

## QU Hosts 5<sup>th</sup> Entrepreneurial Showcase Event

Sara Ahmad Salmeh, Engagement and Communications Specialist, Foundation Program

Qatar University's Foundation Program Department of English (FPDE) along with the Center for Entrepreneurship (CFE) recently held the 5<sup>th</sup> exhibition of *The Entrepreneurial Showcase Event*. This event was a demonstration of QU College of Business and Economics (CBE) students' work on the ENGL 252 course project, which involved developing ideas for new businesses in Qatar. These tasks required students to apply English language skills learned throughout the course.

Dr. Hezam Al-Awah, Director of the Foundation Program said, "This event aims to create a learning environment for QU students to promote their entrepreneurial potential and team working skills." He added, "This event also helps students acquire higher order thinking skills which are instrumental in their academic success. It also equips them with the functional knowledge to become successful entrepreneurs in the future."

According to Mr. Benjamin Kohler, Course Lead of the ENGL 252, English for Business Communication course, "This exhibition is an opportunity for the QU community to find out how the Foundation Program Department of English is working closely with the Center for Entrepreneurship to use innovative learning meth-



Students receiving certificate of appreciation: Photograph of courtesy of Ahmad Rahmatollah Hazratzad

ods to enhance students' communicative abilities in English and promote their entrepreneurial spirits."

Over 350 students, 300 females and 50 males, participated in the event; they advertised 90 business ideas on posters and gave mini-presentations on their new business ideas in English. Students also surveyed attendees about the feasibility of their business ideas in order to use the data to improve the quality of their products or services.

To end the event, there was a competition for the best project; each poster was judged

by FPDE and CFE members. The top three projects for female and male students were awarded trophies and prizes offered by Doha Bank during the event's final ceremony.

Students took photos together and celebrated their achievements and success with their course instructors and classmates.

