



# AMERICAN COLLEGE OF DUBAI

## SUMMER SEMESTER 2016 NEWSLETTER

### Getex 2016:

The American College of Dubai successfully participated in the latest edition of the Gulf Education and Training Exhibition (**GETEX**) 2016, the leading student recruitment platform in the Middle East and Asia which was held at the Dubai International Convention and Exhibition Centre.



During its three day run, from 13th – 15th of April, GETEX attracted over 35,000 visitors. ACD was represented by the admission advisors who met with prospective students and their parents informing them about the different programs offered at the College including the Bachelor of Business Administration Program as well as the very popular University Transfer Program.

Prospective students showed a lot of interest in the Ministry accredited BBA program which is offered both in the morning and evening. Additionally, students interested in transferring to the United States also approached the stall to learn how they can lower their university costs by studying at ACD for the first two years and then transferring their credits abroad.

Many prospective students commented favorably regarding the College's fee structure and flexible timings.

### ACD Signs a Scholarship Agreement with the National Charity Schools:

On Monday the 18<sup>th</sup> of April 2016, the General Manager of the National Charity Schools, Dr. Kamal Mohamed Farhat and the Assistant Director General, Dr. Mohammad S.B. Shaat visited the American College of Dubai campus and met with Mr. William, ACD's President and CEO, to sign a scholarship agreement offering all graduates of the National Charity Schools special tuition rates.



Both parties expressed their willingness to maintain and strengthen the collaboration between both educational institutions. Currently over 150 National Charity students study at ACD.

### Summer Coursework 2016

The American College of Dubai offers a Summer Coursework program for students from the GCC countries who are currently studying in the different universities in the United States. During this period, students can benefit from ACD's university level courses while they are on holidays with their families and the credits then transfer back to their universities in the Fall.

Registration for Summer coursework is currently underway. We have already enrolled more than 150 international students who have registered for this program.

## ACD to Pioneer a Zero Waste Campus Project

The Community Service Club of the American College of Dubai has decided to take part in the zero waste campus project, which is a project that strives to make ACD and many other colleges and schools in the UAE garbage free. Being the pioneers of this project, ACD will be the first educational institution to strive for a zero garbage campus.



To kick start the project, Earth Day was chosen as the start-day. On April 21<sup>st</sup> ,(Earth Day) the community service club held a presentation about the history of Earth Day and then moved on to introducing the concept of a Zero Garbage campus project to the audience. The presentation included ways of how the students, clubs, faculty and staff could contribute to the project. It proved to be a very successful event. We hope to begin progressing towards our goal, which is to make ACD a waste free campus.



## How ACD Helps Pakistani Charity In Raising Books On World Book Day

Books have an interest to many imaginative minds. From children to adults, this chunk of knowledge proves to be both an intellectual way of learning and a way to entertain the upcoming generation. But some open minded thinkers are deprived of such a beauty of words. What can be done to replace this missing piece? Kitaabie has the answer. It is a non-profit organization set “to empower not only the students but also the entrepreneurs and working professionals by bringing back reading to their lives”.

The American College of Dubai along with this well-known organization collaborated together to help seekers indulge in an attribute that many overlook: books. Donations from far and wide included numerous novels, school textbooks, and children’s books collected in bulk at the ACD campus.

Through Facebook’s live stream and the help of two well-known Pakistani actors Asad Malik and Zarrar Khan, our target goal was reached with further books pouring in at a rapid rate. Various media coverage created awareness to this great cause. This in turn created a ripple effect from one household to another, and initiated the appropriate response to donate books no matter the type. Knowing that these books would be shipped to Pakistan to those in need motivated even more volunteers to assist in this charity event. ACD hopes to take part again in this heartwarming event in the near future. Thanks to everyone who participated in this occasion.



# ACD ORGANIZED AN ENTREPRENEURIAL SKILL DEVELOPMENT COMPETITION FOR STUDENTS OF ST.MARY'S CATHOLIC HIGH SCHOOL, DUBAI



A one day entrepreneurial skills program was held for St. Mary's Catholic High School, Dubai on March 16, 2016. The program aimed to identify and promote entrepreneurship orientation in young people, and nurture creativity and potential management skills.

The student participants coordinated in teams to design a product and generate an innovative market strategy. Each team determined the target market for their product and made a presentation to a panel of judges, applying the 4Ps (product, place, price and promotion) of marketing, and justifying their claim about the product. The participants were given a specific period of time to fulfill various tasks. Awards were distributed for various categories such as best packaging, best promotion techniques and attractive brand name. All participants received participation certificates.

Mrs. Darly David, business studies teacher from St. Mary's said, "It was a great opportunity for our students" and according to Mrs. Sneha Dias, "It was a wonderful exposure for our students and we look forward to many more such events in future". Student feedback reflected their satisfaction on the relevance of the event as well as the smooth organization of the event.

## Teacher Feedback from St. Mary's Catholic High School:

Really Appreciate the invitation. The students really enjoyed and it was a wonderful exposure for them. Looking forward to many more interactions in the future. Hearty Thanks once again.

-Mrs. Sneha Dias

## Student Feedback:

Student feedback reflected satisfaction on the relevance and the overall organization of the event.

# THE ENTREPRENEURIAL TEAM OF ACD AND St. Mary's Catholic High School

