

# 10 NEWSLETTER

October 2024



PREPARING LEADERS...

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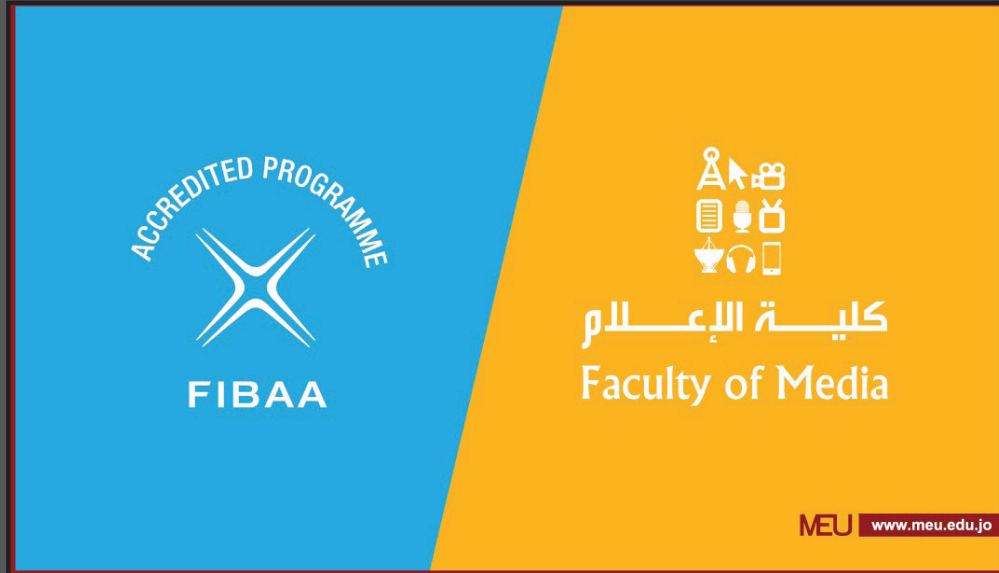
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## The Faculty of Media at Middle East University has been awarded international accreditation from the German Foundation for International Academic Exchange (FIBAA)



The Faculty of Media at Middle East University has received international accreditation from the German Higher Education Programme Assessment Authority (FIBAA) for all its academic programmes (Journalism, Media, Radio, Television, and Digital Media) after fulfilling the highest standards of academic excellence and programmatic quality of learning and teaching.

In the words of Prof. Salam Al-Mahadin, President of the University, this achievement serves to exemplify the exceptional caliber of the academic programs offered at the faculty and the university in their entirety. Furthermore, it evinces the institution's unwavering dedication to international quality standards in the domain of media education. The excellence of the faculty and administrative staff, as well as the academic achievement of the students, are further evidence of the university's commitment to scientific research and its strategic plan to obtain international accreditation for all programmes, as this represents a significant milestone in the university's endeavours to become a leading institution in the region.

As stated by Prof. Ahmad Al-Louzi, Vice President and

Director of the Accreditation, Quality, and Information Centre at Middle East University, the international accreditation from the German body (FIBAA) is an international quality certificate that reflects the faculty's commitment to academic excellence. The quality standards ensure that students and graduates receive an education of the highest caliber, which aligns with the rapid developments in the field of media. This enhances the faculty's position at the regional and international levels, facilitating new avenues for academic collaboration with international higher education institutions.

Dr. Hanan Kamel Al-Sheikh, Dean of the Faculty of Media, elucidated that this accomplishment renders the Faculty of Media at the university as the first of its kind in Jordan to be accredited by the German-based international accreditation body, FIBAA. This places the faculty in the company of the most esteemed academic institutions globally. Furthermore, this achievement demonstrates how the faculty endeavours to enhance its academic programmes and equip its students with the requisite skills and knowledge to navigate the complexities of the labour market.



## Students from the Faculty of Media at Middle East University embark on a unique opportunity to engage with 500 influencers at the Future of Media and Communication Forum



Amman: The students, representing the Faculty of Media at the university, showcased their journalistic expertise at the second edition of the Future of Media and Communication Forum.

The forum constituted a distinctive opportunity for the students to engage in direct interaction with a number of prominent figures, namely: the Minister of Government Communication, Dr. Mohammed Al Momani; the President of the Union of Arab Journalists, Moayad Al Lamy; the Founder of the Center for Defending Freedom of Journalists, Mr. Nidal Mansour; the Executive Director of the International Press Institute, Scott Givern; and the European Union Ambassador to Jordan, Pierre Christophe, were in attendance.

The Center for Defending Freedom of Journalists inaugurated the forum with an impressive Arab and international attendance, comprising 500 media professionals, content creators, communication and technology experts, and international institutions specialising in human rights and media.

Dr. Hala Amro, a faculty member at the faculty of media, stated that the forum encouraged content creators to prioritise human stories with the objective of establishing a unified Arab narrative, particularly in view of the bias evident in global media reports concerning the region.

The forum underscored the necessity of adapting to the rapid technological advancements influencing media and communication. It also addressed the role of artificial intelligence in reshaping journalism.

The forum addressed the deterioration of core media values, including independence and credibility, especially in the context of the recent conflict in Gaza, criticising the role of social media in shaping public opinion through misinformation and propaganda.

## Students from Middle East University demonstrate noble values during their visit to an orphanage.



Amman: Students from Middle East University demonstrated noble values during their visit to Dar Al-Ihsan Orphanage.

The visit, organised by the Centre for Innovation and Entrepreneurship at the university, forms part of the community visit programmes that the university is eager to provide to its students throughout their academic years. These programmes are designed to foster a sense of responsibility within the student body and to engage them in meaningful and impactful humanitarian activities.

During that visit, the students engaged in a variety of cognitive and recreational activities that fostered a sense of solidarity and brotherhood. These activities also served to enhance the students' awareness of the significance of charitable work and its role in supporting the hopes and aspirations within this community.

The university is committed to identifying the needs of different societal groups with the seriousness and responsibility that this requires. This commitment is reflected in the university's strategy to strengthen and deepen human ties.

## Students from Middle East University unleash their passion and enthusiasm for recycling and the development of the green economy at an international conference.



Amman: Students from Middle East University showcased their enthusiasm for recycling and the green economy at an international conference funded by the United States Agency for International Development.

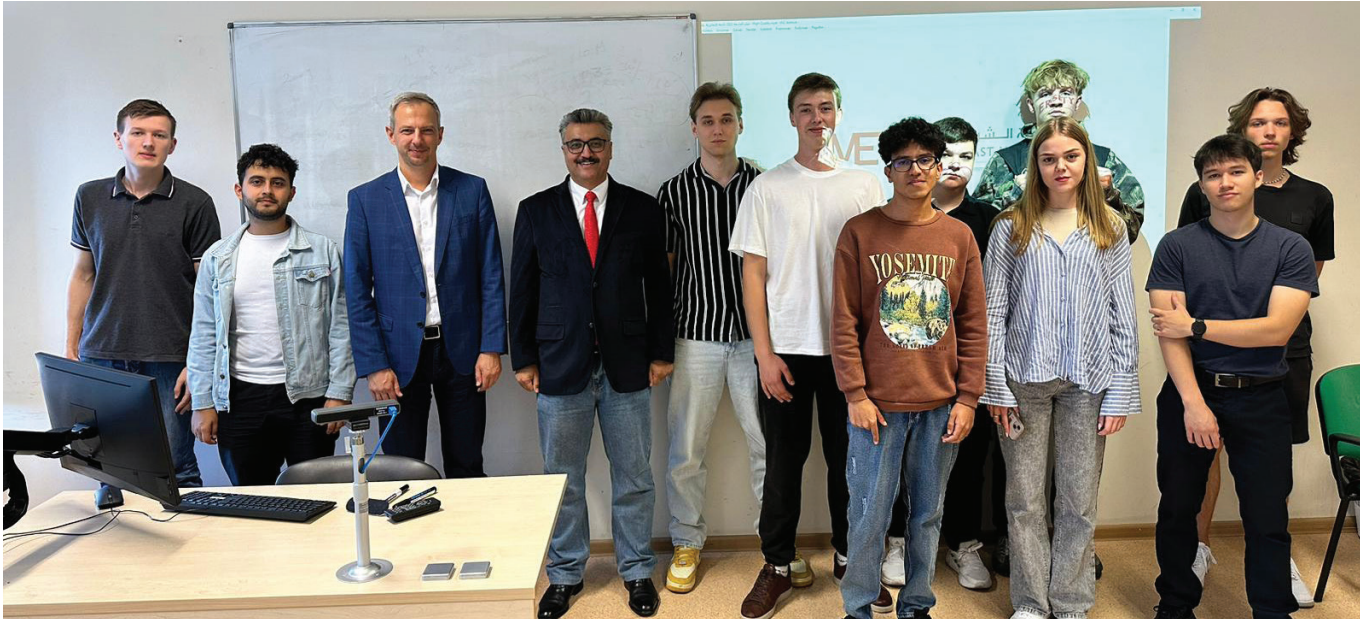
The conference comprised a number of dialogue sessions, including one on the recycling market in Jordan and its primary indicators. The recommendations put forth in this session were oriented towards the provision of services and products that align with the needs of customers from diverse commercial sectors.

Furthermore, the conference assisted the participating students in formulating growth and expansion strategies for their respective companies and services, with a view to achieving the vision and goals that each company has set out to attain.

The training track, which was specifically designed for start-ups, encompassed a range of pivotal themes, including industry analysis and valuation, marketing and sales, business models, operations and operational planning, supply chain optimisation, quality assurance, financial culture, access to finance, and human resource policies for diversity and social inclusion.



## Middle East University evinces a remarkable presence in Lithuania during a forum addressing the financial technology sector.



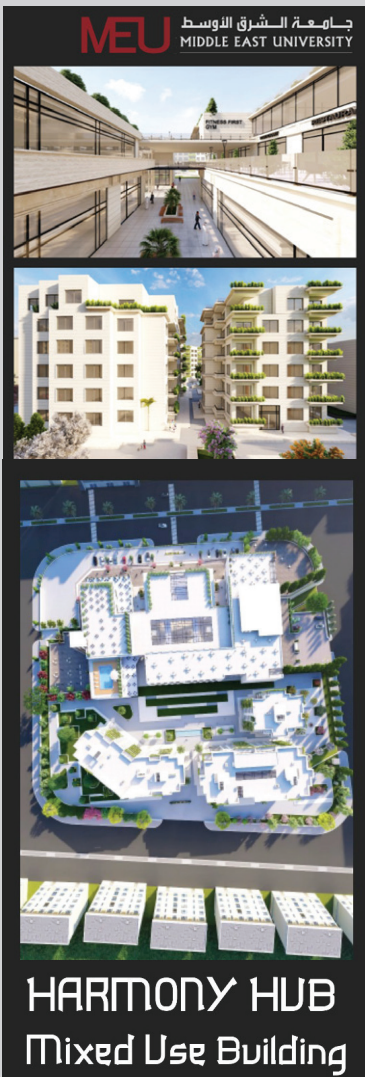
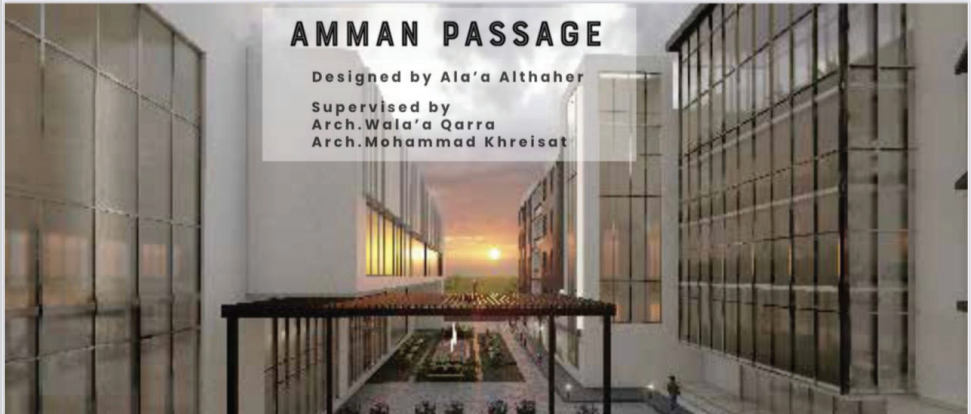
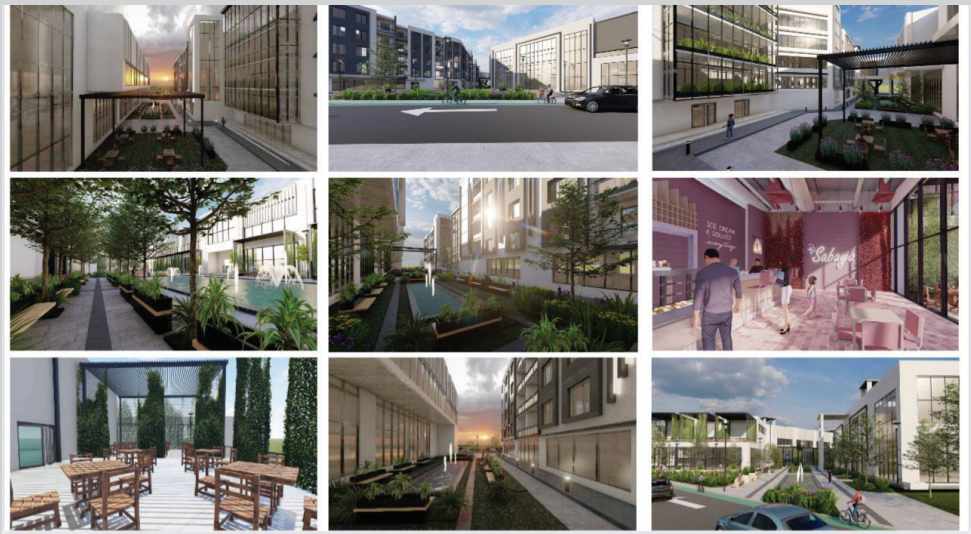
Amman: Dr. Ayman Al-Khazaleh, Dean of Student Affairs at Middle East University and faculty member in the Faculty of Business, recently engaged in a forum at Mykolas Romeris University in Vilnius, Lithuania, which addressed a number of topics, including financial management and analysis, as well as financial technology applications.

In this regard, Dr. Al-Khazaleh emphasised the significance of financial data management and analysis in facilitating effective decision-making and influencing business strategy. Additionally, he underscored the role played by FinTech in promoting economic growth and ensuring that businesses retain their competitive edge in an increasingly digital environment.

It is noteworthy that Dr. Al Khazaleh's contribution to this forum, which resulted from the Erasmus Academic Exchange, enhanced the academic discourse at Mykolas Romeris University and illustrated the significance of the university's involvement in an international discourse to address the future of business education.



## Three Architectural Projects by Middle East University Students Impress Architects and Specialists



Amman – A group of students from Middle East University showcased proposed architectural projects for the construction of the Circassian Association’s investment building in the capital, Amman.

Three projects were selected from the College of Architecture and Design students: Suad Abu Ramadan, Alaa Al-Zaher, and Ahmad Qamberji, under the supervision of Engineers Walaa Al-Qara and Mohammad Khreisat.

The students’ projects received admiration from representatives of the Circassian Association, with attendees commending the advanced level of design concepts.

In this regard, the Dean of the College, Dr. Ayman Awad, highlighted that such projects instill a deeper sense of purpose among students, transforming them into active agents of change dedicated to enhancing quality of life through well-thought-out, socially-conscious design solutions.

The Head of the Architecture Department, Dr. Shaden Abu Safieh, emphasized the importance of these projects, as they allow students to immerse themselves in the cultural and environmental dynamics surrounding them, cultivating a heightened sense of social responsibility aligned with community needs.

## The extraordinary study experience is the key focus of the General Assembly meeting of the Faculty of Allied Medical Sciences at Middle East University



AMMAN - The General Assembly of the Faculty of Allied Medical Sciences at Middle East University discussed the fundamental aspects of the academic, research, and collaborative process, emphasizing the college's commitment to effecting a significant qualitative change in university education. This is in accordance with the university's objective of providing a comprehensive educational experience that enables students to apply their theoretical knowledge in practical, supportive, advanced, and stimulating environments.

The faculty offers three specialized programs: physiotherapy, medical analysis and laboratory sciences, and nutrition and integrative health. These programs are considered a key pillar in providing the health sector with qualified cadres who are well versed in the latest medical sciences. The meeting commenced with an address by the Dean of the Faculty, Prof. Murad Al-Houli, who emphasised the significance of the faculty's pioneering role in training a generation of highly qualified medical professionals. He highlighted the ongoing efforts to refine and adapt the curricula to align with the rapid advancements in the medical

and health sectors. He also emphasised the significance of fostering strategic collaborations with local and international health institutions, particularly through the provision of high-quality training opportunities that equip students with the requisite practical and applied skills to thrive in the labour market.

In the broader context of the discussions, the attendees addressed the current challenges facing medical education in light of global technological and health transformations. They emphasised the necessity to adapt to these changes by adopting the latest technological means in education and training in order to ensure that students are qualified to be in line with the latest scientific developments.

The meeting also addressed the role of the faculty in serving the local community. In this regard, the meeting reviewed ambitious future plans that aim to expand the scope of community activities and voluntary initiatives that focus on enhancing health awareness and providing medical care and support to the most vulnerable groups. This reflects the faculty's commitment to its social responsibility.



## Middle East University enters into a collaborative agreement with Al-Rasheed Hospital



Amman: Middle East University has entered into a collaborative agreement with Al-Rasheed Hospital with the objective of equipping students enrolled in the Faculty of Pharmacy with the requisite knowledge and expertise to become proficient healthcare professionals, grounded in the advanced learning attained at the university.

This agreement is part of a wider programme of collaboration with other academic and health institutions, reflecting the university's commitment to playing a leading role in both communities, as this agreement represents a key component of the university's strategy to integrate academic education and clinical experience. It mainly offers students the chance to gain direct, practical experience in a genuine medical setting.

In this regard, the Dean of the Faculty of Pharmacy, Prof. Amjad Abu Armileh, in the presence of faculty members, stated that this collaboration is part of the university's commitment to provide its students with optimal training opportunities, equipping them with the skills and knowledge necessary to meet the demands of the evolving labour market in the healthcare sector.

In his remarks, the General Manager of Al-Rasheed Hospital, Mr. Refaat Al-Masri, expressed his satisfaction with the partnership, noting that the hospital is proud to contribute to the development of clinical skills for pharmacy students. He further stated that the hospital's objective is to make qualitative contributions to the health sector through this collaboration.

## Dr. Al-Saeed has been promoted to the rank of Professor at Middle East University



Amman: The Deans' Council at the Middle East University has decided upon the promotion of Dr. Khalil Mahmoud Al-Saeed, a member of the Faculty of Arts and Educational Sciences, to the rank of Professor.

Dr. Al-Saeed holds a PhD from the University of Crete in Greece, where he studied Philosophy of Education in Educational Technology — specifically, Educational Methods and Technology. He also holds a Master's degree in Teaching Methods from the University of Baghdad in Iraq and a Bachelor's degree in Islamic Sciences from the same university.

What is more, D. Al-Saeed has occupied a number of roles and has a substantial publication record, including numerous research papers and articles that have been published in peer-reviewed scientific journals. He has also published a number of papers, including 'The Effectiveness of Cloud Computing in Developing Cognitive Achievement and Retention of Learning Effectiveness for Educational Technology Course Students' and 'The Effectiveness of Blended Learning on the Achievement and Motivation of Educational Technology Course Students at Taibah University'.

It is noteworthy that he has contributed to a number of research projects, including investigations into the impact of cyberbullying and sexting on adolescents in Jordan, the formation of personal competence in education, the efficacy of developing and utilising game-based learning based on the Metaverse, and the influence of video-based virtual reality training on critical thinking and cognitive load.

## Dr. Ahmad Nasereddin has been promoted to Associate Professor at Middle East University



Amman: The Deans' Council at Middle East University has decided upon the promotion of Dr. Ahmad Nasereddin, a member of the Faculty of Business, to the rank of Associate Professor.

Dr. Nasereddin holds a Bachelor's degree in Pharmacy and Pharmaceutical Manufacturing from Misr University of Science and Technology, awarded in 2006; a Master's degree in Business Administration from Middle East University, awarded in 2012; and a PhD in Strategic Management with honours, awarded in 2020, from Mu'tah University.

It is worth mentioning that Dr. Nasereddin serves as the Vice Chairman of the Middle East University Company and has been a member of the Board of Trustees for over eight years. He has also assumed roles on numerous committees within the Board of Trustees and at the university level. Additionally, he serves as the Chief Executive Officer of YAN Industrial Trading Group.

Furthermore, Dr. Nasereddin occupies numerous positions within a multitude of organisations, unions, associations, forums, and councils, including the Jordanian Pharmacists Association and the Jordanian Businessmen Association.

In terms of his publications, Dr. Nasreddin is the author of Strategic Leadership, Agile Thinking, and Sustainable Performance: Between Theory and Practice, in addition to acting as co-author of the fifth chapter of Strategic Thinking, Planning, and Management Practice in Jordan: Strategic Thinking, Planning, and Management Practice in the Arab World, which is entitled Entrepreneurial Strategies in the Arab World: Analytical vs. Practical Perspectives.



## Dr. Al-Tawalbeh has been promoted to Associate Professor at Middle East University.



Amman: The Dean's Council at Middle East University has decided upon the promotion of Dr. Manal Mohammed Al-Tawalbeh, a member of the faculty at the Faculty of Arts and Educational Sciences, to the rank of Associate Professor.

Dr. Al-Tawalbeh holds a PhD in Educational Technology and Multimedia from the Malaysian University of Science, a Master's degree in Information Technology from the University of North Malaysia, and a Bachelor's degree from Mu'tah University in Jordan.

Dr. Al-Tawalbeh has occupied a number of roles and has a substantial publication record, including research papers and articles that have been published in peer-reviewed scientific journals.

Dr. Al-Tawalbeh is the author of the book "Mediating Factors Influencing the Adoption of E-Learning among Faculty Members in Jordanian Universities" and a co-author of the book Factors Influencing Social Media Adoption Based on the UTAUT Model.

Additionally, she serves as a reviewer for several academic journals, including the International Journal of Learning, Teaching, and Educational Research, Higher Education Research, the American Journal of Social Sciences and Humanities, and the Arab Journal of Science and Research Publishing Slot Gacor.

## Academics from the Faculty of Pharmacy at Middle East University engage with health databases.



Amman: A training workshop provided faculty members at the Faculty of Pharmacy at Middle East University with access to a multitude of databases containing a plethora of educational resources and materials, as well as publications designed to advance medical and health education across diverse regions within the Kingdom of Jordan.

The lecture was inaugurated by the Dean of the Faculty of Pharmacy, Dr. Amjad Abu Rumaila, who extended a warm welcome to the lecturers from the ALAM website team, which included the Director of the Science and Knowledge Department, Ms. Afnan Jibril, and the National Library Officer, Ms. Shireen Al-Azab.

Dr. Abu Rumaila expressed his gratitude for this cooperation, which serves to enhance the capabilities of faculty members and provides them with access to reliable scientific sources that facilitate the development of their knowledge and the improvement of their academic and professional practices.

The objective of the workshop was to provide an exhaustive overview of the utilisation of the medical resources accessible through ALAM, encompassing books, scientific articles, and internationally-recognised medical journals.

Being attended by a number of faculty members from the Faculty of Pharmacy who expressed considerable interest in the material presented and the resources made available, the workshop emphasised the utilisation of interactive learning tools, which will assist faculty members at the Faculty of Pharmacy in expanding their comprehension of medical and pharmaceutical concepts and in benefiting from the most recent research and global trends within this field.

In her address, Dr. Haya Yassin, a faculty member at the Faculty of Pharmacy, underscored the significance of such initiatives in fostering the capabilities of faculty members and facilitating their engagement with up-to-date scientific resources, which offer novel opportunities for research and learning.

## Middle East University delivers a training course on written capacity and linguistic performance in Arabic



Amman: A training course entitled 'Arabic Language Skills' aimed to enhance the writing capacities of administrative assistants at Middle East University.

The course, which was organised by the Consultancy, Training, and Languages Centre at the university, had the objective of improving the levels of linguistic performance and achieving the highest levels of accuracy and proficiency in professional communication.

The course was conducted under the supervision of Dr. Jumana Al-Salem, a faculty member at the Faculty of Arts and Education Sciences, with the participation of Mrs. Faten Khrisat, Director of the Human Resources Department. In addition to focusing on the correction of common linguistic, grammatical, and spelling errors, the course aimed to equip participants with the skills to avoid such errors and achieve greater accuracy in written communication.

As a matter of fact, this course forms part of a comprehensive strategy designed to provide free training courses with the objective of developing the capabilities of both staff and students. The aim is to prepare them to meet the requirements of academic and administrative work at the highest professional standards, thereby contributing to the overall efficiency of institutional performance.



## Middle East University Launches Five Diploma Training Programs Catering to the Aspirations of 120 Students



Amman – The Center for Consultation, Training, and Languages at Middle East University has launched five new diploma training programs with the participation of 120 students from various disciplines. These programs aim to equip students with practical skills and experience needed in today's evolving job market across vital and progressive fields.

Dr. Anis Mansour, Director of the Center, stated that these diplomas are part of Middle East University's vision to enhance students' practical skills, supporting their ability to meet the demands of modern industries within various essential sectors.

Among these training programs is the Airport Management and Aviation Sciences Diploma, which seeks to prepare distinguished professionals in airport management and aviation operations by training participants on the latest techniques and standards in this rapidly growing global field. This diploma responds to local and international market needs for skilled professionals with specialized knowledge and the capability to address challenges in airport management and aviation systems.

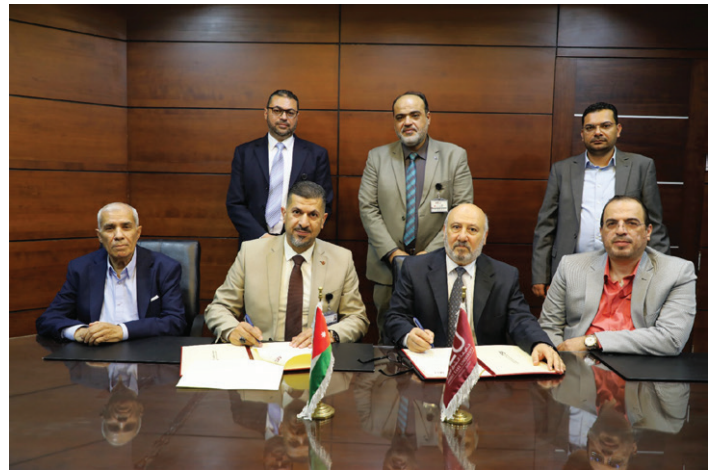
Additionally, the program offers a Cybersecurity Diploma, now one of the most critical fields in the digital age due to the rise in cyber threats and the necessity to secure sensitive systems and networks. This diploma aims to produce professionals capable of protecting data and information from cyberattacks, with an emphasis on providing participants with advanced technical skills to enhance cybersecurity.

In response to the fast-paced advancements in automotive technology, the center also provides a Hybrid Vehicle Diploma, focusing on training students in modern techniques for operating and maintaining hybrid vehicles. This diploma meets the rising demand for skilled professionals in this sector, particularly as the world shifts toward environmentally friendly transportation solutions.

The Hospital Administration and Medical Records Diploma prepares administrative talents to efficiently manage healthcare institutions, with a focus on accurate and effective medical record documentation. This diploma contributes to the improvement of healthcare services by enhancing management and documentation processes within hospitals and health facilities.

Furthermore, the Film and Short Film Production Diploma offers a unique opportunity for students and film enthusiasts. This diploma aims to equip participants with the knowledge and skills required to produce high-quality short films, covering the full production process—from scriptwriting to filming and editing. The program explores directing techniques, storytelling, and the use of modern equipment.

## Memorandum of Understanding between Middle East University and the Jordanian Computer Society



Amman – Middle East University and the Jordanian Computer Society signed a Memorandum of Understanding aimed at implementing accredited training courses and providing students with field training opportunities.

The agreement was signed on behalf of the university by the Dean of the College of Information Technology, Professor Dr. Mohammad Atir, in the presence of faculty members, and on behalf of the society by its President, Mr. Yasser Nazzal, alongside industry experts.

This memorandum underscores the importance of integrating efforts between educational institutions and relevant private sector entities, contributing to the preparation of highly competitive graduates with strong skills.

This collaboration reflects the commitment of both parties to developing innovative educational programs that drive economic development in Jordan.

Through this partnership, several specialized programs will be implemented, enhancing students' ability to tackle practical challenges and underscoring the value of education as a primary tool for achieving sustainable development.

## Middle East University Captures Attention in a Technical Program with Participation from 16 Countries in Aqaba



Amman – Middle East University captured the attention of representatives from 16 Arab countries during its participation in the fifth training program, «Preparing AI and Information Warfare Leaders.»

The university was represented by Mai Ali Hassan, a student from the Faculty of Information Technology, in the program organised by the Leaders Preparation Institute in collaboration with the Association of Arab Universities and Aqaba University of Technology.

The program was attended by Dr. Amr Ezzat Salama, Secretary-General of the Association of Arab Universities, alongside representatives from the Ministry of Higher Education and Scientific Research, the Leaders Preparation Institute, and other specialists.

Mai Ali Hassan's participation reflects the university's deep commitment to investing in its students' knowledge and technical capabilities, in line with its strategic vision of building a generation capable of keeping up with rapid changes across various fields. Through this, the university aims to prepare students to become proactive members of society and competitive in both local and international job markets by equipping them with creative and innovative tools that contribute to a bright future.

The program aims to equip Arab youth with skills in artificial intelligence and information security, enhancing their ability to keep pace with the digital transformations within the fourth and fifth industrial revolutions.



## Second Place Award: Middle East University's Tech Bracelet Allows Access to People Trapped under Rubble in Gaza



Amman – The “Ghazathon” competition, held at the Hussein Technical University, saw extensive participation with 130 teams from various academic institutions, competing to present innovative solutions addressing humanitarian and technological issues.

The team «Ohm (Unit of Electrical Resistance),» founded by Fatima Asaad Saleh, a student in the College of Information Technology at Middle East University, distinguished itself by winning second place in the health category with its pioneering project, “Sawar” (Bracelet).

The Dean of the College, Professor Dr. Mohammad Atir, explained that the «Sawar» project is based on an innovative concept designed to provide a practical and effective solution for the people of Gaza who suffer amid the harsh Israeli aggression. The project aims to develop a small communication device embedded in a wearable bracelet to help emergency and rescue teams locate individuals trapped under rubble or affected by structural collapses.

The project supervisor, Engineer Laith Walid Al-Shihab, a faculty member in the college, described «Sawar» as a real example of how technology can serve humanity in exceptional circumstances, especially in Gaza, where significant challenges persist. This achievement underscores the capacity of Jordanian youth to provide creative solutions that meet the urgent needs of their communities by leveraging modern technological tools to foster a safer and more stable future.

The “Sawar” project relies on a mechanism utilizing Bluetooth technology connected to a smart application. This app measures the Bluetooth signal strength to identify how close rescue teams are to the bracelet, enabling precise location of individuals under debris.

This project represents a critical step in enhancing rescue efforts in areas affected by recurring attacks from the occupation forces, as well as in regions hit by various natural disasters. It reduces the time needed to reach individuals, thus increasing the chances of saving lives.

## Middle East University excels with a 5-star QS Global Rating



Amman: Middle East University has achieved a 5-star rating from QS Stars, one of the most rigorous and accurate global standards for assessing the academic and institutional performance of universities worldwide. This achievement reflects the university's strong commitment to international standards of educational quality and academic research. It is a testament to the seriousness of its academic approach and its ambitious vision to provide an education that meets the highest standards of global excellence.

The QS Stars Rating provides a comprehensive assessment of the university's performance in a number of key areas. Middle East University was awarded a 5-star rating in core areas such as quality of teaching through effective and valuable pathways, employability of graduates through sustainable partnerships with employers and industry experts, academic development through improving teaching methods and supporting scientific research, and campus facilities through renewable energy-based infrastructure and a campus dedicated to best practices. The university also excelled in the areas of social responsibility, with a positive and effective impact on the community and its institutions, and inclusiveness, by welcoming students regardless of their cultural and economic backgrounds. In addition, the Faculty of Engineering received a 5-star rating for its Bachelor of Renewable Energy programme, further demonstrating the university's commitment to programme strength.

This reflects the university's ongoing commitment to

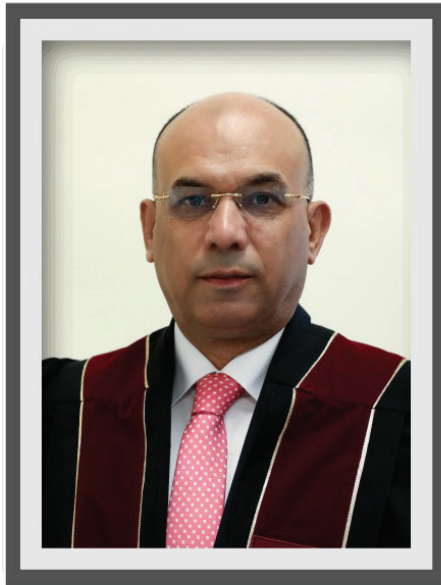
strengthening its presence on the international stage by building bridges of collaboration with leading global academic institutions and expanding participation in international research projects and education programmes.

This prestigious international rating recognises the university's ability to provide an inspiring and progressive educational environment that meets the demands of the global job market and promotes both academic and personal excellence for its students, enabling them to face the challenges of the modern world with skill and distinction.

Commenting on the achievement, Prof. Salam Al-Mahadin, President of the University, stated that Middle East University's 5-star rating is the result of continuous efforts and reflects its deep commitment to providing education that meets the highest international standards. She added that this achievement embodies the university's vision of preparing generations capable of positively influencing their communities and addressing global challenges with confidence.

Meanwhile, the university's Vice President and Director of the Accreditation, Quality, and Information Centre, Prof. Ahmad Al-Louzi, noted that this rating recognises the university's continuous efforts to consolidate academic quality standards. He added that it was the result of the dedication and combined efforts of both the teaching and administrative staff and was an important step in confirming the university's position as one of the world's leading educational institutions.

## Dr. Nsoor has been appointed as Dean of Student Affairs at Middle East University



عمادة شؤون الطلبة  
Deanship of Students Affairs

MEU [www.meu.edu.jo](http://www.meu.edu.jo)

Amman: The Board of Trustees at Middle East University has decided to appoint Dr. Hazem Al-Nsoor as Acting Dean of Student Affairs.

Dr. Nsoor holds a Ph.D. in Philosophy of Public Law with distinction from the University of Jordan (2017), a Master's degree in Private Law from the Middle East University (2013), and a Bachelor's degree in Law from the University of Jordan (1995).

In terms of experience, Dr. Nsoor is a licensed attorney and has been a practicing attorney registered with the Jordanian Bar Association since 1997.

He is also a member of the Freedoms Committee of the Bar Association, the Jordanian Arbitrators Association, and the Amman Group for Future Dialogues.

It is worth mentioning that Dr. Nsoor also serves as a legal advisor and counsel to a number of companies and institutions.



## Women and Strengthening the Foundations of Community Peace: A Valuable Workshop by Middle East University in Collaboration with Public Security Directorate



Amman – A workshop launched by Middle East University titled “The Role of Women in Achieving Community Peace and Security,” in collaboration with the Community Peace and Preventive Security Center of the Public Security Directorate, provided an opportunity to build valuable paths aimed at enhancing the role of women in confronting extremist ideologies and strengthening the pillars of community peace.

The workshop was designed to address the growing challenges facing contemporary societies in light of the increasing negative phenomena, which necessitates activating the role of women as a central axis in building a cohesive society capable of confronting the dangers of extremism and violence.

The workshop focused on raising women’s awareness of the dangers of extremist thought, highlighting their crucial role in confronting these destructive ideologies, through several discussion sessions that explored multiple aspects of this issue.

In this context, the President of the University, Professor Dr. Salam Al-Mahadeen, emphasized the pivotal role women play in building society. She noted that women are the cornerstone of the family, which is the first cell in the fabric of society. As mothers, they contribute to educating future generations with moral values and teaching them the principles of good citizenship, which positively impacts the stability and cohesion of society. She added, in her speech during the workshop, which was led by Dr. Jumana Al-Salem, a faculty member in the College of Arts and Educational Sciences, that women, through their engagement in various economic, social, and political sectors, contribute to advancing development, reform, and the development of society’s structure on all levels. In light of contemporary challenges, their role in confronting extremism and raising societal awareness is more crucial than ever, as they play an active role in establishing values of dialogue and tolerance and contributing to societal decisions that strengthen social peace and security.

For his part, the Director of the Community Peace Center, Colonel Omar Al-Khalayleh, expressed his deep appreciation for the strategic cooperation between the Public Security Directorate and the university.

He pointed out that organizing such events reflects a genuine commitment to enhancing societal awareness of the important and vital national role of women.

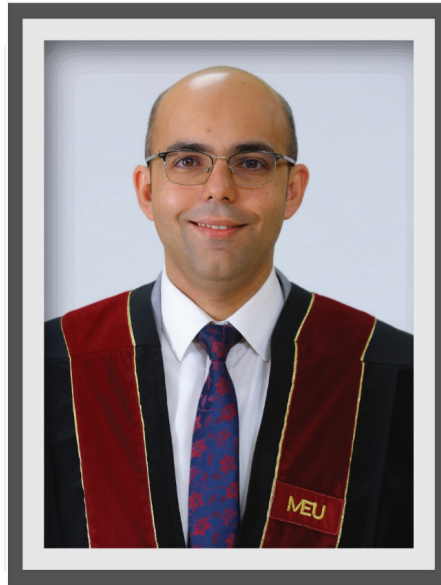
Al-Khalayleh emphasized that women, through their influential roles within the family and their social environment, help build an intellectual and cultural wall that protects society from drifting toward extremism and deviation from the right path. He added that a society with enlightened and stable thinking is the one that can face rising security challenges. Therefore, spreading sound awareness and adhering to national values and societal constants, in which women play a central role in consolidating, enhances the community’s ability to withstand various security challenges and potential threats.

Meanwhile, Dr. Hazem Al-Nasour, Dean of Student Affairs, stated that the importance of community peace lies in being a fundamental and essential pillar for building a society that enjoys security and stability. Achieving community peace is the foundation for the advancement and prosperity of nations in all fields. No sector can thrive in the absence of community peace, which is the true entry point for sustainable development and economic and social well-being, with a focus on the role of Jordanian women as a key element in shaping a valuable and cohesive society. Throughout history, women have proven their ability to bear significant responsibilities in various fields, excelling in education, health, economy, and politics, which has made them a vital pillar for achieving community stability.

The sessions of the three-day workshop discussed the strategies employed by the Community Peace Center, as well as the real challenges posed by extremist ideologies on communities and the role of academic institutions, media, and the family in consolidating community peace values.

The workshop also addressed sensitive topics such as online recruitment, female recruitment, and the danger of electronic games on youth, with a focus on the impact of hate speech and rumors in threatening community peace. This underscores the importance of confronting these challenges through uniting national efforts and enhancing community awareness.

## Dr. Marie has been promoted to Associate Professor at Middle East University.



Amman: The Deans' Council at Middle East University has decided to promote Dr. Ahmad Zuhair Marie, a faculty member at the Faculty of Business, to the rank of Associate Professor.

Dr. Marie holds a Ph.D. in Accounting and Auditing from Universiti Putra Malaysia, a Master's degree in Accounting from Zarqa University, and a Bachelor's degree in Accounting from Al-Zaytoonah University.

He occupies the roles of both Vice Dean of the Faculty of Business and Head of the Department of Financial and Accounting Sciences. He has been engaged in a range of roles related to accounting and auditing for over 13 years.

Dr. Marie has a substantial body of published work, including numerous research papers and articles in peer-reviewed scientific journals.

## Senator Dr. Nasereddin sponsors the completion of a training program on women and the Pillars of Community Peace in cooperation with the Public Security Directorate



Amman: Senator Dr. Nasereddin, Chairman of the Board of Trustees of Middle East University, sponsored the completion of a training program on women and the pillars of community peace in collaboration with the Public Security Directorate. The programme encompassed a three-day period and involved the participation of 25 women representing the directorate and a range of governmental and private institutions.

This training programme represents an extension of the robust partnership between the university and the Public Security Directorate, with a focus on the pivotal role women play in the construction of a safer and more stable society.

In this context, during the graduation ceremony, which was attended by Colonel Muhammad Obaidat, Assistant Director of the Special Branch, Lieutenant Colonel Omar Khlaileh, Director of the Community Peace Centre, Prof. Salam Al-Mahadin, President of the University, Dr. Ahmad Nasereddin, Vice Chairman of the Board of Directors, and several specialists, Dr. Nasereddin emphasised that women have played a leading role in nurturing generations and instilling human values. He emphasised the necessity of focusing on their role in the present era, particularly in order to confront the contemporary challenges that threaten social peace, especially extremist ideologies.

Dr. Nasereddin emphasised the significance of empowering women across a range of sectors, underscoring that sustainable community security cannot be attained without their effective involvement in community and political decision-making processes. He urged the integration of efforts among all state institutions to ensure the genuine participation of women as partners in the formulation of solutions and the facing of challenges.

In his remarks, Colonel Muhammad Obaidat commended the strategic alliance between the Public Security Directorate and Middle East University, emphasizing its status as a model for productive collaboration in raising community awareness of women's contributions to security issues.

In addition, Obaidat stated that the conducting this programme reflects a collective awareness of the importance of unifying national efforts to address the risks associated with extremism. Furthermore, he noted that the current challenges require a deeper awareness and cohesion among all parties. By establishing a collaborative relationship between security and academic institutions, it is possible to construct a society that is equipped to counter extremism and promote the values of coexistence and dialogue.

As for the training programme, it addressed a number of key issues, including online recruitment, female recruitment, the potential risks associated with electronic games for young people, and the impact of hate speech and rumours on community peace. These challenges can be effectively addressed through unified national efforts and enhanced community awareness.



## Middle East University celebrates the achievement of FIBAA international accreditation in the presence of relevant specialists.



Amman: In a scientific symposium held at Middle East University to celebrate the Faculty of Media obtaining FIBAA international accreditation, the President of the Higher Education Accreditation and Quality Assurance Commission, Prof. Zafer Al-Sarayra, asserted that the concept of accreditation inherently entails a comprehensive approach to quality assurance. He further emphasised that this is not a mere short-term objective but rather a continuous process necessitating ongoing evaluation and enhancement. This is particularly relevant in the context of exceptional education, where accreditation serves as a fundamental criterion.

In the presence of the Chairman of the University's Board of Trustees, Senator Dr. Yaqoub Nasereddin, the President of the University, Prof. Salam Al-Mahadin, and the Dean of the Faculty of Media, Dr. Hanan Al-Sheikh, Dr. Al-Sarayra presented his findings. The labor market is undergoing rapid changes, with professions and trades evolving constantly. It is therefore crucial for educational institutions to adapt to these changes to ensure that students remain aligned with market needs. Additionally, skills that were once in demand may lose their value over time if they are not continuously updated and developed.

In his remarks, Former Minister of Information, Eng. Sakher Dodin, stated at the seminar, which was attended by notable government officials, experts, employers, and representatives of media organizations, that international accreditation provides educational institutions with an evaluation framework that enhances the quality of their programs. Accreditation in education enables students to engage with the labor market. It was further stated that accreditation will equip students of the Faculty of Media with the requisite knowledge and skills to attract job opportunities and facilitate their entry into the media market, which has become increasingly complex and competitive. In addition, Eng. Dodin highlighted the distinctive responsibilities of a journalist, emphasising that in addition to disseminating information, they possess a moral and professional obligation towards society. The international accreditation

will instill in university students the necessary professional tools to fulfil their role responsibly and professionally.

In his speech at the seminar, moderated by Dr. Hani Al-Badri, a journalist and faculty member at the Faculty of Media, Senator Dr. Yaqoub Nasereddin, Chairman of the Board of Trustees of Middle East University, described the faculty's attainment of FIBAA accreditation as an exceptional achievement and a significant milestone in its pursuit of global standards in higher education, emphasising that the university does not view accreditation as a mere certificate or classification, but rather a commitment towards a sober and perfect education that meets the latest international standards, adding that this achievement would not have been achieved without the efforts of the dedicated team and our continuous investments in infrastructure development. Moreover, Dr. Nasereddin indicated that the faculty's accreditation serves as a testament to its status as a leading model in the Arab world. He further stated that the institution will become the first public radio and television station, not only offering training at the national level but also providing a model for other institutions. In the context of intensifying global crises, there is a growing need for media professionals who possess an insightful vision and the ability to interact effectively with challenges. It is, therefore, our responsibility to prepare a new generation of media professionals who are able to work efficiently and professionally and who can serve as ambassadors for responsible media that serves the nation and society.

The founder and Chairman of the Board of Directors of Al-Salam Audiovisual Media Company (Hayat FM), Eng. Mousa Al-Saket, emphasised the significance of practical skills in the contemporary labor market. He advised the students that their university, which has welcomed them, has become a benchmark institution, as it was the pioneer in establishing its own standards, thereby refining the process of university education, stating that innovation is no longer an option but a necessity, which the university has turned to by offering programs that focus on the practical skills that students

need to integrate into the changing labor market. In a relevant context, Prof. Al-Mahadin addressed the function of international accreditations in enhancing the quality of education. She asserted that such accreditations are not merely symbols or rankings but rather a comprehensive and sophisticated evaluation process with the objective of optimising all aspects of the educational process. The educational process is also informed by the fact that Middle East University has an automated platform that aligns with the National Qualifications Framework. This platform is integrated with learning outcomes, which facilitate periodic evaluation of educational programs and ensure their alignment with labor market needs. In her address, the Dean of the Faculty of Media, Dr. Hanan Al-Sheikh, expressed pride in the achievements of the students of the faculty. She noted that many of its students are employed in major media organisations and contribute to the coverage of this significant accomplishment. These instances highlight the value of the education provided at this university, where students can apply their learning in practical ways and gain the skills necessary to become part of the media industry in the country.

The participants at the symposium were given a comprehensive tour of the recently constructed facility of the Faculty of Media, which includes modern classrooms, dedicated spaces for the presentation of graduation projects and master's theses, specialised training studios, and film production and filmmaking rooms. The tour provided an opportunity for the participants to gain insights into the advanced technological capabilities of the building and to explore how these can be harnessed to enhance the learning experience. The objective is to cultivate media creativity and refine the abilities of learners in alignment with the ultimate objective of this smart campus, which is to equip media professionals and journalists with the requisite knowledge and expertise to thrive in the global media landscape and serve as ambassadors for Jordan, in alignment with the vision of His Majesty King Abdullah of Jordan.

## Praise for the Workshop at «Middle East University» on Advanced Digital Content Creation at «Petra»



Amman: A training course presented by Middle East University provided its participants from the Jordan News Agency (Petra) with solid and advanced practical applications on digital content creation.

The course saw the participation of 25 trainees from the agency's staff and was delivered by Dr. Mahmoud Al-Rajabi, Associate Professor of Digital Media at the university.

The course focused on the latest techniques and innovative methods in digital content production, highlighting the fundamental transformations the media sector is undergoing in light of the rapid digital developments.

It also addressed how to handle algorithms on social media platforms and search engines, which contributes to improving content visibility and increasing interaction with the audience. The training also included practical applications on the use of modern design programs such as «Canva,» which is considered one of the essential tools for designing and producing creative visual content. In this context, Dr. Al-Rajabi emphasized the importance of such training, aiming to enable journalists and media professionals to keep pace with digital developments and apply best practices in their daily work. He added that this course is part of a series of training paths offered by Middle East University's faculty to support digital media and enhance the capabilities of Jordanian media institutions.



## Middle East University and Huawei cooperate to foster competitive digital capabilities.



Amman: The Center for Innovation and Entrepreneurship at Middle East University conducted a meeting with a team from Huawei as part of the collaborative agreement signed between the two parties.

The university is committed to building individuals capable of positively influencing society through providing a set of effective and influential training paths in various fields, based on partnerships with local and international organisations.

This partnership is expected to establish the “Huawei Academy” under the supervision of the Innovation and Entrepreneurship Center at the university to provide advanced training in digital and technical skills, enhance students’ competencies through specialised training tracks and academic programmes under the supervision of Huawei, as well as introduce them to the procedures for participating in the “Huawei Global Competition.” The meeting provided the students with the opportunity to present their ideas.

At the event, the students had the opportunity to present their entrepreneurial ideas and share them with Huawei experts, where they received valuable guidance on how to develop their ideas and turn them into viable creative projects.

Huawei’s Public Relations Manager, Saed Al-Sabbagh, addressed the students, praising their motivation and desire to join the competition and expressing his admiration for the level of knowledge and skills that the university provides to its students, with its deep commitment to preparing the next generation of information and communication technology professionals and providing them with exceptional opportunities to excel in the fast-paced digital economy. The cooperation agreement between Middle East University and Huawei was signed under the auspices of the Ministries of Digital Economy and Entrepreneurship and Higher Education and Scientific Research.



## Middle East University and Jordan Industrial Cities on a Serious Path Toward Effective and Productive Complementary Partnership



Amman – A meeting between the Faculty of Business at Middle East University and the Jordan Industrial Cities Corporation has set a serious path towards an effective and fruitful complementary partnership that contributes to achieving sustainable economic and social development.

The meeting was attended by Dr. Ahmad Nasser Al-Din, faculty member and Vice Chairman of the University's Board of Trustees, and Dr. Abdulaziz Al-Sharbati, Dean of the Faculty of Business, along with Mr. Omar Jweid, the General Manager of the Jordan Industrial Cities Corporation, and several officials from the company.

The meeting focused on developing a comprehensive educational vision that contributes to advancing progress in line with His Majesty's directives and His Majesty's Papers, which have always emphasized the importance of complementarity between the public and private sectors to achieve national development goals.

In this regard, Dr. Nasser Al-Din emphasized that Middle East University is committed to implementing the Royal Vision to build productive partnerships between the public and private sectors, affirming the university's academic role in enhancing its collaboration with the industrial sector through its advanced educational programs based on intellectual rigor and social responsibility.

On his part, Mr. Omar Jweid, the General Manager of the Jordan Industrial Cities Corporation, expressed his appreciation for the university's efforts in preparing qualified graduates who are capable of keeping up with the rapid changes in the labor market. He stressed that the university, with its solid academic approach, is a strategic partner in achieving this vision.

He also expressed the company's aspirations for a qualitative partnership with the university, including the development of a joint academic program that enhances the capabilities of youth and prepares them to meet the modern market requirements, in full harmony with the ambitious economic modernization vision. This comes in response to the growing need to build a knowledge-based society and sustainable development, especially as the company manages ten industrial cities spread across various regions of the kingdom, housing around 937 industrial companies. For his part, Dr. Al-Sharbati, along with Dr. Ahmad Mar'i, Vice Dean of the Faculty, Dr. Najwa Al-Ashaal, Head of the Supply Chain Department, and Dr. Maha Al-Sheikh, Coordinator of the Supply Chain Program, emphasized the university's serious efforts to graduate students with strong entrepreneurial skills, preparing them to play pivotal roles in supporting the national economy and contributing to the prosperity and development of society toward broader horizons of growth.



## A joint initiative between Middle East University and the Public Security Directorate has led to the organisation of a seminar with



Amman: A seminar was held at Middle East University in cooperation with the Public Security Directorate to promote the concepts of community security and traffic awareness among university students and the local community. Additionally, the seminar addressed current challenges and proposed solutions to enhance legal awareness and adherence to traffic rules. To enrich the discussion and add an interactive dimension to the event, the seminar included a panel discussion with experts in the field of traffic safety. As indicated by the Director of the Traffic Department, Brigadier General Firas Al-Rashid, the partnership with the university represents a pioneering model for disseminating legal awareness and fostering social responsibility. This is due to the memorandum of understanding's unique status, contributing to its notable success and effectiveness.





## «Middle East University» activates Community Giving Day to strengthen the culture of responsibility and partnership between sectors



Amman – The Community Giving Day was launched at Middle East University with active participation from 30 institutions and companies representing various sectors. The event emphasized the values of corporate social responsibility, encouraged partnership between the private and public sectors, and provided students with the opportunity to benefit from the expertise of participants through interactive activities, awareness sessions, and workshops, preparing them for their future role as active contributors to their communities.





## «Middle East» Honors the Choir Group in Recognition of the Role of Arts in Shaping Cultural Awareness



Amman – The Middle East University honored the choir group for its participation in the Jerash Festival, acknowledging the role of the arts in shaping the student's character and cultural awareness. This recognition reflects the university's deep understanding of the importance of enabling students to appreciate the aesthetics of art and heritage, preparing them to become ambassadors of culture and the valuable ideas the university upholds, aiming to graduate a generation that values its civilizational identity and is capable of engaging in creative and cultural communication on a broader scale.

## Middle East University offers students a unique experience delivered in a training workshop to rescue lives through cardiopulmonary resuscitation



Amman: Students from Middle East University practiced intensive CPR procedures as part of a specialised training course organised by the university, where participants were trained in advanced practical exercises that aimed to equip them with the necessary skills to immediately deal with cardiac emergencies.

These trainings come as part of the university's endeavors to qualify students and enhance their capabilities in the field of first aid, enabling them to play an effective role in saving lives and providing initial medical support in critical situations.

The course, which was organised by the Deanship of Student Affairs, included an introduction to various cases of cardiac arrest and its causes, methods of assessing the patient's health condition, techniques of chest compressions and artificial respiration, and how to use an external defibrillator. The course also features hands-on training using advanced simulation tools, which enhances participants' efficiency and ability to apply what they have learnt in real emergency situations.

