

# The Westford Communiqué

## DECEMBER - THE FESTIVE MONTH



Dear Readers,

It's been a while that the Management Team at Westford University College, has been eager to publish an update on a variety of initiatives currently underway as a part of its role in creating responsible citizens within the society. The journey that began with a small step of 'creating affordable quality educational experience' and making it 'accessible to all'; continues to drive us passionately each day at the institution.

We take pride and remain accountable in shaping and grooming students' personality, enhance peer-to-peer learning within classrooms and develop advanced research capabilities. So, whether it was events such as 'Razzmatazz', 'Toastmasters', 'Fighting Breast Cancer', 'Garnering Essentials & Donations' for the millions of victims affected by disastrous floods that uprooted lives of citizens in Kerala, Supporting UN Sustainable Development Goals", our institution has been at the forefront & proudly setting the highest benchmarks & standards.

There are many more important developments within the university, which needs appropriate attention to leave you with the 'right impressions' when considering 'choices and options'. Thus it is imperative to launch a monthly newsletter, "The Westford Communiqué" which represents a platform for sharing knowledge.

This newsletter shall strive 'to connect knowledge, create inspiration and build a legacy of excellence' through exchange of creative ideas, ground-breaking thoughts and fresh perspectives. The mission shall remain centered around "promoting critical thinking, in addressing the urgent needs of businesses and economies by designing blended programs that creates future market ready professionals honed with the right mix of talent, skills, competencies, intellect and purpose".

Over the years, our endeavor has been to develop a life-long partnership with all our current and ex-students globally. Through multiple platforms, they have expressed their sincere desire to remain connected with Westford University.

We are confident, that this newsletter shall open enough vistas of opportunities among our vibrant and enthusiastic student community & faculty members.

Managing Editor.



**Hanil Haridas,**  
Co-Founder & Executive Director.



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# EDITORIAL BOARD

The Editorial Board at Westford University College shall remain an active board striving to serve as an important interface between the college and the student community, that shall bring across monthly updates and information on areas impacting education, industry, global economy and our response to stay ahead in challenging times. It would be our constant endeavor to seek active volunteers from current students and alumni to serve as 'ambassadors' on the Westford University Editorial Board, while providing content in their field of domain/ expertise or interest.

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## Editorial Board Members

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**Hanil Haridas**  
Managing Editor



**Sufia Munir**  
Chief Editor



**Dr. Raman Subramanian**  
Content Editor

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## Student Contributors

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**Joanna James**



**Sumarita More**



**Simran Parvez Khan**

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# WESTFORD PEDAGOGY



**Anil Ahluwalia**  
Academic Director  
& Head of Quality Assurance

Pedagogy of Westford education for under and post graduate academic courses is very different from the conventional education schooling methodologies. At Westford University College, we follow a pedagogy which generates critical thinking, enhances the hard and soft skills of individuals, and offers a springboard for aspirants seeking challenging jobs and positions in the business world.

Westford offers international programs in management studies - MBA, Higher National Diploma leading to BA (Hons), PG Diplomas, Professional certificate courses, awarded mainly by leading UK universities and awarding bodies. Apart from graduate & professional programs, we specialise in providing range of corporate trainings across diversified sectors like banking, finance, health and service industry.

Westford is the beacon in navigating hundreds of people towards a more skillful and purposeful life, by guiding them to exploit their maximum potential through innovative pedagogy. We at Westford, deeply value ethics while imparting training to people. Westford promises everyone an ecstatic experience of a lifetime, where learning is going to be fun and will bring a smile on your face!

# "AN EVENING TO REMEMBER" – RAZZMATAZZ

In the backdrop of a brilliant winter evening, our young and talented group of undergraduate students, amidst balancing academic deadlines, showcased oodles of talent and event management skills with their performances which set the stage on fire.

The students and faculty members were enthralled with the exemplary exhibition of "solo" and "group" dance performances on "classic," "contemporary" and "current chart busters". The amazing spread of cuisines and music in the background added to the glamour of the night. It was definitely an evening to remember that left the audience eagerly looking forward to the next edition of razzmatazz.

Mr. & Ms. Westford were elected after a series of competitive rounds. It was also a special occasion to commemorate academic excellence by awarding all those students who demonstrated consistent performance throughout the year.

Truly, a well spent evening that left everyone with a lifetime of memories.



# HND-BABM STUDENTS VISIT TO ALPHA FLIGHT SERVICES



Westford University College believes that learning should not be restricted to four walls. Hence, we make sure that we give our students real-life exposure through regular industrial visits. These industrial visits help students to get an inside look at the processes, operations, and other functions within an organization. In November 2018, we took our HND students to a catering company called Alpha Flight Services. This company is a joint venture between Air Arabia and the UK based Alpha Catering Group. The company was established in May 2007 to support and enhance the quality of on-board catering needs.

In this visit, the students got a first-hand view of the food preparation process in the aviation sector and also gained an insight into the supply chain. Zoran Kecman (Supply Chain Manager) stated “Its good to have students visiting companies as part of their academic studies, this will help them to make a choice when they are ready to join the business world”. It was a delight for our students to know the company’s culture. “I would love to work for Alpha Flight Services solely because of their culture,” said Amina (HND Google batch student). Here are few pictures from the visit.



# POSTER DESIGN COMPETITION

## UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

A poster design competition was held on the 12th of November 2018 to raise awareness on the 2030 Agenda for the Sustainable Development Goals (SDGs) and encourage our students to gain perspective on the current and future sustainability challenges. It also provided an opportunity to showcase the creativity of our extremely talented students.



1st Prize



2nd Prize

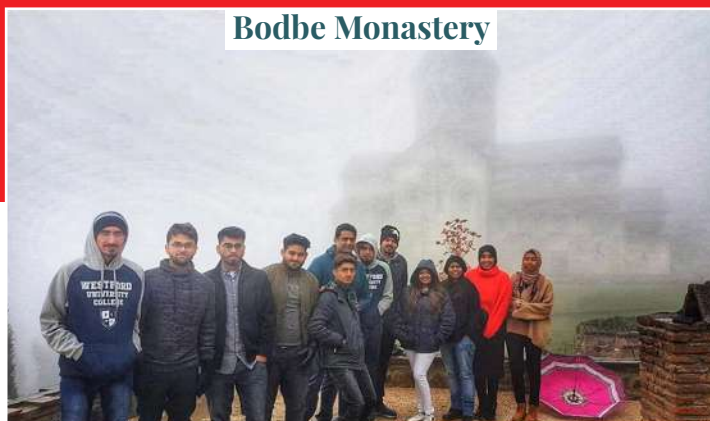


3rd Prize

# INTERNATIONAL STUDY TOUR TO TBILISI- GEORGIA

The final year students of Westford University College pursuing BA (Hons) in Business Management with University of Wolverhampton embarked on a 4-day study tour to Tbilisi, Georgia from 14-17 November 2018. Georgia being an ancient country situated at the cross-roads of eastern and western civilization offered a unique learning opportunity for students to explore the cultural and picturesque landscape in four days of memorable experience.

The students enjoyed the visit to the Tbilisi State University established in 1918 and interacted with the Professors while exploring the rich cultural mosaic of museums and the sprawling campus. The tour included visits to wine factories for witnessing traditional homemade wine manufacturing juxtaposed with modern European machine infused technologies. The team also attended a hands-on master class on making traditional Georgian breads and other delicacies apart from visits to the city of love, monasteries, museums and having breathtaking fun and joy experienced at the snow-capped mountains.



# WESTFORD TOASTMASTERS

THE ART OF COMMUNICATION  
IS THE LANGUAGE OF **LEADERSHIP**

James Humes, directly associated the art of communication to leadership. Because leadership is just not the act of doing things rightly it is also about communicating it to an audience who can understand your thoughts views, opinions and ideas.

Hence, we have the Westford Toastmasters Club (WTC), a club whose sole mission is to enhance and develop speech writing, public speaking and communicating to an audience with confidence and clarity. Toastmasters International is a world leader in communication and leadership development. The organization has more than 357,000 memberships. Members improve their speaking and leadership skills by attending one of the 16,600 clubs in 143 countries.

The world need leaders! Leaders head families, coach teams, run businesses and mentor others. These leaders must not only accomplish, they must communicate. Every Toastmaster's journey begins with a single speech. During their journey, they learn to tell their stories. They listen and answer. They plan and lead. They give feedback and accept it. Through our community of learners, they find their path to leadership.

At WTC, we lay the foundation for the members to be great communicators and to have intellectual conversations. We aim to achieve these goals through the Toastmasters Pathways learning experience, an exciting, flexible and interactive way to develop ones skills in the ten important areas such as ; Dynamic Leadership, Effective Coaching, Innovative Planning , Leadership Development , Motivational Strategies , Persuasive Influence, Presentation Mastery , Strategic Relationships, Team Collaboration and Visionary Communication. On completion of each pathways, the members are awarded 'The Certificate of Proficient' in each area.



## The Office Bearers of Westford Toastmasters Club

President – TM Faris Chaudhary  
VP Public Relations – TM Joanna James  
VP Membership – TM Rebecca Gigi  
VP Education – TM Sakeena Mohammad

Secretary – TM Tamanna Siddique  
Treasurer – TM Mikkah Reyes  
Sargent at Arms – TM Rashid Abdul Rahim  
Club Coaches – TM Zenith Raj & TM Tariq Khalid



**Westford Toastmasters Club - A place to learn, unlearn and relearn everything to do with communications and leadership!**



# WECONNECT WITH BUSINESS LEADERS

WEConnect With Business Leaders is an initiative of Westford University College in association with Adam Global to connect with Business Leaders and to share their success stories. This is a unique avenue to explore the industry-academia boundaries and stretch further to bridge the gap.

WEConnect would collaborate with successful business leaders and entrepreneurs across domains to interact with Westford students. This would help ignite the entrepreneurial spirit in young minds and propel them to explore a world of opportunities.

Westford students would also benefit immensely in developing networking and event management skills. They would also have opportunities to shadow CEO's and eminent business leaders during the WEConnect journey.

Our first collaboration was with Mr. Ben Samuel, the CEO of FitOnClick, who was the keynote speaker of our WEConnect launch event. The Guest of Honour for the event was Mr. Cornel Fourie, HR Head of Dubai Islamic Bank.

Westfordians spent an entire day with the CEO, understanding his leadership styles, career growth and getting inspired by his achievements.



WEConnect is also an integral part of the vision that Brand Westford espouses and is committed to provide visibility and project a positive perception of all stakeholders involved.

## SEEING IS BELIEVING: HND-BABM STUDENTS ON BOARD - 'THE DUBAI TRAM'

The Operations and Projects module continued to spur much interest amongst the students in the classroom. But this time, the depth of learning led us to the outdoors. Thanks to the team at the Dubai RTA, we were invited to an industry tour of the Tram's Operations and Control Center (CCC) for a leisure ride of the entire line. The event was approved by Mr. Omran Ali Ahli, Chief Officer, Public Relations of the RTA, while Ms. Mona Salem, Assistant PR Manager at Serco Middle East accompanied us throughout the event.



### Did you know?

The operations, unlike the Dubai metro is not driver-less.

The operations has its own OCC and runs a 24 hour operation to accommodate security and asset maintenance requirements.

The Dubai Tram, like the Dubai Metro, is operated by a third-party entity called Serco.

# MARKET WATCH

## Wanna Travel?

“Take the Sky Route instead...”

Amidst the growing brouhaha of autonomous cars, let's for a change take the skies instead when shunting between destinations. Yes, flying will get affordable in overpopulated cities as regulators are willing to make transport autonomous by 2030. Think it is outlandish? Volocopter GmbH, is a German start up that has the backing of Intel Corp and Diamler AG, to have developed a silent two-seater drone-sized chopper that operates on 18 rotors. It would be touted as the world's first commercial air service, that should not cost more than travelling in an upscale taxi.



Not to be left behind are several technology and aviation giants from Boeing to Google's founder are working furiously on robotic taxis which can land on urban rooftops or special pods.

“Someday each of us can fly” as Intel's CEO suggests.

## EVERYTHING ABOUT THE UAE NATIONAL DAY

UAE is one of the most diverse country in the world; people from every part of the world live here and consider it as their home away from home. They are extremely grateful to UAE for the safety; security and the high quality of life. Cultural diversity is its greatest strength and its inclusive and cohesive environment combined with state-of-the-art infrastructure acts as an incubator for a plethora of business opportunities in the region. Each year, UAE celebrates its National Day on 2nd December. The year 2018 is particularly noteworthy as it is the 'Year of Zayed'; 'The Father of the Nation', a legend whose vision shaped the entire country. Westford University College had organized a photography competition to celebrate National Day this year. The primary intent was to encourage our students to appreciate the beautiful landmarks and iconic architecture of the UAE.



# GLOBAL VILLAGE – A ‘MUST VISIT’ DESTINATION

Global Village is the term coined by the Canadian Media Theorist, Marshall McLuhan, which represents the dynamic relationship between economics and social sciences. The destination drives a unique combination of culture, events, cuisines and entertainment. The 6 month festivities offers a perfect shopping experience for residence and tourists. It is also a great place for learning about history, deep rooted philosophies, traditions of over 75 countries.

This unique multicultural festival started off with a number of kiosks located on the Creek Side of Dubai Municipality and was later moved to Oud Metha Area for 5 years near Wafi City.

The 22nd season of the Global Village festival commenced on October 30, 2018 and shall remain open till April 6, 2019. An added attraction is the kiosk boat on the canal by the Far East Pavilions, offering food & drinks reminiscent of Thailand’s popular floating markets.



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## BRIDGING THE GAP BETWEEN THE REAL AND THE VIRTUAL: **DIGITAL TWIN**

Digital twin is used to create virtual replicas of physical devices to improve understanding of systems, improve agility in responding to external changes, enable more holistic decision making and run simulations prior to building the actual device. Although it is not an entirely new concept, it has found a cost-effective application only recently, owing to the Internet of Things.



Real-time data about work conditions and status is collected from the physical device using smart components that use sensors. There are three important elements; a data model, a set of analytics or algorithms and knowledge. In addition to real-time information, it also provides a glimpse into the future possibilities with regards to physical assets. A digital twin can be made for anything ranging from a car to a jet engine. It has application in enhancing customer experience, healthcare, digital machine building, performance tuning, smart cities and maintenance.

# STUDENT CORNER

## IDENTITY - WILL KNOWING THE VITAL SIGNS HELP?

Let's start with a simple question, how many of us know who we are?

Knowing yourself is one of the greatest feelings you can have. It means you are preparing yourself to get to the next level. Knowing who you are is vital; it allows you to express your individuality and allows you to be creative and confident. The world we live in today, has created its own set of ideas and visions and what this does to us is trap us; not allowing us to express ourselves completely. Teenagers in today's world have forgotten to look back at their own selves. Most of the time they are scrolling through social media and getting affected by it. "Strengths" can include not only abilities, skills, and talents, but also strengths in character such as loyalty, respect for others, the love of learning, fairness and more.

"VITAL" signs, the letters stand for Values; Interests; Temperament; Around-the-Clock; Life Mission and Goals; and Strengths/Skills.

**Sumarita More, BABM Student**

**Values:** Know the values you possess, research shows that just thinking or writing about your values can make it more likely that you take healthy actions in your life.

**Interests:** Figure out what excites you, what's your passion, what are you curious about? The focused mental state of being interested in something makes life vivid and may give you clues to your deepest passions.

**Temperament:** Knowing the answers to temperamental questions like these could help you gravitate towards situations in which you could flourish and avoid situations in which you could wilt.

**Around the clock:** Are you a morning person or a night person, for example? At what time of the day is your energy at peak? If you schedule your activities when you are at your highest energy level, you are more likely to succeed in what you do. +

**Life Mission and Goals:** Establish goals for yourself, make sure they are achievable and that they push you forward. You may discover clues to your hidden identity, to your career, and to life satisfaction.

## TURNING THE WORLD UPSIDE DOWN

At the age of 17, I had received an amazing opportunity to be trained under wonderful gymnastic coaches who had many years of experience. As the years went by, I understood how important gymnastics was to a person's overall development because it incorporates strength, flexibility, speed, balance, coordination, power and discipline from a very young age. Although starting gymnastics from a very young age has its benefits, but that doesn't mean adults can't have their go at it and receive the same benefits as children. Yes, it would require hard work and discipline, but I believe it is an achievable goal and a positive step towards a fitter life. My goal was always to motivate individuals around me to stay healthy and fit, therefore I took it up as a profession and became a coach myself. I have always been passionate about gymnastics and sports in general since I was a child, which is why I would love to open my own gymnastics facility in the future, as I will be able to combine my passion with my career.

*"Surround yourself with fitness minded people. Positivity can be so contagious!" - Anonymous*

**Simran Khan, BABM Student**



# ASTROPHOTOGRAPHY: REDEFINING PHOTOGRAPHY IN THE DUNES



Astrophotography in the blissful deserts of UAE has been my passion since 2017. The city girl that I was, I never knew how it felt to be under the stars in the middle of the desert until, my best friend once took us to the desert named Sweihan and showed the beauty of night life where you are surrounded with nothing but the lights of the stars and the serenity of the cold desert. The moment was worth capturing and that sparked an interest in me to venture into astrophotography as I was spellbound by the beauty and uniqueness it offers.

Astrophotography put, is capturing photographs of the objects from space. It was in 1840, John William Draper's daguerreotype of the moon became the first astrophotograph ever taken in North America. And ever since the craze to explore astrophotography has become prevalent.

My favorite part of astrophotography is staring at the stars and getting lost in the thought of how beautiful and big the universe is and how marvelously this universe has been made! There is so much for us to learn and discover and this thought keeps me captivated.

Joanna James, BABM Student



## WESTFORD FC — SPARTANS

Westford University College launched the Football Club (Westford FC) with two teams. The Westford FC- Spartans represents the BA (Hons) in Business Management team. The players undergo weekly coaching sessions under an internationally certified coach in a sports facility within the vicinity of Westford Campus.

The team has participated in both indoor (Futsal) and outdoor inter university tournaments and are preparing themselves for more challenging endeavors ahead.

# CONVOCATION CEREMONY

## Westfordians @ Cardiff Met Graduation Ceremony in Cardiff



## Westford Professional Courses Graduation Ceremony



# IN SPAIN – WESTFORD SAYS, YES “UCAM”!

Westford University College is a transnational educational partner with University of Wolverhampton, India & UAE, progression partner of Cardiff Metropolitan University, UK and now a proud partner of Universidad Católica San Antonio de Murcia, UCAM, a fully accredited European University, that has adapted its programs to meet the European Quality Systems for Education that follows the Bologna Process. In its quest to further the learning facets, UCAM’s mission is: “to provide students with knowledge and skills to serve society, that contributes to the further expansion of human knowledge through research and development”.



Apart from education, Spain is undoubtedly one of the best countries known for its great food, people, art, culture and architecture as well. Spain is a land of many festivals but La Tomatina is one of the most popular and fun festivals of Spain. La Tomatina is a festival that is celebrated every year in Bunyol, Valencia. Football is just not a sport in Spain, but a religion and the world’s two most respected football clubs bear testimony to this – Real Madrid & Barcelona.

## Why has Westford said – Yes “UCAM”?

Consider the list of strategic partners which includes the likes of UC Berkeley, Stanford, NTU, NUS or Università degli Studi di Bologna. Next, its teaching method involves personalized attention, therefore each student is assigned a personal tutor. It promotes distance learning system, that integrates, modern day requirements essential within the business world, through its study plans that reviews market uncertainties, obligatory internships across public and private institutions and enterprises as part of each degree



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA

Westford offers MBA in Health Care Management & MBA in Supply Chain, Shipping and Logistics Management Awarded by UCAM, Spain

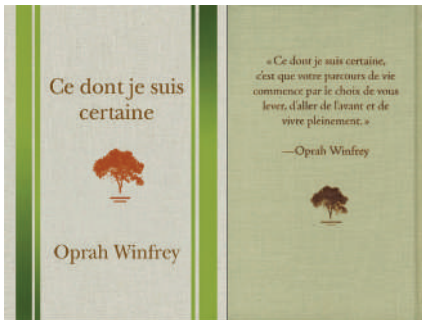
So, what are you waiting for.... Together we say UCAM!!.

## FROM THE FASHION DESK

Dubai has put its fashion foot forward; thanks to the talented Emirati designers who have led the way by showcasing their creativity and amalgamating traditional and contemporary designs. Dubai has always been known as Middle East’s fashion capital, a title that it has very well deserved, owing to its splendid malls that retail everything from haute couture, pret-a -porter to mass fashion. These malls that present a year-round shopping opportunity are nothing short of a paradise for fashion lovers. The construction of the ‘Dubai Design District’ and the launch of ‘The Dubai Design and Fashion Council’ are testimony to its vision to put itself on the global map.



Sara Al Madani, Khulood Thani, Sheikha Madiya Al Sharqi, Huda Al Nuaimi, Maysson Al Otaiba and Mona Al Mutawa are some of the noteworthy Emirati designers who have carved a niche for themselves in the fashion world. Their designs are exquisite; a combined expression of their rich cultural heritage and their individual design sensibilities. These designers along with many others have provided the younger generation of local and expatriate design aspirants with the assurance that it is possible to achieve their dreams of pursuing a career in fashion design.



# BOOK REVIEW

## - WHAT I KNOW FOR SURE

OPRAH WINFREY



Oprah Winfrey's Iconic personality inspires everyone, everywhere. Born in poverty to a teenage single mother in rural Mississippi did not stop her from pursuing her legendary journey to be an embodiment of hope, optimism and passion. She is most popularly known for - The Oprah Winfrey Show and for her relentless passion as a philanthropist.

*What I know For Sure is a book, rather a river of flowing lessons on life, inspired by Winfrey's experiences shared in O, The Oprah Magazine's popular column, "What I know For Sure".*

Ask yourself what you know for sure, Winfrey says, and "what you'll find along the way will be fantastic, because what you'll find will be yourself."

Winfrey also shares her painful experiences and the lessons learnt to overcome pain and regret. This book, in a nutshell, inspires the readers to believe in oneself, welcome and accept change, and celebrate life.



**Zawahir Siddique**  
Academic Head

## OUR ALUMNI DIASPORA

Our Alumni Diaspora column allows us to celebrate and recognize the many diverse achievements of our growing and vibrant alumni community locally and across the world. With great pride and immense joy, we would like to share the news of the outstanding achievement of one of our alumni, Mr. Khalid Al Zarooni who has recently been appointed as the new country manager for Emirates Airlines (Greece & Albania). He holds an MBA degree from the University of Wolverhampton, UK. We congratulate him on the new role and wish him the best of luck in his future endeavours.



*"The MBA program has helped me to identify my core strengths and my weakness and to distinguish what I must do myself from what is best delegated to others; this has led to a significant improvement in my **work/life balance**."*

**Dr. Pierre Vassallo**  
(PhD FACA Arzt fur Radiologie)  
Managing Director, Da Vinci Health  
Maltese National



# CHRISTMAS IN THE UK – FOSTERING COMMUNITY SPIRIT & TIME TO WELCOME THE YULE LOG

There are some interesting traditions and customs in an otherwise cold, wet and foggy England during Christmas for families to look forward in decorating their homes with holly ivy, hanging a mistletoe, cheer of a Yule log and blazing a hearth. Not to forget hanging stockings over the fireplace!

The origins of the Christmas Celebration, distinct from earlier pagan winter holidays, dates back to sixth century England. By the middle ages, it was a well established important holiday, with traditional pageantry, customs, music and feasting all on its own. Customs from pre - Christian days were incorporated into the celebrations, and many still remain.

With dazzling department stores, the giant Christmas tree in Trafalgar Square, RSC's Winters Night Family Activities, Yuletide attractions like the Lincoln Craft Market, outdoor ice skating, and carol concerts at the Lincoln Cathedral. Southbank Centre Christmas Market, and struggling to stay upright on the ice rink at Somerset House, Leamington Lantern Parade-a colourful Christmas spectacle that unites the local community in a fun and creative way. Christmas Tree Festival at Warwick's Collegiate Church of St Mary's, the picturesque market town of Alcester stalls, live music, street food, entertainment and Santa's Grotto – all coming to a climax with a fireworks extravaganza.

