



MAZOOON COLLEGE

(Affiliated with Missouri University of Science & Technology, USA)
(Under the supervision of Ministry of Higher Education, Sultanate of Oman)

POSEABLE MAGAZINE

Academic Year 2016 - 2017

FINANCIAL ANALYST

BUSINESS ADMINISTRATOR

PSYCHOLOGIST

ACCOUNTANT

ORGANIZATIONAL LEADER

ECONOMIST

ENTREPRENEUR

EDUCATIONALIST

BUSINESS ADMINISTRATOR

ACCOUNTANT

FINANCIAL ANALYST

EDUCATIONALIST

MARKETING SPECIALIST

STRATEGIST

PSYCHOLOGIST

ORGANIZATIONAL LEADER

BUSINESS ADMINISTRATOR

ECONOMIST



Mazoon College

MAZOOON COLLEGE was established in 1999 with a mandate to provide an opportunity for learning, research and development to our students on par with world class standards of education. The college has collaboration with the Missouri University of Science & Technology, Rolla, USA, Purdue University, Calmet, USA and Banasthali Vidyapith (University), Jaipur, India. Presently the college provides an excellent ambience for Master's, Bachelor's Degrees, and Associate Diplomas in Accounting, Economics, English, Business Administration, Management Information Systems & Psychology, Computer Science, Information Science & Technology, Entrepreneurship, Organizational Leadership and Supervision and General Foundation Program (GFP).



Dr. Juma Saleh Al-Ghailani

Managing Director

The Founder, Managing Director of Mazoon College has always been contributing to build higher education capacity. The MC strategic direction is to serve the community by offering various academic programs. Dr. Juma's main goal is to develop a curriculum that is of international stature and of high quality. Our gratitude and appreciation to what Dr. Juma has been achieving to enhance the quality of HEIs.



Professor Dr. Jamal Dawood Salman

Dean

The Dean of Mazoon College for 6 years since 2011 Dr. Jamal efforts in serving the college and helping students to achieve their goals is foreseeable. In the occasion of first edition of Business and Economic department Magazine, we would like to express our deep thanks and appreciation to his sincere and great efforts for his contribution in building the academic institutional standards at Mazoon College and quality culture.

Editorial Board

A thought that has been enduring in mind when it becomes real; is truly an interesting and exciting experience. This magazine was one such cherished work that had its roots in the persuasion. It would be a snapshot of the various activities associated with Bus & Eco Dept.

This magazine will serve to reinforce and allow increased awareness, improved interaction and integration among all of us and is intended to be published annually. This maiden issue of magazine should inspire all of us for a new beginning enlighten with hope, confidence and faith in each other in the road ahead.....



Dr. Owais Husain



Mr. Ihsan Ashiq



Dr. Suhaila Abbas



Dr. Sheeba Khan



Dr. Sushmita Dey

Programs Offered

- **Masters**
 - Master of Business Administration
 - Specialization Area:
 - Human Resources Development.
 - Financial Management
 - Marketing Management
 - Information Technology
- **Bachelors**
 - Accountancy
 - Business Administration
 - Business Administration with Minor in Finance
 - Business Administration with Minor in Marketing
 - Economics
 - Economics With Minor in Energy Economics
 - Economics With Minor in International Economics
 - Organizational Leadership and Supervision
 - Psychology
- **Associate Degree**
 - Accountancy
 - Business Administration

New Programs has been introduced

- Bachelor of Arts in Business with a Major in Entrepreneurship
- Bachelor of Science in Organizational Leadership and Supervision

HOD's Desk

Dr. Owais Husain



The Department of Business and Economics plays an unique role where ethos of Accounting, Business, Economics, Entrepreneurship, Organizational Leadership and Psychology courses prevails.

It is believed that these courses by their very nature are humanistic and socially derived courses, which basically unites Scientific Principles along with human, moral and social understanding.

Department aims to excel in the varied fields and it's a source of change facilitator who serves to complement the existing and emerging Educational Programs by imparting Professional and Behavioral competencies thereby transforming students to become new age leaders in their chosen professions. The department constitutes intellectual domains, spanning the spectrum of knowledge pertinent to various fields. The courses aims to make the student aware of various issues concerning to global world and its very much meant to sensitize them further to broader Social, Cultural, Economical, Ethical and Human issues in global world.

The MBA course prepares the students for professional world by creating business competence that enables them to carve a niche for themselves in the organization they are working. These students are being taught various interdisciplinary subjects.

The Department has competent Faculty members with the high degree of excellence who keeps pace with current developments in the field of specializations.

"I hope this magazine will help us to stay connected which will contribute to the growth and achievement of the college. We welcome your inputs for future magazine and urge to stay connected"

FACULTY ACHIEVEMENT'S

Dr. Suhaila Abbas:



"Perceived risks of E-marketing & Digital Environment", Symposium for Omani Consumer protection Association, March, 2017, Muscat, Sultanate of Oman. Many colleges and universities participated beside many representatives from different companies. Research was presented to discuss the following electronic and online

risks: Financial risks, Security risks, Information Risks and Privacy risks. Dr. Suhaila got appreciation certificate and award for her paper.

Dr. Owais Husain



Appointed as Board Member of AMITY JOURNAL OF MANAGEMENT RESEARCH (AJMR), ISSN: 2455- 9881 (Print), ISSN: 2456-169X (Online), RNI: UPENG04199.

Also appointed as External (International) Examiner for evaluating PhD's thesis of ANNAMALAI UNIVERSITY, Annamalai Nagar, India, on October 2016.

Dr. Imran Azad



Reviewed chapters as member of the College Scientific committee of the first volume of edited book on "Banking Sector in Oman: Strategic Issues, Challenges and Future Scenarios", published by the College of Banking and Financial Studies, Muscat, Sultanate of Oman, 2017.



HALL OF FAME



Sara Yasser Khamis Al Aari
Major: Accounting
CGPA: 3.83
Graduation semester: Fall – 2016/2017



Ahlam Salim Rashid Al Alawi
Major: Business Administration
CGPA: 3.81
Graduation semester: Spring – 2016/2017



Sara Sulaiman Nasser Al Naabi
Major: Psychology
CGPA: 3.64
Graduation semester: Fall – 2016/2017



Sara Said Mubark Al Uraimi
Major: Psychology
CGPA: 3.61
Graduation semester: Fall – 2016/2017



Hajer Marhoon Khalfan Al Naaimi
Major: Psychology
CGPA: 3.59
Graduation semester: Spring – 2016/2017

Noora Saleh Mohamed Al Balushi

Major: Business Administration
CGPA: 4.00
Graduation semester: Fall – 2016/2017

Marriam Saleem

Major: Accounting
CGPA: 4.00
Graduation semester: Fall – 2016/2017

Tahani Salim Saif Al Mabsali

Major: Psychology
CGPA: 3.88
Graduation semester: Fall – 2016/2017

Jihan Sulaiman Saif Al Udhubi

Major: Psychology
CGPA: 3.75
Graduation semester: Fall – 2016/2017

Rahma Said Suweilem Said Al Alwai

Major: Psychology
CGPA: 3.69
Graduation semester: Fall – 2016/2017

Arwa Saleh Nasser Al Araimi

Major: Psychology
CGPA: 3.66
Graduation semester: Spring – 2016/2017

Shereen Nazar Mohammed

Major: Psychology
CGPA: 3.61
Graduation semester: Fall – 2016/2017

FLASHBACKS



FIELD TRIPS



Trip to Sultan Qaboos University Hospital, Psychiatry Department

Dr. Roger Martin, FRC, Psych, Senior, Consultant Psychiatrist, Sultan Qaboos University Hospital headed the talk. Dr. Roger made the students aware about the latest psychological problems. And Ms Zena Al Sharbati, the Clinical Psychologist, gave a short introduction to studying psychology at college, what jobs are available for psychology graduates and more specifically what involves being a clinical psychologist or psychology assistant.



Trip to College of Education, Sultan Qaboos University

Students of Abnormal Psychology visited College of Education, Sultan Qaboos University on 26 March 2017. The students were accompanied by Dr. Jameela Khatoon, Faculty member/Career Advisor. The students got opportunity to perform some of the tests in the Psychology lab. The students also visited the Counseling Lab, which was lead by Prof. Mona

Field Trip To Al Masarra Hospital

Career Advisory Services in association with Dept of Business & Economics organized a field trip to Al Masarra Hospital on 27 April 2017. The trip was accompanied by Dr. Jameela Khatoon, Career Advisor and Ms. Namita Pandey, Faculty Member, Dept of Business & Economics. Students also got opportunities to know about the forensic lab, detox lab and rehabilitation lab where the clients with criminal background and substance abuse are treated.

WORKSHOPS & SEMINARS



Seminar on "Motivation & Self-Improvement" conducted 19th October 2016.

Dr. Salah Al Zadjali was the key note speaker of the workshop. Dr. Salah Al Zadjali is a Specialist and trainer at Department of Environmental & Occupational Health, Ministry of Health, Oman.



Workshop on Habits of Effective Personality conducted by Department of Business and Economics on 30th January 2017 in collaboration with Career Advisory Service.

The workshop was aimed to inculcate the positive habits for effective personality. Ms. Namita Pandey, Faculty Member, Department of Business & Economics was the keynote speaker of the workshop. The workshop was convened by Dr. Jameela Khatoun, Career Advisor



Workshop on "Children Upbringing: Reality and Ambition" conducted by Dr. Esam A Majeed Al lawati, Assistant Professor, Department of Business & Economics on 22 April 2017.

The workshop was aimed to identify the reality of upbringing and education in Omani society, in addition to

learn ways and methods of treating negative phenomena and promoting positive phenomena.



Workshop on "How to Build Customer Relationship through Marketing & Promotion in Competitive Business Environment" on 07th June 2017.

The workshop was aimed at drawing attention on the importance of building customer relation through marketing and promotional strategies to sustain in competitive business environment. Mr. Asaad Al Balushi, Product and Training Manager, Mr. Zubair Nazeer, Asst. Product and Training Manager and Mr. Tayuab Naqvi were the speakers. The workshop was well coordinated by team comprising of Dr. Shamseen Raza, Assistant Professor and Mr. Ihsan Ashiq, Lecturer



Workshop on Careers in Psychology organized by Department of Business and Economics and Career Advisory Services on 4th April 2017.

Mr Hashil Al Hatmi, Assistant Psychologist, SQU, Hospital was the speaker for the workshop. The speaker highlighted the importance of psychology. He discussed various career options in forensic psychology, counseling, psychology, clinical psychology and organizational psychology.



FACULTY NOTES



7 WAYS TO TACKLE EXAM FEAR: By Ms. Qudsia Nazneen (Faculty: Accounting)

1. Advance preparation: exam fear is due to the unpreparedness of students till the last moment of the exams. The best way to overcome exam fear is preparing for it from the start of the semester..

Take notes in class. Clear out all your doubts with your lectures before time. Start revising the exam syllabus well in advance. Don't start reading new parts a day before the exam. It confuses your mind and you may forget what you are already prepared.

2. Relaxation: be at the venue at least 15 minutes prior to the start of the examination. Being late make you tense and disturb your mind. Check all the essentials you need for the examination at the night before. Enter the examination hall in peace. Don't discuss what other people have read as it may raise doubts about your preparation in your mind. If you feel panic take deep breaths to calm your mind.

3. Repeat positive affirmations: have confidence in your preparation. Tell yourself that you will clear the exam with flying colors many times a day. Take deep breaths to calm your nerves when you feel anxious.

4. Block out negative thoughts: like I will fail the test or I am not prepared enough. Don't feed your brain negative thoughts which increase your stress levels. Block out these thoughts and focus on positives so that you feel confident enough.

5. Sleep: lacking sleep impacts brain function and makes you forget things. Having an 8 hour sleep is mandatory to stay alert and perform well in exam. Staying awake all night is not advisable. It makes your mind go blank in the examination hall.

6. Take break: don't watch television or spend time on social media and internet as they make brain tired. Instead go for a walk in the park. Seeing green color soothes eyes and refreshes your mind. Walking helps in blood circulation and relaxation. Return back to study with a fresh mind.

7. Eat healthy foods: Eating junk makes you lethargic. Eat fresh foods and vegetables during exam days. Don't go to examination hall empty stomach as it hampers the concentration. Take care of your health to clear the exam with good grades.

Preparation for an exam not only includes studies but also taking care of your mind and body. Fearing exams does nothing but make you anxious and affects your performance level.



Managing the Intellectual Capital / A Road Map to Higher Education In- stitutes Quality

By Dr. Suhaila M Abbas/ Associate
Professor

Higher education institutes have several basic and essential functions in building the institutional capacity, these are: knowledge creation, knowledge extraction,

and knowledge transmission. The ability to identify and measure the intellectual capital of the HEI represents a way to allocate and develop it as well as to institutionalize the effective management of it. In HEIs the competition to attract talented faculty, staff and students are significant. Identifying and managing strategic intellectual capital to respond to changing needs of the society represents an important method to sustain or improve the competitive advantage of the HEI. Universities and colleges, devote their revenues into R&D, in the search for tomorrow's profit-generating intellectual assets. Therefore, universities search for ways to attract and retain the qualified human resources and adopt effective policies to manage them in order to foster innovation and fuel new development.

The elements of Intellectual Capital are: Human Capital, Structural Capital and Relational Capital.

Human capital consists of the individual knowledge and skills embodied in staff and faculty members. the knowledge and capabilities serve as an engine, allowing organizations to operate, innovate, execute, and adapt to changing business conditions. Structural capital provides the necessary infrastructure for coordinating efforts and turning knowledge into products or services. Structural capital represents an organization's "know-how" that is embodied in organization processes, tools, and organizational structure. Relational capital of the HEIs includes all of the mutually-beneficial collaborations outside of the HEI which include: the relationship between a university and its students, Partnerships with industry or affiliated professional bodies, and the relationships with government, Prepare for it.



Foreign Direct Investment (FDI) in Oman: Current trends and Future Prospects

By: Dr. Imran Azad (Associate
Professor)

Investment is an important ingredient for the sustained development of any economy. The continuity in the investment

process is a sine-qua-non especially for the developing countries. Since the availability of capital for investment is scarce in most of the developing countries due to the low rate of domestic savings, hence the importance of foreign investment assumes even greater significance. Foreign Investment has long been a subject of interest, as renewed in the recent years because of the rapid growth of global foreign investment inflows worldwide and the possibilities offered by foreign investment for channelizing resources to developing countries.

Unfortunately, the Middle East-Asian countries have only a meagre share of the total FDI inflow worldwide. The causes attributed to this are the excessive restrictions and regulations by the governments, inadequate infrastructure, low quality of human capital and inward looking government policies. This is despite offering the advantages on various other aspects which these emerging

economies offer to the foreign investors. Realising the importance of Foreign Investment in the growth and development of any economy the policymakers in Oman has come up with various measures to boost Foreign Direct investment in Oman.

In the recent years despite the various initiatives taken by the policy measures the Foreign Direct Investment (FDI) in Oman has not show a consistent increase. The Public Authority for Investment Promotion and Export Development (PAIPED) is a specialised is working hard to promoting foreign Investment coming out with a number of initiatives from time to time. The FDI inflow in Oman has seen a sharp decline since the economic crisis of 2008. The FDI inflow in 2008 was \$2952 million which fell to \$ 1485 million in 2009 and continues in the same range till 2014 but in 2015 it rose drastically to \$2692million and then fell again to just \$142 million in 2016(www.unctad.org/fdistatistics). This trend can be seen in almost all the GCC countries owing to the political and economic events during the period.

In case of Oman a number of measures have been taken by the policy making bodies to boost the FDI by highlighting the opportunities in various sector for investment and to open more sectors for foreign investors. The vision 2020 clearly outlines the strategic move of diversifying the economic base and sources of national income, which focuses on developing other sectors of the economy to reduce dependence on the income from Oil revenues. The development of Sohar port and free Zone, Salalah Free Zone and Duqum Special economic Zones which also includes an airport, sea port, an oil refinery and tourism infrastructure have offered opportunities to the foreign investors. The other major factors which gives Oman an edge is in terms of the ease of doing business as highlighted by the World Bank report where it ranked Oman 70th out of 189 countries.

Oman offers range opportunities to make it a favourable destination for foreign investors such as:

Stable economic and political environment, Tax exemptions and customs duty exemptions, no tax on personal income, at par in terms of Index of Transaction transparencies, Investor protection index, at par with USA, Germany & MENA countries, 70% foreign ownership in most sectors 100% in special cases and specific economic zones, advanced telecommunications Infrastructure - mobile penetration rate 150.18%, rating for Sovereign, Currency, Banking, and Economic Structure Risk are very low and signatory to WTO, GCC common market, GAFTA, FTAs with US and Singapore, Iceland, Norway, Switzerland and Lichtenstein.

Given the government intention and the number of initiatives taken to enhance investment opportunities it seems that in the coming years Oman will definitely see an increase in foreign direct investment and will be an emerging destination for foreign investment.



Knowledge Management: A Way forward in the sluggish era

By: Ms. Faiza Amir (Lecturer-Business)

Today, knowledge is a sustainable source of competitive advantage, and it is essential for companies to tap in an era of rapid change and uncertainty, companies need to create new knowledge, nurture it and disseminate it throughout the organization, and embody it in technologies, products and services. Several sectors depend on knowledge as their principal means of value creation.

Knowledge Management (KM) comprises a range of practices used in organizations to identify, create, represent, distribute and enable adoption of insight and experience. Such insight and experiences comprise knowledge, either embodied or embedded in organizational process or practice. KM efforts typically focus on organizational objectives such as improved performance, competitive advantage, and innovation, the sharing of lessons learned and continuous improvement of the organization.

The oil and gas industry faces challenges of dynamic global conditions. Exploration and Production (E&P) companies are focused on transforming the way of doing business, combining financial and operational decisions to reduce costs and improve operational efficiency. Workforces are aging and downsizing is order of the day. The knowledge often resides in experienced engineers, commercial specialists and managers. When they leave, so does much intellectual capital. Oil and gas businesses, from E&P to retail, must also cope with new security threats, safety and financial compliance requirements as well as growing environmental pressures.

Thus oil and gas industry can take advantage of Knowledge Management (KM) developments practices. Throughout the rapid advance of technology, an extension of offshore drilling, numerous acquisitions, the growing reliance on foreign oil sources, and a focus on environmental issues, KM initiatives have played a part in making operations more efficient and effective.

Knowledge Management is a discipline of identifying, capturing, retrieving, sharing and evaluating an enterprise's information assets. Knowledge is increasingly becoming "the" resource, rather than "a" resource for wealth generation. It is widely recognized that knowledge is the critical asset to individual as well as organization to succeed in the increasingly competitive environment. Knowledge needs to be distributed quickly and widely because active knowledge is the "gem" while idle knowledge is the "stone". Knowledge is the "power", holding knowledge is similar to holding the competitive power of the new economy.

Organizational knowledge needs to be identified, developed and shared to ensure it is optimally used. All learning must be integrated into the organization and broadly available throughout the company. This knowledge can be generalized and applied to existing

UPCOMING WORKSHOPS 2017 - 2018



Dr. Esam Al Lawati (Asst. Professor of Psychology)
Coordinator for Training Workshops Program

S.No	Presentator	Topic Title	Tentative Date
1	Dr. Owais Husain	Evolution of Money	Sep-17
2	Dr. Suhaila Abbas	Time Management for Improving Students' Achievement	Oct-17
3	Dr. Esam AL lawati	The Nature and Origin of Human Attitudes	Nov-17
4	Mr. I. Servathullah	Accounting Software Information	Nov-17
5	Mr. Ihsan Ashiq	Supporting Small Business Development – New Tools and Techniques	Dec-17
6	Ms. Nelia Basmayor	Multiple Intelligences	Jan-18
7	Ms. Namita Pandey	Habits of Effective Personality (Part 2)	Feb-18
8	Dr.Sushmita Dey	Women Empowerment	Mar-18
9	Ms.Qudsia Nazneen	Accounting the Language of Business	Apr-18
10	Dr. Sheeba Khan	Analyzing Data Using SPSS	May-18
11	Dr. Shamseen Raza	Personality Development & Communication	Jun-18
12	Dr. Imran Azad	Techniques for preparing students for job Interviews	Jul-18

STUDENT CLUBS

ACCOUNTING CLUB

Accounting club is organized for Accounting Major Students. The meetings of the accounting club students give the chance to get to know their fellow accounting major students. During the club activity hour, the accounting students get together and discuss accounting related topics. Students also learn about interviewing skills/techniques with mock interviews, group discussions. Tutorial classes are also given to students whose GPA is less than 2.

Faculty Advisor
Ms. Qudsia Nazneen
qudsia@muc.edu.om



BUSINESS CLUB

Business club coordinator is a faculty member responsible for providing all aspects of leadership for the student organization and is responsible for student club members.

The responsibilities include the following:

- Supervising business students club meetings;
- Overseeing the process of event planning;
- Holding a minimum of one meeting for the membership per semester; and
- Submitting a semester and annual report of student club activities.

Faculty Advisor
Dr. Suhaila Abbas,
suhaila@muc.edu.om



ENTREPRENEURSHIP CLUB

The MUC Entrepreneurship Club shall bring together all members of the college community interested in entrepreneurship, promote and facilitate the study and practice of entrepreneurship, connect student members with experienced alumni and local entrepreneurs, encourage interest in innovation and enterprise creation and develop aspiring entrepreneurs into motivated, ethical, and dynamic business leaders.

Faculty Advisor
Mr. Ihsan Ashiq
Ihsan@muc.edu.om



ECONOMICS CLUB

The Economics club aims to enhance the educational experience of all students. We are dedicated to promoting economics knowledge on campus as well as in the community through its activities. This is club where students can learn to apply economics to real world situations, gaining a better understanding of how economics is used in the real world

Faculty Advisor
Dr. Sushmita Dey
sushmita@muc.edu.om



PSYCHOLOGY CLUB

The Psychology aims to enhance student activities by providing them science labs, also to dissemination of the principles and concepts of psychology in Oman society.

Psychology club has many achievements such as participation in Mazoon College exhibition and publishing pamphlet about most important psychological disorders and mental and neurological illness. Also, implement many workshops about daily life of human health. Participation in various psychological forums in SQU, also, implements voluntary campaign under the title "please others"

Faculty Advisor
Dr. Essam Al-Lawati
esam@muc.edu.om





Mazoon College Your Way... to Success and Future...

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