno Casting at Hamriyah Free Zone a world renowned casting company, clocking an annual turnover of 100 million dollars. With abundant support from Mr T.V. Ramesh, Director- Finance, Hamriyah , Mr Abdella Badri ,Head PR and the staff of ETC, the visit helped in familiarizing the students with the work and processes of a formidable exporter to the oil, gas and power sector. The students learned first hand about the operations of a dynamic exporting firm, and were able to associate the textual concepts through this tour. Though initially the idea of the visit was educational yet we are sure it has opened up avenues for summer internships for our students in future.

Al Qasba – Venice of Sharjah



As a part of drive “Know Sharjah”, the visit was organized to observe the “Man made” types of attractions. Al Qasba is a popular tourist spot in Sharjah and is also showcased in the video prepared by SCTDA (Sharjah Commerce and Tourism Development Authority). The students had an opportunity to observe the booming tourism industry in Sharjah. Many a times there is a reasonable apprehension about the tourism potential of the Emirate. Visiting a place bustling with tourist activities diluted these apprehensions and acted as an eye opener for the students.



Mr. Rajeev Kulkarni
Chartered Accountant,
Managing Partner, M B K
Auditing, Dubai spared
his precious time to
spend with them with
a focus on “The fun-

damentals of accounting and auditing - A practical dimension’. The lecture was arranged for the Freshmen students of both morning and evening batches for about one and hour each. Mr. Kulkarni discussed at length the various intricate issues of Accounting in the context of UAE business environment. The sessions as a whole were quite educative and interesting. Students showed their involvement and interest by putting various relevant questions.

Coca Cola visit



Students visited the plant with pre set objectives of having view and review on best practices of logistics and supply chain management. They were put to clear view on processing plant operation and were briefed on each and every steps (CHEMISTRY TO PRODUCTION).Coca Cola were nice enough to show three live complete bottling of their state of art operation. The process ranged from arranging bottles to their disinfection filling to capping and ultimate movement from initial packing to shipper packing. Different levels of temperatures mixing of ingredients their composition of different sugar syrups with their secret formula. Importance of hygiene & disinfection were also made aware to students during show of operation. Since its food & beverage industry, beside their operation the different components of logistics were highlighted i.e inventory storage facilities, agile movements of transportation.

Visit to Tekab Company Limited,

The visit was arranged keeping in mind the concepts explained in classroom and their association with the real working environment. The students was received by Er. Bhognath Shiva, the quality control manager who briefed the students about the various operations in the factory through a video clips. Subsequently, the students were taken into two groups for a visit to different units of the factory. During the

visit, the quality control manager gave a brief explanation about how and why various activities were performed in the concerned department especially how the quality measure are taken care.



STUDENTS' OPINION



*The Dubai Financial Center was very interesting. It gave me a broader perspective of the market in U.A.E. It showed me how people invest their money and I would certainly like to do the same someday. I was very impressed by the employees and wish to work there in the near future. **Maryam***



*The guest lecture that I attended was about the financial crisis. The lecturer spoke about how people took loans and did not pay back which lead to the banks being bankrupt. Its gave an idea as to how the financial crisis started and how jobs are at stake at the moment. **Elyas***



*The guest lectures were informative and a good experience though some were boring and time consuming and not related to my field. The Coca-Cola operations were very interesting and showed us how everything is done. The Manama venue was excellent and the free food was good too. **Arvin***



*The airport and museums visits with our travel and tourism class was very informative as it is related to my major. Others were of much interest to me so I did not miss any of them. **Basim***

By *Dr Nizar Mousa Fraih Sahawneh*



Inculcating Knowledge, Skills and Values is the mission of Skyline College. The students are encouraged to participate in community

services along with studies and other co-curricular activities. The university also runs a well-rounded curriculum that includes a course in Community Services. Since it is the prime responsibility of every citizen to contribute and participate in the developmental process of the community, where they live in, the Community services related course is designed to make the students understand the importance of their role in building the Nation; therefore understanding, evaluating, researching and extending services to the community around them in a constructive manner. The course is aimed in enabling the students to evaluate the dynamics in the community; identify their needs and serves them so as to fulfill the personal and professional needs and making them understand and disseminate information on the current issues which need immediate attention. The course actively involved students in conducting research, writing reports, organizing seminars, workshops, and awareness campaigns that are directly related to the community as well as visiting the community organizations on a regular basis.

ness session was organized by an esteemed guest from the blood bank to enlighten about blood diseases and the importance of donating blood. In this campaign many students, faculties and staff donated their blood to contribute to this noble cause.



detail about Diabetes, its causes and what preventive measures can be taken to protect against this disease and also the medication that one has to go through in case one gets this disease. After a very interactive talk 92 people checked their blood pressure and blood sugar with the help of the three nursing staff who had come from Sunny's Clinic to do the check up for our students and staff members.



Blood donation campaign In collaboration with Sharjah's Blood Transfusion and Research, a visit was arranged for the students to witness the techniques of collecting blood and equipments used in the blood donation. In the same pursuit, an aware-



Visit to Elder Care Center

A visit to the Elder care center enlightened the reality of aged people who pass their lives without their beloved family but at the same time share happiness with each other at the center. The event provided

an opportunity to the participants from the center to express their thoughts with the Skyline delegate proposing the areas where Skyline could contribute in the welfare of the society in general. The management at the Elder Center extended their warm wishes to the delegates from Skyline University College. According to Mr Sushant, Finance department, Skyline College – “the friendly environment has left memories on everyone’s minds!”

Al Noor Training Centre

The event aims at serving Dubai’s multi-cultural population, increasing awareness in society, providing professional and effective training programmes, and fulfilling the needs of the Special Child from infancy up to functional integration into society. The centre is committed in providing a professional, child specific, goal -oriented individualized program requiring a great deal of one to one attention. Skyline University Students had a fair eye opening view on information provided leaving them with experience of various disabilities in different age groups.



Special event for special children A “Fun & Frolic” event was organized in the campus for the children with special needs. These children were invited from Al Manzil, an organization in Sharjah which specializes in providing unique care to gifted children. The event arranged by Skyline students was aimed at bringing smiles to the faces of these special children. According to Mr Shrimal and Ms Rumsha, masterminds behind this event, “in a world which has forgotten the meaning of true friends and has starting revolving around wars and fights, this was a day spreading the word of affection and friendship.

After numerous days of detailed planning under guidance of Dr Mohit, tourism faculty, we had put together a day on which we became a part of their lives and strived to give some joy and happiness to these children”. A number of activities ranging from face-painting, arts and craft, dancing, singing, passing the parcel, musical chairs, were organized as fun events for these children



Clean Up the World

Clean Up the World is an environmental campaign which unites various communities around the world in clean ups of their respective local environments. This global campaign is organized by Clean up the World Pty Ltd (Australia) and is supported by the United Nations Environment Program (UNEP)., it is one of the largest environmental campaigns in the world. This year, Dubai Municipality invited us to participate in the said campaign which was held at Al Sufouh – 1 beach area Jumeirah Dubai. 76 students under the leadership of Dr Nizar participated in this event. Skyline always look for opportunities to participate in such events which make its students to take care of the environment.



By *Faisal Hashmi*



Was this reality or another one of those famous games of illusion? There she stood, graciously moving around

the doorway – flawless creation of God. Strands of her long and dazzling hair gently touched her face, while she slowly brushed back with her tender hands. Mesmerized by her striking charm, I stood on the other side of the mall, fixated as if time itself had decided to halt in order to glance at the stunning lady right in front of me.

It was nine in the evening, and I was at the mall for a set of baseball gloves of sorts. It didn't really matter right now though, as I had all but forgotten about it. Gorgeous would be an understatement to define her very appearance as she walked around below the escalators. A file was in her hands which I couldn't see clearly from that height. Selling something or taking a survey would be my guess. But then again, I was never good at taking a guess anyway. My friends with an annoying flair for suspense would gladly tell you that.

Anyway, I knew it was something different this time. This was not your usual moment where you look at a passing girl on a street and fantasize about her for a moment or two. This was something much more than that. She was the perfect girl for me. This was a chance for me to meet the girl of my dreams, yet a part of me said it wasn't possible. There's always that negative part of the brain with everyone, brutally striking every ray of hope before they shine. I called that part 'Negatron'. But don't call me a genius just yet – it's simply wordplay on a character from a movie I was recently forced to see. Silly, but it gets the point across. Yet it seemed like this time it was right. She didn't even know me, and there was no way that I could go up there and chat with her. I looked at my watch – 9:45. I still had some time, and I could definitely give it a shot. Nothing would be more worth it, I thought as she continued her duties with her subtle charm, oblivious of this onlooker.

Though people tried their level best to hinder the view between us, I managed to secretly look up at

him every now and then while doing my job. He was an attractive man indeed. Not one of the muscular kind nor the boyish movie star kind, but one with such simplicity and air of mystery about him that you can't help but want to go up and talk to him. He was the kind of guy I always longed for, yet never got the right one.

"Excuse me, miss", an elderly man browsing the company catalogue in his hands, began. "How would it be if the credit amount is large?"

"Uh-huh", I replied before I could even comprehend what he meant. I wasn't even paying attention and it probably didn't make sense either, for the customer shot me a weird look and walked away. I didn't care though – this job didn't pay me even close to what it demanded. Strolling around the mall for ten hours straight, grabbing hold of any visitor who met the criteria of 'At least 18 and employed' and introducing them to our company's revolutionary credit-free credit card. Seriously, that doesn't even make sense. And no one seemed interested anyway. Of course, some feigned interest in a vain attempt to start up a conversation with me. When that didn't work, they simply turned around and walked back in shame.

I was to get out of this agonizing job in half an hour, and was determined to chat with this gentleman when I was. That's if he was still around, of course. I looked at my watch as it ticked laboriously, waiting for the painful hour to pass.

I was now closer to the escalator and able to get a pleasant aerial view of her. The baseball set business wasn't yet over, but I didn't care anymore. I was kind of underestimating this situation – the girl of my dreams was right there in front of me, and I wasn't making a move. Again, I urged myself to go and talk to her. How else would she never know me? I really wished a cupid was around. But if I talk to her, she would probably take me as another customer of hers and start rambling about her credit card. Yes, I was now aware it was a credit card company, thanks to a kind security guard.

But wait, wouldn't it actually be good if she took

me as a potential customer of hers? This way, the ice would be broken instantly and the strict business talk would make the air less awkward, giving me the perfect reason to continue chatting with her. But that's considering the fact she's interested in anything other than her business, which she probably isn't. There, Negatron's acting up again.

In a quick downward glance, I saw her removing her badge and heading towards a counter, wiping sweat off her forehead and gulping a bottle of water. This was the moment. Her working hours were probably over. It was like God was providing me with the perfect opportunity and I was thinking twice about it. Grab it before it's too late, my mother used to tell me. Determined, I walked towards the escalator. The one further away, of course, not the one where I was standing. I didn't want to land right into her. Taking a deep breath, I moved ahead, ready for what fate had in mind.

"So to avail this offer, I need to maintain 6000 bucks as a minimum balance in my account at all times?"
 "I guess so." Damnit, he just figured out the catch of the whole scheme. A seller's worst nightmare. At least he didn't know about the hidden charges yet. I looked at my watch again. Time to leave. Bidding goodbye to my now uninterested customer, I walked up to my stall and gulped down a full bottle of water in a matter of seconds.

"Tiring day, huh?" asked Nathan, my assistant who happily sat on that chair on all day.
 "Yeah"

I looked up. The man was gone. He had probably left or was wandering around somewhere else. It was time to me to head back home, but I wanted to talk to that guy once before that. Don't know why – just wanted to.

And then I saw him, rushing down the escalator further ahead of me. Our eyes met for a split second before he bumped into a baby stroller ahead of him. After a considerate amount of time, he managed to get off the escalator and continued to briskly walk towards my direction. This was an odd situation – I didn't want to look too desperate, yet not miss him. So I slowed down a bit and walked towards his direc-

tion, trying not to look at him too much but still managing to get brief glances. I learnt the hard way that the best way to lose a guy is to act too interested. You rid them of half the battle.

The next thing I saw was him crashing into a line of trolleys in his path. But that didn't seem to slow him down; he continued to march forward albeit with a slight limp. I couldn't help but let out an inconspicuous giggle. As we reached closer than ever, he abruptly stopped as if to concentrate on something. Almost magically at the same time, a cold hand reached up over my shoulder and slowly moved towards my neck. I swiftly turned around to see who it was.

"Hey babes, how was your day today? You look tired."

It was Matt, my fiancé, looking at me passionately like he always did. That was one of the two reasons I liked him.

"Tiring" I replied.

"Thought so," he said with a smirk. "That's why I came myself to pick you up. Let's get you home, and prepare for a late night movie. What do you say?"

"It's a good idea, Matt."

Matt's phone buzzed as he excused me and walked towards the exit door, talking. Probably one of his many clients. I took this chance to turn around and give the man I almost forgot about one last look. He was talking to a little boy behind him. Before long, Matt signaled me towards his car and left the mall. Tired as I was, I walked out of the mall, a thought of that man running down my mind for one last time.

Finally, I was off the escalator. It was as if it took me a lifetime to do that; people never seem to give way to a man in a hurry. As much as I felt like shoving them and running ahead, I didn't want to look like a jerk while she was watching. So I impatiently waited for the moment I touched the ground.

Strangely, she was heading towards the same direction as me. For a moment, that shook me up. Was she coming towards me? Or to me? Because the latter could change anything and everything. But this wasn't the time to ponder over that now, so I re-

garded this as a positive thing and continued on, subconsciously picking up a little more speed. Trying to avoid any kind of eye contact before reaching my destination, I couldn't help but realize how close I was to the girl I've been thinking about all day. But then came a line of trolleys and I crashed right into them. One of them drove right over my toe and the trolley boy kept walking as if nothing had happened. Did I have to meet this girl in a crowded mall middle of a Saturday evening? Trying to hide my immense burst of pain, I acted as if nothing had happened and moved ahead. I could see her chuckle a bit. That was surprising, since that clearly meant she was noticing me all this while. I slowed down a bit trying not to come off as desperate. The last thing you want is look desperate. You're no challenge to her anymore. As the distance between us closed in a steadily increasing fashion, I closed my eyes for a brief moment – God, let this be it.

And then I heard a familiar voice calling out to me. As much as I'd like to think it was God responding to me, the voice seemed to be of a little kid. I turned around to see who it was, and wasn't surprised to

see Jamie there.

"Daddy, I found it. Look here – it reads "New York Yankees". This will really help in my children's league. Thanks for letting me buy it, daddy."
"No problem."

"So what were you doing all this while?" asked a female voice behind me. It was Stephanie, and Trevor popped out from behind her, humming the lyrics to a song.

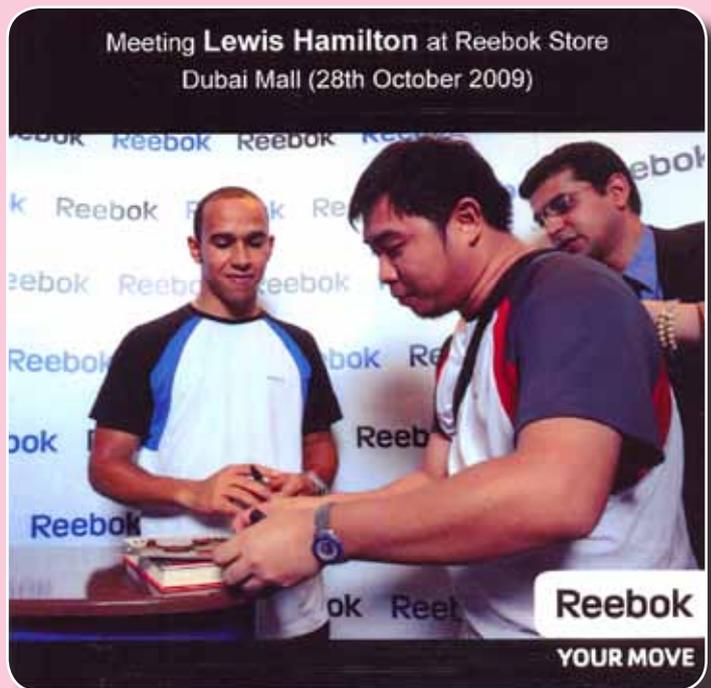
"Nothing much. Just looking around. Are you done?"
"Yup, let's go."

I nodded and walked towards the exit with my family. Before leaving, I took a last look at the girl. She was talking to an ugly but rich-looking guy now. Probably one of her last-minute customers clearing his doubts. She was looking more beautiful than ever at that moment. Well done, Negatron. I secretly smiled at her one last time before I left the mall and her life, forever.

MEETING LEWIS HAMILTON AT REEBOK STORE (DUBAI MALL) 28TH OCTOBER 2009 - DR. FERMIN

More than 100, 000 fans across UAE have joined the Meet and Greet Promo of Reebok and 25 lucky fans randomly selected have a chance to "Meet and Greet" no other Lewis Hamilton- Formula One World Champion 2008. Our very own Dr. Fermin Castillo, Jr. of SKYLINE UNIVERSITY COLLEGE was the first one (number 1) to do that. It was "One in a Million" to become number 1 and Dr. Fermin was the very lucky person during that day. He also have a chance to interviewed Lewis Hamilton and able to get some authographs of him.

He is a Formula One fanatic as well as collector of different memorabilias for more than 10 years now. He loves motorsport (F1) and visiting different Formula One race tracks worldwide. He also meet former world champions Mika Hakkinen, Michael Shumacher, Fernando Alonso and Kimi Raikonnen. Let's wait and see for his next adventure and Congratulate him for this one's in a lifetime opportunity. Cheers!



By **Sana Barlas**



“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience”

The words public speaking strikes fear and anxiety in the minds of

otherwise competent and confident people. Does the thought of speaking in front of a group evoke fear, make you sweat, starts your heart pounding? It's likely you have Glossophobia - the fear of public speaking. Glossophobia is the most common of fears. There are many ways to increase business exposure so why bother to overcome your speaking jitters? Stepping up to the podium not only positions you as an expert in your area of business but provides effortless referrals and improved sales opportunities. Presenting a non-sales informative speech warms up your target market and builds trust. Unlike endless cold calls the people you present to and follow up with are more receptive to listening to your offering of products and services.

Overcome your fear of public speaking and boost your business with these 7 tips:

7 Tips to Overcome Your Fear of Public Speaking

Start Small If you're new to the world of speaking, start small. Find a few friends and family to practice on. Begin by speaking to smaller groups and build up from there. In my business speaking career, I speak to groups of 30 to 3,000. One discovery I made is the size of the audience makes no difference. If you know your topic, your pre-speaking fear will quickly evaporate.

Prepare Nothing helps ease the fear of public speaking than knowing your material. The ability to connect with your audience comes from being confident that you won't get lost during your delivery. Rehearse several times before the big talk. Time your presentation and always have back up material in case time is left over.

Don't Memorize Mastering the art of public speaking comes not from memorizing word for word your entire speech. The real pros know their material by remembering key points and prompts on sub topics and examples to cover.

Avoid Bullets The majority of business presentations and speeches are boring monologues filled with endless PowerPoint slides and bullet points. Trash the PowerPoint presentation and make your material

the focal point of the talk. If you do use PowerPoint, take the approach of using visuals that quickly convey your message.

Reduce Stress The most fearful moment of any presentation is the one minute before your stage entrance. Use the tactic of elite athletes by visualizing a positive outcome and using deep belly breathing to reduce stress and build confidence.

Find a Friend Prior to your public speaking on stage introduce yourself to a few members of the audience in the front row. During your talk look these people in the eye to ease your nerves and connect with your audience.

Engage the Audience Creating a monologue presentation puts the entire task of informing and entertaining the audience on you. Make your talk a two-way interaction with questions and participation to reduce boredom and speak with ease. Having the group involved also gives you time to reorganize your thoughts if things are going off track.

Make public speaking part of your marketing function and boost your business success. Your fear will evaporate over time and you will wonder why you didn't start sooner.

SKYLINE MEMOIRS - AMBREEN



“Skyline's literally been like second home to most of us! The fact that academics and non-academic

activities were always balanced well and given equal importance made the whole experience even more worthwhile. I can proudly say I've spent three of the best years of my life, here, in Skyline University College! As cliched as it may sound, the fond memories will definitely be cherished for life.”

My Experience in the 1st Semester of MBA

By **Chetna**



As a person takes a new step or does a thing for the first time he feels a bit nervous at first. Imagine a person going for an interview

for the first time! Such was my case when I entered Skyline University for the first time. With mind full of anxiety, fear, nervousness and excitement I entered the University on 27th September for my orientation program, my official start of 1st semester. Our first interaction was with the faculty members in the orientation program where we were briefed about the university, its rules and regulations and the environment present here. I still was nervous that what would happen next and would I be able to cope up with the environment over here? I felt all my questions answered once I heard the words of Dr.Amitabh and Dr.Nitin, their simple but motivating words boosted up confidence in me and now I was sure that 'yes I could do it.' My interaction with the faculty over here was very positive be it the teaching staff or administrative staff. I found the faculty over

here to be very supportive, understanding, co operative and the most important very friendly. Next step now was my interaction with my classmates. I found the local people over here to be very friendly, helpful and supportive. My interaction with them made me more comfortable and gradually I started learning interesting facts about the Arabic culture from my local friends and simultaneously also started learning some facts about the Chinese culture from one of my friends. I started enjoying each day of my classes and have also started learning a bit of Arabic language and also some words of Chinese language and I hope by the end of my graduation I would be somewhat fare in speaking these languages. The faculty and my friends over here made this place a home away from home for me and now by the end of this semester I was cent percent confident that I could overcome all the obstacles I might be facing as I had the support of my faculty and friends. This was all about my experience in the 1st semester.

Journey from KG to PG

By **Karthik Babu**



“Kindergarten, primary school, secondary school, high school, college and the final destination -a job.”

This happens to be the journey of any random scholar that you would come across on your way in the journey of

life. Like every journey has its left and right turns, so does my journey too. I am pretty sure that every journey will have a very crucial point. That crucial point makes a difference –a difference on which the whole journey is based. If you are reading this and questioning yourself “what sort of philosophy is this?” Well let me tell you that this is no philosophy, but a similar route that many of us follow. The very crucial points or turnings that we come across in our journey are the college and the high school life. These specified areas aren't just points where

we learn things that are complex but also the points that make us men and women that we are today.

HIGH SCHOOL & COLLEGE, a stage of our journey, that one would always cherish those memorable moments and share them in their future. I would never forget those days when I was a back bencher playing pranks on other students. Spilling ink on the back of their shirts, sticking papers that have words like “KICK ME” written on them, passing comments on our teachers, gossiping and the list goes on.

We would be great cartoonists when it comes to drawing our teacher's faces. It would be the only thing that we would ever use a pen and paper for. Writing notes was one of the boring works that

would put us off. Caught in our own world of fantasy, we never knew how time passed by. The only sound that would bring our back straight upright would be the sound of the bell marking an end to that period. It was the only way for us to get rid of the teacher's presence. Freedom had no limits once the bell rings. Everything they speak in the class enters from one ear and exits from the other. Suspensions, bunking classes, punishments, parent teacher meetings, movie theatres, malls, ice cream parlors, fast food centers, thrashings on our buttocks, fights, sports activities, last minute preparations for the exams, combined studies, white lies are a number of things that would add to the list. Life had no boundaries, tension less and care free days. Talking about tension, I almost forgot!! "GIRLS", one main thing that would surely add to the top five in the list. Then comes our pocket money budgets, gifts for these species, Valentines Day, dates, hang outs etc. Girls and exams were the two main things that bring us tensions. Every book was a ghost that would haunt us on the night before the exam. "Hooligans" would be the perfect word that could describe us. Responsibility would be the heaviest word that would get into our ears. Gone are those days with the tide of time. Then came our college days where the word responsibility had a real meaning which we finally understood. College was a place where the word fun still had a continuation. Assignments, research projects, deadlines, ragging and extreme exuberance were the new additions to the list. But college was a stage where every step we made was counted.

Like in a race, every step that one would make would take him a little forward from his previous position. College showed us to be independent. Our idle brains finally started functioning. There was no spoon feeding like in high school. One had to stand on his feet and be liable for every step he made. Since we were aware that every move we made counted, it was essential for us to make the right move and take the right choice. With this we learnt what was right and what was wrong. Reality showed us that the steps we made took us closer to our career. We made our choices and our decisions based on the available knowledge. Thinking was something that was a common process, the change we had come across was to think out of the box. As we thought and became accountable we became more matured. We rose up to the bright light of reality. Every day was a new day with a meaning added to it. We now had to race with the hands of the clock to keep up with time. Discovering new heights we leave our footprints behind. Looking back at those footprints, the first thought that would come to our senses is the change that we went through. It was not only education that made us but also the time and experiences in these stages.

With these welcoming changes here I am making my journey with great hopes of reaching my destination – MY DREAM JOB.



IMPORTANCE OF LISTENING IN COMMUNICATION

By *Dr. Shivakumar Krishnamurthy*



“The reason why we have two ears and only one mouth is that we listen the more and talk the less” - Zeno of Citium (More than 2000 years ago)

Dear Young Friends,
When you read the title,
I am sure some of you

person's point of view. The listener assumes that he/she has heard and understood correctly, but stays passive and does not verify it.

might be thinking how listening can be important in communication. Well it is not surprising, because all of us have been trained in our schools, colleges and universities to be good speakers. No doubt, unless one is a good speaker, one may not be able to communicate one's thoughts, needs, emotions and feelings. But effective communication takes place only when the receiver of the message is able to understand the message as intended by the sender. This can take place only when the receiver listens to the message and understands and not just hears the words or message.

Listening to communication is not easy, as this can happen only with both effort and practice,

Importance of listening:

For making communication effective, listening is important for the following reasons:

- ❖ The listener makes the speaker feel important, helps the speaker to speak out his thoughts, ideas, needs, wants, emotions and feelings with more conviction and openness and in the process may even get new information, insight and knowledge which might be useful and or helpful to the listener.
- ❖ When members of a family, friends colleagues employers and employees of an organizations, marketers and customers, or students and teachers listen to each other, not only every one will get benefited but also helps to develop mutual respect and strengthens relationship in the long run.
- ❖ Listening can greatly help to reduce misunderstanding, misinterpretations and mistakes as the listener can always seek clarifications incase there are any ambiguities or does not understand what is being communicated.

Types of Listening

According to Maureen Staiano (http://EzineArticle.com/?expert=Maureen_Staiano), there are three basic listening modes. They are

Competitive or Combative listening takes place when one is more interested in promoting one's own point of view than understanding or exploring someone else's view.

In Passive or Attentive listening one is genuinely interested in hearing and understanding the other

Active or Reflective Listening is the single most useful and important listening skill.

In active listening one is also genuinely interested in understanding what the other person is thinking, feeling, wanting or what the message means, and one is active in checking out one's understanding before one responds with one's own message.

Obstacles to Effective Listening:

According to Rothwell J.Dan (2004), listening problems include the following six types of obstacles associated with effective listening practice. They are:

- ✓ Shift Response occurs when one competes for attention in a conversation by changing the subject in order to favor oneself
- ✓ Competitive Interrupting is natural for listeners to evaluate a speaker, but our impressions should not interfere with our listening
- ✓ Glazing Over occurs when the listener's attention wanders, dozes off or daydreaming begins
- ✓ Pseudo listening happens when someone pretends to listen during a conversation while attempting to disguise inattention to the message
- ✓ Ambushing is an example of negative listening in which the listener ignores the strength of the message, instead looking for weaknesses in order to attack what the speaker says
- ✓ Content only response occurs when one focuses on the content of the message, but ignores the emotional side

How to be a Good Listener:

To be good listener, practicing the following suggestions given by

Ed Brodow (<http://www.brodow.com>) can be helpful, When the listner

- Develop the desire to listen
- Always let the other person do most of the talking
- Does not interrupt
- Learns active listening
- Asks for clarification if needed
- Gets used to listening for non-verbal messages – (body language)
- Asks a question

However, let us refrain from listening to rumors, gossips and half-truth as they tend to cause unwanted misunderstandings, mistrust, jealousy and stress.

By *Dr. Deepak Sehgal*



Origin of MBA Program

The genesis of the current crop of Master of Business Administration (MBA)

programs lies in the beginning of century coinciding with emergence of Taylor's concept of scientific management. In response to the findings of Taylor (Shop Management (1905) and The Principles of Scientific Management (1911)), the concept of a specialized graduate knowledge of business was gathering momentum. A precursor to MBA was Master of Science in Commerce by Tuck school of management in 1900. The first set of comprehensive theories of management appeared around 1920. The Harvard Business School invented the Master of Business Administration degree (MBA) in 1921. This innovation has proved to be the driver of much of the future innovations executed by business leaders created out of HBS apex program.

Scientific management systems are essentially a knowledge production and management exercise. The aim of scientific management is to produce knowledge about how to improve work processes, thereby efficiency and the value of the business. Any company seeking scientific approaches to management would look for a certain set of qualities in their employees, so that they can create adequate value for the business.

RATIONALE OF MBA PROGRAM

The MBA programs of universities are exactly made to meet this end. They try to synthesize various branches of management and their inter-relationships. They invariably include core study of various areas of business such as human resource, operations, finance, marketing, information technology, accounting etc. and most importantly their inter-relationship. The incumbent is normally encouraged to choose an emphasis area (Elective or specialization).

This brings into fore the distinction between General MBA (GMBA) and Emphasis MBA (EMBA). Whereas a GMBA will aim at making participants, "Jack of all master of none", an EMBA will endeavor to make them "Jack of all master of one". A generalist MBA

will intend to create an ocean of knowledge one inch deep. An EMBA essentially tries to improve the depth of the ocean of knowledge in specified area. This is in line with quest for specialization on the part of corporate which is at the base of division of work.

SKYLINE UNIVERSITY COLLEGE MBA PROGRAM

The Skyline MBA is a 36 credit degree (12 units) with 27 credits devoted to core learning (8 general units and 1 CAP STONE unit) and 9 credits of elective learning (3 units) in one of the chosen emphasis area – Finance (MBA) and Marketing (MBM).

The salient features of the program are

- a. There is a mix of 75:25 for core and elective units fully recognizing the current business scenarios where the relationship between all the functional areas of the business is more pronounced. 75% knowledge is intended to create the ocean and we use the remaining 25% to create the required depth of knowledge in the chosen emphasis.
- b. As far as the core knowledge is concerned, equal weight age of 12.5% is given to various functional areas viz.,
 - i. Economics
 - ii. Finance
 - iii. HRM
 - iv. Marketing
 - v. Accounting
 - vi. Operational and quantitative decision making
 - vii. Information technology
 - viii. International business.

This is topped up with cap stone course on "strategic management" which synthesizes the knowledge attained in all the functional areas of business.

c. The entry to the course is based on your pre existing business education knowledge and proficiency in spoken and written English. We strongly believe that it is equally important to have knowledge as well as the ability to express it. Hence the

entry requirements are a mix of both factors. (See PANEL B). The SUC admission rules allow for a mature entry into the program with strong work experience even if you do not have a business under-grad. It even allows a person with a complete non business back ground and lack of work experience, if you can clear 6 business units as part of our PRE- MBA program.

- d. In case your English proficiency levels do not match our requirements (TOEFL score of 550 on paper based test, 213 on computer based test or 79 on internet based test), the college has a well placed Foundation program to cover up for the lost ground. In fact, even with a TOEFL score of 530, you can get a provisional admission to the MBA program and take up to 6 credits.
- e. You are supposed to maintain a minimum CGPA of 3.00 (on a scale of 4.0 point) in all the units with a specific requirement that strategic management's GPA must be 3.00. Another requirement is that you are recommended for graduation by the college faculty as well as the administration.
- f. The college rewards academic excellence with graduation with honors comprising of Cum Laude, Magna Cum Laude and Summa Cum Laude.

ACCREDITATION of the SUC MBA program

One of the corner stone of any educational program is execution and other part is attestation. As for the execution, Skyline has a dedicated team of teaching and non-teaching staff to help students at every step. All the faculties hold the terminal degree (Ph.D.) in their respective areas of specialization. As for the attestation, the MBA of the SUC is accredited by the Commission on Academic Accreditation (CAA) of the Ministry of Higher Education & Scientific Research (MOHESR), UAE.

We are looking forward to you joining us for a journey into collaborative learning as to how to manage the businesses in the 21st century.

Skyline MEMOIRS - ASMA



" Going to College every Morning to meet my Buuddies and

*professors made my day blissful and wishing the day would never come to an end But that "was" now its jus **BEAUTIFUL MEMORIES !!!** Missing my college days.....*

Skyline MEMOIRS - SHEEBA



"Being at Skyline had been the most memorable time spent in life, with

*friends and Professors encouraging, appreciating and motivating at every step. Besides studies the extra curricular activities helped in maintaining a balance. Courses offered and examinations held were qualitative in nature and thus improved our **KSA**. For sure, "The Skyline Time" will be the most memorable chapter in my life."*

INTEGRITY OF THE HEART: THE PANACEA FOR DISHONESTY

By *Dr Nicky C. Valdez*



Old Ben Franklin's maxim: "Honesty is the best policy"; still remains to be the sacred battle cry in today's digital-age moral, ethical and spiritual decline.

Cheating, plagiarism, social loafing and the

likes are the present-day seductions besetting our young people in their quest for learning and getting good education. Unless it is taken seriously and mitigated; it will continue to corrupt and debase the integrity of the heart of the Y generation.

Academic dishonesty is spreading in an endemic proportion almost everywhere, in every campus and in all levels. It is threatening the very fiber of our moral culture. It is more horrifying to note when students feel "it's cool or ok to do that."

How easy and alluring it can be for students nowadays to simply cut and paste or download and print out someone else's work. Submitting a paper that was copied, (almost) word for word, on the internet and tried to pass it off as one's own work. This is plain and simple 'plagiarism'.

Plagiarism (a word derived from a Latin word for kidnapping) is a conduct against the very core of honesty. In such an instance, students are representing someone else's work as their own. Over and above that, they're receiving a grade for somebody else's work. Needless to mention, it's so unfair to students who try to obey the rules and perform honestly.

Cheating is another form of diabolical temptation challenging the integrity of the young hearts in schools. David Callahan, the prolific author of "The Cheating Culture" would claim that the reasons for cheating ranges from mere laziness to competitiveness. Students would cheat in their examinations and they can rationalize with a million and one reasons.

On the contrary, cheating is an issue of justice. Cheating is grossly unfair. Cheater's get rewards they don't deserve. Cheating is the antithesis of equal opportunity- the notion that we should have a fair shot at success and that people who get rewarded are the people who deserve such rewards because they worked hardest.

Islam, Christianity, Hinduism, Buddhism and other groups of faith never allows cheating in any aspect of life. Religious doctrines would teach the values of honesty, truthfulness and fairness. Each student must be well acquainted with their respective holy book writings in order to be familiar with the teachings of their faith. Thus, enliven their faith and building up their God-fearing character.

It must be stressed that the toughness of exams does not justify cheating. Cheating in examination is one of the things that threaten the society, for it urges the spread of falsehood and forms an attack against truth. Endangering our society not only today but even our tomorrow.

Finally, social loafing in groups and teams performing an assigned tasks seems to be an abated inside the four corner classrooms. Social loafing describes the phenomenon that occurs when individuals exert less effort when working as a group than when working independently. Seatwork exercises, assignments and group papers outputs are gravely affected by such infectious illness called – social loafing. Again, in the name of fairness and justice, social loafing must be addressed with seriousness of attention.

The heart is the center point of oneself and its integrity will surely define the thinking, decision, behavior and action of an individual. Today's moral and ethical conduct and character are fueled by integrity. In fact, it is what a person does that defines himself. Therefore, the integrity of the heart must be protected, preserved and perpetuated. Truly, the integrity of the heart is the panacea for dishonesty. This is a wake-up call for everyone, sounding the alarm for all young people to SAY NO to cheating, plagiarism, social loafing & other forms of academic dishonesty. It can be done... it must be done... and it will be done...

11th Skyline Cup INTER-UNIVERSITY CRICKET TOURNAMENT-2009

The 11th Skyline Cup cricket Tournament was conducted from 15-24th November, 2009. There were 13 teams participating in this year's edition of Skyline Cup. The draw of fixtures was done on the 5th November, 2009. All the matches were conducted in Ajman Cricket Grounds. Even for the final Sharjah Cricket Stadium was not available as there was an international tournament going on.

Teams were grouped into 4 pools and the toppers from each pool would qualify for the Semi-finals. The tournament was conducted on a league cum knock out format. American University of Sharjah, Middlesex University, Manipal University and Emirates Aviation College were qualified to the Semi-finals as pool winners. The first Semi-final was played between AUS and Manipal and the strong AUS squad

did not find it difficult to make their way to the final. The second Semi-final was played between Middlesex and Emirates Aviation College and Middlesex won the match to play the final.

The final was a one sided affair as AUS beat Middlesex by 9 wickets. That target of 123 runs set by Middlesex was an easily achievable one for AUS and they did it in just 14 overs.

There were 13 teams and around 190 players who took part in the tournament.

The prizes for the winners were given away by Mr. Nitin Anand. Special prizes like man of the match, man of the series awards were distributed.



Welcome to New Faculty and Staff



Dr. Nicholas Clive Titherley Meihuizen
ASSOCIATE PROFESSOR
PhD(English)



Dr. Sayel Rushdi Sabha
Assistant Professor
Ph.D(Commerce)



Dr. Nicky Valdez
Assistant Professor
PhD(Development administration)



Dr. Fermin Jr. Castillo
Assistant Professor
DBM (Business Management),
Ph.D.(HRM),Ph.D. in
Development Education



Mr. Sundar Subbiah Krishnan
Head Librarian



Ms. Arshi Khan
Student Counseling Supervisor
Masters of Psychology

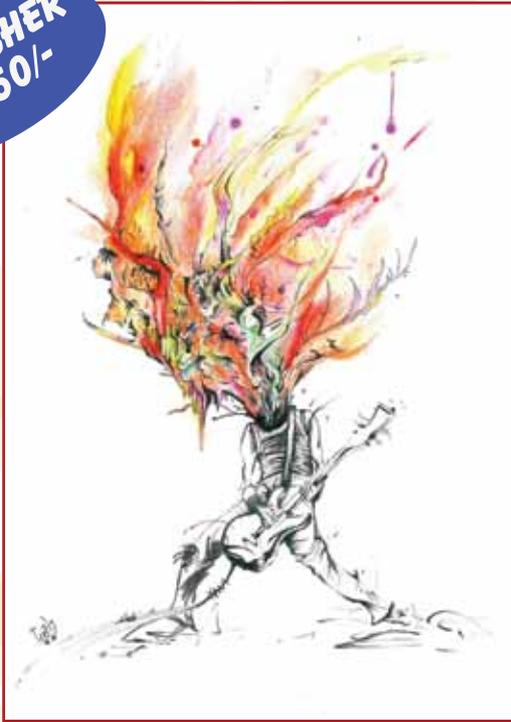


Ms. Maria Erlinda M. Velasco
Executive Assistant to the President

Winners of Newslime Sketch Competition

1ST PRIZE WINNER

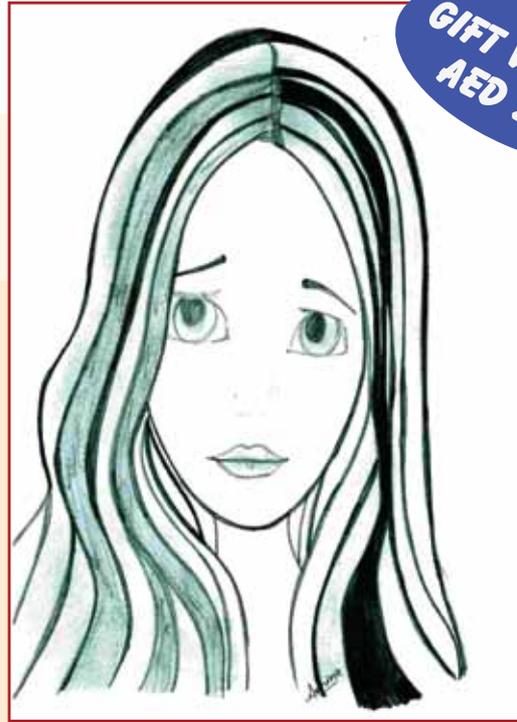
**GIFT VOUCHER
AED 250/-**



By Nitish Verma

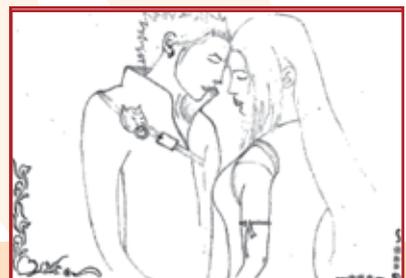
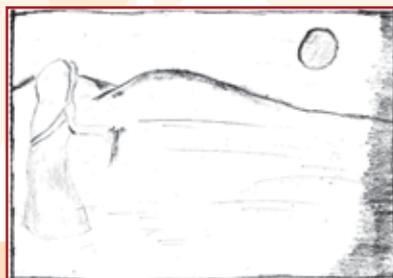
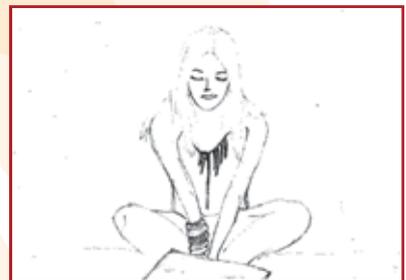
2ND PRIZE WINNER

**GIFT VOUCHER
AED 200/-**



By Amina Zia

Some More Talents...





كلية الأفق الجامعية

المدينة الجامعية في الشارقة

SKYLINE UNIVERSITY COLLEGE

UNIVERSITY CITY OF SHARJAH