



جامعة الخليج العربي
Arabian Gulf University

TRAINING PROGRAMS

2023-2024

مركز جامعة الخليج العربي لخدمة المجتمع والتدريب والإستشارات والتعليم المستمر
AGU Center for Community Services, Training, Consultancies and Continuing Education

CSTCE

TRAINING PROGRAMS CALENDAR

2024

ESTD 1984

January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
9	10	11	12	13	14	15
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	3	24
25	26	27	28	29	30	

DECEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



INTRODUCTION

The Arabian Gulf University Center for Community Services, Consultancies, Training and Continuing Education is responsible for offering consultation studies, organizing conferences, designing training programs and workshops, and arranging forums in highly specialized fields pertinent to the needs of the Arabian Gulf region.

The overarching purpose of the center is to improve and develop the cadres of both, governmental sectors and private companies.

The Arabian Gulf University (AGU) Center is the liaison between theory and its application. It provides expertise and knowledge to our society to fill the gaps in every field of life. It enables our societies to follow up with the fast pace of development in the world of science and up-coming domains.

The AGU Center concentrates on vital fields of knowledge such as education, learning, innovation, invention, environmental studies, and computation among other modern fields of development and advancement. It further offers its services to the people of the Arabian Gulf and the Arab world. Highly qualified experts in their field with substantial and significant experience and knowledge offer such training programs and workshops.

CSCTCE

 MISSION

The development of abilities and honing an individual's skills in the economical, educational and innovative fields in the Arabian Gulf region and the Arab world.

 VISION

The Arabian Gulf University Center for Community Services, Consultancies, Training and Continuing Education seeks to fulfill local needs in the Arabian Gulf area and the Arab world in the fields of development, education, environment and learning by producing professional trainees with high standards of skills that depend on state-of-the-art training programs and highly efficient trainers and specialists.

CSCTCE



TRAINING PROGRAMS

2024

CSTCE





IN COLLABORATION WITH

College of Graduate Studies

CSCCTCE





EVENT TITLE

DNA DAY - 70 YEARS OF DNA



EVENT INSTRUCTOR

Dr. Nouredine Ben Khalaf



EVENT DESCRIPTION

The Life Sciences Department is organizing a DNA Day celebration event that will feature presentations on DNA technologies. The event will commemorate the discovery of the DNA double helix structure made on the 25th April 1953 which paved the way for breakthrough innovations in biotechnology. The event will provide an opportunity to explore the latest progress of DNA technology including quantitative real-time PCR (qPCR), digital PCR systems (dPCR), Next generation sequencing and tools in gene therapy and editing.



DATE AND TIME

22 January 2024 - 9:00 am -1:30 pm

CSCCTCE

عنوان الورشة التدريبية توثيق المراجع حسب دليل جمعية علم النفس الامريكية APA 7TH EDITION

مقدم الورشة التدريبية
الدكتور احمد العباسي

أهداف الورشة التدريبية
هذه الورشة التدريبية تهدف الى تدريب طلبة الدراسات العليا على الأسس الصحيحة لتوثيق المراجع حسب الدليل السابع لجمعية علم النفس الامريكية وموجهه الى طلبة كلية الدراسات العليا بجامعة الخليج العربي

التاريخ والوقت
7-6 فبراير 2024 من الساعة 10 صباحاً إلى 1 مساءً

CSTCE



SHORT COURSE TITLE **ARTIFICIAL INTELLIGENCE**



SHORT COURSE INSTRUCTOR

Dr. Eshaa Mohammed Alkhalifa



SHORT COURSE OBJECTIVE

To understand what is AI, what it can do and cannot do, and learn the right questions to ask when decisions about artificial intelligence projects.



DATE AND TIME

25-28 February 2024

C SCTCE

عنوان المحاضرة متى عيد الفطر ١٤٤٥ ؟

مقدم المحاضرة 
الأستاذ الدكتور وهيب عيسى الناصر

تتناول المحاضرة

- تعريف الاستهلال
- معايير دخول الشهر الاسلامي في دول العالم الاسلامي
- التقويم الاسلامي الموحد وتقويم ام القرى
- متى يولد هلال شوال ١٤٤٥ ؟
- كسوف امريكا العظيم ٢٠٢٤
- من يستطيع رؤية هلال شوال ١٤٤٥ ؟

التاريخ والوقت

27 مارس 2024 من الساعة 11 صباحاً إلى 12 ظهراً



TRAINING COURSE TITLE

LEAP TRAINING COURSE PROPOSAL FOR THE UNDP AND THE MINISTRY OF ELECTRICITY & WATER IN THE KINGDOM OF BAHRAIN



TRAINING COURSE INSTRUCTOR

Dr. Maha Mahmood Alsabbagh



TRAINING COURSE OBJECTIVE

Be able to use LEAP to develop business-as-usual scenarios and mitigation scenarios to support the ex-ante and ex-post assessment of energy efficiency and renewable energy initiatives in Bahrain.



DATE AND TIME

17 April - 5 June 2024

CSCCTCE



WORKSHOP TITLE

4TH WORKSHOP IN BIOINFORMATICS: FROM GENE TO PROTEIN ANALYSIS”



WORKSHOP INSTRUCTOR

Dr. Nouredine Ben Khalaf



WORKSHOP OBJECTIVES

- To introduce participants to genomics data analysis, including genomics data retrieval, Next Generation Data analysis, genome alignment, and variant calling.
- To familiarize participants with protein structure analysis, including protein databases, visualization tools, homology modeling, and protein-protein interaction.



DATE AND TIME

4-14 May 2024- 9:30 am -4:30 pm

CSCCTCE



WORKSHOP TITLE

EMERGING TECHNOLOGIES FOR MEDICINE AND HEALTHCARE WORKSHOP



WORKSHOP INSTRUCTOR

Prof. Adel Bouhoula



WORKSHOP OBJECTIVES

By the end of this workshop, you will be able to:

- Get started with coding in Python.
- Write a basic machine learning program for a healthcare application.
- Explore Deep Learning techniques for diagnosing COVID-19 using X-ray images.
- Get a clear understanding of fundamental blockchain concepts through an interactive demo.
- Explore potential applications of emerging technologies in medicine and health-care.



DATE AND TIME

21-22 May 2024- 9:00 am -2:00 pm

CSCCTCE

IN COLLABORATION WITH



CSCTCE



SHORT COURSE TITLE **DESIGN THINKING AND BUSINESS MODELS (MBAF602)**



COURSE INSTRUCTOR

Prof. Soma Shekar, Adjunct Professor Somashekahr brings over 10 years of global teaching experience in Strategic Innovation, Design Thinking, Entrepreneurship and Disruptive Technologies, As an Adjunct Professor, he has nurtured budding talents across prestigious institutions worldwide, including INSEAD Singapore, ESSEC Business School Paris/Singapore, SP Jain School of Global Management, and Arabian Gulf University, GCC/Bahrain. Somashekhar holds a master's degree in computer applications and an MBA from the MIT Sloan School of Management, USA. He further honed his skills through programs at Harvard Business School and the John F. Kennedy School of Government as part of his MIT Sloan MBA program. He is recognized as an MIT Sloan Fellow in Innovation and Global Leadership.



COURSE CONTENTS

- Design Thinking program will lead participants through a step by step, design thinking process. To be considered successful, innovations have to solve the three key dimensions of Desirability, Feasibility, and Viability.
- Desirability: Is this product or service addressing a real customer need?

- Feasibility: Can we develop a solution that is technically feasible and better than competitors?
- Viability: Is there a viable business model around this product or service?
- Explore Design Thinking as a human-centric approach to innovation.
- Understand the process of Design Thinking, from empathizing with users to prototyping.
- Craft solutions that address real customer needs, surpass technical feasibility, and align with a viable business model.
- Dive into the essence of business models and dissect the nine building blocks of value creation.



DATE AND TIME

9-11 May 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCTCE



SHORT COURSE TITLE **MANAGING PEOPLE (MBAF603)**



COURSE INSTRUCTOR

- Professor Stefan GROSCHL, a professor in the Department of Management and the Co-founder of the Chair of Leadership and Diversity and the Chair of Sports at the ESSEC Business School
- Expertise in responsible leadership, sustainable business practices, diversity and inclusion, international human resources management, and organizational behavior
- published in numerous textbooks, book chapters and articles in both the international trade and academic press
- conducted company training programs and consultancies for firms in France and internationally
- worked with several think-tanks in Europe and as an expert consultant for UN's International Organization for Migration
- external examiner to the European Regional Development Fund, and various other governmental research grant programs in Europe and North America



COURSE CONTENTS

- Understanding and managing HR challenges globally and locally

- Aligning HR strategies to business strategy
- Attracting and retaining talents
- Managing employees' performance
- Developing financial and non-financial reward structures



DATE AND TIME

16-18 May 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

C SCTCE



SHORT COURSE TITLE **FINANCIAL ACCOUNTING (I) (MBAF604)**



COURSE INSTRUCTOR

- Prof. Carlos Ramirez 25 years of experience teaching financial reporting and financial statements analysis
- Member of ESSEC Business School faculty and formerly at HEC Paris and the London School of Economics
- Former academic director of ESSEC's MSc in Hospitality Management (IMHI)
- Expertise in auditing and in the hospitality industry with research papers published in top international journals



COURSE CONTENTS

- Financial reporting as a process
- Financial statements
- Financial reporting standards and principles
- Foundations of financial statements analysis
- Business valuation



DATE AND TIME

23-25 May 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSTCE



SHORT COURSE TITLE **FINANCIAL ACCOUNTING (II) (MBAF605)**



COURSE INSTRUCTOR

- Prof. Carlos Ramirez 25 years of experience teaching financial reporting and financial statements analysis
- Member of ESSEC Business School faculty and formerly at HEC Paris and the London School of Economics
- Former academic director of ESSEC's MSc in Hospitality Management (IMHI)
- Expertise in auditing and in the hospitality industry with research papers published in top international journals



COURSE CONTENTS

- Financial reporting as a process
- Financial statements
- Financial reporting standards and principles
- Foundations of financial statements analysis
- Business valuation



DATE AND TIME

30 May – 1 June 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSTCE



SHORT COURSE TITLE **FUNDAMENTAL MARKETING (MBAF609)**



COURSE INSTRUCTOR

Dr. Philippe Vande Wiele is an Assistant Professor in Marketing with over 15 years of experience teaching at Graduate and Undergraduate Level in the fields of Marketing, Management and Entrepreneurship.

With a PhD in Knowledge and Innovation Management, a track record of over 20 peer reviewed publications and over 20 years of experience as a practitioner of his expertise, Philippe brings a wealth of real-life knowledge in the field to the classroom through a teaching philosophy of applied learning to enhance people's capacity to be better decision makers at executive and senior executive level.



COURSE CONTENTS

- Introduction to Marketing
- Environmental Analysis
- Segmentation, Targeting and Positioning
- Marketing Mix (Product, Price, Place, Promotion)



DATE AND TIME

6-8 June 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSTCE



SHORT COURSE TITLE

DIGITAL MARKETING AND SOCIAL MEDIA (MBAF610)



COURSE INSTRUCTOR

Philippe Vande Wiele is an Assistant Professor in Marketing with over 15 years of experience teaching at Graduate and Undergraduate Level in the fields of Marketing, Management and Entrepreneurship.

With a PhD in Knowledge and Innovation Management, a track record of over 20 peer reviewed publications and over 20 years of experience as a practitioner of his expertise, Philippe brings a wealth of real-life knowledge in the field to the classroom through a teaching philosophy of applied learning to enhance people's capacity to be better decision makers at executive and senior executive level.



COURSE CONTENTS

- Marketing and Digital Trends
- Digital marketing – Strategy and Implementation concerns
- Social Media Marketing – Strategy and Implementation concerns



DATE AND TIME

6-8 June 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSTCE



SHORT COURSE TITLE **FINANCE (MBAF606)**



COURSE INSTRUCTOR

Dr. Petko Atanasov is a distinguished lecturer in finance and project management, holding a Ph.D. in Management Sciences from Limoges University, France. He has enriched his academic portfolio through auditing courses at Harvard University's John F. Kennedy School of Government and MIT Sloan Management School. With a profound professional background, Dr. Atanasov has lectured at prestigious institutions including French Arabian Business School/Arabian Gulf University, ESSEC, Skema Business School, Montpellier Business School, Bordeaux University, Kedge Business School, ISG, Agence Universitaire de la Francophonie, and Vatel Hospitality School, among others.

His expertise extends to areas such as corporate finance, fintechs, cryptos, and blockchain. Dr. Atanasov is an associate researcher at Bordeaux University's Human Capital and Global Performance Chair and has been recognized for his contributions to the field with publications in peer-reviewed journals and participation in international conferences.



COURSE CONTENTS

- Introduction and Financing Policy
- Investment Policy and Operational Finance Management
- Capital Budgeting and Course Wrap-Up



DATE AND TIME

4-6 July 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSTCE



SHORT COURSE TITLE

SCENARIO PLANNING AND RISK MANAGEMENT (MBAF607)



COURSE INSTRUCTOR

Dr. Petko Atanasov is a distinguished lecturer in finance and project management, holding a Ph.D. in Management Sciences from Limoges University, France. He has enriched his academic portfolio through auditing courses at Harvard University's John F. Kennedy School of Government and MIT Sloan Management School. With a profound professional background, Dr. Atanasov has lectured at prestigious institutions including French Arabian Business School/Arabian Gulf University, ESSEC, Skema Business School, Montpellier Business School, Bordeaux University, Kedge Business School, ISG, Agence Universitaire de la Francophonie, and Vatel Hospitality School, among others.

His expertise extends to areas such as corporate finance, fintechs, cryptos, and blockchain. Dr. Atanasov is an associate researcher at Bordeaux University's Human Capital and Global Performance Chair and has been recognized for his contributions to the field with publications in peer-reviewed journals and participation in international conferences.



COURSE CONTENTS

- Foundations of Scenario Planning and Risk Management
- Advanced Risk Assessment Techniques and Applications
- Implementing Scenario Planning and Corporate Risk Management Frameworks



DATE AND TIME

11-13 July 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCTCE



SHORT COURSE TITLE **GEO STRATEGY OF THE MIDDLE EAST (MBAF611)**



COURSE INSTRUCTOR

Cedomir Nestorovic teaches Geopolitics in all programs at ESSEC Business School from BBA to Executive MBA. He is the academic co-director of the MBA at the Arabian Gulf University, Manama, Bahrain and his research focus is on Islam and Management. Cedomir authored Marketing in an Islamic Environment (2009), Marketing Islamico in 2010 and Islamic Marketing, Economic, Social Cultural and Political-Legal Environment (2016). He has been a visiting professor at University of Malaya (2009) and he gave lectures at the University Putra Malaysia, University of Teheran, Kuwait University, University of United Arab Emirates, Mannheim University in Germany, Yonsei University in Korea. He has been a panelist at the World Halal Forum (2008-2009-2010) in Kuala Lumpur, Sarajevo and Den Haag. He is member of the Editorial Board of the Journal of Islamic Marketing and participates in conferences on halal food management organized by USAID and The World Bank. Cedomir regularly acts as an expert consultant to companies such as Delphi (USA), Groupama, SEB (France), Danone (Singapore). In 2012, he was recognized as the “Professor of the Week” for Islamic Finance by The Financial Times. He is currently the Director of the ESSEC Executive MBA Asia Pacific in Singapore and received Teaching Award at ESSEC Business School for 2017.



COURSE CONTENTS

- Geography and geopolitics in the Middle East: topography, borders separating sovereignties, homogeneity of a state territory, new boundaries.
- Classical territory vs virtual territory: cyberspace and cybersecurity
- History and geopolitics.
- History as a blueprint for present-day politics in the Middle East (myths and legends, permanent friendship or permanent enemies), historical right of primacy (ethno genesis, first organizations). Historical right of permanence, colonialism and Marxist theories on history.
- National disputes and politics in Asia.
- Definitions (nation, national minority, ethnic group, tribe), self-determination (referendum, space limits, temporal limits).
- Religious disputes and politics.
- Religions and nation relationship in the Middle East: national and universal religions, zealots and phyletic.



DATE AND TIME

5-7 Sep 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCCTCE



SHORT COURSE TITLE **BUSINESS SUSTAINABILITY (MBAF615)**



COURSE INSTRUCTOR

Dr. Philippe Vande Wiele is an Assistant Professor in Marketing with over 15 years of experience teaching at Graduate and Undergraduate Level in the fields of Marketing, Management and Entrepreneurship. With a PhD in Knowledge and Innovation Management, a track record of over 20 peer reviewed publications and over 20 years of experience as a practitioner of his expertise, Philippe brings a wealth of real-life knowledge in the field to the classroom through a teaching philosophy of applied learning to enhance people's capacity to be better decision makers at executive and senior executive level.



COURSE CONTENTS

- The Current Business Environment
- Sustainability and Ethics in Business
- Complexity and Systems Thinking
- Triple Bottom Line
- The Triple Bottom Line for Sustainability Model

CSCCTCE



DATE AND TIME

19-21 Sep 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

C SCTCE



SHORT COURSE TITLE **EXPORT MANAGEMENT (MBAF624)**



COURSE INSTRUCTOR

Philippe-Pierre Dornier teaches Supply Chain and Operations Management in the MiM Program, Advanced Masters and Executive Education. He is the head of the Operations Management Department of ESSEC. He has been former Associate Dean for post master programs and for Executive Education. He is also Academic Director of the Advanced Management program “General Management” and of several customized programs for companies. His research is focused on change management in supply chain and on optimization of the sales point within the supply chain. He has participated in several books and published articles. Philippe-Pierre Dornier is co-author of Supply Chain Management and Global Logistics. He is managing partner of Newton.Vaureal Consulting and has been in charge of the reengineering of global logistic networks for large companies. He also belongs to the strategic board of several companies.



COURSE CONTENTS

- What happens with the global supply chain
- Basics on supply chain and logistics

CSCCTCE

- Management of international commercial terms
- Main objectives for a supply chain function
- Supply chain strategy design and upstream instabilities
- Export management of customs clearance
- Management of export financial flow
- Supply chain reengineering and change management: how to rebuild a logistics network and how to manage the change?



DATE AND TIME

3-5 Oct 2024 -Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCTCE

مركز جامعة الخليج العربي لخدمة المجتمع والتدريب والإستشارات والتعليم المستمر
AGU Center for Community Services, Training, Consultancies and Continuing Education



+97317239479 / +97317239731



ctcec@agu.edu.bh



www.ctcec.agu.edu.bh

CSTCE