

Effat News & Events  
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كلية عفت  
EFFAT COLLEGE



## Cover Photo

Jeddah City - Kingdom of Saudia Arabia

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## International Summer Internship Proves to be Rewarding

Effat College student Eman Janbi came back from her summer internship in London with new enthusiasm and a new outlook towards work. With the assistance and support of the Office of the Vice Dean for Student Affairs, Dr. Asma Siddiki, and the Career Development Office at Effat College, Eman was able to complete her summer training, a curriculum requirement for Effat College students, at a Public Relations company called Morris International Associates, the PR consultants for the Royal Embassy of Saudi Arabia in London.

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*"we are just wondering how you will find an equally wonderful intern to send us next year!"* Director of Morris International Associates

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One of Eman's tasks was to draw up, carry out and analyse surveys in

connection with the Saudi Arabian Day Festival. She also had to generally support all promotional and media activities in connection with Saudi Arabian Day and was part of the organizing team for the press conference held at the Saudi Embassy in London immediately after the death of King Fahad bin AbdulAziz, may Allah rest his soul. Eman was praised by her colleagues and supervisors alike. "If this is the sort of student you are turning out then you are doing a fantastic job," Ann Morris, Director of Morris International Associates, told Effat College "we are just wondering how you will find an equally wonderful intern to send us next year!"

Other Students who have done summer training overseas include Psychology students, Lama Yunis and Zainab Yasin, and Ayesha Sattar, a Computer Science

student. Lama interned at the Ta'aheel Center (a counseling center for children) in Beirut, Lebanon. Zainab interned at "The Psychiatric Clinic & Stress Research Center" and Ayesha Sattar interned at Caltex Oil Limited, both in Pakistan.

Similar opportunities await other students at Effat College, where academic excellence is regarded highly. "My advice for others is to never lose any chance they have for a learning experience. Team spirit is the most essential skill to have to survive in any environment, regardless of who you are, or who your family is" says Eman Janbi, "I advise my friends to work as hard as they can because hard work always pays off- that's what I learned from this training experience!"

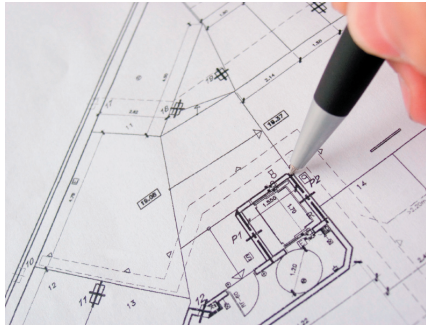




## Engineering & Architecture for Females: For Effat College it's a Simple Calculation!

By the start of the new academic year, people were talking about the new majors in Architecture & Electrical & Computer Engineering at Effat College.

A study conducted in spring 2004 by Pan Arab Research Center for Effat College indicated a growing need for female engineers in the Kingdom with a strong educational background in Electrical and Computer Engineering. Topics studied in this major include communications and signal processing, microelectronics and integrated circuits, wireless communications, microwaves electronics, computer-aided design and control systems, computer hardware design, computer networks and software engineering. Graduates are prepared to pursue careers in electrical engineering and/or computer engineering, or to further their education at graduate schools of their choice. This degree represents the first opportunity for women in Saudi Arabia if they pursue this major. Students of Architecture at Effat investigate principles and applications of technology, art, humanities, physical and social sciences, business and management. With its heavy focus on design, this is not an engineering degree. It is intended for students seeking a professional career in architecture.



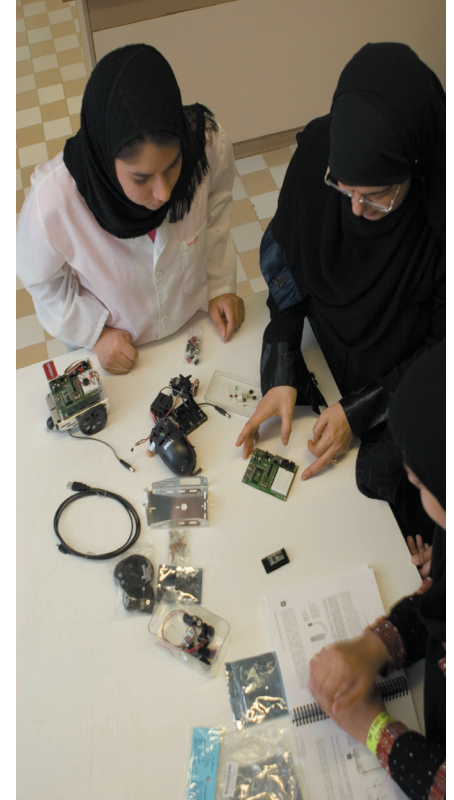
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“ We are very proud of the programs we have developed in cooperation with Duke University ” Says Laufer

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Kerry Laufer, Vice Dean for Institutional Development & Quality Control at Effat College said that these new majors are already in high demand. For example, 14 top students have been accepted into the architecture major and began classes this fall. Along with other core courses, they are taking an intensive design studio and a freehand drawing course. “We are very proud of the programs we have developed in cooperation with Duke University,” Says Laufer. Their support was much greater than we ever imagined. In fact, the facilities manager from Duke's Pratt School of Engineering came to campus for final inspection of the labs we've developed to support these programs and to witness the exciting launch new courses.” Others are also excited about the kinds of projects students will be doing. Marianne Risley, Assistant Dean of New Initiatives for Duke University, said that one of the first year experiments for Electrical & Computer Engineering students will be to determine just how high the highest «lucky» water molecule travels in the King's Fountain in Jeddah.

Apparently (according to Duke Senior Associate Dean Tod Laursen) it's “a simple calculation.»







Dean Haifa Reda Jamal Al Lail sits with Mrs. Nane Annan during a visit to Effat College

## High Profile International Figures Visit Effat College

In November 2005, Her Royal Highness Princess Lolowah Al-Faisal, Vice Chair of the Board of Trustees and General Supervisor of Effat College, welcomed Mrs. Nane Annan to the Effat College campus for an interactive discussion with faculty, staff and students, followed by a brief tour of the college's high-tech classrooms.

Mrs. Annan, wife of Kofi Annan, the Secretary General of the United Nations, has a keen interest in humanitarian issues, particularly those involving education. Among the many topics covered during the 2-hour visit, the group discussed Effat College's role in raising awareness of the United Nations Millennium Development Goals among students, faculty, staff and the community. Mrs. Annan was impressed

with the college faculty and students and observed that significant work and serious dedication was behind its foundation.

She described the students as "very well-articulated, confident, and with a level of English that defeated the purpose of her bringing a translator." Students spoke about their personal experiences and evolution within the college, and faculty members spoke about their past and upcoming initiatives to promote education.

Princess Lolowah Al-Faisal emphasized the notion that Islam fully supports the education and development of women, while some customs and traditions are what is limiting women's advancement.

She urged that those customs shall not be perceived as religious teachings and that awareness endeavours can educate women of their rights that they've been granted by their religion.



U.S. Deputy Assistant Secretary of State for Near Eastern Affairs and daughter of Vice President Dick Cheney, Mrs. Liz Cheney, also visited Effat College in November 2005 to meet with students, faculty and advisory board members for a thought-provoking interactive discussion about U.S.-Saudi relations.

HRH Princess Lolowa Al Faisal, HRH Princess Noura Al Faisal, Dr. Haifa Jamal Allail, Dean of Effat College greeted Mrs. Cheney upon her arrival. The surprise attendance of HRH Prince Turki Al Faisal, Saudi Ambassador to the U.S., made the event especially memorable. Mrs. Cheney held a private small group meeting with group of Effat students to discuss issues related to education and women's empowerment in Saudi Arabia. During this meeting, Effat College student Abba Adra shared her experiences with about the Civic Initiative Leadership program she attended in the U.S. this Fall. This 3-week program, sponsored by the U.S. State Department's Middle East Partnership Initiative (MEPI), brought together students from across the Arab world for a series of conferences and workshops in Washington, North Carolina, San Francisco, and New York. According to Abba, «The unique experience of being in the United States with a group of Arab students really helped emphasize the shared values between all Arab students that we sometimes forget at home.» In addition, Abba said that she returned home with a greater awareness of her own civic responsibilities. Following the student meeting, a larger question and answer session was held in Effat Hall to give students, faculty and invited guests the opportunity to discuss a variety of topics with Mrs. Cheney. Substantial emphasis was placed on new and ongoing partnership and exchange opportunities available through the U.S. State Department's Middle East Partnership Initiative (MEPI). Mrs. Cheney concluded her 3-hour visit with a brief tour of Effat College.

Effat College regularly welcomes high profile international figures to campus. Other guests this year have included Canadian Ambassador R. Bell and former American Ambassador Richard Murphy.

## Effat College Holds Annual International Education Mini Fair



In December 2005, Effat College held an annual gathering of international educational advisers. The purpose of the event was to help students gain an understanding of the education and career offerings in different countries and identify any internship and scholarship prospects for students. Participation included representatives of various consulates and embassies, including American, German, Canadian, Swiss, French, British and more.

The event organized by the Career Development Office of Effat College provided Effat students, alumni and staff the opportunity to ask questions of these representatives relating to the educational system and scholarship offers in their respective countries. There was also information about the graduate and undergraduate programs such as study abroad options and information about international internships and summer

training programs. Distinguished guests at this event included U.S. Consul General Tatiana C. Gfoeller, German Consul General Dr. Hubert Lang, and the Consul General of Switzerland Mr. Jakob Fehr.

## Queen Effat Citizenship Award

On 25 December 2005, Effat College celebrated the annual Queen Effat Citizenship Award Ceremony under the patronage of HRH princess Lolowahh Al Faisal. This prestigious occasion is a time for Effat College to honor its most commendable students as well as the one exemplary student who receives the citizenship award. Queen Effat (may God rest her soul) had a far reaching vision for ongoing development and innovation in girls education in the Kingdom of Saudi Arabia. At Effat College this vision is as strong as ever — today and everyday, and it takes inspiration from Queen Effat's vision in its daily work and it is proud to carry it on through this prestigious award that bears her name.

Al Hamra School performed a play as a tribute to Queen Effat (may Allah rest her soul). After that, a short video presentation honouring Queen Effat Al Thinayyan Al Saud was played to the audience. It was a recording of a presentation by Her Royal Highness Princess Lolowah Al Faisal and His Royal Highness Prince Turki Al Faisal given at the inaugural presentation of the Mosaic Society in the United States of America.

Her Royal Highness Princess Lolowah Al Faisal and the Dean of Effat College, Dr. Haifa Jamal Al-Lail then presented certificates of distinction to the students who have been recognized for the Dean's list for the Academic Year 2004-2005.

Finally, Dr. Haifa Jamal Al-Lail announced the long awaited name of the winner of the Queen Effat Citizenship Award for the



Academic year 2004-2005: Rozana Al-Banawi, Senior Psychology major. Rozana was presented with a certificate, two tickets from Qatar Airways and the Queen Effat Citizenship medallion by Princess Lolowah Al Faisal.

## Dean of Duke University's Pratt School of Engineering Visits Effat College

On the occasion of Effat College's launch of a new undergraduate degree program in Electrical & Computer Engineering, the college welcomed Dr. Kristina Johnson, Dean of the Pratt School of Engineering at Duke University on 13th February 2006 to present a talk on Engineering and Entrepreneurship. Senior faculty from Duke and four engineering students in Duke's Engineering Management Master's program from Duke also accompanied her. The visiting students also performed a project demonstration in the engineering lab of Effat College.

Duke's Pratt School of Engineering became Effat College's esteemed partner in program development when an agreement was signed in January 2005 to collaborate on the development of the first undergraduate degree in Engineering for women in Saudi Arabia. The initial stage involved the



engineering lab of Effat College.

development of the curriculum for Electrical & Computer Engineering and has been supported in part by a grant from the U.S. State Department's Middle East Partnership Initiative (MEPI).

## Effat College Participates in the Jeddah Economic Forum 2006

For the seventh consecutive year, Jeddah hosted some of the most significant figures in the world which included heads of state and international decision-makers, renowned economists and media personalities, leading businessmen and women, entrepreneurs, and academics. They gathered for the Jeddah Economic Forum held from February 11-13, 2006 at the Hilton Hotel in Jeddah.



Effat College sponsored the forum and actively participated in the area of volunteer management and services. Prior to the event Effat College ensured solicitation, selection and training of volunteers. At the event Effat College staff were present and significantly involved in ensuring success of the event, from supervision of volunteers and monitoring of tasks to coordination of hospitality services. In addition to the above, Effat College was responsible for the overall organize of the women's section by identifying any responsibilities required to ensure success of the event.

The theme for the forum was 'Seeding Potentials for Economic Growth: Honouring Identity and Celebrating Common Grounds'. The Forum was organized by the Jeddah Marketing Board, which operates under the Jeddah Chamber of Commerce & Industry and is chaired by Saudi businessman Sheikh Amr Enany. Amongst the forum's Academic Committee was Dean of Effat College, Dr. Haifa Jamal Al-Lail and Effat College Advisory Board Member, Dr. Ghazi Binzagr.





## Effat College's Fourth Annual Symposium on Learning & Technology on "Bridging the Divide"

Effat College hosted its fourth annual symposium on Learning and Technology on March 29-30, 2006 at the Jeddah Hilton Hotel. The theme of this year's symposium was "Bridging the Divide".

The symposium took a critical look at some of the essential prerequisites that enable individuals and societies to bridge the so-called «digital divide.» The term "digital divide" refers to a gap in access to information and communication technologies; it is not simply a divide between those who have technology and those who do not.

This year's sessions were led by more than eight featured speakers from six different countries including topics such as "The Digital Divide: Understanding Technology's Promises, Challenges and Solutions", "The State of Technology In Education: Saudi Arabia and the Region", and "Global Opportunities in the Transformation of Learning through Technology". Presentations were offered in both Arabic and English. U.N.-style simultaneous translation (from Arabic to English or from English to Arabic) was made available for plenary sessions and workshop sessions when possible.

"Significant increases in IT investments in general, and in networking technologies in particular, are creating an unprecedented demand for IT professionals in the Kingdom of Saudi Arabia and across the Arab countries generally. This is why the work of Effat Collage in developing the local labor market through technical training and the sharing of best practice is so admirable. For effective use of technology depends on the abilities of the people implementing it," said Shahab Meshki, Manager of Cisco's Networking Academy Program in the Middle East. Curriculum from this program is taught at Effat. Cisco Systems, Inc. was one of the sponsors of this year's event.

The opening night ceremony was graced by the presence of such speakers as his Excellency professor Osama Al Tayyeb (President of King Abdul Aziz University), Mr. Reza Mahdavi (Vice-President of Corporate Affairs and General Manager of Cisco Systems, Inc.), and Dr Martina Roth (Director of the Intel® Innovation in Education programs in Europe, Middle East and Africa).

Opening night also included panel discussion about the Effat College and Duke University (USA) partnership. An

interesting feature of the discussion was the video conference between representatives of Effat College, which included Dr. Haifa Jamal Al-Lail, Dean of Effat College (Jeddah, KSA), Mrs Kerry L. Laufer, Vice Dean for Institutional Development & Quality Control Effat College (Jeddah, KSA) and Dr. Ghazi Binzaghr, Effat College Advisory Board (Jeddah, KSA), and Dr. Tod Laursen, Senior Associate Dean, Pratt School of Engineering, Duke University (Durham, NC USA). Panellists discussed technology's potential to transform learning, enhance local and international communities, and ultimately contribute to the creation of a more productive global society.



## Career Day 2006: Against All Odds: Women on the Cutting Edge of Change

As a leading women's educational institution, Effat College has played a pivotal role in guiding the Saudi woman and her contribution to society. Every year on Career Day, discussions revolve around themes of interest and contemporary issues. Members of the community who participate included youth, women in decision making positions, experts and the general public.

The theme of the Fifth Annual Career Day held on 6 May 2006 was "Against All odds: Women on the Cutting Edge of Change". Platinum sponsors for this event included Okaz as the main media sponsor, Olayan, Salehat, Waseet, and Jeddah TV, Bayt as gold sponsors, and Turner, Veet, and Sage as silver sponsors. Speakers who participated in the panel discussion included Mrs. Nashwa Taher who is one of the first two women to get elected to the Board of the Jeddah Chamber of Commerce and Industry and is currently Deputy Chair of the Khadija Bint Khwailid Center at the JCCI, Mr. Majed Mohammed Garoub-

Chairman of the Saudi Law Training Center the Law Firm of Majed M Garoob, the U.S. Consul General Tatiana C. Gfoeller, Mr. Isam Gari who is a training consultant in behavioral management, ESP and TTT programs, and Mr. Qusai Ibrahim Filali-General Manager of the Office of Labour in Jeddah. Dr. Kholoud Ashgar- Assistant Professor in the Kindergarten Department at Effat College was the moderator.

Recruiters were also on hand for the accompanying job fair. Companies represented were Olayan, Riyadh Bank, Saudi Law Training Center, Proctor & Gable, TNS, Dr. Bakhsh hospital, the Saudi Labor Office, DMS, Tamer, Al- Sawani, and Cantelle. These companies had the chance to have face-to-face interaction with female candidates who have shown a tremendous interest in joining Effat College's job fair. Last year, the job fair was very successful in employing a number of candidates who were graduates of both Effat and other institutions.







## Effat College Students Selected to Take Part in Creative Writing Workshop

Effat College celebrated the selection of two of its students from participants throughout Saudi Arabia, Amani Fairak and Nafla Al Harthi as finalists of a creative writing workshop titled «I Belong» hosted by the British Council. The workshop was led by the celebrated British writer, Bernadine Everisto.

Amani Fairak is a graduate of Effat, currently enrolled in the UK and pursuing her Master's degree in Psychology at the University of London. Effat College's sophomore student Nafla Al Harthi attended the workshop in Al Khobar. "I was really excited to have this opportunity," says Nafla. "I didn't really expect to be selected particularly as my major is Computer Science, and I write only

as a hobby. I guess my success is a reflection of the all round education we get here in Effat College. The emphasis they place on good communication skills really helped and gave me the confidence to enter the competition."

Nafla and the other young Saudi women were selected on the basis of a short story they submitted on the theme of "Identity, Home and Belonging". During the workshop, the participants worked on the development of an international, on-line story chain to be created in collaboration with writers from Malaysia, Egypt, France and Northern Ireland. The workshops were followed up with e-mail tutorials.

## Faculty Lecture Series 2005-2006 Still Going Strong

Capitalizing on previous successes, Effat College's Faculty Lecture Series continued in 2005-2006. The series aims to encourage professional dialogue across disciplines and to showcase the unique talents of faculty. Starting from the 22nd of November, 2005 all female members of education and business communities had the opportunity to attend the series of lectures delivered by the international faculty members at Effat College. The lectures included titles such as "The Promising Future of Women in Engineering" presented by Dr. Aziza Ibrahim, Assistant professor, Electrical & Computer Engineering, "A Semantico-Syntactic Study of the Negator /kalla/ «•» (NOT!)" presented by Dr. Trandil El- Rakhawy, Associate Professor of English Linguistics, Translation and Islamic Studies, "An Investigation Into the Use of Peer Coaching for Staff Development" presented by Dr. Khadija Itan, Assistant Professor, KG, "How Do Computers Contribute to Their Own Evolution?" presented by Dr. Houria Oudghiri- Associate Professor, Computer Science, "Integrating ICT in the Classroom:

Teacher's Role" presented by Mrs. Akila Sarirete, Lecturer, Computer Science & CISCO Coordinator, and "Endangered Languages", presented by Dr. Susan Blake, Assistant Professor, English Language & Translation.

## Leading Businessmen & Businesswomen Talk at Effat

Candidates Ms. Nashwa Tahir, Ms. Madawi Hasoon, and Ms. Lama Sulaiman who ran for the Jeddah Chamber of Commerce board this year and won, were present at Effat College on Tuesday 15/11/2005 to talk to students about their experience as the first women in Jeddah to run for such a position.

The lectures, which took place at the Career Development Office (CDO) at Effat College, began with a brief explanation of the Jeddah Chamber of Commerce roles and the history of the establishment of the Khadeeja Bin Khuwailid Center. Students asked many questions regarding the problems and the solutions that confront both business men and women.

The ladies described their role in the campaign and the importance of voting for females, especially the young generation. Large student attendance was evidence of the importance of the issue to them -- the importance of women entering the society as business women and working side by side with men. Effat College student Ola Banajah said, "I am much more aware of the JCC and what it does. The ladies gave very interesting lectures and we were all impressed with their professionalism."

Effat College also welcomed on the 18th of December 2005 Dr. Ghazi Binzagr, member of Effat College Advisory Board and Chairman of the Arabian Stores Co. Dr. Binzagr presented a lecture entitled «The Life We Were Born to Live.»



Later in the year, Effat College students and staff gathered on 8/4/2006 for a lecture by Mr. Brad Bourland, the Chief Economist at Samba Financial Group, entitled "Global and Local Economic Trends". The lecture examined the trends in the Saudi Economy and the Saudi Stock Market and discussed some of the implications of Saudi Arabia's accession to the WTO. The very next day, Effat College welcomed Dr. Fawaz Al Alami, Deputy Minister of Commerce & Industry and Head of the Saudi Negotiations Team for the WTO, and his lecture was entitled « The Results of Saudi Arabia Joining the WTO (World Trade Organization).» The lecture focused on different subjects, including the new world trade organization, the stages Saudi Arabia took to join WTO, future steps, and other important subjects.

Sheikh Amr Khashoggi also presented a highly informative and interesting two-part lecture series on Leadership and People Management at Effat College in the spring. The lecture discussed the various traits and skills of a good leader. Sheikh Amr Khashoggi is the Vice Chairman of Modern Computers & Communication, President of Khashoggi Foundation, and also a member of the Advisory Board of Effat College.

## Effat College Supports International Exchange of Scholars

Dr. Nancy Scannell spent 6 weeks on the campus of Effat College in Jeddah, Saudi Arabia, where she taught finance under the auspices of the Fulbright Senior Specialist program. Effat College was the first institution in Saudi Arabia to tap into the Fulbright Senior Specialist program, a relatively recent offering administered by the Council for International Exchange of Scholars (CIES). Dr. Scannell praised Dr. Haifa Reda Jamal Al-Lail, Dean of Effat College who took the initiative to spearhead the arrangement.



From left to right: Tatiana Gfoeller, U.S. Consul General, Nancy Scannell, Senior Fulbright Specialist, Erin L. Eddy, Public Affairs Officer at the U.S. Consulate

The Fulbright Senior Specialist Program ranges from two to six weeks in duration. Per Scannell, «Fulbright does its job to carefully screen Specialists' applications in order to create a pool from which Saudi institutions may request a Specialist. Once designated, Fulbright allows the Specialist and host institution to negotiate the details. «In my case,» explains Scannell, «Effat College and I honed in on a number of objectives which included my teaching of Finance across the curriculum, teaching a Finance Executive Education for its Extension Program under the direction of Dr. Eman Mohamed, and delivering stand-alone Finance lectures to students, colleagues and the community.

Effat College's Vice Dean for Institutional Development & Quality Control, Kerry

Laufer, added that she hopes Dean Haifa's lead will encourage other Saudi academies to follow suit, thus cultivating further meaningful relations between Saudi Arabia and the United States. Each country is entitled to ten Specialists per year. More information about Fulbright programs, including the Specialist program, can be found at <http://www.cies.org>

## Student Co-curricular Activities



Effat College's co-curricular program has developed into a dynamic program where students develop their skills academically, personally, socially and professionally. They participate in and initiate several projects both within and outside the college environment. The program also encourages student participation in and management of various clubs and Student Government & self-funding initiatives. Currently, students like Soha Al Fahil, Nojoud al Sihli, and Maysam Mamoun are members of clubs such as the Active Youth Club, the Marketing Club, and the Arts Club.

One of the activities of the Marketing Club this year, for example, was organizing a bazaar. The income of the event will allow the Marketing Club to cater to the needs of the student body. For this, the Club will distribute a survey to the students on how they would like to invest the money.

Booths for the bazaar held in 2006, were sold out a week before the event. Most booths displayed and sold products like thobes, abayas, accessories, or food, whilst some sold handicrafts made by the students! The bazaar also featured a very successful Fashion Show, with models displaying the fashions of Saudi designers such as Wid Bougari. It was an opportunity for all students to show off their talents!

The Arts club worked on a recycling project that aimed to make decorative objects out of things that are mostly thought of as useless. Member of the Arts club is also looking forward to start using other materials for their work such as wood, leather, glass, and using oil and water colors. Their art projects, along with the rest of the projects done by the different clubs' members were displayed in an End-of-Year Exhibition. The Photography Club is responsible for taking pictures at all

students' trips and events. The club's members have also taken pictures at places like Old Jeddah and the Corniche. Active Youth Club members have organized various events like the celebration of the International Day for Solidarity with the Palestinian Peoples and 'Maedat al Rahman', a College tradition where students and faculty serve the staff a Ramadan feast and provide entertainment and gifts for their children and families. Effat College Architecture student, Maysam Mamoun, is the captain of basketball team, and her responsibilities include organizing tournaments, training beginners, and awarding winners. She was also a referee for a tennis table championship. Also, as Vice President of the student committee, Maysam Mamoun has been involved with the rest of the Committee in surveying college students on their interests and needs to plan better for future years.







## Effat Collaborates with Georgetown University on Curriculum Development for Business Administration



Effat College welcomed a delegation from Georgetown's McDonough School of Business twice this year, in October and March, to conduct workshops with Effat College faculty that culminated in the joint development of an innovative new undergraduate curriculum in Business Administration. Georgetown faculty participating in the project included Kasra Ferdows, Professor and Heisley Family Chair of Global Manufacturing; Catherine Tinsley, Associate Professor; and Samuel Robfogel, Associate Director for International Initiatives. Those involved in the curriculum development process emphasize its innovative approach, with the incorporation of real-world experiences in classroom activities a key component of pedagogical innovation. Students majoring in Business Administration will be able to concentrate in one of several areas, including Finance & Accounting, Human Resources Management, Marketing, Information and Operations Management, and Entrepreneurship. Effat College plans to unveil the new program in 2006-2007.

## Effat Partners with Instituto de Empresa to offer Seminar for Women Entrepreneurs

In October 2005, Dean Haifa Jamal Allail traveled to Madrid, Spain to meet with Dr. Celia de Anca, Director of the Center for Diversity in Global Management, to discuss the possibility of future collaboration between Effat College and the Instituto de Empresa. Following that meeting, a protocol of cooperation between the two institutions was signed on March 6, 2006. The first activity planned by the partners is an intensive seminar for women entrepreneurs which will take place in Jeddah in November 2006. The three day program is design around the themes Women and Entrepreneurship Skills, Marketing and Communication Skills, and Local Environment for Women Entreprneurs in Jeddah. Instituto de Empresa faculty will be delivering this intensive program on-site at Effat College. The Instituto de Empresa, founded 30 years ago, is ranked 5th in Europe and 16th in the world among schools of business by the Financial Times.