



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
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■ Canisius College



Consistently ranked among the top regional institutions in the Northeast, Canisius is the premier private university in Western New York and is a masters-level, comprehensive university offering undergraduate, graduate and professional programs that are distinguished by close student-faculty collaboration and experiential learning opportunities that transform the mind and spirit.

The quality of a Canisius College education is consistently recognized by respected publications. US News & World Report places Canisius 22nd out of 137 regional universities in the North in its 2018 ranking of "America's Best Colleges," and 9th out of 84 regional universities in its "Best Value" category.

■ “Abu-Ghazaleh for Technologies” Launches its Electronic Devices in a Special Ceremony



Attended by high-ranking officials and VIPs

AMMAN - Talal Abu-Ghazaleh for Technologies (TAGTech), a member of Talal Abu-Ghazaleh Global (TAG.Global), organized a special gathering in the presence of ministries' representatives, government institutions, private corporations in addition to media people for the launch of TAGTech products by HE Dr. Talal Abu-Ghazaleh.

At the beginning of the meeting, Dr. Abu-Ghazaleh addressed the attendees affirming the direct connection between knowledge and informatics technology, the knowledge tools and executive methods, asserting the role of each one of them in delivering information.

In addition, Dr. Abu-Ghazaleh called for organizing the operators of social media platforms in a system that balances security with freedom.

Furthermore, Dr. Abu-Ghazaleh reviewed TAGTech's high-tech devices including laptops and tablets in addition to an upcoming smartphone device with exceptional technological features. He referred to the basis of distribution and marketing plan that aim at promoting TAGTech's products in the Middle East and globally, specifically in the countries where TAG.Global offices exist.

Meanwhile, Dr. Abu-Ghazaleh revealed that TAGTech is in the process of establishing a factory in Jordan, expressing pride in introducing products that will be designed, produced and manufactured in a Jordanian facility supported by Talal Abu-Ghazaleh Foundation (TAG-Foundation), a member of TAG.Global, which endeavors to support sustainable development.

Through its various affiliate companies and in accordance with the vision of Dr. Abu-Ghazaleh, TAG.Global seeks to technically qualify all society members by facilitating purchase of high level-specs tablets and laptops at competitive prices to assist them in their studies and businesses.

The new TAGITOP devices include laptops and tablets, come with a high level-spec at a competitive prices for all, it come with a 15.6 inch full HD with Intel HD-Graphics card.

TAGITOP-Plus comes with an Intel Core i7-8550U processor, 8 GB RAM with two different types of SSD (120 GB and 1TB HDD), Meanwhile, TAGITOP-Multi comes with Intel Core i7-6500U and an additional NVIDIA graphics card with 2 GB memory.

TAG-DC tablet comes with an Octa Core 1.6 GHz and 1.2 GHz CPU, 4 GB RAM, 64 GB storage and high-quality front and rear camera in addition to dual SIM card slots with 4G connectivity.

■ Abu-Ghazaleh for Intellectual Property Launches Consulting and Product Registration Service



DUBAI - Abu-Ghazaleh for Intellectual Property (AGIP), a member of Talal Abu-Ghazaleh Global (TAG.Global), signed a cooperation agreement with RACS, an accredited and recognized worldwide quality conformity assessment body serving the inspection, verification, assessments and certification requirements of clients throughout the UAE, the GCC, and worldwide.

The agreement was signed by HE Dr. Talal Abu-Ghazaleh, founder and chairman of TAG.Global, and Dr. Hamed Jamal, RACS Managing Director.

Based on the agreement, the two parties will cooperate in helping producers in any country to register their products so that they can be

introduced in the markets by certifying them according to national applicable schemes and standards in every country in accordance with the regulations of concerned authorities including Ministries of Environment and Health, Municipalities and Telecommunications Regulatory Commissions among others.

Dr. Abu-Ghazaleh affirmed that TAG.Global considers the provision of such a service to all sectors all over the world because of the absence of this service providers at a time where all producers are in need of such a service to assist them in introducing their products in markets in any country.

He added that this service would witness a huge demand in the next period, due to market

changes and the expected economic crisis, which will drive producers to search for new markets to sell their products; meanwhile, they will need experts to provide them with registration services in compliance with applicable standards of those countries.

Furthermore, Dr. Abu-Ghazaleh stated that this service is one of TAG.Global’s numerous services offered to its clients to keep abreast with all services needed by the clients with effective methods and high quality.

■ Abu-Ghazaleh Calls for Clearer Regulations for Professionalism in Social Media



AMMAN -HE Dr. Talal Abu-Ghazaleh, chairman of Talal Abu-Ghazaleh Global (TAG.Global) stressed the importance of professionalism in all fields of expertise in general and with respect to social media in particular.

In his keynote speech as the Patron of the World

Social Media Forum entitled ‘Professionalism of Social Media’, Dr. Abu-Ghazaleh underlined his vision on the aspects of social media and its impact on various fields.

“We’re gathered today to discuss the power and potential of social media, and we cannot talk about social media without talking about

data. Social media is about the monetization of data, and this has turned data into the most valuable asset on planet Earth. More valuable than oil and gas. More valuable than gold. Today, data is power and whoever controls it holds all the power,” Dr. Abu-Ghazaleh said.

In the Forum, organized by Moments Innovation for Events Management Company, headed by CEO Mr. Ayman Irsheid, Dr. Abu-Ghazaleh addressed the gathering ‘not as a user of social media but as a Global Business Professional.’

However, Dr. Abu-Ghazaleh pointed out that social media won’t be as it currently exists, without checks and balances, saying that after serving on professional international standard setting boards, he fully believes ‘professionalizing any trade is self-serving.’ It’s worth mentioning that Dr. Abu-Ghazaleh has served on many professional international standard setting boards and on several UN standard setting taskforces, including co-chairing the UN Global Compact as founder with UN Secretary General Mr. Kofi Annan and subsequently with UN SG Mr. Ban Ki-moon, as well as on the International Federation of Accountants (IFAC) on the International Accounting Standards Committee (IASC), on the ISO Technical Committee, on the Committee of Experts of the UN World Intellectual Property Organization (WIPO), on the Committee of Experts of the World Trade Organization (WTO), on Educational Quality Standards Boards, co-chair of UN ICT Taskforce, chair of UN Global Alliance for ICT for Development.in addition to others .

Dr. Abu-Ghazaleh refuted the idea that ‘professionalization kills innovation, saying

that it is quite the opposite; calling for introducing a professionalism-based system that spurs innovation. He referred to TAG. Global as a hotbed for innovation because of its continuous professionalization, ‘not in spite of it’.

Meanwhile, Dr. Abu-Ghazaleh shared with the participants a perspective on how to lay the groundwork for a more responsible, healthy, productive and inclusive social media future.

“This is the perspective of Jumana, my daughter, the Founder of Pivot for Humanity: a non-profit organization with the singular mission of professionalizing social technology. The following are her words, adapted from various articles she published in a publication called Medium: ‘When you’re representing a point of view that hasn’t been widely propagated in a given debate, it’s only natural to encounter skepticism and resistance’,” he added.

However, he affirmed: “we can’t even begin to face problems before we professionalize by attacking the real threat to real problem-solving: a pre-professionalization free-for-all status quo that makes it nearly impossible for actual creativity to thrive. Let’s stop keeping things the same in the name of innovation. It’s also about shifting from "me" to "we".”

Dr. Abu-Ghazaleh concluded by calling on the attendees to join him in the effort to ensure that social media works for humanity, not against it, by signing up at www.PivotForHumanity.com (Pivot for humanity dot com).

Additionally, various relevant topics including storytelling in marketing, Artificial Intelligence, creating influential content, and

social media strategies as the main drivers for business growth were discussed by the participating business leaders and experts who gathered in one platform to exchange latest data and innovative ideas that would enhance business growth through social media.

The Forum was held in the presence of Arab

and international speakers, including Miri Rodriguez of Microsoft, USA, Jonathan Lawlor, former general manager of Coca-Cola in the Middle East and Africa, and Caroline Faraj, vice president of Arabic services, CNN International, in addition to the participation of many Arab and foreign influencers and activists on social media networks.

■ Talal Abu-Ghazaleh University College for Innovation to Hold “Managerial Skills” Executive Program

AMMAN - Talal Abu-Ghazaleh University College for Innovation (TAGUCI) holds the ‘Managerial Skills’ Executive program from December 15 till 19, 2019 at TAGUCI headquarters. It will be presented by Dr. Robert Collins, a Visiting Fellow of Kellogg College, Oxford University, UK.

The Program aims at providing the participants with the necessary skills that assist them in fulfilling specific tasks and performing their duties in addition to promptly avoid crises and solve problems when they occur by advanced business technologies and methodologies.

The program topics include Design Thinking, Agile Project Management, Project Risk Management, Artificial Intelligence and Machine Learning for Business.

Prof. Collins has been teaching MS’s in Software Engineering at the University of Oxford for the past 10 years. He also teaches the Systems Engineering Fast-Track course through the Department for Continuing Education.

It’s worth mentioning that participants will be



awarded a joint certificate between TAGUCI and Donox.

The Talal Abu-Ghazaleh University College for Innovation (TAGUCI) is a University College specialized in applied business and information technology. It is an independent educational institution accredited by the Jordanian Ministry of Higher Education and the Accreditation and Quality Assurance Commission for Higher Education Institutions.

TAGUCI focuses on providing the appropriate environment for youth to be leaders in their fields of expertise and empowering graduates to innovate and create knowledge and transform it into marketable products.

■ TAGI-UNI Programs

- **Bachelor of Arts (Journalism and Mass Communication)**

Provider: Amity University

Duration: 3 years Fees: \$3150

- **Marketing for Global Entry**

Provider: Thunderbird School of Global Management

Duration: 3 weeks Fees: \$400

- **Pre-Intermediate Course “A2”**

Provider: Velawoods

Duration: 1 year Fees: \$59

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.

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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