



CCBA NEWSLETTER 2022-2023

World Class. Fun. Entrepreneurial!

We develop new business leaders to Oman and beyond.

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Salalah, Dhofar, 211

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This Newsletter is Brought to You by CCBA Publicity Committee Team

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Mr. Musallam Al Amri

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A WORD BY ACTING DEAN-DR. MAWIH AL ANI

WELCOME TO THE COLLEGE OF COMMERCE AND BUSINESS ADMINISTRATION

Welcome to the college of commerce and business administration (CCBA)! I am thrilled to invite you to our CCBA community of erudite and professional which are eager to provide students and key stakeholders with a practical curriculum, excellent teaching, impactful research and engaged service. The CCBA being one of the most vibrant colleges in Dhofar University has world-class infrastructure, distinguished and multicultural faculty who constantly strive to excel in providing the best educational inputs, practical training and inculcate among its students an enterprising nature and entrepreneurial spirit. Here students are groomed into lifelong learners equipped with knowledge to make an impact in the development of the community and the nation. Our diploma, bachelor's and master's programs equip and infuse leadership skills in our graduates by providing them opportunities to effectively engage, interact and learn from industry and community leaders. We are actively pursuing national accreditation as well as accreditation from the association to advance collegiate schools of business (AACSB) internationally.

“Our programs equip and infuse leadership skills in graduates by providing them opportunities to effectively engage, interact and learn from industry and community leaders.”

I encourage you to browse our website or visit our academic councilor in the college to know more about the academic programs and environment which could help you to be part of our fantastic and exciting community!

Dr. Mawih Al Ani-Acting Dean

THE INDUSTRY APPLAUDING CCBA

STUDENTS: EMAN AL MALKI FROM OMANTEL

“During my seven years as a training specialist in Omantel, I have seen many students from CCBA-DU who have demonstrated a solid understanding of what they have studied during their training period. I am delighted to have seen how much our internship program has developed CCBA students’ knowledge, skills and ability and opened doors for their learning and growth through showing curiosity in Omantel work environments. In terms of skills, students have an excellent readiness to develop their communication skills such that they can express themselves and show their skills in the workplace. They have also demonstrated incredible problem-solving abilities to identify issues and create solutions. My advice is that students must make sure that they are aligning their major with the field of their training. Overall, Dhofar University students have a bright future. With the assistance of training departments in the corporate world and faculty instructors, they will combine technical and professional skills to be fully equipped for leadership positions in the future”.

Eman Al Malki-Training Specialist at Oman Tel.



Eman Al Malki at Oman Tel with CCBA students in one of field trips

INSIGHTS FROM NEWLY HIRED FACULTY MEMBERS



After joining DU and especially CCBA I believe that I am working in my own institution with extraordinary sense of ownership developed by the organization.

Dr. Muzaffar Assad- Assistant Professor of Entrepreneurship



"What really distinguishes CCBA is the culture of respect and familiarity in work culture. Also, there are incredible vibes of passion towards quality education despite work stress sometimes."

Ms. Shahrazad Al Marhoon- Lecturer of Management Information Systems

OUR BRIGHT STUDENTS SPEAKING UP THEIR MIND

Muzdalifa Noman Sheikh- 4th year CCBA student, Major: Supply Chain and Logistics



“From our esteemed faculty members to dedicated staff and fellow students, I have encountered individuals who inspire me to strive for greatness and exceed my own expectations. Together, we form a supportive network that makes CCBA feel like home.”

A FUTURE ENTREPRENEUR RISING: KAMLA AL-MAASHANI-CCBA STUDENT, MAJOR: MANAGEMENT, AND FOUNDER OF KANZEN OMAN

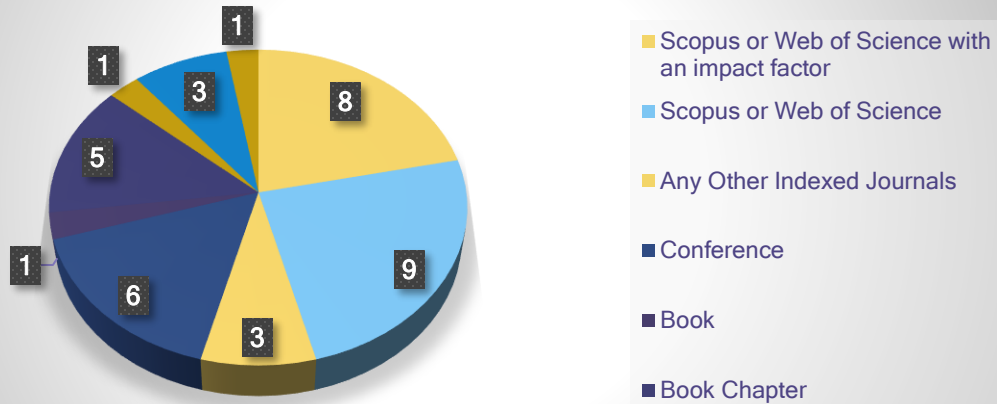
“I have this sense of being at home when I am here on campus. I feel very familiar with my humble professors which in return increases my self-confidence.”

OUR STAR PERFORMERS IN LABOR MARKET- HASHEM MUSALLAM PROCUREMENT MANAGER, SALALAH MILLS -GRADUATE OF BA. IN ACCOUNTING

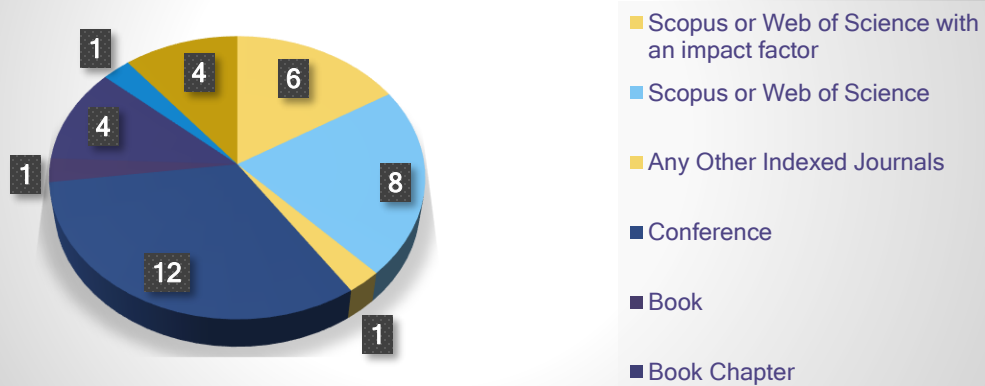
DU is well respected with incredible focus on internationalization through the events and PR activities it holds. In 5 years, I expect more majors will be launched at the college level as part of the internationalization trend and to meet international labor market requirements.

OUR RESEARCH ACCOMPLISHMENTS

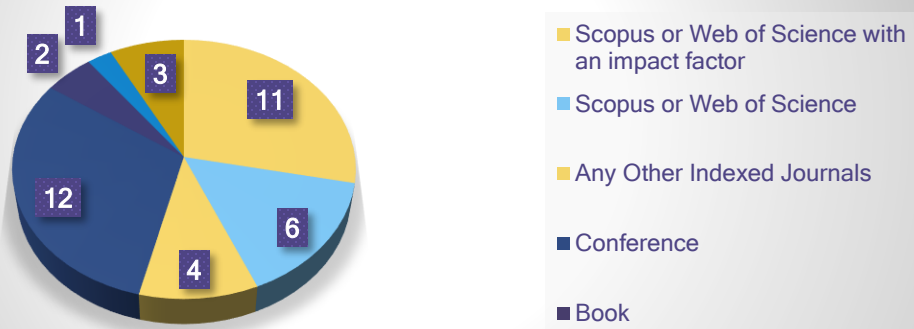
Department of Finance Research Output



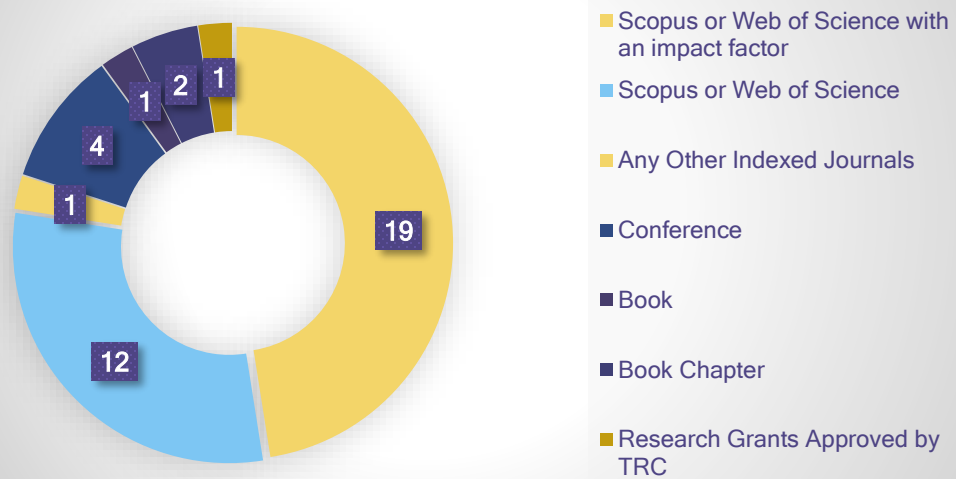
Department of Marketing & Entrepreneurship Research Output



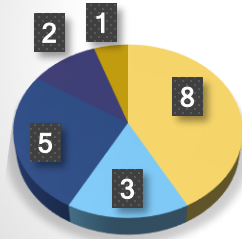
Department of Management Research Output



Department of Accounting

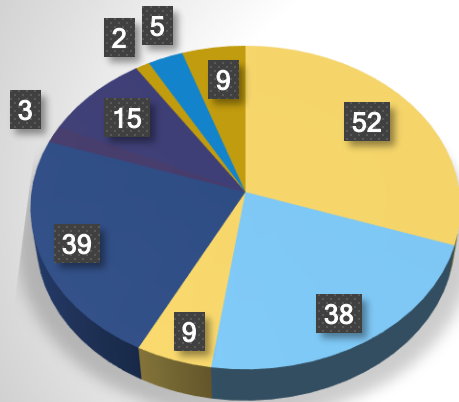


Department of Management Information Systems Research Output



- Scopus or Web of Science with an impact factor
- Scopus or Web of Science
- Any Other Indexed Journals
- Conference

CCBA Research Output



- Scopus or Web of Science with an impact factor
- Scopus or Web of Science
- Any Other Indexed Journals
- Conference
- Book
- Book Chapter

CCBA = EXCELLENCE

Brought to you by Publicity Committee Team!



Dr. Kamal Allail- Assistant professor of marketing

ENTREPRENEURSHIP CENTER WELCOMES DR. KAMAL ALLAIL AS ITS NEW HEAD

On 21 May 2023, Dr. Kamal Al Lail (assistant professor of marketing) at the department of entrepreneurship and marketing has succeeded Mr. Ali Hubais as the new head of the center.

Kamaal Allil earned his PhD in Business Administration in 2010 from Aligarh Muslim University in India. He has done his MBA in Marketing. He has two Post Graduate Diplomas, one in Human Resource Management and another in Information Technology.

Kamaal Allil is teaching undergraduate as well as postgraduate students. Previously, from 2011 till 2014, Kamaal joined Kalamoon University in Syria as an assistant professor. During that time, he was the Head of Marketing Department for three years and the Head of Management Information System Department for one year.

His research focuses on mobile advertising and services. He has also an interest in organizational behaviour. So, he has done some research related on employee turnover Intentions, organizational Commitment and Justice

Kamaal has an effect on business community not only through his teaching to bachelor's and

master students but also through his training to employees in local organizations.

Within Dhofar University, Kamaal has contributed to the University at the college, department and convener levels. His current posts include a deputy convener in master program; a chair of CCBA Marketing and Publicity Committee; and a member of CCBA equivalency committee.

Kamaal's teaching style focuses on engaging the students in the learning process. He tries to simplify the subject matter and then motivate the students to share their experiences with their peers in the class and motivate them to develop critical thinking skills.

At the master level, Kamaal tries to involve master student more in the process of learning. He gives the students in groups the chance to select one subject and deliver it in the class and push them to bringing theory together with practice by using several tools like local case studies, YouTube videos, educational games and brochures and other innovative ideas created by the students.

Research Day Awards

Best researcher: Prof. Faris Shubeiri

Best teacher: Dr. Muwaya Hussein

Best community service: Dr. Moaz Gharib

COMPANIES REPRESENTED IN OUR QUALITY TEACHING

- Sultan Qaboos Hospital
- Volkswagen Brazil
- Amazon
- Ferrari
- Apple
- Oman Air
- Emirates Airlines
- Qatar Airways
- Oman Tel
- Hilton Salalah Resorts
- Tulip Inn
- Salalah Free Zone
- National Bank of Oman
- Anantara Hotel
- Unilever's Lifebuoy India
- Knauf Gypsum Oman
- Walmart
- Asado Steak House in Muscat
- Migros Turkey
- MG cars
- Salalah Mills
- Oman Gulf Company
- Pfizer pharmaceuticals
- Philex Pharmaceutical Factories
- Gallop Oman
- Air Arabia
- Renee Stores in Salalah
- Muscat bank
- Bank Dhofar
- Hawana Salalah
- United Solutions Salalah
- High Degrees Factory
- Al Raii Office for Consultancy
- Dhofar Integrated Services
- Al Jabr MEA Company in Muscat
- Mazoon Juice Factories
- SemCorp Salalah
- Salam Air
- Do's Chocolates and Flowers
- LookOut Sweden



Dr Syed Ahsan Jamil (DVC) handing out certificates of appreciation to Hilton's HR Director and Hilton's Government Relations Deputy Director.

Hilton Salalah Resorts Sponsors CCBA Graduation Project Competition Under auspices of Deputy Vice Chancellor

On 25 May 2023, the CCBA has organized a competition for the best final graduation project. The competition was sponsored by Hilton Salalah Resorts in the capacity of granting awards to the best three winning teams.

The competition was co-juried by Mr. Omar Maamari (HR Director at Hilton Salalah) and Mr. Abdelaziz Al Rawas (Deputy Director of Government Relations). From Dhofar University's side, the projects were juried by Dr. Suhail Ghose (Associate Professor of Marketing and Chair of CCBA Research Committee), Ms. Shahrazad Al Marhoon (Lecturer of Management Information Systems), Dr. Samir Hamami (Head of MIS Department), Dr. Mohamed Salman Shabbir (Assistant Professor of Management), Dr. Ahmaruddin Mohamed (assistant professor of finance) and Dr. Ahmed Samour (Assistant Professor of Accounting).

The Hilton's sponsorship was supervised by Lujain El-Maghraby (lecturer of management) and Dr. Naushad Allam (coordinator of final graduation projects). The event was concluded by handing out certificates of appreciation by the Deputy Vice Chancellor Dr. Syed Ahsan Jamil and Acting Dean Mawih El Ani to Hilton Salalah representatives, academic jury members and winning students in a celebrating atmosphere.

A Talk by the Sales Director of the Tulip Inn Majan Hotel in Salalah Oman

Mr. Abdelaziz Albaraami - Sales Director at the Tulip Inn Majan Hotel in Salalah, Oman - gave a talk to students taking the Organizational Behaviors course. The talk took place on 18 December 2022 and revolved around motivation in the hotel industry, with the speaker drawing on his own experiences in the field. Students interacted dynamically with the speaker by asking him relevant questions during and after the talk. The event was chaired by Dr Aissa Mosbah (Assistant Professor of Management).



CCBA Organizes "Food Nutrition Awareness" Program Using Latest Weight Devices

ON 15 DECEMBER 2022, THE "COMMUNITY ENGAGEMENT COMMITTEE" AT "COLLEGE OF COMMERCE AND BUSINESS ADMINISTRATION" HELD AN AWARENESS PROGRAMME ENTITLED: "ENGAGING COMMUNITY WITH FOOD HABITS". THE PROGRAMME INCLUDED A SESSION ON WEIGHT AND FAT MEASUREMENT USING THE LATEST WEIGHT DEVICES WEIGHT MEASURING DEVICES.



A CCBA partnership event with Brunel University London

A workshop on the Best Practices in Survey Design



On 28 November 2022, CCBA, in collaboration with Brunel University in London, is organizing an online workshop for students writing their thesis. The online workshop will address the topic (The Best Practices in Survey Design). The workshop is an extension of CCBA's intensive efforts to provide a first-class business education that encourages graduates to think critically and question.

The workshop was led by Dr Sharifah Alawi and facilitated by CCBA faculty members Dr Naushad Allam (Assistant Professor of Finance and Graduate Project Coordinator) and Lujain El-Maghraby (Lecturer in the Department of Management). The workshop was attended by final year students as well as faculty members and supervisors of the final year project. Dr Alawi discussed in an interactive manner with the students and faculty members about important issues of survey design, the relationship between survey and conceptual model, and how the survey relates to other research elements, using practical examples.

Dr Alawi holds a PhD from the prestigious Alliance Manchester Business School in the UK, which is ranked among the top 27 business schools in the world, according to QS. Dr Sharifa Alawi's research has been published in several leading international journals.

Students and faculty members during Dr. Alawi's guest speaking session.



From left to right: Ms. Lujain El-Maghraby moderating the panel discussion with Mr. Muhammad Tunc (Hawana Salalah's Regional Director) and Mr. Mohamed Al Wahibi (CEO of Al Jabr Muscat).

CCBA hosts a panel discussion entitled: "Meeting the Market: Industry Perspectives on Achieving a Strategic Competitive Advantage."

with Hawana Salalah, Al Jabr Muscat and Oman Vision 2040.

As part of the strategic orientation of the College of Commerce and Business Administration, which aims to apply the latest pedagogical methods, the academic team of the Strategic Management programme of the Faculty of Business Administration organized a panel discussion on the topic of economics. The event was titled: "Meeting the Market: Industrial Perspectives on Achieving Strategic Competitive Advantage" amidst a large crowd of students and university professors.

The session was moderated by Ms. Lujain Al-Maghraby (Lecturer in Management) and included the following guest speakers Mr. Memet Tunc, Regional Director of Hawana Salalah, and Mr. Muhammad Al-Wahaibi, CEO of Al-Jabr Company in Muscat. On the sidelines of the event, Mr. Khaled Fadel of Oman Vision 2040 gave a presentation outlining the strategic thinking and principles of Vision 2040 for Oman.

Students analyzed and wrote down what the guest speakers said and linked it to what they had learnt academically during the panel discussion. The assignment was worth 10 per cent of their overall grade in the Strategic Management course. This event is also an extension of the current hands-on training that strategic management students receive, in the form of case studies published by the best universities in the world and discussed in the classroom.

The patron of the ceremony, Dr. Mawih Al-Ani, Associate Dean of the University of Business Administration, honored all the guest speakers, university professors and organizers who attended the ceremony, including: Dr. Omar Al-Durrah (Head of the Department of Management), Ali Hubais (Coordinator of the Strategic Management course), Lujain Al-Maghraby (Lecturer of Strategic Management), Dr. Issa Mosbah (Assistant Professor of Strategic Management), Student Musab Al-Qayumi (Student of Strategic Management) and the guest speakers.



CCBA students and Brunel London exchange

The latest practices of
quantitative methods in research

As part of the MoU between Dhofar University (CCBA) and Brunel London University, CCBA hosted Dr Ahmed El-Amer, a senior lecturer at Brunel University London, on 19 December 2022, who delivered a lecture titled "The latest practices of Quantitative Methods in Research".

During the lecture, students were given access to the latest quantitative methods in research. The 3rd and 4th year students attended the lecture under the guidance of Dean Mawih El-Ani (Acting Dean of CCBA) and Lujain El-Maghraby (Lecturer in Management).



CCBA Hosted a Workshop by the AACSB Regional Head of MENA

Amid presence of Deputy Vice Chancellor, Acting Dean of College, and All Faculty Members

On 4 and 5 January 2023, the College of Commerce and Business Administration hosted a workshop with Mr. Ihsan Zakri, the AACSB Regional Director for the Middle East and Africa. The event was attended by more than 50 members of the CCBA faculty and administrative staff. The aim of the workshop was to prepare CCBA staff for the visit of a high-level delegation from the AACSB in October 2023.

The meeting opened with a brief address by former Dean and current DVC of the University, Dr Syed Ahsan Jamil, who thanked CCBA members for attending the meeting. Mr. Ihsan then expressed his pleasure at Dhofar University's visit before speaking briefly about the history of the AACSB. Mr. Zakri then briefly reviewed the AACSB's world-class educational standards, which are the basis for the accreditation of more than 1700 institutions around the world. The two-day session was interactive and engaged several faculty members in several fruitful activities and discussions. At the end, Mr. Zakri expressed his appreciation and confidence in the high-level exchange of ideas that took place during the session and wished CCBA good luck in the upcoming AACSB examinations.

The AACSB is "The Association to Advance Collegiate Schools of Business", also known as AACSB International. It is one of the most prestigious American bodies for the accreditation of business schools in the world. The association was founded in 1916 in Florida in the USA and today has two other offices in Amsterdam and Singapore. Only 5% of business schools in the world are accredited by the AACSB.

**“ONLY 5%
OF BUSINESS SCHOOLS
WORLDWIDE
ARE ACCREDITED
BY AACSB**

CCBA = IMPACT

Brought to you by Publicity Committee Team!



CCBA Visits Salalah Free Trade Zone

Amid the presence of the management department HOD

On 25 December 2022, CCBA, under the leadership of Dr Omar Durrah, Head of the Management Department, organized a field trip to a high-grade factory in the Salalah Free Trade Zone. The aim of the field trip was to reduce the gap between academia and industry and to give students the opportunity to observe real business operations on site.

A representative of the factory explained to the students the production process, the target group of the factory, its competitive advantage, and the reasons for choosing the Salalah Free Zone as the location of the factory.

During the visit, Lujain El-Maghraby (management lecturer) showed the students the link between the factory and the concepts learned in class.

At the end of the visit, the students and faculty members wished the High Degrees Factory” success in their future endeavors.

CCBA Organizes Field Trip to National Bank of Oman

The latest local news



On 22 November 2022, Dhofar University students taking finance courses such as BUSS 203 [Principles of Macroeconomics and FINA 222 [Commercial Bank Management] visited the Central Bank of Oman, organized by Dr Nadia Sha and Dr Abdullah Al Ghazali. The CBO authorities welcomed the visitors with great warmth and hosted an information session on the CBO and its contribution to a stable Omani economy. The diploma level students found the course very knowledgeable as the lecturer explained everything from the basic level.

CCBA students and Brunel London exchange views

The latest supply chain practices in healthcare



As part of the MoU between Dhofar University and Brunel London University, CCBA hosted Dr David Botchie, a senior lecturer at Brunel University London, on 21 December 2022, who delivered a lecture titled “Artificial intelligence and healthcare supply chain management: drivers, success factors and sustainability”. During the lecture, students were given access to the latest sustainable supply chain practices in the healthcare sector. The Year 3 and 4 students attended the lecture under the guidance of Acting Dean Mawih El-Ani and Ms. Lujain El-Maghraby (Lecturer in Management).



CCBA Organizes Field Trip to Tulip Inn

Under the supervision of Dr. Mariam Anil

The CCBA Management Department organized a field trip to Tulip Inn Majan, part of the Louvre Hotels Group, on 21 November 2022 from 11:00-12:30. Twenty-four (24) students of Training & Development and Corporate Social Responsibility course participated in the field trip. Ms. Bharti, HR Manager, and Ms. Amal Al Sawy, Sales Executive, interacted with the students and gave a detailed presentation on the company, its departments, methods of staff training, corporate social responsibility, and the sustainable practices of the company.

The field trip provided the students with a good insight into the company and an opportunity for experiential learning. The field trip was organized by Dr Mariam Anil.

The Community Engagement Committee of the College of CCBA organized an external activity entitled "A Day with Orphans."

On 20 March 2023, members of the Committee met with the staff of the Association and a number of orphans, who were very happy about this visit, which had a positive psychological effect on the staff and the children. The staff of the association appreciated this initiative and the support they received from Dhofar University, where it was agreed to organize further initiatives to support orphans.



Financial Awareness Day Organized by Finance Department

It is an initiative of the Department of Finance and Economics, College of Commerce and Business Administration, Dhofar University to raise awareness about financial products and inculcate the habit of saving among students. The event was held on Monday, March 13, 2023, at the CCBA. A national competition was held in which students from various colleges participated. A poster competition was also held to highlight the creative expression of the students and to gauge their knowledge and awareness of financial matters. Maisarah Bank sponsored the prizes for this event. The department formed a student group called the Finance Group" to conduct this activity. Maisarah Bank introduced the initiative to support the group's activities. In addition, Omani United Insurance Company and Global Money Exchange Company participated in the day.



A workshop on pulmonary resuscitation at CCBA in cooperation with Sultan Qaboos Hospital - Salalah



The Health and Safety Committee of the College of Commerce and Business Administration organized a workshop on Pulmonary Resuscitation at Dhofar University in collaboration with Sultan Qaboos Hospital, Salalah on 14 March 2023. Participants received a practical introduction to pulmonary resuscitation, a life-saving medical technique for resuscitating people who have suffered cardiac arrest or respiratory failure.

The workshop was led by two highly experienced specialists in this field, Nawal Al-Hajj and Amira Selim from Sultan Qaboos Hospital in Salalah. The workshop was attended by academic and non-academic staff as well as many students.



Creating a Sustainable Future for Oman

CCBA Sustainability Day

On 15 and 16 March 2023, the Department of Management, College of Commerce and Business Administration (CCBA) organized an event on "Creating a Sustainable Future for Oman". The two-day exhibition and charity sale was held in the lobby of the College. The students of Corporate Social Responsibility (MNGT 411) displayed their posters on how sustainability can be achieved in daily life and integrated into business in the areas of waste management, energy conservation, eco-friendly cars, recycling of plastics and rubber tires. Interestingly, the exhibition encouraged students to turn their ideas into business start-ups. Around 600 students attended the event and made a pledge to be socially responsible in protecting the environment.

At the two-day charity event, students volunteered to sell handicrafts, food and plants for charity. The proceeds of the charity event benefited women on Masirah Island and the Omani Bahjah Orphan Society. The students developed a sense of compassion, empathy and desire to help others. The students expressed that they felt great satisfaction and became aware of their responsibility to build a sustainable future in Oman. This event was successfully organized by the students under the leadership of Dr Mariam Anil. These initiatives have a greater impact on building sustainable communities and businesses in Oman.

CCBA visit To Dhofar Bank



On 27 March 2023, a cohort of accounting students from the Master of Science programme went on a field trip to "Dhofar Bank". The students found it exciting to empirically observe the tasks and duties in the bank. The head of the credit department explained to the students the tools and techniques used in providing finance to all types of businesses and the percentage of collateral involved in each type of financing.

The visit served to illustrate the various theories acquired in class. The industrial placement was supervised by the Chair of the Accounting Department, Dr Omar Tawfik, and the Course Director, Dr Zaroug Osman.



MIS Department Organizes Technofest Amid Heavy Presence of Students and Faculty Members

The department MIS organized MIS Technofest on 16 March 2023. This event was held to build a good and healthy bond between the students and the department. The event was inaugurated by Dr Mawih Al Ani, Dean of CCBA. He praised the students for their dedication and sincerity in organizing the event.

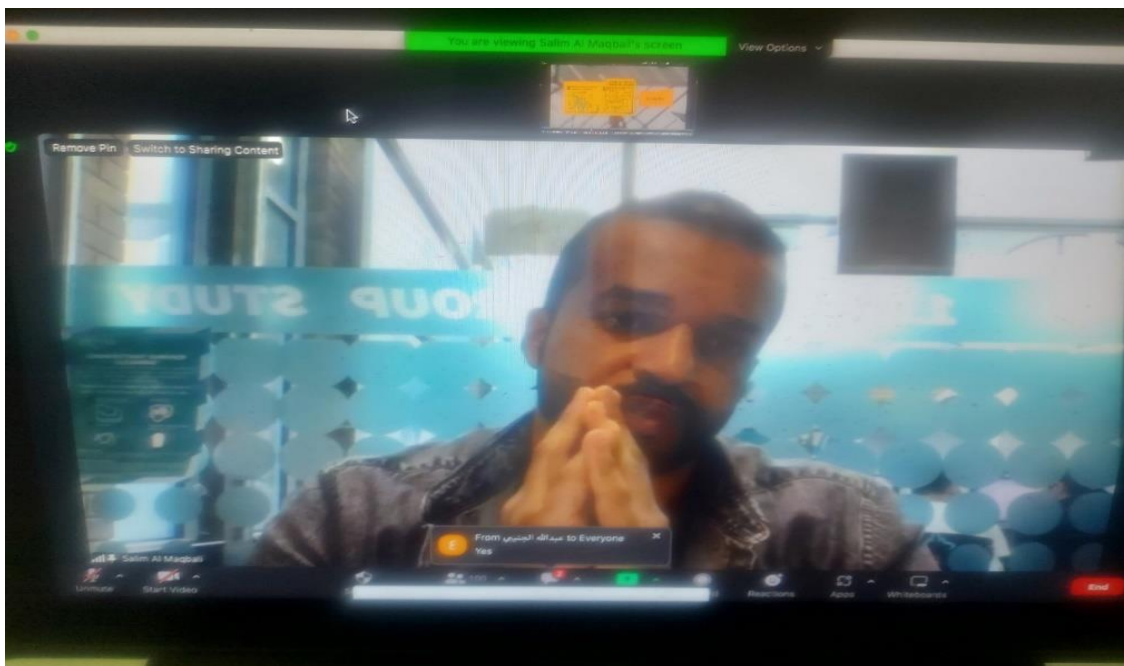
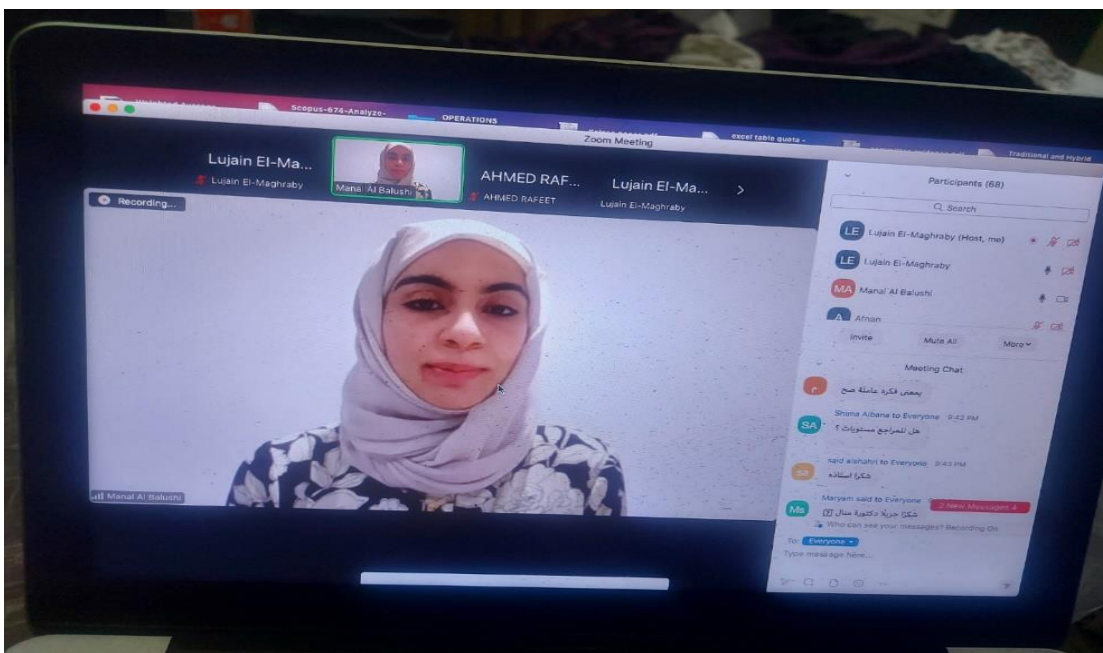
Dr Samir Hammami, Chairman of DMIS, welcomed the attendees. Many activities were organized including an encryption game which fascinated the students. In addition, the open discussion forum at MIS helped students understand their field of study and career prospects. The talk by two successful former students, Naif Fadhel and Ghariba Al maashani, boosted the morale of our students. The students also enjoyed the teacher competition on general knowledge.

A raffle draw was held on the basis of sponsorship from VIP Fashion, Golden Chopstick-Chinese Restaurant, Best Perfume, DU Designs and Generation Continuity Museum. The event was attended by CCBA lecturers and about 75 students. It is planned to hold such events in the future as well to support the students in their holistic development. All appreciated the meticulous planning and execution of the MIS Technofest by the DMIS lecturers and the student team.

The talk by two successful former students, Naif Fadhel and Ghariba Al maashani, boosted the morale of our students

CCBA = INTERNATIONAL EXPOSURE!

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**A series of webinars by Omani
PhD students in the UK**
To CCBA undergraduate students

**Visit by the Director
of Research and the
Director of the Office
of International
Cooperation
To CCBA Faculty**



Director of Research Prof. Asif Gondal visited the CCBA on 27 and 29 March. Along with him, the Head of the Office of International Cooperation, Dr Syerina Syahrin, also visited the CCBA along with her Deputy Head, Haitham Al Hadhiri. The aim of the visit was to have an open, interactive discussion with the CCBA faculty to get their feedback so that the revised research guidelines will address the genuine concerns of the CCBA faculty. The research department listened carefully to the concerns and promised to address them on the right platform. Prof Gondal thanked the CCBA faculty for their outstanding research contributions.

The next session part was chaired by Dr Syerina and Mr. Haitham Al Hadhiri, who explained the milestones achieved by Office of International Cooperation.



CCBA Faculty Members Deliver Training At Salah Vocational College

A number of CCBA Faculty Members have delivered professional development courses to supervisors and middle level managers at Salah Vocational College.

The series of training sessions focused on developing human, conceptual, and technical skills of the managers amid intensive engagement and discussions of the managers' real problems and potential ways to solve them.

The sessions were delivered by Dr. Moaz Gharib, Dr. Omar Durrah, Dr. Aissa Musbah and Ms. Lujain El-Maghraby amid heavy attendance.

CCBA Hosts Salah Free Trade Zone Marketing Manager:

Ms. Omaima Bahjaj

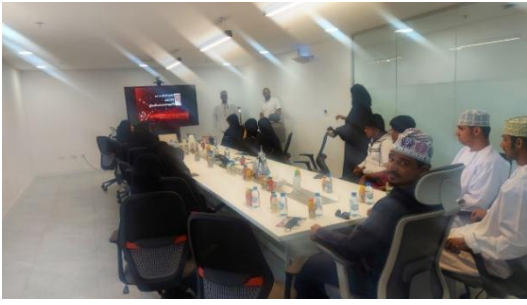
On 4 April, CCBA organized a lecture on the "Business Environment" which was delivered by Ms. Omaima Bahjaj, the Marketing and Communications Manager of Salah Free Zone. Omaima Bahjaj provided important insights into the current problems of today's business environment and explained the importance and practical tools for analyzing the business environment. The event was attended by about 60 students and faculty members and received great applause from the participants.

Save time in Word with new buttons that show up where you need them. To change the way a picture fits in your document, click it and a button for layout options appears next to it. When you work on a table, click where you want to add a row or a column, and then click the plus sign.

Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. Reading is easier, too, in the new Reading view. You can collapse parts of the document and focus on the text you want.



CCBA Organizes Field Trip To Qatari Philex Pharmaceuticals Factory



On 11 May, the College of Commerce and Business Administration organized an excursion to the "Philex pharmaceutical Factory", in which 20 students participated. The factory is a Qatari investment worth more than USD 150 million and was commissioned in January 2023.

The students listened to a presentation by Mohamed El Amin (Philex Quality Assurance Manager) explaining how the factory adheres to the highest pharmaceutical standards and the factory's ambitions to become an economic hub for exporting medicines from Oman around the world. The students were able to relate the basics of control and planning they had learnt to what they found at the factory. The trip was led by Ms. Lujain El-Maghraby (management lecturer) and was part of a series of trips to the biggest and most influential companies in Salalah





Educational Workshop Day

Under auspices of the Commander of Southern Maritime Area

Under the auspices of the Commander of the Southern Maritime Area, CAPT. Talal Al-Zaabi (NAVY), and the President of Dhofar University, Prof. Dr. Amer Ali Al-Rawas, the College of Commerce and Business Administration organized a two-day educational workshop (16-17 April) in management for officers and members of the Salah Naval Unit. The workshop covered three main topics.

The first topic was leadership and was presented by Dr. Omar Durrah, Head of the Management Department. The second theme emphasized the decision-making process and was presented by Dr Moaz Gharib, Director and Head of the Master of Management Programme. The third topic dealt with crisis management and was presented by Dr Kamaal Allil, Assistant Professor in the Department of Marketing and Entrepreneurship.

The aim of these lectures is to broaden knowledge and share experiences in different areas of management, which ultimately benefits the participants and contributes to the development of their management skills and competencies.

CCBA Organizes a Field Trip

To Salalah Mills



On 1 May, the College of Commerce and Business Administration organized a field trip to Salalah Mills in which 27 students of the “Principles of Management” course participated. It is worth mentioning that “Salalah Mills” are the largest wheat mills in the Sultanate of Oman.

The students talked to the factory staff and were shown how the factory is fully automated and uses state of the art equipment to mill wheat that is exported from India, Australia, Canada, and the USA. The students were able to observe the practical application of many of the concepts and theories they had learned in the classroom on site. The trip was led by Ms. Lujain El-Maghraby (management lecturer) and was part of a series of trips targeting the largest and most influential companies in Salalah.



CCBA Organizes a Field Trip

To Omantel

On 4 May, the College of Commerce and Business Administration organized a field trip to Omantel Main Branch in Salalah. The students were warmly welcomed by the staff of the Training and Development Department of the company. The students heard presentations on the required skills that large companies are looking for and Omantel's recent strategic alliances with Google, Apple, and Zain in Kuwait. They also listened to the relationship between what they learned in the curriculum and what they observed on the ground. The trip was led by Ms. Lujain El-Maghraby (Lecturer in Management) and was part of a series of trips targeting the largest and most influential companies in Salalah.



From left to right: Ms. Lujain El-Maghraby (lecturer of management) moderating the panel discussion by Ms. Amal El-Kaaf (founder of Renée Stores) and Mr. Ali El-Shammas (CEO of Namaa Dhofar).

CCBA Hosted Panel Discussion With CEO of Namaa Dhofar and Founder of Renee Stores

On 10 May, CCBA's Strategic Management" teaching team organized a panel discussion as part of the "Strategic Management" course. Engineer Ali Eissa Al Shamaas, CEO of Namaa Dhofar Services Company, and Ms. Amal El-Kaaf, entrepreneur of Renée Stores in Salalah, participated in the panel discussion. The session was titled: "Secrets of strategic excellence: successful business stories in Oman".

The panelists discussed the most pressing challenges they face in running their businesses and how they overcome them. They spoke about the keys to success and excellence in the strategic management of their businesses. The session was moderated by Ms. Lujain El-Maghraby (Lecturer in Management) from CCBA.

Secrets of strategic
excellence:
successful business
stories in Oman