

NEWSLETTER ISSUE MAY 2021

5

We have been blessed with many successes during the last month, which have put us in the celebration mood for 4 Weeks, One Ramadan Day, 1 After Day, or Eid Fitr. Even though we have had a good response to our long vacation and stay with our family and friends, yet we have worked hard during COVID-19 and our times. We will take you through a brief tour to give you a snapshot of April highlights.

EVENTS

ROUNDTABLE BY THE BRITISH COUNCIL



On Thursday 16th of May, the British Council organized an online roundtable for the sector on women's participation in science, technology, engineering, and mathematics. Invited leading European women in the fields of science, technology, engineering, and mathematics (STEM), who were also part of the case study to talk about their careers and their journey in the Egyptian market. During the session, Dr. Ibtisam Ghani, Associate Professor in the Department of Industrial Engineering, Science, and Management at Nile University, spoke about her effort to bring women into manufacturing. Dr. Ghani said she succeeded in introducing science, technology, engineering, and mathematics and opened 130 research seats, using her skills to reach the final goal of success.

ONLINE WEBINARS

RESEARCH OFFICE LIVE PUBLIC LECTURES

The Research Office organized a series of live public lectures that took place on May 19th, 4th, and 16th of May. On May 19th, Dr. Charles G. Givens conducted a lecture on "Cybersecurity: protecting your data" on May 4th, Prof. Mohamed A. Farag conducted a lecture on "Biodiversity: Feeding a Growing Population" and on May 16th, Dr. Hany Mohamed Elmaghrabi conducted a lecture on "Your Guide to AI in Marketing".



BRANDING SESSION WITH MR. HATEM EL NAAGAR

On May 20th, the Microsoft Teams, All Business School hosted Mr. Hatem El Naagar, Strategic Branding Design Consultant and Co-Founder & Brand Manager of Hoda Station, 10-year-old about brand identity and awareness. The talk was entitled "What brand identity means your business". It was a fruitful session, where NU students had the opportunity to interact with the experts of marketing and business branding.

SEO TALK WITH MR. HUSSAM EL-NABAWY

As the Search Engine Optimization (SEO) is one of the leading factors of digital marketing, the Business School has invited Mr. Hussam El-Nabawy, SEO Executive at Centric International, to give a talk to the students at Business School on May 19th via Microsoft Teams. The session was entitled "Introduction to SEO Fundamentals, best practices and methodologies" and lasted for one hour & a half, from 2:00 to 3:30 pm.



VIRTUAL CAMPUS TOUR

As a precautionary measure to keep everyone safe and still provide professionally NU's community, a virtual campus tour on Saturday, May 22nd. The tour started with a brief video on NU premises and facilities. Then, NU Recruitment Specialist, Mr. Hoda Elmaghrabi, conducted a one-hour presentation that gave an overview on the subjects and activities in the middle of the talk. Students' life steps, Mr. Youssef Magdy, and Professor Team, Mr. Ahmad Elmaghrabi, gave a talk about the students' activities and extension process, respectively. At the end of the presentation, students joined breakout rooms under the name of each school and had representatives from each school who were able to answer all their questions.



BUSINESS COLLABORATIONS

HU BS AND P&G

Business School of Nile University has signed with Unilever and Procter & Gamble the "School of Future Leaders" to its program. Dr. Ayman Elmaghrabi and Mr. Hatem El Naagar, Co-Founder and CEO of Hoda Station, met with Mr. Shady Elmaghrabi and Mr. Faisal Almaghrabi from Unilever and Procter & Gamble to conclude the agreement. Students and instructors can benefit through an online form on the NU portal to attend 7 sessions & various work-related competencies. The program will help the students to engage in business problem-solving, critical skills, get introduced to P&G market. Students will also benefit from experiential learning, supported by P&G team for all inquiries.



STUDENTS' LIFE

NU RAMADAN TOURNAMENTS:

The Student Union activities team organized their Ramadan sports tournaments with great excitement, including an entertaining football activity. The tournament will include football, chess, Ludo, Ping Pong, and Football. Let us all congratulate the winners and keep an eye out for the next tournament.



HANEEN AHMED KWARD IN CMUN:

Congratulations to one of our most talented students, Haneen Ahmad, for winning Best Delegate award in the National Council, CMUN, Cabinet Model United Nations Conference. The day's program of other work of CMUN team another awesome achievement. Let us thank you for that!



OMAR EL-HABBAK HONORABLE MENTION IN CMUN:

We are proud of our brilliant faculty member Omar El-Habbak for winning Best Delegate award in the National Council, CMUN, Cabinet Model United Nations Conference and receiving an honorable mention award. Congratulations to our Computer Science student, Omar. We encourage all your students to participate and get involved with all the team members online and more activities in the future!



ABDUL HAFEEZ (DWSO) PARTICIPATION IN UNITED PEOPLE GLOBAL SUSTAINABILITY LEADERSHIP PROGRAM:

He just graduated with an online national award of 100 young sustainability leaders from UN's Sustainable Development Goals (SDG) Leadership program. Ahmed, as well, got selected as the graduation speech, Congratulations Omar!



ED BANK PARTNERSHIP:

NU students life office is going to partner with ED Bank and prepare for training sessions to provide NU students with SDG7 (Affordable and Clean Energy) information. According to this partnership, ED Bank will provide a set of self-led courses (SDG7) students to get a glimpse of life after graduation. The program includes: Financial skills and Future Career, Workplace Skills, Green Technology, Entrepreneurship, Self-Development Topics, Mass Communications, Financial Literacy and 7 habits of highly effective people. Happy learning again!

MALAK HANZA'S QUALIFIED FOR TOKYO OLYMPICS:

NU 2020 student and Egyptian national team member Malak Hanza, has gone through trials and successfully she got qualified for the upcoming Tokyo Olympics. Congratulations Malak & Republic of Egypt.

