

Manal Ghosh MA, BA (Hons), FHEA

Fellow in Higher Education. Higher Education (Curriculum development, Teaching, Leading and developing modules and Programmes, PSRB accreditation and Programme alignment, TNE and quality assurance, Academic leadership).

More than 20 years' experience in Strategic Marketing and implementation, Branding and Corporate Identity, Negotiation, Global Partnerships, Event management, Cultural Heritage and Corporate Events, International trade shows and exhibitions, Reputation management, Project management, Managing large multicultural teams, Private and Public sector.

HIGHER EDUCATION EXPERIENCE

Faculty member - Lebanese American University Jan 2026- Present

Chair of Global Strategy, Teaching and Learning Strategy 2026 development project (Innovation & Future Readiness) Jun 2025- Oct 2025, United Kingdom

Head of Digital Business Programmes, Study Group Digital Learning, Oct 2024- Sep 2025, Leading academic enhancement and transformation initiatives across digital pre-masters programmes, ensuring alignment with new global teaching and learning strategies.

- Supporting the work of the broader Study Group network by contributing to new digital products and learning enhancement initiatives. (to name a few: Munafis Programme with the Ministry of Education of the KSA)
- Under my leadership of the Digital Academic Programmes, I ensure we deliver excellent student outcomes; quality assurance and enhancement that is commended by the QAA.
- Panel member for various Programme reviews and introducing new programmes across the Network with the Quality Assurance and Enhancement Office (QAE).
- Chairing the Global Strategy development theme “Embracing innovation and future readiness” for Study Group Global Teaching and Learning Strategy 2026.

Marketing and Business Consultant- Norwich University of the Arts, Jul 2024- Jan 2025

Advise and review the development and launch of new Marketing and Business programmes curriculums as an industry and Higher education expert/consultant. The programme gained CIM (Chartered Institute of Marketing) accreditation.

Marketing Trainer- Netcom Training- Jun 2024- Dec 2025

Digital Marketing, Ai in Marketing, Data Analytics and Social Media training

Module leader, Tutor, Dissertation Supervisor and Deputy Programme Leader (MBA)

University of Sunderland Jan 2020- Jan 2025

On campus and TNE International partners centers.

- Module leader on the MBA programme: creating and/or updating the module material, lecturing, Modules: Professional management and Leadership Development, Digital Marketing, Entrepreneurship Innovation and Technology Transfer.
- Deputy Programme leader (MBA) 2021-2022: answered students' inquiries about the programme, assisted in student induction and offered guidance and pastoral care.
- Academic tutor BSc Tourism: Contemporary issues in Mega Events; The future of marketing, communications and technology for events. Service quality in the hospitality industry and Strategic management.

BA Marketing: Digital Marketing, Marketing management and Metrics.

- Lecturer on the Senior Leadership Apprenticeship- Innovation and Change management.
- Trained and mentored new lecturers and academic tutors on delivering the modules and assessment brief/criteria, marking and giving feedback.
- Quality assurance with new staff to ensure consistent delivery of the module and consistent assessment marking and feedback. Dissertation Supervisor: MSC International Business Management and MSc International Business Management
- Personal Academic tutor (2020 to 2023)

Voted by my students in 2021, 2022 and 2023:

- *Most Inspirational Member of University Staff and Outstanding Personal Academic Tutor.*
- *Outstanding Personal Academic Tutor*
- *Most digitally innovative teacher*
- *Most inspirational member of university staff.*

Lecturer / Module leader in Business- Arden University-United Kingdom- Feb 2023- Feb 2024

- Project lead: Senior People Professional Apprenticeship with MSc Strategic HRM: Leading the development and launch of the Senior People Professional Apprenticeship, including preparing for the business pitch, presentations, the documents for quality control, PSRB programme alignment and validation, coordinating with the quality team for quality control, with the corporate learning team to promote the programme, with the marketing

team, finance team and SLT. In addition I worked on developing the Module descriptors of the elective modules, and worked extensively with the validation panel.

- Approval Panel member on Major Modification for the foundation year programme and Chartered Manager Degree Apprenticeship (CMDA) (CMI) BSc (Hons) Health and Care Management with NHS Mary Seacole Award.
- Collaborated with the team on creating and launching the School of HRM Newsletter.
- Contributed to preparing and delivering Taster webinars to promote the MSc SHRM programme. In addition to participating in agent briefings.
- Prepared and participated in student inductions and assessment boards.
- Published jointly with my colleagues an academic article about Quiet Quitting (HR Future)
- Trained and mentored new lecturers and associate lecturers joining the school.
- Lecturer and Module Leader for the following modules on the following programmes:
MA HRM, Modules: HR in context and managing the HRM- UK and Berlin
MSc Strategic HRM, Modules: People Development, wellbeing and performance, People Analytics- UK and Berlin
- Dissertation Supervisor: on the final research project (Dissertation)

Subject Matter Expert (part time)- Arden University-United Kingdom Aug 2022- Dec 2022
Developed the module People Development, Wellbeing and Performance on the MSc Strategic Human Resource Management.

External Examiner United Kingdom- September 2021- Dec 2025

University of Northampton International Strategy- on their UK and TNE programmes.

University of West London MSc Digital Marketing (Online Consumer Behaviour and Multi-cultural Brand Management, New Venture Development and Project Management), BSc (Hons) Social Media Marketing and BSc (Hons) Social Media Marketing with Foundation (Individual Consultancy Minor Marketing Project, Digital Marketing Communications, Contemporary Digital Marketing Issues, Online Behaviour, Marketing Graduation Research Project, Strategic Marketing & Psychology in a Digital Era).

Solent university Advanced Diploma of Proficiency in Internal Communication, Thinking and Acting Strategically, Building for the Future, Conducting Robust Communication Research

MARKETING, EVENTS AND PROJECT MANAGEMENT EXPERIENCE

Marketing Consultant- Tech Startup -Lebanon /Dubai Sep 2018- Sep 2019

Nightlife and tourism app serving Lebanon and Dubai. Overseeing the development of the app and setting the launch and marketing strategies, allocating the budget and communication channels in addition to preparing pitches for investment agencies and funding.

Marketing and Liaison Head- American University of Technology- Lebanon- 2018 -2019

Working with the president and the Vice president external affairs on establishing the marketing and communications department covering all the aspects from Strategy, strengthening digital presence, forming an alumni association, strengthening student recruitment and widening community engagement. In addition, my role was to strengthen the position of the university, enhance its reputation and promote student life. Additionally, I evaluated the marketing activities to assess their contribution to the University's strategic objectives, and adjust strategies accordingly, to ensure value for money and maximise return on investment.

Senior Project Manager - Public Events- Ministry of Culture and Sports - Qatar Cultural and Heritage Events Center Qatar- 2017- Jun 2018

Managing the delivery of Qatar's biggest annual event, Qatar National Day.

Managing a team of events coordinators/managers, operations and numerous subcontractors (Fireworks, Grandstands) and partners (Airforce, military, other government entities). Reporting to the Minister of Culture and Sports, I met with his excellency regularly to discuss and advise on various public events strategies and concepts, execution and delivery, updates and reporting. Worked closely with the executive director and other senior executives to build the events strategy from Qatar National Day to the ambitious Heritage and Culture events.

Head of Marketing Strategy and Communication— KidzMondo - Qatar – 2016- 2017

Digital Account Director- InTouch Qatar – 2014- 2015

Strategic Group Marketing Head and Board member, Nehmeh Corporation

Qatar and Bahrain – 2011- 2014

Marketing Communication and Events – Sakr Holding- Lebanon- 2010- 2011

Marketing and Events manager - We Group, Lebanon- 2008- 2010

Marketing Manager , Planet Food World, "PFW", Lebanon- 2005- 2008

Event Coordinator – American University of Technology- Lebanon 2002-2005

DEGREES, CERTIFICATES AND TRAINING

2025 **Safer Recruitment Training**, Study Group

2023 **Digital and blended pedagogies, Inclusive curriculum framework, Education for Sustainable Development.** Arden University

2022 **Fellow FHEA**
UK Professional Standards Framework in Higher Education

2020 **Designing Online Learning Activities, Best Practices for Online Module Design, Research Ethics Systems, decolonizing the curriculum**
University of Sunderland, United Kingdom

2010 **MBA, Marketing and Advertising- *with Honors***
American University of Technology, Lebanon

2005 **BA, Management Information System**
American University of Technology, Lebanon

2019 **Effective Teaching and Learning in Higher Education**
American University of Beirut (AUB)

2013 **Leading, facilitating and managing Organizational change**
Managing People- Meirc Training & Consulting

2012 **Balanced Scorecard-** Dr. Robert Kaplan- Qatar

2012 **Managing the Business-** Meirc Training & Consulting

2011 **Customer Relationship Management-** Intek Solutions- Qatar

2009 **Situational Leadership “STARMANSHIP”-** Lebanon

2000 **Medical School-** First year- Lebanese University

VOLUNTEERING

Founding member- Executive alumni- American University of Technology (AUT)- 2022

Company program- Injaz – Junior achievement worldwide- Qatar – 2016- 2017

Teacher- Al Younbouh- Lebanon (2009) Rehabilitation Center for adults with special needs

Assistant Director- AUT, Lebanon (2009) “Homage to Pink Floyd”