



# SMU <sup>In</sup> **STRIDE**

Quarterly Newsletter

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Committed to Excellence!

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# Editorial

**Dear Readers,**

Greetings and a very warm welcome to our Vol. 20 Issue No. 43 of the quarterly SMU in Stride Newsletter. In this edition, we present to you news of SMU's commendable achievements during the quarter under the columns of Teaching and Learning; Research and Development; and Partnership, Outreach and Community Services.

Some of the key highlights under the Teaching and Learning section of this edition include a panel discussion titled, "The Practice of Branding in Ethiopia: Challenges and Opportunities", and the Exhibition on Salesman in Action both organized by the Department of Marketing Management; ICT Exhibition held by Faculty of Informatics; the Financial Boot Camp carried out by the Faculty of International programs, among others.

The Newsletter presents the Annual Research Review, which was organized by RaKMO, under Research and Development section. The Partnership, Outreach and Community Services section of the Newsletter presents news of SMU's participation at different national events, St. Mary's University's Tesfa Female Football Club (the supporting wing of St. Mary's Female Football Club), which won the 2010E.C./2018 Addis Ababa Foot Ball Federation Higher Division Cup, and St. Mary's Support to Burayu Community, to mention some.

Under obituary appears the message of condolence on the loss of Engineer Semegnew Bekele, Executive Manager of the Grand Ethiopian Renaissance Dam Project, who was the guest of honor when St. Mary's graduated its students in the year 2017.

In closing, we appreciate the valuable contributions made by all SMU offices, schools, faculties and departments to this Issue. As always, we very much welcome your suggestions and feedback on any aspect of the newsletter.

**Happy reading .**

**International Relations and Communication Office, SMU.**

# NEWS AND EVENTS

## Teaching and Learning

### Panel Discussion Conducted

The Department of Marketing Management successfully conducted a panel discussion under the title, “The Practice of Branding in Ethiopia: Challenges and Opportunities”, on 26 May 2018. The panelists were Ato Assegid Gesesse, Branding and Advertising Expert from Lamu, Nairobi, Ato Melaku Bahru, Manager of Berry advertising and Ato Yonas Demissie, Deputy Managing Director of Cactus Communications.



The panelists shared their experiences and tried to link the theory about branding with the industry trends. The difference between the global experience in branding and the practices and challenges in Ethiopia were also part of the topics for discussion. The discussion had also a question and answer session where students got the chance to ask and reflect on critical points. In closing, the panelists indicated and suggested possible areas of focus for the students’ future career. They also shed light on what the industry expects from graduates and the desired soft skills they need to develop.



The one and half hour long panel discussion was attended by close to hundred and twenty students taking the course Product Development and Brand Management and other invited guests and industry experts from various organizations.

### Exhibition on Salesman in Action Organized



As it is customary, the Department of Marketing Management, SMU, organized an Exhibition with second year students’ participation from May 15-18, 2018. The aim of the event, Salesmanship in Action, was to familiarize the students with real time

essence of salesmanship. It also accomplished the passion of extending hands to less fortunate through the earning thereof.

The exhibition was organized through sponsorship and consignment whereby students were able to secure some items that they sold and practiced. Having acquired the items and/ or products, they turned what they were taught theoretically in class into demonstrable action through prospecting, approaching, presentation, demonstration, handling objection and finally closing the sales.



The double faceted exhibition was not only aimed at equipping the students with the necessary real time experience, but it also acquainted them with the community servicing passion and on how to lend hands to less fortunate which is also in line with the institution's goal. The department, with all its staff and students, would like to express its deepest gratitude to all offices of the institute and companies who have been there for the realization of the event.

### ICT Exhibition Held

The Faculty of Informatics, SMU, organized ICT Exhibition during May 15-18, 2018 with a theme, "We Make IT Happen". The purpose of the Exhibi-

tion was translating what the students learn in classroom into practical and visible products and applications.



The participants were 21 volunteer 3<sup>rd</sup> year students from the Department of Computer Science. The students made immense effort in customizing application software and in designing the hardware that were displayed at the exhibition. Some of the items displayed at the Exhibition included: A hologram prototype made up of a pyramid shape transparent material which helps to view a live event from different directions; a computer-based software program that facilitates teaching how to read, write and speak in Amharic for children and foreigners; a software application that helps to display local sport live scores and results; and a software application that helps to facilitate assignment of advisors for students' projects.



In addition to the display, an explanation was made to the visitors (SMU staff and students) on the hack-

ing, Cyber security, computer or IT security so as to aware them on how to protect their computer systems from hacking and damage.

From the event, it was learned that organizing such event has elements to add to the teaching learning process by helping the participating students to develop presentation skills, to become more articulate, self-advocate and think critically; creating good collegial and work relationships among students but at the same time requires careful planning and participation on part of students and staff members.

### Financial Boot Camp Conducted



St. Mary's E4Impact MBA program team has successfully conducted the Mid Boot Camp - Financial Boot Camp - for the first edition of students from May 14-19, 2018. Professor Amir Tewfik offered the Financial Planning course which aimed to help students check the financial viability of their businesses and to design applicable financial models. As the students commented at the end of the boot camp, the course has helped them to do a reality check on their business assumptions.

During the week, on the guest speaker session, Melaku Bahru, founder and Managing Director of Berry Advertising, spent an hour and half with the

students sharing his own experience. At the end of the session, students had a brief question and answer session.



The Boot Camp was concluded on the 19<sup>th</sup> of May with 18 students pitching the financials of their businesses in front of a jury. Berhane Abreha, founder of Sun Optics; Getachew Melaku, General Manager of Ed Stelar; and Nebiyu Yirga, a notable startup businesses coach, were amongst the invited juries. Professor Amir, Mr. David Chebroyot, East Africa Manager for E4Impact Foundation, and Simon Abay from SMU School of Graduate Studies were a team of the jury in panel pitching session two.



Tarekegn Garomssa, with the business Tila Casava Starch Processing from panel one and Eskinder Andargachew of Mirkuz, an online events platform, were declared winners of their respective panels.

Finally, both were asked to pitch their financial models to the plenary and Tarekegn Garomssa was named Financial Model Superstar.

## Public Lecture Held

The Research and Knowledge Management Office (RaKMO) organized a brief public lecture on status of research and publication in Africa, Ethiopia and SMU on May 4, 2018. The lecture was delivered by Mr. Mohamed Omar (from Egypt), Elsevier Sub-Saharan Africa Manager for Research Solutions Sales, Egypt, and attended by SMU top management officials and other senior staff of the University.



Elsevier is the world's biggest scientific publisher which publishes about 420,000 peer reviewed articles annually. The organization became interested in SMU following a preliminary discussion with Dr. Kebede Kassa, Director of RaKMO, during his visit to Cairo in February 2018 to participate in the third edition of the Africa Forum on Science, Technology and Innovation (the 2018 Africa STI Forum), which took place from 10 to 12 February 2018 in Cairo, Egypt. The presentation was also informed by Elsevier's analysis of the University's mission and vision and noticing similarity. At the public lecture, the greatest pathway to research and the typical research process, the unique position Elsevier has to overcome researcher's challenges and sectors of the world addressed by Elsevier

were discussed. Moreover, the research performance of Ethiopia was presented in comparison to the research output within the country, across Africa, and worldwide, inferring the data from the year 2012 to 2016. The Presenter indicated that Ethiopia's research performance was found to have very low output compared to that of the regional performance (Africa) and Africa's research output was found to be very low compared to that of the world. Furthermore, summary of research performance and challenges that might be faced by St. Mary University were presented. Thus, it was emphasized that there is a need to take action to address this very low research output at the University.

Delivering capacity building, according to Mr. Mohammed, can be one way of solving the problem which is also found under the scope of collaboration by Elsevier. The possibility of delivering a workshop on how to publish on Elsevier in the future was also indicated. In addition, different types of database systems employed by Elsevier were presented. These are believed to help facilitate the efficient use of scientific literature by researchers.

The presentation by the Guest Lecturer was followed by a series of questions and answers on the sources of data, including, a request to offer open access to Elsevier's data and publications, and possible areas of collaboration between Elsevier and SMU particularly, sponsoring the coming 16<sup>th</sup> International Conference on Private Higher Education in Africa. As a result, it was promised that they will have further discussion with their managers to offer possible solution.

Finally, the session was closed by Dr. Kebede Kassa, Director of RaKMO, who expressed appreciation to the Guest Lecturer and indicated that the University will explore possibilities of enhanced collaboration with Elsevier in the future.

# Research and Development

## Annual Research Review Meeting Conducted



The Research and Knowledge Management Office (RaKMO) organized Annual Research Review Meeting on 12 April 2018 at the main Campus Syndicate Room. The meeting was attended by researchers, the University's senior management officials and staff.

This year's Review Meeting has seen the largest number (eight) of projects of which one was an ongoing and one was community outreach project whereas the other six were new research proposals. All the projects fall within one or the other major Research Thematic Areas of SMU/RaKMO. Following the presentation of the proposals, participants provided a number of critical comments towards strengthening the proposals and improving

the quality of the research that will follow.

The two-sessions of the presentations were facilitated by Dr. Kebede Kassa, Director of RaKMO, and RaKMO staff Dr. Tekeste Woldemichael, while Ato Fisseha Assefa and Wro Hana Geremew (both from RaKMO) served as rapporteurs.

RaKMO would like to express its appreciations to SMU staff who participated in this very important meeting. Similarly, RaKMO wishes to encourage all the researchers who presented proposals success in their research endeavor and would like to assure them that the Office will provide them with the necessary support.



## Partnership, Outreach and Community Services

### SMU Participation at HERQA's Consultative Meeting

St. Mary's participated in a consultative meeting organized by HERQA on June 8, 2018, at the Ministry of Education Conference Hall. Moderated by the new Director General, Biniam Tewelde, the meeting entertained so many questions raised by participants, most of whom were from private HEIs. The moderator cum resource person presented the highlights of what HERQA planned to do using PPT. His presentation had the motto: Igniting the Paradigm Shift in Education. Not having the interest to be introduced by another person, as protocol dictates in our tradition, he opened the meeting by introducing himself and apologizing for not starting the meeting at 8:30 a.m. After making his impromptu speech to establish rapport with the audience, he projected series of questions on screen and wanted them to be answered by participants.

In response to the questions, participants made their points unreservedly. Of the comments given, the following stood out from the rest: HERQA should regulate private and public service providers with no double standard; it should handle either the accreditation or the quality assurance duties, not both; it should operate independently of the Ministry of Education; it should be overhauled in terms of organizational structure and manpower; it should focus on inspection with no supportive role; and its experts have no knowledge of institutions running health related services; The harmonized curricula were questioned with valid reasons citing the lame excuse of uniformity at the expense of innovative ideas. The 70:30 admission policy, though not imposed on the private sector, was anathematized as being political with no research-based studies.



Dr Samuel Kifle, State Minister for Higher Education, was at the meeting for a very short time and left after commenting on quality issues in response to some of the questions raised. Finally, the Director General pledged that he would bring about changes within six months and made it clear that there would be policy changes shortly and a new Higher Education Proclamation would be declared soon. St. Mary's was represented at the meeting by the V/P for CODL and the EVP.

### St. Mary's Tesfa Female Football Club Won Trophy



St. Mary's University's Tesfa Female Football Club, the supporting wing of St. Mary's Female Football Club, won the 2010E.C./2018 Addis Ababa Football Federation Higher Division Cup, which was concluded on 26 May 2018, at the ceremony held at the Addis Ababa Stadium. In recognition of their achievement, the University awarded financial prize and certificates to selected best players, goal scorers and coaching staff at the ceremony held at its Midir Babur Campus on the same date.

St. Mary's University established the main SMU Female Football Club and its supporting wing, Tesfa Club as part of fulfilling its corporate social responsibility. Tesfa Female Football Club is set up to

serve as a pool for producing potential players for the main club and this has been realized.

SMU congratulates the leadership, players and coaching staff of the Club and the University's community at large on the great achievement the Club has registered.



### St. Mary's Participation in a National Conference

St. Mary's University participated in a conference organized by Research and Publication Coordination Office of Ethiopian Civil Service University (ECSU) held at the Main Campus of the University on 22-23 May 2018, where about 130 participants took part. At the plenary session on day one, Dr. Berhanu Belaineh, Vice President for Research and Community Service, ECSU, gave a welcoming speech which was followed by the opening remark made by Prof. Fikre Dessalegn, President of the Ethiopian Civil Service University.

The conference was focused on two thematic areas namely, "Urban Development and Cross-cutting Issues" and "Public Sector Development and Cross-cutting Issues." Overall, 31 research papers

were presented at the conference among which 23 were presented by researchers of the ECSU, the other 4 by staff from different institutions and the remaining 4 by researchers from different public universities in the country. Most of the researches by ECSU staff were conducted in the form of co-authors and involved Assistant Professors in the team from which RaKMO can draw a lesson. Initiating PhD holders at SMU (Assistant Professors) to collaboratively work with lecturers and other SMU staff will minimize the role of RaKMO in supervising those papers as the critical part of the paper will be supervised by the main authors. This will also increase the involvement of the staff in research works. Finally, certificates were awarded to the presenters and the closing remark was delivered by Dr. Berhanu Belaineh, Vice President for Research and Community Service, ESCU.

### SMU Took Part in a Panel Discussion

Represented by Head, Main Library, St. Mary's University took part in a half day panel discussion organized by Ethiopian National Archives and Library Agency under the theme, “የንባብ ባህል፣ ሚዲያና ህትመት እንዲሁም ለአብያተ መጻሕፍት መስፋፋት የማህበረሰቡ ሚና ” on 22 May 2018 at Ghion Hotel here in Addis Ababa. The opening remark was made by Ato Abraham Chosha, Head, Ethiopian National Archives and Library Agency, followed by two research paper presentations. One of the presenters was Ato Zenebe Wella, a writer and a host of “ከጸሀይ በታች” TV Show, whose presentation and analysis caught the attention of the audience at the event.

Following the two presentations, discussion was made on different opinions and concerns raised


by the participants regarding a Reading Culture in Ethiopian community, which the Ethiopian National Archives and Library and Agency's head promised to forward to the relevant body.

### SMU Participation at CTTI's Research Conference

St. Mary's participated in the 7<sup>th</sup> Annual National Research Conference organized by Catering and Tourism Training Institute (CTTI) under the theme, “ Skilled and Competent Manpower Development for Sustainable Tourism and Hospitality Growth”, on May 15, 2018 at Genet Hotel, Addis Ababa. The participants comprised of presidents/representatives and Tourism and Hospitality instructors from public and private HEIs, heads/representatives of Hotel and Tourism Professionals Association, and owners of tour operation companies. Welcoming remark was delivered by Ato Ashebir Tekle, General Director of CTTI.

Two research papers were presented during the morning session. The first paper presented by Ato Mazengia Shimelis from Research and Consultancy Office of CTTI, was mainly focused on the profile, status and challenges of the tourism and hospitality industry in Ethiopian. The second paper titled, “The Ganjule Indigenous Knowledge of Recipes Through PPP and ICT for Tourism Transformation in Ethiopia”, where seven recipes of the Ganjule ethnic group at Shelle Mella and in the environs of Lake Chamo, was presented by Dr. Fitsum Abate of the Addis Ababa University, Department of Linguistics and Philology.

In the afternoon session, two papers were present-



ed titled, “Unfolding the Cultural Tourism Potential of South Omo and Its Major Limitation, Ethiopia” and “Peace and Stability as a Driving Force for Tourism and Hospitality Development in Ethiopia: a Case of Gondar City” presented by Ato Ermias Kifle from Kotebe Metropolitan University and Ato Yenesew Alene, from University of Gondar, respectively. The presentations were followed by heated discussion where participants raised questions and their concerns and forwarded valuable comments and suggestions, although it was cut short due to time limitation.

A DVD prepared by one of CTTI’s staff on different recipes was also inaugurated at the conference. Finally, certificates were given to the research paper presenters and moderators and the conference was brought to an end by a closing speech by Ato Habtesellassie Kidane, Deputy Director of CTTI. St. Mary’s was represented by the Director, International Relations and Communication Office and Dr. Ayalew Sisay(PhD), from Department of Tourism and Hospitality Management, SMU, who also served as a moderator in the afternoon session.

### **St. Mary’s Participation in a National Policy Forum on Education**

St. Mary’s participated in a nation-wide forum under the theme, “National Policy Forum on Education: Challenges, Opportunities and the Way Forward” , which was held on May 4, 2018 at Addis Ababa University under the auspices of the College of Education and Behavioral Studies of Addis Ababa University (AAU). The forum aimed at looking into opportunities and possible solutions for the multi-faceted


problems Ethiopia’s education is facing by identifying the challenges. The Forum opened with a short performance by Theatrical Arts students, that showed the journey of Ethiopia’s education from the traditional (Christian and Islam) education to today’s modern education.

Prof. Darge Wole, senior staff member of the College of Education and Behavioral Studies made a key note address, in which he pinpointed the bottlenecks for Ethiopia’s education and made recommendations afterwards. Following Professor Darge’s keynote address, Professor Aklilu Dalelo, Dr Hussein Kedir, Dr Belay Tefera, Dr Mekonnen Disasa, and Dr Jeilu Oumer made presentations titled: Teacher Education in Ethiopia; Educational Leadership and Leadership Development in Ethiopia; Critical Issues in Ethiopian Education: Students’ Behaviors in Perspective; Language and Education in Ethiopia: Literacy in Focus; and Education Policy Implementation: Achievements, Challenge and the Way Forward, respectively.

Then the floor was opened for deliberations and very many questions and comments were put forward by the participants. St. Mary’s University was represented by Executive Assistant to the President(EAP).

### **SMU Took Part in a Panel Discussion on TVET**

St. Mary’s University took part in a panel discussion organized by the Ethiopian Academy of Sciences on May 3, 2018 in Addis Ababa. The panel discussion focused on “The Quality of TVET and



Unemployment in Ethiopia”. Four panelists briefly presented their views on four interrelated issues namely, the Role of TVET Program in Minimizing Unemployment; Quality of TVET Program; Research Findings related to the TVET program; and Participation of the Industry in the TVET program.

One of the panelists, Dr. Wana Leka, in his presentation on research findings related to the TVET program, stated that the core problem of the program is lack of indigenous curriculum which made the country dependent upon the fund-driven curriculum of other countries. Other panelists also presented papers on the rest of the topics followed by heated discussions among participants.

The participants were trainees and staff from diverse public and private institutions, and SMU was represented by a staff from Career & Internship Unit (CIU).

### **St. Mary’s Participated at Awareness Raising Workshop**

SMU participated in awareness raising workshop held on intellectual property right and organized by the Ethiopian Intellectual Property Right Office (IPRO) from 19 to 20 April 2018 at Nexus Hotel, Addis Ababa. The workshop, which brought different stakeholders together, deliberated on the status of intellectual property right in Ethiopia and the way forward.

In his welcoming remarks, Ato Ermias Yemanebir-

han, Acting Director of IPRO, briefed participants about the office and its performance and future plan. According to him, the Office has been able to make available a database of over 70 million patents and is working towards expanding its services to stakeholders. Emphasizing the role of science and technology for Ethiopia’s economic development, His Excellency Professor Afework Kassu, State Minister, Ministry of Science and Technology, underscored the need for focused deliberations on human resource development, technology transfer, quality, research and financial system, which are key for the development of the nation. He then introduced Her Excellency Genet Zewdie (PhD), the Guest of Honor of the workshop, who delivered opening remarks in which she underlined the role of science and technology, university-industry linkage, inter-university partnership, and the need for enhancing women’s participation in science and technology studies.

Series of presentations were made on different topics that included Patent and Its Protection in Ethiopia, Importance of Industrial Property Policy for Universities and Research Institutes, Technology Transfer, and Technology and Innovation Support Center (TISC). Among the topics, the presentation on TISC took a half day, where the benefits of TISC for institutions which set up the Center, information sources for patents, and stages of TISC development were deliberated. Considering the multi-faceted benefits, the IPRO recommended that each higher education and research institution has a center which will work in close collaboration with the Ethiopian IPRO. To



this end, institutions were encouraged and called upon to establish TISC, sign an MoU with the IPRO to improve the patent registration rate, and notify the IPRO of the establishment of the Center. A CD which consists of an MoU format to be signed by institutions and the Ethiopian IPRO and a database

of patents was also distributed to each participant. In attendance were higher education, research and TVET institutions, and representatives from different ministries. SMU was represented by the Executive Assistant to the President (EAP).

### St. Mary's Support to Burayu Community



St. Mary's University made support of plastic water pipes with accessories, which is estimated at around Br. 20,000, to Oromia Special Zone, Burayu Project Site and Surrounding Community. The handover ceremony took place at the presence of Burayu town, Gefersa Kebele Administration representatives and development committee members on April 18, 2018. The materials were handed over by St. Mary's University staff from International Relations and Communication, Fi-

nance Management and Project Management offices, representing the University.

The support was made as per the request by Burayu Kebele Administration and nearby community. This was not for the first time that St. Mary's supported the community, but had earlier constructed a pass over bridge for pedestrians and had made Birr 40,000 cash support for the purchase of selected material for sub-base work of



coble stone road. The University is also undertaking construction of Institute of Agricultural Development Studies around Burayu town, which is believed to contribute a lot to the development of the

town and surrounding community. The representatives of Kebele administration and beneficiaries appreciated and extended their heartfelt thanks to St. Mary's University for the support.





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