

Corporate Committee Report

Al Tareeqah Management Studies FZE

Branch University Campus: SBS Swiss Business School | Al Jazeerah Al Hamra | RAKEZ Academic Zone | RAK, UAE
Contact: 072433055 | Email: info@atmsedu.org | Website: www.sbs-uae.org

Corporate Committee

Introduction:

By establishing partnerships with firms in diverse industries to understand their talent requirements and providing relevant training to students. Internships and experiential learning opportunities to enable students to apply their knowledge in real-world settings are facilitated by our competent team. We strive to foster relationships with industry professionals to facilitate internships, mentoring, and networking opportunities for students. SBS Swiss Business School ensures that our students are well-prepared and positioned for successful careers in various industries. We are dedicated to helping students develop the necessary skills, knowledge, and utilize resources to be field-ready. Through collaborations with firms in diverse industries, we strive to secure immediate job placements for our students upon graduation. Corporate ties are established with renowned organizations to not only provide internships but technical support regarding the world of business and work as well. Corporate committee mainly focuses on the below student activities.

Company Visits

Company visits play a vital role in providing students with practical exposure to real-world workplaces. These visits allow students to observe firsthand how businesses operate, understand industry trends, and develop a deeper understanding of their future career paths. Organizing regular and diverse company visits ensures that students gain insights into various industries and work environments.

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Internships

Internships are a critical component of a student's academic and professional development. They provide an opportunity to apply theoretical knowledge in real-world settings, gain practical skills, and build a professional network. The university forges partnerships with a wide range of companies and organizations to offer diverse and meaningful opportunities to students.

Placement Support

To secure employment upon graduation, the institution supports students in placement support. Thus, the provision of comprehensive career services, including resume building, interview preparation, and networking opportunities are exercises our students are engaged in to train.

Guest Lecturers

At SBS Swiss Business School, we recognize the importance of providing our students with a comprehensive and well-rounded academic experience. One way we achieve this is by inviting guest lecturers who are industry experts and practitioners to share their valuable insights with our students. This report aims to highlight the significance of guest lectures in enhancing our students' academic journey and the efforts we make to diversify the pool of guest lecturers to ensure a broad range of perspectives and expertise.

Guest lectures serve as a bridge between academia and industry, offering students an opportunity to gain practical knowledge and insights from professionals who have hands-on experience in their respective fields. These industry experts bring real-world examples, case studies, and current industry trends into the classroom, making the learning process more relevant and applicable. By sharing their experiences and expertise, guest lecturers inspire and motivate students, providing them with a deeper understanding of the subject matter.

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Committee Structure

The University Placements and Internships Committee members are nominated each academic year and operates with the following structure:

President	Mr. Obed Asamoah
Vice President	Ms. Fazeen Taj
Class Representatives	Abdullah Farah, Varun Parayil, Aimal Iqbal, Ahmed Sy, Gulnara T.

Functions

The committee focuses on establishing and maintaining relationships with corporate partners and industry professionals to create internship and employment opportunities for students. Below are some functions of the Corporate Committee:

- To develop linkages in the industry
- To facilitate students for internships and job placements
- To arrange and invite guest lectures who provide opportunities for networking to faculty & student members
- To have a continuous interaction with the industry to understand the required skills and competencies that needs to be incorporated in the programs.
- To understand the requirements to develop curriculum design and programs.
- To provide opportunities for employees of the corporate to be a part of lifelong learning

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Industry Collaborations

Partnerships are established between organizations and SBS Swiss Business School through the committee's activities. This involves identifying potential employers, building relationships with industry professionals, and fostering connections to create internship and job opportunities for students.

To foster partnerships with the corporate sector and support lifelong learning for employees, SBS Swiss Business School, Branch Campus provides corporate discount programs to demonstrate the university's commitment. By offering this benefit, the university aims to contribute to the professional growth and success of individuals while forging stronger connections with organizations in the business community.

Corporate Partner Selection Criteria

This Corporate Relations Policy informs on the guidelines and procedures for establishing and managing partnerships with corporate organizations. This policy ensures that partnerships are selected, managed, monitored, and reviewed effectively to benefit the university, its students, and corporate partners.

Corporate partners are selected based on their alignment without institution's mission, values, and academic programs. Partners are expected to show commitment to quality, ethical practices, and a positive impact on students' academic and professional growth. The following steps areas we are keen on.

- Head office of the company to be based in UAE.
- Semi- government/ private sector with 500+ employees
- Agreement / email
- Accessibility

Formal partnership agreements are established for each corporate partnership. The agreement outlines the roles, responsibilities, and expectations of both the university and the corporate partner.

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Partnerships are designed to enhance students' academic experiences by providing opportunities for internships, guest lectures, among others. Through corporate partnerships students are offered mentoring, networking, and skill-building opportunities to support students' professional development, such as workshops, seminars, and career counselling sessions.

SBS Swiss Business School has a corporate tie-up policy, the policy says that any company with an employee size of 500+ staffs. The employees joining from this companies will get a flat AED 3,000 discount on the total fees.

The following are some organizations SBS has ties with corporates:

Emirates NBD, FAB Bank, ALSHAYA, Aster, Juma Al Majid Holding Group, NMC, Sheik Khalifa Speciality Hospital, Eltizam group -Tafawuq Facility Management, Three60 Communities, REMAX, TIBS, Gulf Medical Co. Mediclinic, Dubai Duty Free, ASGC.

Our students benefit from interest free student loans provided by Emirates NBD and FAB Banks with a flexible payment structure.

<https://www.emiratesnbd.com/en/deals/view-deal/?d=al-tareeqah-management-studies-7673>

and

<https://www.bankfab.com/en-ae/personal/offers/altareeqahepp>

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Reports

List of companies & Students who have enrolled through the corporate discount program. *Find sample MOUs with these organizations in evidence.

Report on students enrolled through the corporate tie-ups					
Name of company	Program	Student enrollment for each Academic Year			
		2019-2020	2020-2021	2021-2022	2022-2023
Eltizam group -Tafawuq Facility Management	MBA	1	1	2	2
Three6o Communities	MBA	2	1	2	1
REMAX	MBA	2	2	3	3
TIBS	MBA	2	3	3	2
Emirates NBD	MBA	5	6	5	7
FAB Bank	MBA	3	5	4	3
ALSHAYA	MBA	2	1	1	2
Aster	MSC	1	2	2	1
Juma Al Majid Holding Group	MBA	2	3	3	2
NMC	MBA	3	4	5	5
Sheik Khalifa Speciality Hospital	MSC	4	4	5	6
Gulf Medical Co.	MSC	2	4	3	4
Dubai Duty Free	MBA	1	1	1	2
ASGC	MBA	1	1	2	1
Mediclinic	MSC	3	4	2	4

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Internship Coordination

The committee facilitates the process of internships by coordinating with both students and employers. They disseminate information about available internships, guide students in the application process, and ensure the necessary documentation is completed. They also serve as a point of contact for employers and students throughout the internship period.

	Companies for Internships	Contact Person
1	Future Glass	Sajid Anwar
2	Kirby Building Industries	Sindhu
3	BERG INDUSTRIES	Sanal K Thomas
4	Erith Group	Oswald Rodrigues
5	GINOX SWISS KITCHEN	Loicel Canon
6	Anchor Allied Factory LLC /ASMACO	Muhammed Ansar
7	Anubavam group	David Aime Masvosvere
8	Radisson Hotel Group	Fathuma Hamziya
9	Falcon Tech	Manoj Sasidharan
10	MAICO Gulf	S Juhi
11	Guardian RAK	Saeed
12	ThingLogix Reem Kahwaji, Operations Manager	Faisal

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13	MAICO Gulf	S Juhi
14	Radisson Hotel Group	Fathuma Hamziya
15	RAK Ceramics	Geetha Patil

Company Visits

The committee leads in organizing company visits for students each academic year. Below table shows companies with which the campus collaborates for visits.

	List of Companies for Visits	Contact Person
1	Future Glass	Sajid Anwar
2	Kirby Building Industries	Sindhu
3	BERG INDUSTRIES	Sanal K Thomas
4	Erith Group	Oswald Rodrigues
5	GINOX SWISS KITCHEN	Loicel Canon
6	Anchor Allied Factory LLC /ASMACO	Muhammed Ansar
7	Saver glass LLC	Deeph Shetty
8	Al Aman Fire Fighting Equipment Manufacturing LLC	Rajan
9	Falcon Tech	Manoj Sasidharan
10	MAICO Gulf	S Juhi

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11	Guardian RAK	Saeed
12	Ashok LeyLand	Shijil
13	MAICO Gulf	S Juhi
14	U-PACK Packaging	HRM
15	RAK Cerammics	Geetha Patil
16	Etrnity Technologies	Mirja

Guest Lecturers

Various experts are engaged to meaningfully challenge students by their insights and expertise from numerous industries.



May 2022: Mr. Edward Collins (MSC Consumer Behaviour) - Visiting Lecturer from the UK

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Company visits at Ashok Leyland Factory: Briefing about the operations by the Manager Operations (Ashok Leyland, RAK)

*Kindly use link to access information on guest lecturer. [Student Development Program - SBS Swiss Business School \(sbs-uae.org\)](https://www.sbs-uae.org)

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Company visits at U-PAK FZE Factory: Briefing about the Production by the Production Manager U-PAK FZE

Placement Support

The committee provides job placement assistance. Through variety of activities, students are prepared to be market ready. The committee offers guidance on resume writing, interview preparation, and career development strategies. It also organizes career fairs, networking events, and workshops to connect students with potential employers and enhance their job-seeking skills. The table below shows some successful job placements for students through the active engagements of the committee.

	Name	Year Completed	Company	Position	City
1	Natasha Singh	2017	Kapco	Manager Operations	Sharjah
2	Azam Shaikh	2017	Dimension, Entity Group	Cyber Security -Procurement Specialist	Abu Dhabi
3	Namra Maqbool Ahmed	2017	Agile Agency	Human Resource Manager	Abu Dhabi
4	Muhammed Jijil Jaber	2017	Education Consultancy-Nursery & Institute	Start-Up Owner	Dubai
5	Anis Choudry	2018	Car Modification	Family Business	Ras Al Khaimah
6	Qasim Nasir	2018	Masafir	Snr. Supervisor	Dubai
7	Hanif Ahmed	2018	Light Furniture	Family Business	Dubai
8	Mustafa Ahmad	2018	Geidea	Sales Business Development	Dubai
9	Karthik	2018	Fox Events	Start Up Owner	Dubai
10	Aaron John	2018	Lootah Bc Gas	Accountant	Dubai
11	Sarif	2019		Supply Chain Executive	Dubai
12	Saeeda	2019	Philips	Customer Service Representative	Dubai
13	Itrat Azhar	2019	Instashop	Product Manager	Dubai

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14	Fatima Kashif	2019	Zeetim	Sales Development Representative	Dubai
15	Amith Babu	2020	Life Pharmacy	Assistant Property Manager	Dubai
16	Soha Aftab	2020	Account Manager	Smart World	Sharjah
17	Sandhra Pratheesh	2020	Admissions Officer	University	Ras Al Khaimah
18	Hajra Saeed	2020	Operations Administrator	D&B Properties	Dubai
19	Rifaqat Ali	2021	Car Dealership, Toyota	Salesperson	Sharjah
20	Rawa Nader Safwat Farraj	2021	DUBAI HEALTH AUTHORITY	PMO/ TEAM LEAD	Sharjah
21	Muhammad Thasleem	2021	Auto Dealer	Start-Up	Dubai
22	Ahmed Rayyan	2021	Saudi Aramco Stockers	GM	Ras Al Khaimah
23	Ayana Saji	2022	AL KAYAN ELEVATOR COMPANY	ACCOUNTS	Ras Al Khaimah
24	Uma Akhter	2022	AI RAYAMI	CONTRACT	Sharjah
25	Abdelhameed Halah	2022	SOFTBOX ACRELIC Company	Assistant Manager	Ras Al Khaimah
26	Zubid Hashemi	2022	AI Tawash Electricals	Assistant Manager	Ras Al Khaimah
27	Mohammad Khaled Jamal Ayoub	2022	AZCO REAL ESTATE	Sales Executive	Dubai
28	Mohammed Gheth Abo Aldan	2022	AZCO REAL ESTATE	Sales Executive	Real Estate

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Feedback

To improve the effectiveness of the company visits, placements and internships programs, the committee collects feedback from students, employers, and alumni to continually assess outcomes to inform better decision making.

Activity	Period	Feedback Tool	Good Practices	Areas of Improvement
	2019-2020 Academic Year	Individual communication	<ul style="list-style-type: none"> ● Students enrolled through corporate tie-ups appraise the scholarships. ● Committee Structure: The committee structure is well-defined and organized. ● Functions: The committee's functions are clearly outlined and aligned with the objectives of fostering strong corporate relationships. 	<ul style="list-style-type: none"> ● Educational Loan Support ● The representative providing a briefing on the company profile prior to the corporate visit
			No actual corporate activity due to pandemic	
NA	2020 -2022	No actual corporate activity due to pandemic	<ul style="list-style-type: none"> ● Corporate Relations Policy: The Corporate Relations Policy is comprehensive and addresses key aspects of partner selection, management, monitoring, and review. ● Guest Lecturers: The inclusion of guest lecturers as part of the corporate relations strategy is highly valuable. 	<ul style="list-style-type: none"> ● More Guest Lecturers from different industries ● Paid Internships
	2022 - 2023 Academic Year	Individual communication	<ul style="list-style-type: none"> ● Internships: The emphasis on internships is commendable as it provides students with hands-on experience and exposure to real-world work environments. ● Company Visits: Incorporating company visits as part of the corporate relations strategy allows students to witness firsthand the operations and culture of potential employers, enhancing their understanding of the industry. ● Placements: The focus on job placements is essential for students' successful transition from academia to the professional world. 	

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Action Plan

Below is an outline for action based on the review and consideration for areas for improvement.

Action Plan	Responsible	Timeline
<p>Expansion of Industry Partnerships</p> <ul style="list-style-type: none"> ● Identify and establish partnerships with additional firms in diverse industries to expand internship and job placement opportunities for students. ● Collaborate with industry partners to develop customized internship programs that align with students' career goals. ● Strengthen ties with alumni to enhance future internships and placement possibilities 	<p>Obed Asamoah Abdullah Farah</p>	<p>2023-2024 Academic Year</p>
<p>Strengthen Career Counselling Services</p> <ul style="list-style-type: none"> ● Enhance career counselling services by providing personalized guidance, including resume/CV reviews, mock interviews, and job search strategies tailored to individual students' needs. ● Develop resources and workshops to assist students in navigating the job market and preparing for successful job placements. 	<p>Ms. Fazeen Taj Ahmed Sy</p>	<p>2023-2024 Academic Year</p>
<p>Program Evaluation and Update:</p> <ul style="list-style-type: none"> ● Conduct regular evaluations of the Talent Development and Personality Development programs to assess their effectiveness and relevance. ● Update program content and activities based on industry demands and emerging trends. 	<p>Obed Asamoah Fazeen Taj</p>	<p>2023-2024 Academic Year</p>

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<p>Continues Improvements and Support:</p> <p>The Job Placements program at SBS Swiss Business School will continue to support students in securing immediate job placements upon graduation and ensure their preparedness for successful careers in various industries by implementing the above action plan.</p>	<p>Obed Asamoah Gunara T.</p>	<p>2023- 2024 Academic Year</p>
<p>Educational Loan Support</p> <ul style="list-style-type: none"> ● Students holding an Emirates NBD / FAB bank credit cards are offered interest for educational loans. 	<p>Obed Asamoah Abdullah Farah</p>	<p>2023- 2024 Academic Year</p>
<p>Paid Internships</p> <ul style="list-style-type: none"> ● Strengthen the support and guidance provided to students during the internship application process, including resume writing, interview skills, and internship matching. ● Establish partnerships with a wider network of companies and organizations to offer diverse and relevant internship opportunities across various disciplines. ● Implement mechanisms to gather feedback from students and companies regarding their internship experiences to identify areas for improvement. 	<p>Obed Asamoah Gunara T.</p>	<p>2023- 2024 Academic Year</p>

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