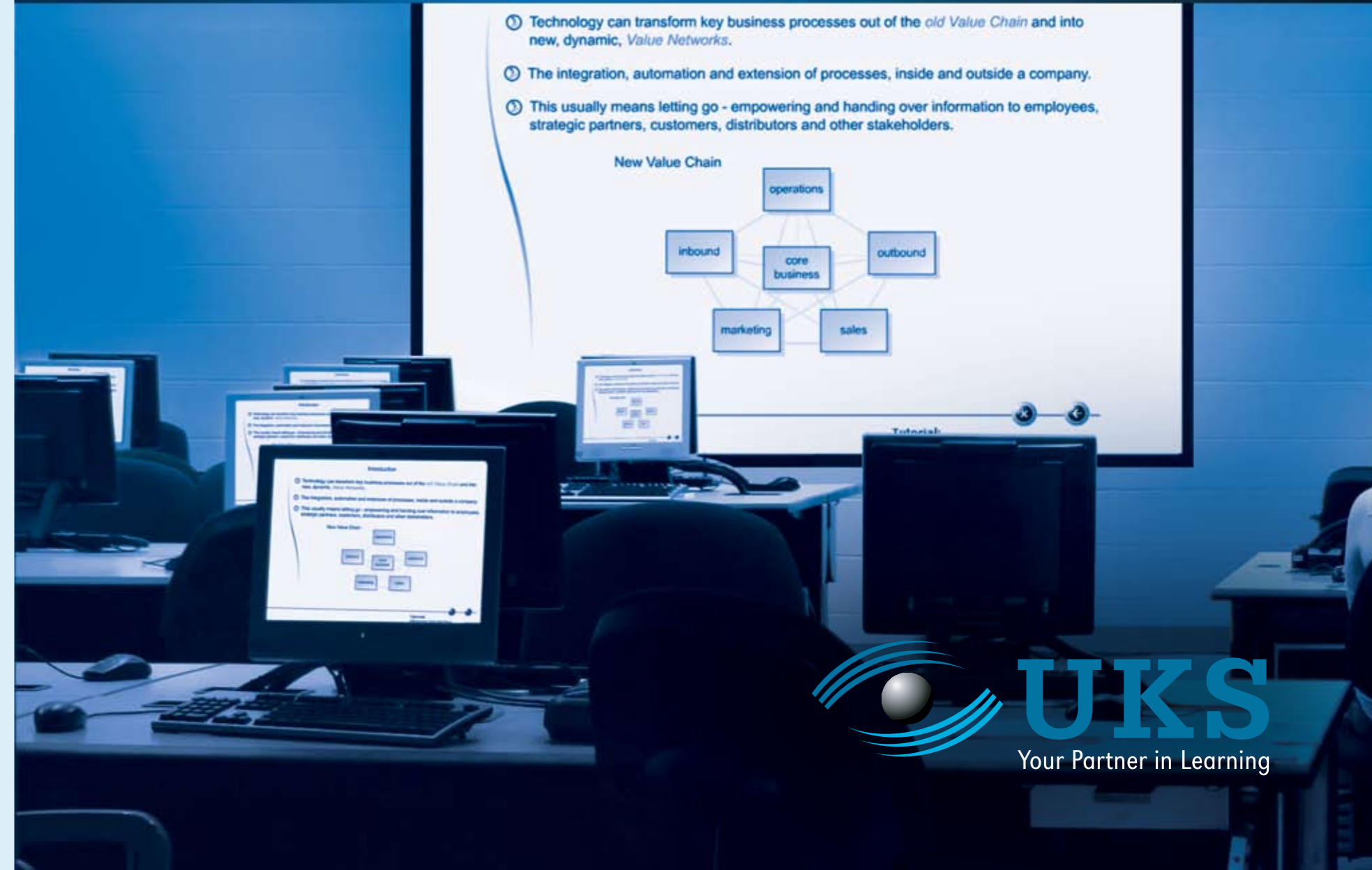




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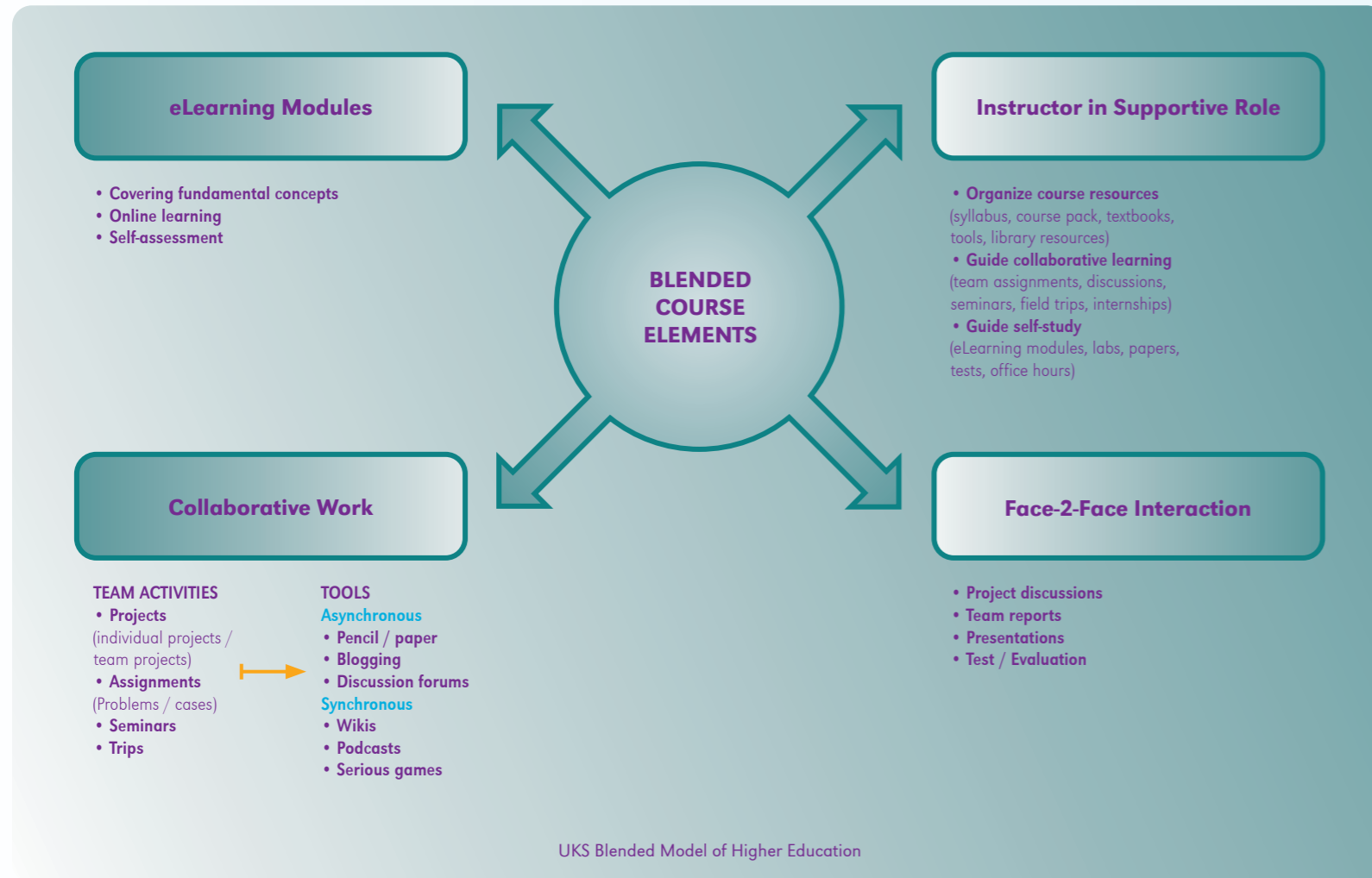
UAE Lebanon Kuwait Syria Jordan Saudi Arabia



- ① Technology can transform key business processes out of the *old Value Chain* and into new, dynamic, *Value Networks*.
- ② The integration, automation and extension of processes, inside and outside a company.
- ③ This usually means letting go - empowering and handing over information to employees, strategic partners, customers, distributors and other stakeholders.

New Value Chain





Learning as an Expedition

UKS has a successful track record in deploying educational systems that bring the best of the latest trends to position its higher education customers at the forefront of learning technology adoption. This experience has been the basis for developing the UKS Blended Model of Higher Education, a set of guidelines, best practices, technologies and methodologies that combine the principal aspects of online education with technology-assisted face-to-face group learning.

“Learning as an Expedition” is the central theme of the UKS Blended Model of Higher Education; students actively perform the learning tasks and the instructor acts as a guide. The most revolutionary concept of the UKS Blended Model of Higher Education is the transformation of traditional lectures from students being a passive audience to becoming the drivers of the learning process. The Model looks at the learning process as made up of two components: 1) learning of fundamental concepts, and 2) assimilation of the fundamental concepts in real life interactive environments or in situations that closely mirror real life.

eLEARNING RESEARCH AT UKS

Modernization of Technology Supported Education

Knowledge Management intersects Learning Technologies and in particular eLearning, yielding exciting opportunities for technological advance. UKS has established a research laboratory at the Computer Science Department of Politehnica University of Bucharest, where research is being done on topics of major interest, such as adaptive learning scenarios where the learning process is tailored to each user’s needs and knowledge level. A particular focus of this research is based on the urgent need in the Middle East for individualized training in business processes which are being implemented for the first time in corporate and government institutions. Another topic being explored is the use of virtual reality environments, such as Second Life, in order to test new collaborative learning models.

UKS partners and clients in Higher Education can have access to the results of the research program or can be direct participants, depending on their needs and desires.

Meeting the needs of the New Knowledge Economy

Higher Education in the Middle East is moving into a rapid growth phase, creating a multiplicity of opportunities for institutions in terms of product offerings and modes of delivery. UKS is ideally positioned to assist and advise on these strategic technological growth areas. Our solutions include:

Center of Excellence for eLearning and Academic Development

The UKS Center of Excellence for eLearning and Academic Development is an active learning environment that enhances existing teaching processes and provides different forms of learning (electronic, distance and blended) for a large number of remote and local learners.

The concept of the UKS Center of Excellence for eLearning and Academic Development is based on a collaborative partnership and transfer of knowledge between UKS and the university's teams. UKS works with the

university to draw the most adequate strategy to implement educational technologies within the overall academic environment as well as provide support and supervision.

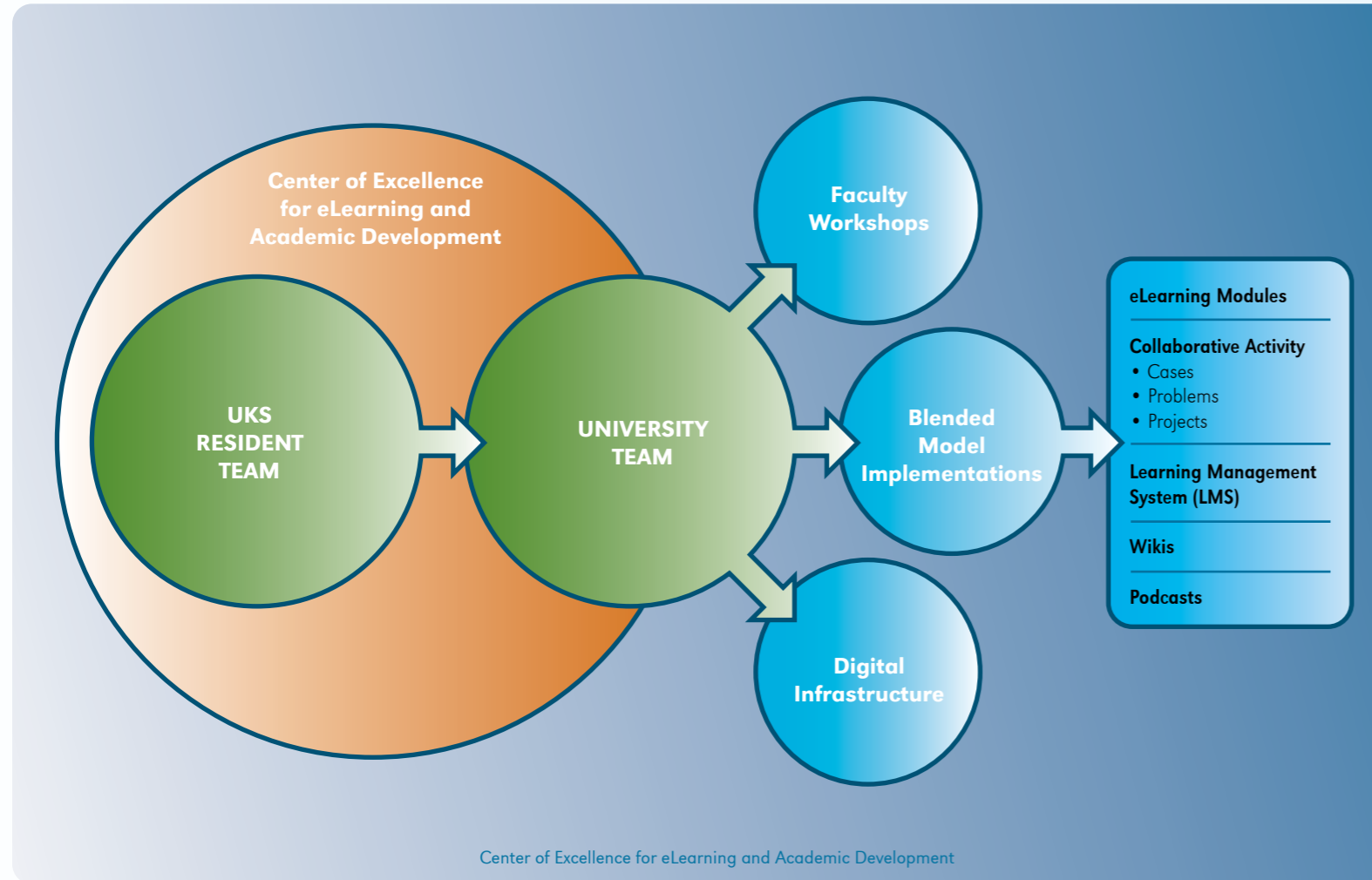
- Incremental transformation of the institution
- Creation of a core team of experts
- Localized Implementation of Advanced Technologies
- Propagation of knowledge via workshops / short courses
- Personalized Guidance to Faculty

Digital Campus Implementation

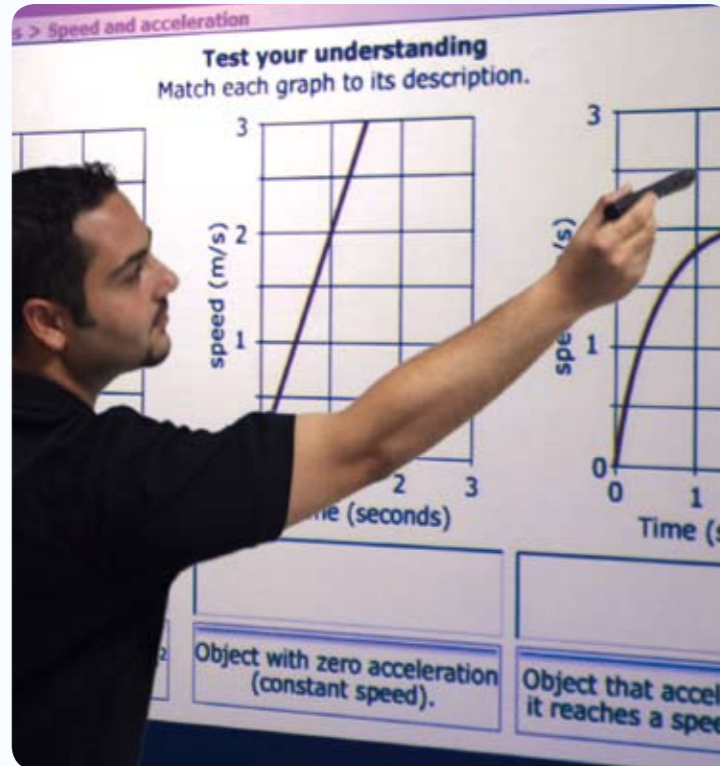
Going beyond the use of technology as only a tool, the Digital Campus serves students by providing material that complements their varying learning styles with state-of-the-art information and academic technology. It also serves the faculty by providing assistance in creating and teaching online courses that are dynamic and interactive. The digital campus

functions through the integration of a multiplicity of technologies in a unified network environment – a secure, collaborative environment for learning, achievement and administration that is available to everyone.

- Adoption of advanced Information and Communications Technologies in support of an institution's educational transformation.
- Learning Management Systems, On-line Learning, Digital Library, Digital repositories, Wireless Campus, Collaborative Learning supported by digital tools such as Wikis, Podcasting, Blogging and Virtual Reality environments are some of the digital techniques UKS can deploy in support of advanced educational models.
- Design and implementation of the necessary support infrastructures to ensure success of the Digital Campus.
- Digitization of Content



Center of Excellence for eLearning and Academic Development



Virtual University Development and Implementation

The Virtual University offers learners the benefits of ‘any place, any time’ learning. It provides the flexibility for learners to meet their education goals at their own convenience, from the comfort of their own homes or offices. It is ideally suited for those who otherwise might not be able to attend conventional classes because of distance, work or family commitments.

- Design and deployment of technology infrastructure
- First-class online learning content
- Advanced Learning Management System for academic support
- Collaborative learning via communities of learners
- Option of turn-key deployment

Learning Content Development

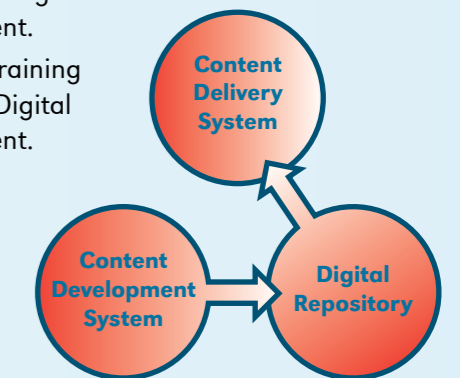
UKS is committed to providing its clients with the most innovative education solutions available by using well-demonstrated learning models and state of the art content delivery systems. UKS strategically combines the most effective mix of technologies and educational content to suit each client’s individual needs. If the proper content is not available through its partners’ content libraries, UKS’ Courseware Development Team excels at custom designing courses – according to international standards and best practices – on a wide range of topics.

- Use of advanced methodologies and tools to prepare state-of-the-art on-line content in support of blended or virtual educational models.
- Advanced Modeling and Simulation
- Compliance with modern content portability standards.
- UKS can either develop content for the educational institutions or transfer the necessary knowledge to enable the institution to develop their own content. In the latter case UKS can organize to the scale required the content production facilities with the necessary technology, quality assurance systems, specialized project management techniques plus the necessary administrative and delivery systems.

Digital Repositories

Digital Repositories are the center piece of modern eLearning content development and delivery systems. All learning objects created in a content development system comply with content development standards such as SCORM are then meta-tagged and stored in a Digital Repository.

- Learning Architecture with independent content production, storage and delivery sub architectures, with interfacing modules and exchanging data bindings in standard and shared formats.
- Strategy for implementing state-of-the-art Digital Repositories.
- Leading edge tools for Digital Repository management.
- Faculty and IT teams training on meta-tagging and Digital Repository management.



Digital Repository

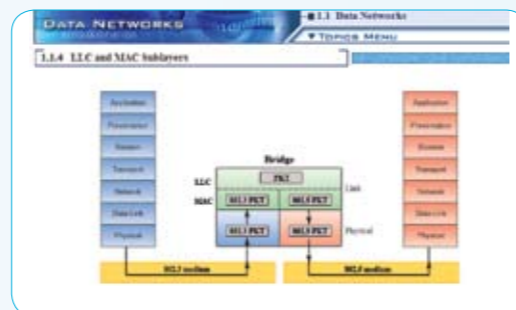


Physical Properties

Henry's law states that the amount of gas dissolved in a liquid is directly proportional to the partial pressure of that gas above the liquid.

$$M = D \cdot S \cdot C \cdot t \cdot h$$

The amount of drug dissolved over time (m) can be plotted. D is referred to as the diffusion rate constant (D). It can be obtained from the linear plot of the amount dissolved (D) versus the time (t).



The UKS Edge

UKS offers its university customers the services of its top educational consultants, complemented by the broad expertise of a select team of international academics available to participate in customer engagements.

Strategy Consulting

UKS experts have helped university customers create an in-depth analysis of their environment in order to determine the most effective strategies towards achieving their goals.

- Working collaboratively with institutional management to identify and articulate strategic objectives for short and long time horizons
- Comprehensive definition of target markets and of approaches to reach them
- Strategic positioning of the institution including necessary initiatives beyond basic education, such as support for creation of new enterprises and industrial consulting that meet current regional needs.
- Definition of programs that respond to market needs
 - Enhanced Curriculum
 - Lifelong Learning Programs
 - Custom Corporate Programs
- Road Map for participation in scientific research



Educational Model Development

Each situation demands a unique solution and universities in the Middle East region are often faced with unique demands such as those imposed by students with diverse cultural and educational backgrounds. Educational models need to be specially designed and customized for each situation.

- Determination of optimal educational techniques required to meet strategic objectives.
- Adoption of best practices in Higher Education. Harmonious integration of students, faculty, curriculum and technology.
- Identification of technologies that best support the educational model.

Faculty Training and Capacity Building

Professors are frequently focused on their subject matter of expertise and do not have the time to explore emerging educational techniques or the applicability of new educational technologies. UKS, as a strategic partner, can provide the necessary training in order to empower professors with the right techniques needed to use this technology. An integral part of the training also includes capacity building which is much more than training. Professors are equipped with the understanding, skills and access to information, knowledge and training that enables them to perform effectively. .

- Faculty training and on-the-job guidance on adoption and implementation of new educational models.
- Hands-on workshops on the use of new educational methodologies and technologies such as Wikis / Podcasting / Blogging / Virtual Reality.
- Course redesign workshops.
- Workshops on effective content development.
- Organizational development, the elaboration of management structures, processes and procedures, not only within the organization but also the management of relationships between the different organizations and sectors.