



newsletter

July - September 2010 Volume 1, Issue 4

THE 6TH HSBA INTERNATIONAL WEEK



Pictured above is ICDC's Amina El Marzak with delegates of the 6th HSBA International Week

Since 2005 the Hamburg School of Business Administration (HSBA) has been hosting the "International Week" providing a platform for an exchange of ideas and the establishment of stronger ties between HSBA and its international partner universities. To carry on this tradition, the 6th HSBA International Week took place last April in Hamburg, Germany

This year's program included company visits to multinational companies such as RWE Dea AG, Aon, Hamburger Hochbahn AG and Buss Hansa Terminal as well as lectures, workshops and panel discussions. Amina El Marzak, ICDC Manager was UD's official representative at the event. According to Amina, this event is a must-attend as it not only bridges cultural diversity, but it also highlights the best business practices of top organizations in Europe. Attendance by UD faculty and students who are willing to undergo the internship exchange program is highly encouraged.

MESSAGE FROM THE ICDC MANAGER

The hot and humid summer months highlight the worst of Dubai's climate which can make us lethargic. Despite this, the ICDC has been busy securing internship opportunities for about 100 students and closely monitoring their training progress and work output to ensure a smooth and fruitful internship experience.

In addition, the team has been busy with the preparation for upcoming alumni events, namely the "Fourth Alumni Annual Homecoming" to be held on 23rd of December and the Alumni Student Mentoring Program (ASMP) 2011 to be launched on the 25th of November.

Alongside these major activities, the continuous work of building partnerships and alliances with reputable organizations goes on which aims to give UD students more career opportunities.

In this regard, we are proud to highlight two articles, one written by a recent graduate who was eventually successful in getting his ideal job through the ICDC's help and, the other one is by a former UD faculty, touching on the subject of networking. We are also advertising the available international internships and the ASMP to increase our students' awareness about these important programs and encourage their participation.

We hope that you enjoy reading this information-filled edition of the ICDC newsletter. As always, we welcome your article contributions as well as any suggestions and comments on how we can further improve and serve you better.

Cordially,

Amina El Marzak

CITIBANK OFFERS INTERNSHIP SCHOLARSHIPS FOR DESERVING UD STUDENTS

Citibank, a major international bank with over 100 branches in the world opens its doors to deserving UD students as beneficiaries for its internship scholarships. Full tuition and fees will be granted to selected students for their summer internship program.

Interested applicants may visit the College of Business Administration, 5th floor, or the ICDC office located on the 6th floor of the Al Masood Building, for scholarship details and an application form.

The application period is ongoing, but the deadline for submission of application forms is March 2011.



PARTNERING WITH ICDC: YOUR GATEWAY TO THE FUTURE

BY: SAIFUDDIN ARIF | 2010 UD GRADUATE, BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING



For all those of you who have just graduated, CONGRATULATIONS!

Sure all of you must be ecstatic since you have completed four years of grueling assignments, presentations, reports, exams and God knows what else that kept you going on like the Energizer bunny without any food or rest. Hey! It's time to bring out the party hats and paint the town red.

So what's next? MBA? Professional certifications? Or, are you brave enough to get out there and fight for a placement in a good company?

By the way, my name is Saifuddin Arif, class of 2010, and a marketing graduate major from the University of Dubai. I was in the same boat as all of you who graduated with me, confused and a bit scared. Well to be frank, the current economic situation is not very motivating, and hey it's normal to be confused and scared. In fact it's even good to some extent. Being confused shows that you have thought of more than just one alternative for your future, and

being scared says you care enough to try really hard to achieve what you want. I did just that. I was adamant that I'd get a job in an organization where I could develop and sharpen my marketing knowledge and skills, and in order to do so I started hunting for placements from the beginning of my final semester. Numerous interviews later I was still unemployed and disheartened, but I did not give up. Those failed interviews were valuable experience for me, I learnt so much. I'll tell you this, the interview process has changed quite a lot over the past few years. Conventional interviews are out of the window; now it's all about aptitude tests, assessment centers and at least two to three interviews with the same organization, at a minimum. Anyway, a week before the final exams I was finally offered a position at BAT, one of the top FMCG companies in the world, as a Trade Marketing Representative. Oh, and did I mention they are leasing me a Benz? Sorry, that's me getting carried away. I'd like you to know that as UD students we are lucky to have the Internship & Career Development Center department (ICDC), a fully-fledged team who are there just to help students like us prepare for what's out there. They have all the best contacts, resources and information, which are at your disposal. The ICDC team can help you create a professional CV and covering letter, give you career advice and even conduct workshops on career-related topics which

can aid you in the job-hunting process. And, by the way both the lead for my job with BAT and my internship with Unilever came from ICDC. I highly recommend seeking advice from the ICDC team to get the job or internship that you've always wanted. If not directly getting the job for you, they sure can help you prepare in the best way possible so that you get the placement on your own merit. Now that's a much sweeter feeling isn't it?

Finally, I'd personally like to thank the ICDC team as they have played a big role in shaping my career. And, as a word of advice, please do not let the current economic crises or people's pessimistic views deter you. If you have what it takes no one can stop you from getting what you want and this you can take to the bank.



You may send your comments and suggestions to:
icdc@ud.ac.ae

YOUR NETWORK IS YOUR "NET-WORTH"

BY: JOSE ALCARAZ



Yes, we all know that networking is crucial for our careers and social life... But in our busy life we feel that we have almost no time to invest in building new relationships or staying in touch with our current network. So, how to build (and maintain) a strong community of friends, contacts, mentors, colleagues, former customers, etc...?

First, you need to recognize that you can't get anywhere alone. Everything in your life is achieved with the help of other people. Networking will create opportunities for yourself and also help facilitate your process of researching careers in various organizations and industries. The ability to network effectively with people will become a valuable asset - if not the most critical - at the beginning of your job search, as well as

throughout your career. We are 'free agents': the loyalty and security once offered by organizations can only be provided now by your own network (your colleagues, contacts, friends and mentors).

So, as Keith Ferrazzi says, "Networking is about finding ways to help others; making other people more successful. About building relationships long before you need them..." So, how do you build your network? It is simple. Yes, you know this, but you almost forgot about it. The key is generosity. Find ways to constantly keep in touch, and share your knowledge and resources, time and energy, friends and colleagues in a continuous effort to provide value... while at the same time increasing your own.



ICDC CROSSWORD PUZZLE WINNERS

ICDC, in cooperation with the Saleh Bin Lahej (SBL) Group, awarded meal vouchers to the lucky winners of the ICDC crossword puzzle competition. The winners enjoyed their prize by dining in some of SBL's top restaurant brands - namely Chili's, Romano's Macaroni Grill, Black Canyon Thai Cuisine, The Pizza Company and El Chico Mexican Restaurant.



Pictured above are the winners - students Hooria & Urwa Tariq, & UD staff Laly Mathai and Nermine Samir.



Pictured above are Selma Senaran, Hend Abdulrahman (winner), Redempta San Jose & Veronica Zyurnyayeva.

SECTORAL EMPLOYMENT PROSPECTS IN THE UAE

Senior executives from different sectors in the UAE share their views and opinions on the latest employment trends in their fields.

CONSTRUCTION / REAL ESTATE

A recent survey reveals that the construction sector has seen an increase in the hiring rate since July, due to the fact that some contracting firms have again resumed operations. The restructuring program of most of the UAE's debt ridden construction firms has seen some positive outcomes in terms of increased recruitment in this sector at all levels. There was a freeze on hiring for almost two (2) years, but the market seems to be slowly but surely working its way out of the economic slump.

OIL & GAS

According to Badr Jaafar, Executive Director of Crescent Petroleum Group, "After a global recession where companies have been cutting costs wherever possible, including staff and training, we are now faced with a skills shortage while at the same time the world demand for energy has grown. This problem has been exacerbated by both the poor image of the industry and also poor recruitment efforts in the 1990s and early 2000s. Because of this we currently have a shortage of younger, experienced professionals, and as a result, the average age of the industry's workforce is very high, with many set for retirement in the near future. We are now taking steps towards bridging this gap that we are being confronted with - by training new graduates in the oil and gas industry."

BANKING

In general, recruitment in the banking sector is extremely slow and this is no doubt a knock-on effect of the financial crisis. However, there is still hiring being done for positions that have been created because their existence is critical and highly-relevant to the organization. The lull in hiring is caused by several factors, including the decrease in profit seen by many banks across the emirates and the increase in the number of branches closing, thereby requiring less manpower. Another factor that affects recruitment is the technological improvements that have been implemented by banks in the internet and phone services. This again reduces the need to hire more people. It is predicted that this slack period in the banking sector recruitment will last for another 2-3 years or until such time as the economy recovers sufficiently.

On a more positive note, according to Steve Williams, CEO of Gulf Finance, "the financial services sector is starting to gear up for growth. It is looking to acquire good talent and from the lessons learnt from the last few years it is about quality over quantity. There

are vacancies for those who understand the market. What they are doing is bringing in key talent at executive and management



levels and in key roles for clients. The jobs for lower ranks will come when the strategies have been deployed. Until then there won't be a lot of people hired, just key people to draw up and implement strategies in the next 18 months. Will it be a direct contributor or not to recovery? It's about being prepared when confidence grows so your bank can capitalize on that market. It means a more optimistic general outlook for career opportunities but it is not going to happen immediately."

IT

The employment outlook for executives and other workers in the regional IT industry still looks good. Hiring continues to be strong in the UAE over the last quarter of 2009 where many of the current positions were at mid-career-level, individual-contributor roles as well as some mid-level management roles. According to Charbel Fakhouri, Regional General Manager for Microsoft Gulf, "employment factors range from specific skills to investments in that particular industry. In the UAE, companies continue to look at technology as a strategic and critical business investment. As IT continues to grow and IT itself continues to evolve, it opens up avenues for job opportunities."

THE ALUMNI STUDENT MENTORING PROGRAM (ASMP): TOWARDS A MORE MEANINGFUL UNIVERSITY LIFE



- trying to build your social and business network;
- seeking employment/internship;
- or simply looking for a person who can give you guidance and direction.

To ensure a smooth and harmonious partnership, the matching process is carefully thought out and takes into consideration the gender, nationality, common interests and even the field of study of both student and alumni.

The benefits can have a positive impact on the participants' lives and these can be professional, academic and even emotional in nature. On the one hand, students (mentee) learn how to grapple with university life and gain a more positive outlook on this with the help of the alumni (mentors). On the other hand, alumni see this program as a way of giving something back to the university by assisting students to succeed. It's a win-win situation where everyone plays their part for the success of all!

Now in its 2nd year, the ASMP is starting in November 2010 with a group of 30 pairs. We wish our new ASMP participants a learning experience which is both memorable and rewarding.

In 2009, the ICDC in cooperation with the UD Alumni Association launched the Alumni Student Mentoring Program (ASMP). The ASMP is open to both UD alumni and students to participate in with the aim of giving support, direction and supervision towards attaining a more meaningful university life. If you are one of those students who are:

- having a difficult time in adjusting to university life;
- facing academic challenges;
- seeking acceptance in the group;

2010 SUMMER INTERNSHIP PROGRAM

The 2010 summer internship program ran between 20th June and 8th August with 96 students from all disciplines successfully completing all the prescribed requirements for the course. Some students were offered full-time jobs upon graduation while others benefited from working in a professional environment for the first time.

Participating companies such as the Department of Tourism and Commerce Marketing (DTCM) praised our students, faculty and staff for the professional manner in which the internship program was managed. According to DTCM's Head of Emiratization and Internship, Fahad Alsiri, our students possess a positive attitude towards learning and are well prepared to do the task on-hand, both mentally and physically. Mr. Alsiri also commended UD faculty and staff for their careful coordination and prompt follow-up on all internship-related matters.



UD GAINS MOMENTUM WITH INTERNATIONAL INTERNSHIPS

The University of Dubai has signed an internship agreement with two prestigious universities, namely The Hamburg School of Business Administration in Hamburg, Germany and the University of North Florida in the USA. Through the ICDC, UD students can now take advantage of this international internship experience.

The benefits of interning abroad are unique and incomparable and the challenges and learning that come with it are invaluable and countless. For example:

- International internships give you a global perspective of how things are done and exposure to different languages, peoples and cultures.
- Interning abroad can boost your CV, reflecting international professional experience.
- It can give you the work experience that may not be available in your home country.

- You gain friends and build your international business and social network which can last a lifetime.
- The company you do your internship at could be your future employer if you do an excellent job during the internship period.
- You will learn how to appreciate, and be sensitive to, other cultures and also learn how business is done in other parts of the world.
- And finally, you can travel during the weekends. Appreciate the beauty of another country. Use the time to develop lasting friendships!

But if we've convinced you that the international internship program is for you, don't pack your bags and book that flight just yet! First, visit the ICDC on the 6th floor, Room 602 of Al Masood Building, between 7:30AM - 5:00 PM for more details on how you can qualify and apply to be an international intern and begin your journey towards a whole new world of learning experiences!

