

TAGI-UNI Newsletter

October 2018, Issue 32



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.

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Talal Abu-Ghazaleh Digital University (TAG-DU)

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■ Abu-Ghazaleh: Education System should be Changed not Developed

Amman - Under the patronage of Minister of Higher Education, Dr. Adel Tweissi, in the presence of Minister of Information and Communications Technology, Eng. Mothanna Gharaibeh, and with the participation of HE Dr. Talal Abu-Ghazaleh, president of the Arab Organization for Quality Assurance in Education (AROQA) and the keynote speaker, the Institute of Electrical and Electronics Engineers (IEEE) Jordan Student and Young Professional Congress was inaugurated.



The fifth version of the Congress, organized by Al-Balqa' Applied University, was held at King Hussein Business Park in the attendance of Chair of the Institute's Jordan Section, Dr. Gheith Abanda, Head of the Jordanian Engineers Association, Eng. Ahmad Zoubi, President of Al-Balqa' Applied University, Prof. Abdullah Al Zoubi, faculty members and more than 500 specialists and students in the engineering field.

Dr. Abu-Ghazaleh stressed, in his address, the importance of changing the education methods in Jordan, noting, "The only way to produce wealth in the future is through creative education".

Dr. Abu-Ghazaleh highlighted the importance of the so-called 'Knowledge Product', referring to 'Google' as an example of a knowledge company whose market value reached around \$ 1 Trillion; equivalent to the entire Arab gross domestic product.

Furthermore, Dr. Abu-Ghazaleh underlined the need to replace the current academic process which graduates 'certificate holders' with a new educational system that graduates "innovators

and inventors" who can establish businesses and create jobs instead of being job seekers.

Dr. Muntaha Bani Hani, Dean of Talal Abu-Ghazaleh University College for Innovation (TAGUCI) briefed the attendees on the programs provided by the first of its kind College in the Middle East, adding that TAGUCI will start its first semester for the year 2018/2019 next month.

It's noteworthy to mention that TAGUCI is a crystallization of HE Dr. Talal Abu-Ghazaleh's vision in changing the education system from teaching into learning which has become a reality for the first time in Jordan.

During the event, Mr. Mahamoud Lattof, Executive Director of Talal Abu-Ghazaleh for Intellectual Property delivered a presentation about the concept of patents and the importance of protecting creativity. He also explained the patent protection process from being a mere idea to becoming commercialized as a marketable protected commodity.

■ Abu-Ghazaleh: We are the Global Knowledge Organization of the World



Amman - Under the patronage of HE Dr. Talal Abu-Ghazaleh, the Talal Abu-Ghazaleh Organization (TAG-Org) held a meeting under the theme “Languages Proficiency & Computer Skills” with the participation of more than 100 directors and managers from its newly established offices around the world.

The meeting highlighted the latest developments and the continuous vision of Dr. Abu-Ghazaleh in presenting TAG-Org’s services through its offices opened in 2018 covering Japan, Russia, Indonesia, China, Malaysia, Bangladesh, Sri Lanka, Canada, Kazakhstan, Uzbekistan, Cameron, Italy, Australia, Nigeria, Hungary, Brazil, Kenya, Tanzania and France.

In the opening session, Dr. Abu-Ghazaleh stressed the fact that TAG-Org is a Global Knowledge Organization that is continuously evolving and embracing the latest technology in all its offices including the latest 19 offices established

globally, promising that by the end of 2040 there will be an office in every major city in the world.

He added that TAG-Org seeks to maintain its advanced position in all fields and this expansion will continue globally with responsibility towards individuals as well as businesses and establishments in various sectors especially languages and computer literacy.

Dr. Abu-Ghazaleh stated that languages are an important aspect in the services provided by the Organization announcing the Arabic Fluency Test which examines Arabic language fluency.

His Excellency stated that the Organization went through two important phases since its establishment in 1972. The first phase was from 1972 till 1990 in Kuwait and the second phase was from 1990 till 2018 in Jordan, with its development continuing in the third phase from 2018 till 2040 to expand its services in



all countries through the group's offices and representative offices, which requires direct and indirect investment.

Mr. Jassim Al Awadhi, Customer Relations Expert at the Business Registration & Licensing Sector (BRL) in the Department of Economic Development (DED), Dubai, was a guest on the second day and he gave updates on the partnership signed between TAG-Org and Dubai DED early this year to provide various services to government and private entities.

Al Awadhi demonstrated the success achieved by BRL in providing high quality services, including the Dubai Business Club (DBC), a facility rated 6-star according to the classification criteria of the Global Star Rating System. DBC offers 33 premium services of unsurpassed quality in line with global best practices to the business

communities in Dubai. It serves as a one-stop shop for businesses to complete government transactions and non-government services.

Other topics on the meeting's agenda included TAG-Org's other services namely Translation, English Language (Cambridge Certificate), Arabic Fluency program, E-Achieving, Talal Abu-Ghazaleh International Diploma in Information Technology Skills (TAG-DIT), Digital Training, Outsourcing Services, ISO Standards, Market Research, Market Surveys, Taxes and Value Added Tax (VAT), Online Education, Company Registration, Tenders, Chinese Language, Recruitment and Human Resources.

The two-day meeting is a continuation of last August's gatherings held at the Organization's premises in Amman for office managers in the Arab region.

■ TAG-Org is a Main Partner in “ArabNoor Conference” for Entrepreneurs and Initiators



Irbid - Held under the sponsorship of the Minister of Communication and Information Technology, Eng. Mothanna Gharaibeh, in the presence of the Saudi princess Kholoud bint Nasser Al Saud, and with the strategic participation of Talal Abu-Ghazaleh Organization (TAG-Org), the “ArabNoor” conference for young entrepreneurs and initiators at the University of Science and Technology, concluded its work.

The participation of the Organization in the first of its kind Conference in the Northern region of the Kingdom, aimed at achieving target development in all sectors via supporting entrepreneurship. The Minister, Mothanna Gharaibeh, highlighted the importance of the role of entrepreneurs in creating the future, enabling and motivating the youth to start their own projects, and pursuing innovation.

The Conference lasted for 2 days in the presence of Prof. Dr. Saeb Khresat, the President of the

Jordan University of Science and Technology and Mohamed Abu Sheikha, the Executive Director of “ArabNoor” Company. The Conference was held in cooperation between Center of Excellence for Innovative Projects at the University and ArabNoor for Entrepreneurship.

The Organization presented, during the Conference, a workshop for students on intellectual property and its importance for the protection of inventions and copyrights. Some of the Organization’s available training programs were introduced including Management of small and medium enterprises, Cambridge English Courses, Talal Abu-Ghazaleh Diploma for Information Technology, and the offered MBA by Talal Abu-Ghazaleh University College for Innovation.

During the Conference, several training, professional and consultation services were introduced by the Organization, which are critical

for helping students in the commencement of their enterprises, qualifying them for the labor market, providing them with the required basic skills for knowledge and helping them in entrepreneurship and innovation.

During the events of the Conference, the Executive Director Mr. Fadi Al-Dawood, participated in the Cognitive Forum of Talal Abu-Ghazaleh, in a discussion titled “Women’s Entrepreneurship”, with the participation of Her Excellency princess Kholoud bint Nasser bin AbdulAziz Al Saud.

Al-Dawood highlighted the importance of participation in Women’s Economic Empowerment indicating the big missing economic opportunity resulting from the low percentage of participation of women in the labor market, which does not exceed 14% in Jordan and is one of the world’s lowest percentages at 50% and reaching 23% in the Arab World.

During the Conference, Her Excellency Prince Kholoud bint Khalid Al Saud visited Talal Abu-Ghazaleh Organization Corner, and asserted her high appreciation of Talal Abu-Ghazaleh’s entrepreneurship story, his arduous journey from sufferance to world fame, and the establishment of his Organization, which has expanded around the world. Her Excellency highlighted that Talal Abu-Ghazaleh is one of the most inspirational and motivational figures for today’s youth.



In the same Conference, Prof. Dr. Saeb Khresat, the President of the Jordan University of Science and Technology, illustrated the role of the University in supporting entrepreneurship and creativity through the sponsorship of creativity conferences and activities that are concerned with the provision of a proper environment for entrepreneur success and creative thoughts and projects.

Eng. Mohamed Abu Sheikha, the Executive Director of ArabNoor Group, pointed out the fact that organizing the Conference was with the aim of transferring and enabling learning, knowledge, inspiration, technology, and entrepreneurship for all targeted classes.

■ TAGI-UNI Programs

- **Diploma in Advertising & Brand Management**
Provider: Amity University
Duration: 6 months Fees: \$750
- **Certificate in Big Data Analytics**
Provider: Amity University
Duration: 6 Month Fees: \$300
- **English course: Pre-Intermediate Course “A2”**
Provider: Velawoods
Duration: 100 Hours Fees: \$59
- **Bachelor of Commerce (BCOM)**
Provider: Amity University
Duration: 6 Semester Fees: \$3150

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



■ Start Your MBA Based on MOOC Today!

TAG-DU is based on the belief that education is a human right and not a privilege for the few who can afford to stay out of the workplace and physically attend local professional programs.

For this purpose, TAG-DU invites you to explore the nine disciplines in which diplomas are granted and select the discipline of your choice. In this issue, we are going to introduce “TAGDU Diploma in Management”.

This program gives you the opportunity to gain extensive knowledge and understanding of the principles and practices behind key management subjects. The suggested sequence consists of seven courses; the candidate needs to complete five courses and provide certificates of completion for each course taken.

The suggested sequence of courses:

Course 1

Managing the Organization: From Organizational Design to Execution offered by University of Illinois at Urbana-Champaign through the Platform of Coursera.

Course 2

States and Markets in the Global Economy

Offered by Thunderbird School of Global Management through the Platform of edX.

Course 3

International Leadership and Organizational Behavior offered by Università Bocconi through the platform of Coursera.

Course 4

Foundations of strategic business analytics offered by ESSEC Business School through the platform of Coursera

Course 5

The Manager’s Toolkit: A Practical Guide to Managing People at Work offered by University of London, Birkbeck, University of London through the platform of Coursera.

Course 6

International Project Management offered by Rochester Institute of Technology through the platform of edX.

Course 7

Strategic Management offered by Indian Institute of Management, Bangalore through the platform of edX.

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