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## College of Business discuss “Digital Transformation” at AAU

Al Ain University of Science and Technology, represented by the College of Business, hosted a seminar organized by Dr. Belkacem Athamena and Dr. Nasser Taleb with the coordination of McGraw-Hill, Titled, “Al Ain University Digital Transformation”. McGraw-Hill Learning Technology Consultant, Mr. Nicolas Sahadi, demonstrated the importance and benefits of moving to a digital platform as a solution in education for both instructors and students in terms of teaching and learning.

Digital platform provides academia with main tools such as Connect and Create, which aims to create teaching and learning environment that saves instructors and students time while improving performance over a variety of critical outcomes. The platform strengthens the link between instructors, students, and coursework, helping everyone accomplish more in less time. It also provides several analytics tools as well as self-study tools. Furthermore, Create, is a self-service website that allows instructors to build custom course materials from MHE’s

comprehensive, cross-disciplinary content and rights-secured, third-party sources. Basically, it's a huge online library of MHE's textbooks and additional articles, cases, and readings in the form of Collections that customers can choose to build their own course-specific textbooks.

The aim of this seminar is to educate faculty members on the latest sources and tools in the field of teaching, learning and scientific research.

[Press Release Link](#)