TAGI-UNI

Talal Abu-Ghazaleh International University

TAGI-UNI Newsletter

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TAGI-UNI was established by HE Dr Talal Abu-Ghazaleh in 2013 as a global educational alliance that facilitates distance learning by working in partnership with global professional associations.

Since its establishment in 2013, TAGI-UNI has secured partnerships with very reputable Universities and training institutions such as University of Liverpool, Thunderbird School of Management and many other providers of online education.

please visit our website **www.tagiuni.com** for more information
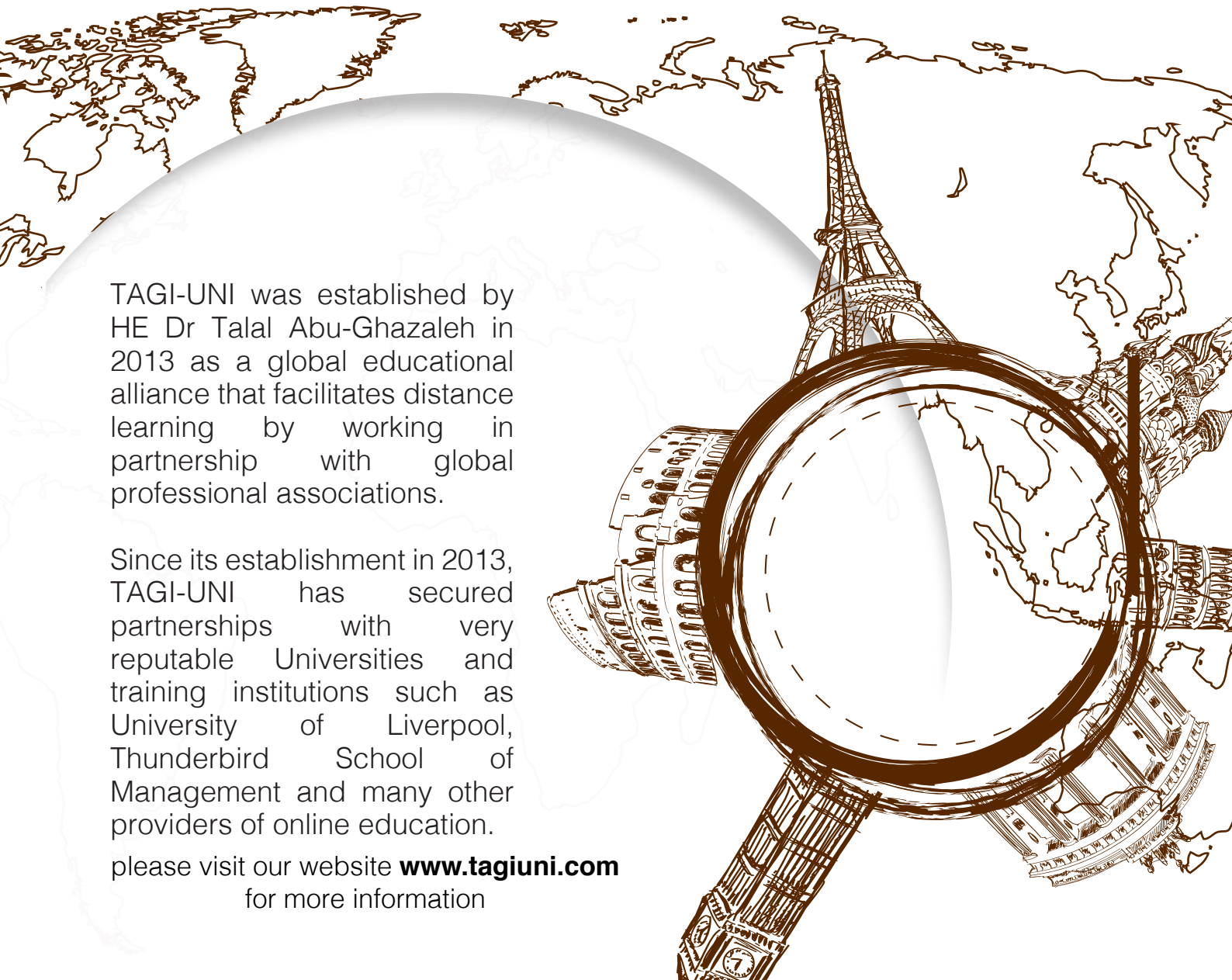
TAGUCB Develops a Conceptual Model of Factors Affecting Social Media Networking Usage in E-Learning

MANAMA

Talal Abu-Ghazaleh University College of Business (TAGUCB) in Bahrain has developed a new conceptual model of factors affecting Social Media Networking usage to enhance e-Learning at the University. This model aims to aid educators to develop online courses for students, and for TAGUCB to utilize a Moodle-based e-learning management system.

The conceptual model proposed by TAGUCB is currently undergoing assessments with the participation of both TAGUCB educators and students in exploring new ways to implement social networking as a learning platform.

Logistics Department Coordinator at TAGUCB, Mr. Mohammed Al-Barghouthi indicated,

"***E-Learning*** has made it necessary for educational institutions, including TAGUCB, to consider utilizing social media as a tool for promoting learning and knowledge creation." He also indicated, "***E-learning*** platforms can enhance student performance through encouraging more student engagement, increased discussion, as part of the learning process."

The background behind the TAGUCB study is to highlight the importance of social networking in stimulating online learning, encouraging students to constructively participate in the learning process in contrast to the traditional, teacher-centric method.

Of the challenges revolving around this conceptual model; E-Learning has not been fully implemented in Bahrain due to difficulty of IT acceptance - which entails several factors including lack of top management support, the norm of utilizing technology in the classroom environment, user computer self-efficacy, information literacy, and computer experience.

TAGUCB aims to reflect the positive effects and usage of social media networking in e-Learning, which will in turn help break barriers to existing challenges in implementation of e-Learning systems to support education.
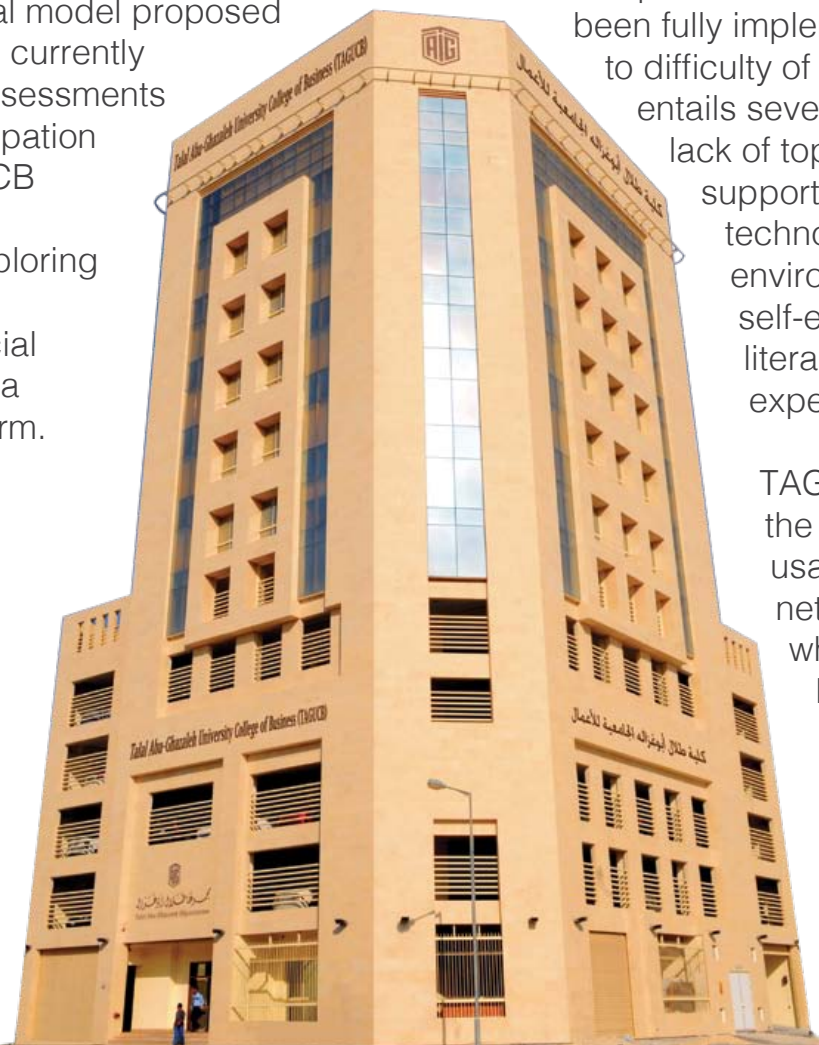
For his outstanding worldwide stature and professional attainment in the field of «Business and Entrepreneurship»

Abu-Ghazaleh Receives Worldwide Alumni Association of the American University of Beirut Distinguished Alumnus Award for his Outstanding Global Stature

BEIRUT

The Worldwide Alumni Association of the American University of Beirut (WAAAUB) Board of Directors honored HE Dr. Talal Abu-Ghazaleh, chairman of Talal Abu-Ghazaleh Organization (TAG-Org) with the prestigious WAAAUB Distinguished Alumnus Award for 2016 during the Association's Reunion Honoring Ceremony held at AUB Assembly Hall.

The WAAAUB Committee for Awards granted Dr. Abu-Ghazaleh the Award for his outstanding worldwide stature and professional attainment in the field of «Business and Entrepreneurship» as well as his many contributions to professional and education services, corporate and social responsibility and patronage of many valuable civil initiatives which deserve the recognition and pride by AUB Alumni.

During the ceremony, AUB President Dr. Fadlo Khuri said: «HE Dr. Abu-Ghazaleh has typified the AUB tradition of excellence and brought credit to the University by his professional achievement, personal accomplishment and philanthropic service.»

Upon receiving the Award, Dr. Abu-Ghazaleh expressed his pride in receiving the Award saying: «I am greatly humbled and honored to be receiving this award. I would like to offer my sincerest gratitude to the Board and Committee for this acknowledgement; the AUB has always been a powerhouse in driving the change in the world of education and as a graduate from this great institution which I owe a lot to its futuristic and dedication to education, I say ‹thank you›.»

Established in 2006, the WAAAUB Alumni Awards Program aims to recognize the excellence and achievements of AUB alumni worldwide and increase awareness about their accomplishments to foster the prestige and profile of AUB worldwide.

Dr. Abu-Ghazaleh's pioneering work has been recognized by the United Nations with whom he became chairman of 14 UN boards and initiatives including:

Digital Technologies for Sustainable Urbanization Network, Global Alliance for ICT and Development, UN Global Compact, UN Information and Communication Technologies Task Force, Advisory Committee on Internet Governance, and UN Committee of Experts on Professional Qualifications Standards, as well as boards of all international accounting bodies.

His many personal honors include 'Chevalier de la Légion d'Honneur›, Decoration of Independence of Jordan and 40 other decorations and awards, as well as five Honorary Doctorate Degrees. Member of the WTO Panel on Defining the Future of Trade, Senator at the Jordanian Upper House, and most recently the Order of Independence of the First Class from Jordan›s King Abdullah II.

He is a Patron for Walid Gholmieh Symphonies, Lebanese National Symphony Orchestra and Chair of Jordanian National Orchestra Association; Chair of the globally leading Intellectual Property Rights company, as well as over 30 other chairmanships.

The University of Roehampton, Online

With the mission of making "world class education accessible to everyone, everywhere", Talal Abu-Ghazaleh International University (TAGI-UNI) partners with prestigious institutions to create a new model for distance learning.

As a global educational alliance, TAGI-UNI works with leading educational institutions to offer jointly administered, accessible, and accredited certification and degree programs to students around the world. In 2013, TAGI-UNI signed a partnership agreement with Laureate Online Education; part of Laureate Group, which is a network of more than 80 campus-based and online universities in 28 countries offering undergraduate and graduate degree programs to over one million students worldwide.

The University of Roehampton's online master's degrees offer, in partnership with online learning expert Laureate Online Education, a diverse range of programmes in management, health, education, psychology, humanities and social sciences - that have been designed to help change lives, transform careers and shape communities.

The University of Roehampton's traditional roots are derived from its four constituent colleges: Whitelands, Southlands, Digby Stuart, and Froebel w- all of which were founded in the 19th century as teacher-training colleges.

First founded in 1841 with Whitelands College; it was recognized as a teacher-training college for women by the Church of England's National Society. It took its name from Whitelands House, where it established a Georgian building on King's Road, Chelsea.

All four colleges were founded to address the need to educate poor and disadvantaged children. In 1975, the four colleges joined to form the Roehampton Institute of Higher Education.

Roehampton was formerly an equal partner in the now-dissolved Federal University of Surrey (along with the original University of Surrey in Guildford). Since August 1, 2004, the University of Surrey Roehampton became Roehampton University.

Since 2011, the University has been branded as the University of Roehampton. However, its legal name remains Roehampton University. In 2012, Roehampton launched its online programmes, continuing the legacy of increasing access to learning, providing affordable master's degrees to men and women all over the world.

All Roehampton programmes, whether delivered online or on campus, comply with the standards monitored by the Quality Assurance Agency for Higher Education (QAA) and are therefore recognised by the UK government. In addition, it has Programme-specific accreditations and recognition for individual programmes, such as the Association for Project Management APM and the Chartered Management Institute CMI.

TAGI-UNI Students

Wathiq Shihab

Master of Business Administration (Executive) - Graduate/ Alumni

I have chosen this major to enhance my experience and career path in the management and commercial fields; looking for new skills, knowledge and better career opportunities in the business networks.

I am working with an IT Company that provides Network Infrastructure solutions as a Senior Enterprise Account Manager.

That's why I've chosen the MBA program as the first step in progressing towards the commercial and business world.

Accordingly, I chose to study through Talal Abu-Ghazaleh International University, it being a well-known brand in the education sector in Jordan and it provides a vast array of online programs that are accredited by the highest accreditation bodies - and from prestigious universities like Amity and Liverpool universities.

Choosing to obtain an education degree online was convenient due to the nature of my work and its long hours, where it was difficult for me to attend an on-campus program.

TAGI-UNI Programs:

- **PMP**

Provider: Amity University   Duration: 3 Months   Fees: USD 300

Link: http://www.tagiuni.com/Course_Certification_Details.aspx?course_id=1423&id=2&topic_id=7

- **Bite-size award qualification in Strategic Marketing**

Provider: CIM   Duration: 40 Hrs.   Fees: USD 1130

Link: http://www.tagiuni.com/Course_Certification_Details.aspx?course_id=1451&id=2&topic_id=5

- **Bite-size award qualification in Digital Strategy**

Provider: CIM   Duration: 40 Hrs.   Fees: USD 1130

Link: http://www.tagiuni.com/Course_Certification_Details.aspx?course_id=1452&id=2&topic_id=5

- **IT Security Management**

Provider: Amity University   Duration: 3 months   Fees: USD 580

Link: http://www.tagiuni.com/Course_Certification_Details.aspx?course_id=1408&id=2&topic_id=20

- **Spanish Language**

Provider: Amity University   Duration: 3 months   Fees: USD 300

Link: www.tagiuni.com

For more information about TAGI-UNI partners' programs and certificates, please visit:
www.tagiuni.com

How Can Social Learning Spice Up Your Existing Learning Strategy?

Collaborative learning has always had a positive impact on learners. The advent of social media has provided experts in the Learning industry with more food for thought with regard to creating better and effective learning solutions that leverage on collaborative learning. Let us see how you can practically use social learning to spice up your existing learning strategy.

I begin with a definition of social learning and why adopting social learning makes sense, and how it will foster collaborative learning in your organization. I will also walk you through both learner and business perspectives that clearly establish a business case why you should use it.

(These inputs are from my previous article Why You Should Adopt Social Learning).

What Is Social Learning?
Simply put, social learning is learning with and from others. Social learning is not restricted to any one type of learning. If you're learning using online social media tools like Facebook, Twitter, LinkedIn, and so on, or gaining knowledge during informal offline activities such as group discussions, conference interactions, or even over a coffee conversation, it's social learning all the same.

Why Should You Adopt Social Learning?
Social learning not just benefits learners, but your business as well. The kind of positive learning experience that social learning provides to learners has a direct impact on the effectiveness of your learning initiative, which in turn translates into significant business gains and a positive ROI.

The Learner Perspective

How learning happens: According to the 70/20/10 model for Learning and Development, most of us pick:
- 70 percent of our knowledge from our on-the job experiences.
- 20 percent from interactions with others.
- 10 percent from structured or formal training.

Using social learning clearly facilitates learning by interaction through others.

Appeals to Millennials:
With every passing year, Millennials add up to the size of the world's total learning population.

They form a notable chunk of the overall learner population already.

The millennial generation thrives on going social - the percentage of Millennials using social media to look for information (59%) is way higher than those in the older age group categories (29%). Millennials engage in social networking frequently, use social media for their various infotainment needs, and can adapt quickly to social learning.

Social learning empowers learners: Have you observed your productivity go up and your tasks witnessing earlier completions when collaborating with your peers on the job? There might have been times when your mind just stopped working and you took to your Messenger to seek help from your colleague. A couple of minutes on the chat window and once you get the inputs or a little push that you needed, you're back on track again. That's the sort of impact social learning has on your learning and performance.

Social learning helps bring about greater application of the learning on the job besides giving learners greater control over their learning.

The Business Perspective

Organizations will see value in social learning as it:
- Connects disengaged learners.
- Helps learners self-organize.
- Facilitates collaboration.
- Can be applied across training needs: While social learning can be applied to supplement varied training needs, it is very effective for new initiatives including specific change management mandates.

How Exactly Can You Use Social Learning To Enhance Your Existing Learning Strategy?

I quote from one of my previous articles Learning And Performance Ecosystems: 5 Things Your Boss Wants To Know. One of the approaches is to work with a bigger picture of "Learning and Performance Ecosystem" and drive training through multiple channels (including formal and informal learning, social learning, and performance support). This combination ensures that multiple learning avenues are available to learners, and instead of one-off trainings, the focus shifts to "learning as a continuum".

To illustrate how this can be designed, here is a quick glimpse of a typical "Learning and Performance Ecosystem" solution.

What Is The Additional Value This Approach Will Bring?

What we have done here is to retain the existing formal training piece and extend it to include aspects that facilitate individual and collaborative learning. As a result, the focus has shifted to social learning as well as informal learning as shown here:

1. Learn collaboratively (social learning).
This could include:
- Learning from peers.
- Communities of interest.
- Coaching and mentoring.

2. Just-in-time learning aids.
Performance Support Tools (PSTs) that facilitate application of learning on the job. Through this, we can provide a multi-channel learning platform to the learners.

Given the different learning styles of different learners and the dynamics of increasing Millennials in workforce, these measures will help you accomplish your goals of:
- Knowledge gain.
- Knowledge application on the job.
- Positive ROI on training.

How Can You Establish Quantifiable Gains For The Learners And Business?

To maximize the impact, you need to relook at your existing learning strategy and adopt the following aspects:

1. Change from discrete formal training to a "learning journey" based approach.
Rather than having a finite number of formal training sessions that can happen for a finite number of days in a year, give the learners stackable bites of learning throughout the year.

2. Provide a clear learning path or journey for each learner.

3. Provide accesses to all formal and informal learning assets on the device of the learner's choice.
You can extend your learning material from traditional eLearning to mLearning or mobile learning that is available on tablets and smartphones as well.

4. Use microlearning assets extensively.
These small nuggets (running for a few minutes) can be used for both formal and informal learning. You can design a learning path that features multiple resources (microlearning nuggets). These are available to the learners within their work-flow promoting their usage at the time of need.

5. Use innovative formats in learning delivery to increase retention (and completion rates).
You can use videos and other rich media formats extensively. You can also use mobile apps for both learning and for assessments.

6. Use gamification.
The gamification solution gels well with the social learning concept as it induces the competitive spirit, makes learning fun, and is aligned to a specific learning outcome.

I hope this article gives you compelling reasons to adopt social learning and more importantly how exactly can you use it to enhance your existing learning strategy. If you have any questions, do contact the author apandey@eidesign.net

Source: Elearning Industry website: https://elearningindustry.com/can-social-learning-spice-existing-learning-strategy

Start Your MBA Based on MOOC Today!

In this issue, we will recommend you to start with "Managerial Accounting: Cost Behaviors, Systems, and Analysis", which introduce process management tools and techniques needed to analyze, evaluate, and drive operations across business functions at higher levels of efficiency and effectiveness. Topics include types of costs, cost behavior, costing system design, activity-based costing, and cost-volume-profit analysis.

This course is offered by the University of Illinois through the platform of Coursera, and is tutored through duration of four weeks.

Link access to the course: https://www. coursera.org/learn/managerial-accounting

What Training Professionals Can Learn From MOOCs

Training professionals need to make MOOC (Massive Open Online Course) adoption a priority for training companies and their customers. Luckily, there is a lot of data and learning available from the current MOOC providers. This article outlines few ways MOOCs can be made into today's premium training platforms, with ease and effectiveness.

7. Things Training Professionals Can Learn From MOOCs
The education sector is pretty excited about MOOCs; they get to offer learning methods for people who don't have the money or the time to enroll in a traditional college. The corporate and professional world has been slower to catch on, but it is starting: 7% of professional training organizations and associations are using open online courses, and 5% of organizations are planning to implement them in the next year.

More training professionals need to jump on board, and they might if they knew how easily MOOCs could be designed and how effective they truly are. Here are just a few ways MOOCs can be made into today's premium training platforms, with ease and effectiveness.

1. Course design: Flipping content.
Difficult material often requires specific guidance and someone to actually teach the participants; basic knowledge can be taught with a static textbook. Flipping is a learning strategy that separates basic theory from active learning and more advanced applications. Preparatory/ foundational content is made available

and studied outside the classroom, and more advanced subjects are taught during interactive training sessions. That means teachers spend more time teaching the things they're necessary for, and less time covering the assigned reading. Currently, 5% of training organizations and professional associations in the US have already adopted a flipping strategy and another 10% plan to adopt it in the coming months. The increased focus on active learning and more advanced material means members - most of whom have a professional background that depends on their basic understanding of the subject at hand - are far more engaged, challenged, and involved with the subject matter. Proper flipping makes sure everyone is on the same page and no one gets neglected, but no one drops out due to boredom, either.

2. Curation is faster than creation.
There is so much information available across so many different pre-made MOOCs that almost any training company can find relevant courses prepared and ready to go. As an added benefit, many MOOCs have are taught by well-known and highly regarded teachers, which can help attract and engage members/learners. The most specialized professional content might still be missing from today's available MOOCs, and that's where the training companies can add their expertise.

3. Providing an online community.
MOOCs are designed to allow users to learn by themselves. They focus on scalability, sophisticated peer evaluation, and create an engaging and interesting learning experience. Yet despite their individual adaptations, one of the most striking features of a MOOC is their ability to allow smooth collaboration between students. Discussion forums, in-course comments, and other interactions shape whole communities can easily replicate these features into their learning products. This adds a whole new incentive to get members involved in higher learning. In addition, participants often learn as much from each other as they do from the facilitators in higher-level MOOCs. This is a direct consequence of the social nature of MOOCs and the fact that their user base is as large as it is, and gives professionals a chance to connect and contribute. When the course is finished, the community still continues to exist, benefitting all involved in the network and the training organization that helped the network happen.

4. Massive size, low cost.
Your training companies might want to target tens of thousands of learners around the world. Obviously they're not all going to be taking the same course at the same time, but you need to be ready to facilitate things for all the learners who are interested. This usually
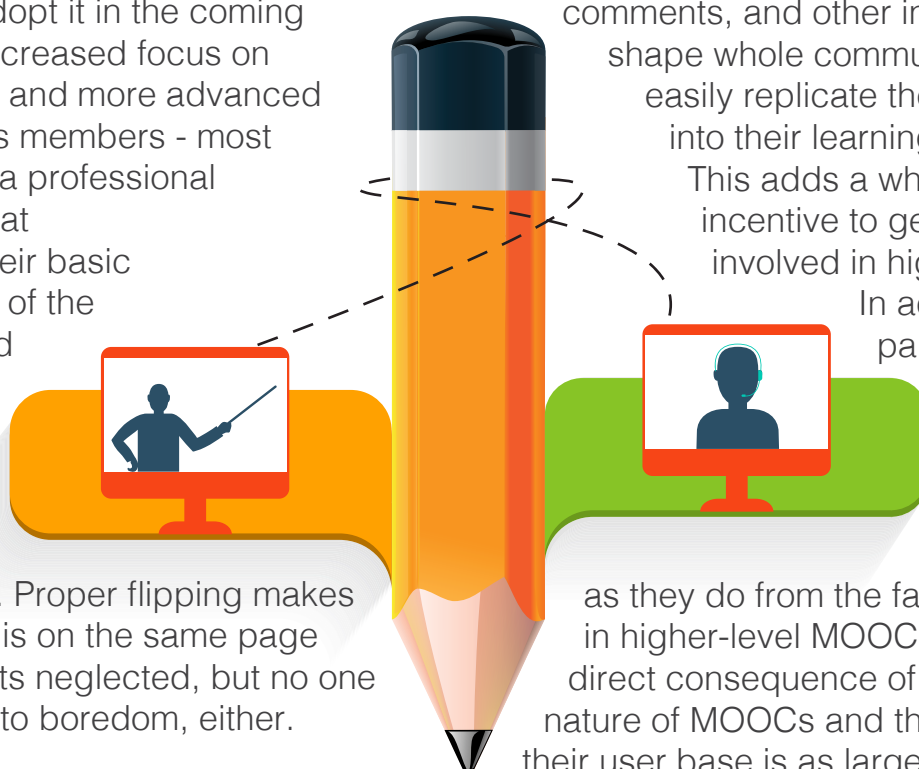
means spreading sessions out across multiple weeks to fit people's schedules, and with traditional classes this can push your costs through the roof –only so many people fit in a room, and only so many questions an instructor can address. MOOCs solve the problem of scheduled courses and scaling costs by virtually eliminating them- they allow you to offer affordable courses to as many professionals as possible, whenever those professionals are able to do the work.

5. Flexibility.
Since MOOCs enable online access anywhere and at any time, they're about as flexible as it gets for learners. Even better, the content itself is flexible and can be repurposed to fit other courses. Have a course that requires the same basic knowledge as a different one? No need to have a second trainer teach the subject all over again. While focusing around a single profession or activity, mixing, and matching your basic courses to pave the way for more specialized advanced courses can increase efficiency and cost-effectiveness for all your education efforts.

6. Course optimization.
Instructors can get to know their material too well, and they can lose focus of the details their students really need. MOOCs require presenters to review their courses and make them as efficient and clear as possible, and give them the objectivity to do just that. Online interactivity also allows your learners to speak up and ask questions as needed,

which provides further direct feedback. Current MOOC providers are highly selective in what they offer, meaning if you go with courses that are pre-produced you're likely to get exactly what your learners need.

7. Near-universal availability.
If you have an internet connection, you have access to MOOCs. Everyone can easily get a taste of a certain course, and anyone can choose to enroll with ease. The MOOCs offered by edX mostly cover the fundamentals, serving as a teaser to see if the course, the subject area, and the format are the right fit. MOOC previews let your members try some advanced learning on rather than simply reading a course description before forking over their hard-earned cash, and also serve as a powerful marketing tool for your training organization.

The MOOC success story is still unfolding, but the trend is clear. Adoption by training companies and corporations is slowly picking up and already showing some clear benefits. Though the importance of classroom based learning can't be ignored as it does add important structure to a course, MOOCS offer an alternative that is even more viable for many of today's learners. Training professionals can learn a lot -and teach even more- by making MOOC adoption a priority for them and their customers.

Source: Elearning Industry website: https://elearningindustry.com/training-professionals-can-learn-moocs

TAGI-UNI Partners

UNIVERSITY OF LIVERPOOL | ONLINE PROGRAMMES | THUNDERBIRD ONLINE PROFESSIONAL DEVELOPMENT

BRITISH COUNCIL | WALDEN UNIVERSITY A higher degree. A higher purpose. | Canisius

PEARSON VUE AUTHORIZED TEST CENTER | AMITY UNIVERSITY | ONLINE PROGRAMMES | SVU الجامعة الافتراضية السورية

i3zif.com | THE UNIVERSITY OF NORTHAMPTON | FORT HAYS STATE UNIVERSITY

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