



# ICDC newsletter

April - June 2010 Issue 3, Volume 1

## THE UNIVERSITY OF DUBAI HELD ITS 1<sup>ST</sup> CAREER FAIR



(In photo: Dr. Husni Charif, Amina El Marzak, Sheikh Mohammed Bin Juma Al Maktoum)

The first UD Career Fair 2010 organized by the Internship and Career Development Center last March involved various business sectors such as Emirates Airlines, Barclays Bank, Citibank, Emirates NBD Bank, Dubai Islamic Bank, Dubai Bank, DEWA, Department of Tourism and Commerce Marketing, Dubai Customs, Unilever, Shangri-la Hotel, Oman Insurance Company, Ershaad.ae, and Pathway Resourcing.

Speaking at the event, Sheikh Mohammed bin Juma Al Maktoum, President of the UDAA, said "We hope this 2-day career fair opportunity held at the University of Dubai, my alma mater, will allow young graduates through personal interview, to demonstrate to the prospective employers, their skills and suitability for the position on offer. Judging by the success of today's event, we



(In photo: Emirates Airlines company representatives and UD student Mira Hafiz)

intend to make it an annual feature and involve more companies and even the community that we operate in."

Overall, this event provided an invaluable opportunity for both students and prospective employers to directly interact and gain first-hand information on what each party expects from the other.

## MESSAGE FROM THE ICDC MANAGER

The first quarter of the year seems to have passed by like a whirlwind. The ICDC organized its very first Career Fair last March which has set the tone for collaborative partnerships with various organizations who offer prospective employment and internship opportunities for our students. We have also seen the successful completion of 80 internships during the winter semester. Most of the students involved were taken on as permanent full-time employees by their internship provider. With the global economic crisis still being very much felt in Dubai, we are thankful that our interns have been fortunate enough to be hired as full-time employees.

In line with the current economic recession, we have included in this issue articles that might help you in adjusting to and surviving its negative side effects. In addition, we have included a crossword puzzle to familiarize you with UD's management, faculty and staff. Not only is it a good mental exercise but it is also a fun activity which you might want to participate in as the lucky winners will receive meal vouchers from Chili's, Romano's Macaroni Grill, Black Canyon, El Chico and The Pizza Company.

We hope that you enjoy this issue. As always, we welcome any of your comments, suggestions and even articles that you would like us to publish.

Cordially,

Amina El Marzak

## ICDC HAS A NEW TEAM PLAYER



The ICDC has a new team member in Salma Senaran. Salma graduated from the University of Dubai with honors and is currently taking her MBA at the Canadian University of Dubai. She was with the Admissions and Registration department at UD for six years until she joined ICDC as Head of Alumni Relations. Salma is the perfect person for the job, being an alumna of the

university herself. With her experience and good rapport with our alumni, we are confident that Salma will invigorate our alumni and students in their efforts to create meaningful and relevant projects and events. Welcome Salma!

You may contact Salma at [ssenaran@ud.ac.ae](mailto:ssenaran@ud.ac.ae) or at 04-2072 675.

## EXCHANGE OPPORTUNITIES WITH THE UNIVERSITY OF NORTH FLORIDA: ENHANCING THE KNOWLEDGE AND EXPERIENCE OF UD'S FACULTY, STUDENTS AND STAFF



A Memorandum of Understanding (MOU) for an exchange program between the University of North Florida and the University of Dubai was finalized by both parties in November 2009. The exchange program aims to promote collaborative efforts from both universities in advocating the professional advancement of student, staff and faculty members, as well as the exchange of ideas between them.

For the student exchange program, both universities agree to exchange 1-2 students per year, with each student spending at least one semester with the exchange institution. Exchange

students pay all tuition and fees to their institution of origin but are personally responsible for additional expenses such as books and other course-related materials, airfare, food and accommodation.

Faculty exchange may also be for a period of one term (3-4 months) only.

To find out more about the student exchange program, please contact Amina El Marzak, Manager of the Internship & Career Development Center, at [amarzak@ud.ac.ae](mailto:amarzak@ud.ac.ae) 04-2072671.

## ALUMNI-STUDENT MENTORING PROGRAM (ASMP) CLOSING CEREMONY

The Internship & Career Development Center (ICDC) in collaboration with the UD Alumni Association (UDAA) held the closing ceremony of the Alumni-Student Mentoring Program (ASMP) for the academic year 2009/10 on May 27th at the Dubai Chamber. This was the pilot program in which 10 pairs were involved. The event was attended by alumni and students who participated in the program as well as faculty and staff from the university.

The ceremony highlighted major achievements of the participants and awarded the most successful relationship represented by Ms. Hanan Wehbi (Mentor) & Ms. Veronica Zyurnyayeva (Mentee). Due to the outstanding positive feedback from both students and alumni on the invaluable learning experiences that they have achieved, the ASMP project will be further strengthened and promoted among UD graduates and students community to attract more participants.

Students and alumni who are interested to participate in the ASMP are encouraged to contact Salma Senaran, Head of Alumni Relations at [ssenaran@ud.ac.ae](mailto:ssenaran@ud.ac.ae) or at 04-2072 675.



(In photo: Dr. Omar Hefni, Hanan Wehbi and Veronica Zyurnyayeva)

**SALEH**  
BIN LAHEJ  
group  
Hospitality Division  
★★★★★



Special thanks to the Saleh Bin Lahej Group, the official sponsor of the ICDC newsletter crossword puzzle competition.



You may send your comments

and suggestions to:

[icdc@ud.ac.ae](mailto:icdc@ud.ac.ae)

# THE BEST AND WORST WAYS TO HUNT FOR A JOB

As condensed from the Book: “What Color is Your Parachute” by Richard Nelson Bolles

“Whether we face a recession or prosperity, whether times are hard or easy, the major difference between successful and unsuccessful job-hunters is not some external factor (such as a tight job market), but the way we choose to go about our job hunt.”

Job-hunting is really more about giving yourself alternatives from which you choose the right approach to landing the right job. Resumé sending and internet use are not the only methods. So, if you have answered ads in newspapers or job postings on the internet, signed up for agencies or sent out your Resumés everywhere, and so far it has all been in vain, don't just do more of it. Change your tactics. Try a new strategy.

## 5 WORST WAYS TO LOOK FOR A JOB

### 1. Using the Internet (4 to 10%):

According to the Forrester Research done in 2002, 4 out of 100 job hunters who use the internet as their search method for finding jobs eventually become successful, while 96 others will not.

### 2. Mailing out resumes to employers at random (7%):

The success rate for this method is 7% which means that out of 100 job seekers only 7 will get a job while the remaining 93 will remain jobless.

### 3. Answering Ads in professional or trade journals, appropriate to your field (7%):

Like the method mentioned above, this one also has only a 7% success rate.

### 4. Answering local newspaper ads (5 to 24%):

The fluctuation between 5 percent and 24 percent is due to the level of salary being sought; the higher the salary being sought, the fewer job hunters are able to find a job.

### 5. Going to private employment agencies or search firms for help (5 to 28%)

Again, the fluctuation in the percentage value is mainly due to the salary sought by candidates. However, it is good to note that in recent years, 27.8% of female candidates seeking assistance from employment agencies were successful in finding jobs.

## 5 BEST WAYS TO LOOK FOR A JOB

### 1. Asking for job leads from family members, friends, people in the community, staff at career centers or the college/ university where you graduated (33%):

The success rate for this method is almost 5 times better than sending your resumés randomly. Ask people whom you think can help you with the simple question “Do you have a job that I can apply for?” This will probably increase your chances of getting hired.

### 2. Knocking on the door of any employer, factory or office that interests you, whether they are known to have a vacancy or not (47%):

The success rate for this method is 7 times better than sending your resumés randomly. The key to being successful in this method is by distributing your resumés only to those that are of interest to you, thereby narrowing your targeted number of companies.

### 3. If you can knock, then you can call. Get your telephone directory and look up the number of your targeted company. Speak to the right person about their recruitment agenda and ask whether they are hiring for the type of job that that you want. (69%):

The success rate for this method is almost 10 times higher than sending your resumés. In other words, by making targeted phone calls yourself, you have almost a ten times better chance of finding a job, than if you had just sent out your resumé.

### 4. In a group with other job hunters, using the phone book's yellow pages to identify subjects or fields of interest to you in the city where you are, and then calling up employers listed in that field, to ask if they are hiring for the type of position you can do, and do well. (84%):

The success rate of this method is 12 times higher than randomly sending your resume. It is always better to work in groups that can give you tips and advice on prospective employment opportunities.

### 5. Doing a Life-Changing Job Hunt (86%):

This process should answer the questions “What? Where? And How?”

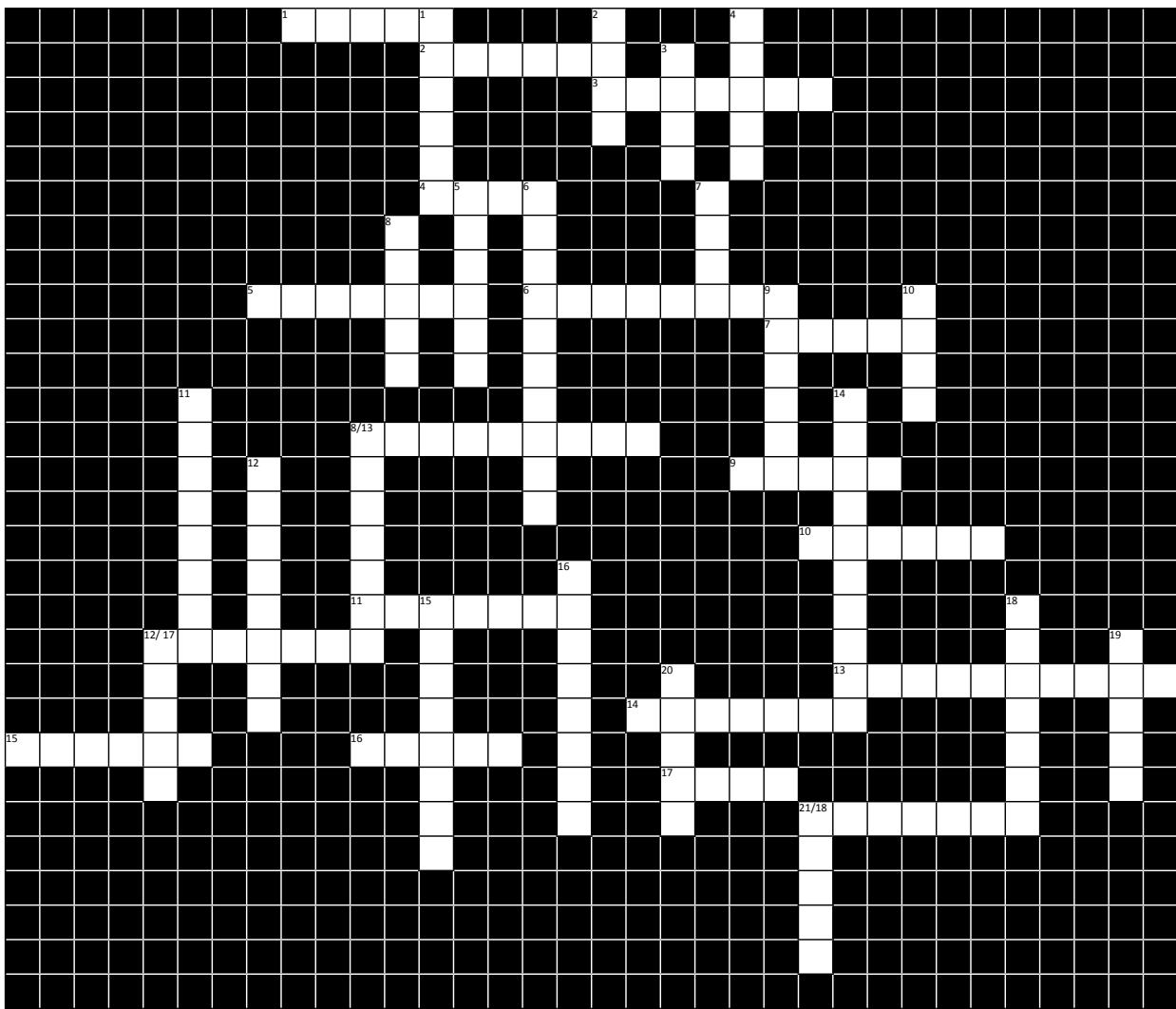
**What** – You need to make an inventory of what type of skills you possess and how you can make these skills work to your advantage. Advertise and promote yourself using these skills.

**Where** – A flower which blooms in an environment 10,000 feet above sea level will definitely not bloom in the desert. This means you need to know in which type of environment you will thrive. This way you will know where you will be most effective and productive.

**How** – You need to decide how to get where you want to go. This includes finding out the:

- Names of the jobs that you are interested in;
- Names of organizations that offer the type of job you are interested in;
- Names of people who actually have the power to hire you.





## CROSSWORD PUZZLE CLUES

The crossword puzzle competition is open to all UD students, faculty and staff. Entries must be submitted on/before Sunday, July 18 to the ICDC office. Winners will be awarded meal vouchers courtesy of the Saleh Bin Lahej Group.

### ICDC

1. A live wire that gives you a jump start to perk up your office routine, a leader and a fighter; jobs, internships, sponsorships, you name it you get it - 1 across
2. A busy bee flying through students and graduates' CVs but it can't only make them sweet - 15 down
3. Smart and petite, the newest addition to the group - 7 across
4. Dynamic and studious, from Russia with love, she can pass for a Bond girl - 16 down

### CESL

1. Her eyes are green but not her mind - 10 across
2. Her effervescent charm and sparkling eyes depicts her name as the warm and glowing radiance of the rising sun - 7 down
3. The English expert ironically comes from the land of maple leaf - 11 down

### GED

1. Students run scrambling to her with this phrase "FA 25% Please remove it" - 4 down
2. Friendly and positive, this professor gets a straight A from his students (incidentally the grade is also his first name initial) - 5 across
3. Blond and sweet on the outside; tough and reasonable on the inside - 8 across

### ARD

1. ARD's solution man, students love him for this - 3 across
2. Let not looks deceive you, he is younger than you think - 14 across
3. Student IDs, pictures and letters you name it she has it - 9 across

### MARKETING

1. The only thorn among the roses gifted with a creative mind - 9 down
2. Her contagious laugh can wake you up even from your deepest slumber - 2 down
3. She can still do the catwalk even with a ferocious appetite - 10 down
4. Grace and elegance is second nature to her as well as her penchant for writing - 2 across

### DSS

1. Persistent and persuasive; student events, competitions, and award-

- ing ceremonies emanate from his department - 19 down
2. A good advice, a helping hand and a welcome smile is all you need - 4 across

### Finance and Administration

1. The person to meet if you want to work at UD, nice but firm - 8 down
2. The money man with a pencil in tow, scribbling numbers & balancing the book - 1 down
3. He's swift like Flash, you ask for it, you got it (PRFs please) - 16 across

### CBA

1. Fast as a rocket, Strictly business is his name, no wonder he's on top of his game - 17 down
2. Engaging and Zealous at work, these are also his initials - 6 across
3. Kudos for his 10 years with us, the CBA Marketing Department will never be the same - 15 across
4. The students' bridge to the professors, what would you do without her? - 11 across

### CIT

1. Friendly and soft-spoken, he's got a beautiful mind - 12 down
2. The only rose among the thorns - 14 down

### IE

1. Calm and composed, "edit & revise" are her second names - 18 across
2. The "Sheriff" of processes and quality, diplomatic and polite - 12 across

### President's Office

1. Through calm and rough seas, the captain of the ship steers all to safe land - 13 down

### IT

1. IT's top honcho, he knows all the knots and bolts of technology - 5 down
2. The "T" in the IT of this IT guy means Tall, Talented, Tactful (His last name also starts with this) - 6 down
3. Dial 611 for computer, internet, printer, cabling, wiring & telephone assistance - 13 across

### Support Services

1. Safety and punctuality are his main concerns when it comes to driving - 21 down
2. The welcoming voice of UD's telephone lines and soon to be a proud Mum! - 20 down
3. The eyes and ears of UD, he peeps through your doors and windows, no worries your safety is his concern - 18 down

### CMPD

1. Trainings and alliances are her forte - 3 down
2. His name reminds you of this thirst-quenching water brand - 17 across