



WHAT CAN I DO WITH A DEGREE*?



The aim is for Omani students to enroll in undergraduate courses related to areas that are deemed relevant or important for national human resource development and the nation's economic growth and development.

In this section*, we will zoom in on a few important sectors, including ENERGY, TOURISM and LOGISTICS, and with inputs from SHELL, OMRAN and ASYAD. We also asked a renowned education economist to explain certain important topics: including the skills required in

view of Industry 4.0.

We must underline that no entity can give employment guarantees of any kind because any economy is always subject to change and some of these changes cannot be foreseen (just think of the Covid-19 situation and the economic impact), while employability depends on a lot of factors other than your degree and the economic situation.

***Disclaimer:** The content of this section has been put together based on inputs from experts, including Dr Jamil Salmi, a renowned Education Economist, Oman Logistics Centre (part of ASYAD), OMRAN, Shell Oman and the editors from Oman Economic Review. Views, thoughts, and opinions expressed in this section belong solely to the authors, and in no way reflect the opinions or views of the Ministry of Higher Education or YDYF. The Ministry of Education and Ministry of Higher Education and its YDYF National Awareness campaign and projects CANNOT be held liable for the views expressed here.



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A SNAPSHOT: UNDERSTANDING THE NEEDS OF THE JOB MARKET



HOW THE 4TH INDUSTRIAL REVOLUTION MAY AFFECT GLOBAL EMPLOYMENT



Self-driving cars, chat bots that can respond to customer enquiries and automatic teller machines that take care of the banking needs of people represent the growing power of automation. While these technologies increase productivity and better lives, their increasing use may substitute some jobs (but certainly not all skills) currently performed by humans.

According to a study on the future of jobs from now till 2030 by McKinsey Global Institute, an international consultancy, 50 per cent of jobs worldwide have the potential to be automated and 6 out of 10 current occupations have 30 per cent of activities that can technically be done by machines.

However, the good news is that technology also has the power to create new jobs. Going by historical trends, one can expect that around 8 to 9 per cent of jobs in 2030 will be in new types of occupations that have not existed before.

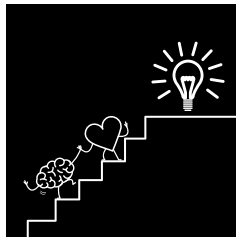
*Technologies
may substitute
some jobs,
however, the
good news is
that they also
create new jobs
– think of an
app developer,
for example*



LEARN, UNLEARN, ADAPT

"When it comes to your (future) skills, you should be like a chameleon, which can adapt to its circumstances by changing its colours."

"In an increasingly automated workplace, the 'soft' skills that make us human are more important than ever. This includes the ability to understand and manage your own emotions, and those of the people around you."



"Experts say it is important for students to realise that there are a number of factors that are going to have a bearing on the jobs of the future like changing needs of an economy, shifting customer preferences, technology, cost of labour versus automation etc. Given these changes, graduates have to be aware that the days of guaranteed employability or lifetime jobs may be a thing of the past. Hence, they need to develop an ability to learn, unlearn and relearn new skills over their careers to stay relevant. Moreover, apart from knowledge and intelligence it is important for them to develop soft skills or what is known as Emotional Quotient, which is centered on abilities such as identifying emotions, controlling one's own emotions, perceiving how others feel, using emotions to further social communication and relating to others."

OMAN'S ECONOMIC DIVERSIFICATION: OPENING NEW OPPORTUNITIES



Although the Sultanate's economy has traditionally been reliant on hydrocarbons, the Government is well aware of the need to diversify the national economy. Within this context, the Government launched the **TANFEEDH INITIATIVE**, which stands for: The National Programme for Bracing the Economic Diversity. The Tanfeedh programme aims to move Oman away from the Oil & Gas based sources of income by focusing on five sectors that offer the potential for high growth.

These five sectors are:

• **TOURISM** • **LOGISTICS AND TRANSPORT** •
MANUFACTURING • **ENERGY AND MINING** • **AGRICULTURE AND FISHERIES**

Each of these sectors have the potential to generate job opportunities that will add to Oman's economy in the next couple of decades. These sectors will hopefully offer a number of careers both for graduates and students with vocational skills. Oman's economy is poised to grow at a rapid rate, with the potential of opening up new vistas for students to work toward with perseverance and determination.



Never give up on your journey. Perseverance and determination are the keys to your success !



FREQUENTLY ASKED QUESTIONS ABOUT 'WHAT CAN I DO WITH A DEGREE' ANSWERED BY EXPERTS



WHAT DO MOST EMPLOYERS WANT FROM GRADUATES?

This may vary from one employer to another (employer) and across different economic sector. However, some frequently mentioned points based on hip and trendy terms:



ATTITUDE & TRANSFERABLE SKILLS: Are you able to work under pressure? Transferable or generic skills apply to most jobs – e.g. analytical thinking, problem-solving and adaptability, communication skills, while emotional intelligence is also important! We have explained these in other sections as well!

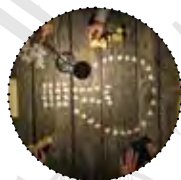
GENERAL COGNITIVE ABILITY: Not just raw intelligence or your ability to memorise but the abilities to ABSORB and UNDERSTAND information. They are related to reading, understanding and processing information and ideas (e.g. written comprehension or expression) and the ability of applying general rules to specific problems (deductive reasoning).

EMERGENT LEADERSHIP: The idea here being that when you see a problem, you take an initiative to step in and try to address and solve it. Then you step out when you're no longer needed.

CULTURAL FIT: Also referred to as intellectual humility, which means you are somebody who is willing to listen to others and can handle criticism, and who can admit that he/she was wrong when the facts show you're wrong.

KNOWLEDGE & EXPERTISE: Possessing relevant knowledge and expertise in the area they will want to hire you for. You got the knowledge, but your studies did not allow you to develop any relevant work experience? Perhaps, an unpaid summer internship during your studies might become relevant here.

YOUR ABILITY TO ADAPT TO NEW TECHNOLOGIES: This is especially relevant in view of the Industry 4.0 (refer to our interview with a renowned education economist).





DID THE OMAN MINISTRY OF HIGHER EDUCATION LIST UNDERGRADUATE DEGREE COURSES IN AREAS THAT ARE ALL DEEMED RELEVANT TO THE NEEDS OF THE ECONOMY? HOW DO I KNOW WHICH COURSE CAN GUARANTEE ME A GOOD AND HIGH-PAYING JOB?



All undergraduate scholarships, seats and/or grants listed in the annual HEAC guide are meant to steer scholarship applicants' choices to programmes that are in the national interest. In other words, students are advised to study courses in areas identified as national economic priorities.

Having said that, however, there are a few important facts you need to keep in mind:

NO 100% GUARANTEES

There are no 100 per cent guarantees that your future qualification level will be well-matched to your future job's requirements or that you will be able to realise your full potential. Neither can anyone assure you that your future job will meet all your expectations as this will all depend on a lot of factors.

•AN ECONOMY IS EVOLVING (CHANGING) AND SO ARE THE NEEDS OF THE JOB MARKET

As mentioned before, no economy is 'static' and there can be fluctuations due to various factors, including unforeseen and external circumstances.

•ALL COURSES LISTED IN THE HEAC GUIDE ARE DEEMED RELEVANT TO THE NEEDS OF THE ECONOMY, ALBEIT TO A VARYING DEGREE

- This means that NOT all courses are EQUALLY relevant which means that NOT all qualifications MAY FACE THE SAME demand in the job market
- This is another reason why students should actively be involved in researching their options as they are accountable for their own preferred choices.

DO YOU KNOW THE DIFFERENCE BETWEEN GENERIC AND PROFESSIONAL DEGREE PROGRAMMES?



→ **GENERIC DEGREES** (this applies to several courses in e.g. Social Sciences & Humanities) do not specifically prepare you for one specific type of job, while **PROFESSIONAL DEGREES** (e.g. Medicine or Dentistry) are specialised degrees that prepare you for a specific profession.

→ E.g. someone who studied Political Science, does not become a 'Political Scientist' but might be

interested in public affairs or diplomatic service.

→ However, this does not necessarily mean it is a bad thing if your job is not directly related to your area of specialisation.

→ Not everyone who has studied a degree in a specific area, will end up working in that area – e.g. students who studied Law are excellent at other tasks thanks to their linguistic and analytical thinking skills.

• **THE MATCHING OF PROGRAMMES AND GRADUATES WITH NEEDS OF THE JOB MARKET IS NOT AN 'EXACT SCIENCE'** given the evolution of economy, technological progress and unforeseen circumstances (take for example, the recent Covid-19 crisis). All these changes can result in changes in the job market's needs, which has also been well-explained by officials and experts in special features in this publication.

• **YOU, DEAR STUDENTS, MUST DO YOUR OWN RESEARCH** on the needs of the economy and be aware of important terms such as 'obsolete' and 'saturation'.

→ **SATURATION** applies to courses that are deemed relevant but are also highly popular and may result in more graduates and fewer suitable jobs (supply is higher than the demand also referred to as a surplus).

→ **OBSOLETE** applies to jobs that are no longer in a high demand – e.g. due to a sudden fall in oil prices or use of automation (replaced by technology)

•CONSULT GRADUATE AND EMPLOYER SURVEYS

The Graduate Survey results make good reference resources as they provide information on study areas in demand by the job market based on graduate and employer survey outcomes.

→ In the recent past, it has been relatively easier for someone who studied a course in the Health and STEM categories to find a suitable job compared to someone who studied a Creative Arts course, for example.

→ This does not mean you should not study a course in e.g. the Arts category if this is where your ambition and talent lies. Just make sure you make a wise decision (e.g. choosing something that combines creativity with technology).

ARM YOURSELF WITH RELEVANT SKILLS AND BE PREPARED TO ADAPT TO THE CHANGING NATURE OF ECONOMY AND JOB MARKET. GET A BALANCE OF VERY IMPORTANT HARD & SOFT SKILLS.

A FEW EXAMPLES:

- **INGENUITY AND ABILITY TO THINK OUT OF THE BOX COME IN HANDY.**
- **INNOVATION SKILLS EMPHASISE YOUR ABILITY TO BE ORIGINAL AND INVENTIVE AS DO PROBLEM-SOLVING SKILLS.**
- **EMOTIONAL INTELLIGENCE MAKES YOU A PEOPLE'S PERSON, SOMEONE WHO CAN HANDLE AND MANAGE EMOTIONS.**
- **COGNITIVE ABILITY EQUIPS YOU WITH THE SKILL PROCESS, UNDERSTAND AND USE INFORMATION AVAILABLE BEYOND YOUR MEMORY.**

VALUABLE ADVICE FROM A FAMOUS EDUCATION ECONOMIST

HOW DOES HIGHER EDUCATION PREPARE STUDENTS FOR THE WORLD OF WORK



A Questions & Answers (Q&A) session with a former World Bank tertiary education coordinator and global tertiary education expert Dr Jamil Salmi

We spoke to former World Bank tertiary education co-ordinator, Dr Jamil Salmi, who is an Education Economist and understands the relationship between higher education and the needs of the economy.

His expertise and experience also provide him a unique perspective of evolving economies, their potentially growing sectors, and the impact this and unforeseen circumstances can have on the needs of the job market, something that he feels a graduate should prepare to adapt to. While he acknowledges the value of choosing courses that might lead to lucrative careers, Dr Salmi also stresses on the fact that one should allow their passion to be a key motivator when choosing a future career path.

EXCERPTS FROM OUR INTERVIEW

The Sultanate of Oman encourages our students to choose courses deemed relevant to the needs of the diversifying economy. However, an economy is always subject to changes. What would your advice be to students looking at higher education options?

“In the 4.0 economy*, in addition to their professional skills, graduates need, more than anything, to have transversal competencies and adequate socio-emotional skills. The former are complex competencies to be able to contribute effectively to addressing today’s challenges: Critical thinking and problem-solving skills, creativity, communication, and collaboration. The latter include curiosity, initiative, persistence, adaptability, leadership, and social and cultural awareness.”

IMPORTANT SKILLS



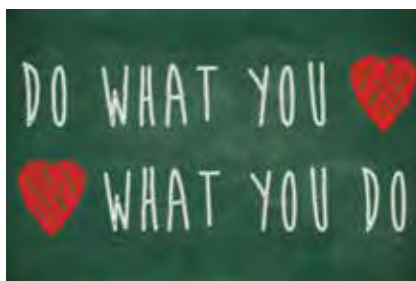
CURIOSITY



CRITICAL THINKING & PROBLEM-SOLVING



INNOVATIVE THINKING



“

In addition to their professional skills, graduates need, more than anything, to have transversal competencies and adequate socio-emotional skills

”

Should there be a balance between choosing the course based on your interests and choosing it based on factors such as employability? When choosing to embark upon the next step in their academic life, how much research should students do to maximise the prospects of future employment and career development?

“I encourage students to choose a career they are passionate about above everything. When you love what you study, you are more likely to be a good student and enjoy what you are learning.”

You once said that there is no such thing as guaranteed employability. Could you explain to our students what you mean by this?

“The labour market is evolving constantly, and the strength of the economy varies depending on the country or the region. Not to mention, unpredictable crises such as the one we are all going through now as a result of the Covid-19 pandemic. In a way, the best way to increase your employability chances is to create your own company, your own job.”

**ENTREPRENEURIAL SKILLS
ENABLE YOU TO CREATE YOUR
OWN JOB**



You advise students to create their own company, their own jobs How do students train themselves to handle the higher element of risk in entrepreneurship and gain advantage to be a successful business owner?

“Entrepreneurship is definitely a risk business, but I see a growing number of young people eager to ‘invent’ something new or launch a new product or create a new service. Universities should help them develop the needed skills, which have to do with creativity and business sense.”



**LOGIC AND CREATIVITY
ARE AN EXCELLENT
COMBINATION**

Looking at the global economy, how has the definition of employability changed and what according to you are the main factors that define it now?

“The dominating theme of the Economic Revolution 4.0 (See 4.0 Economy) is the growing importance of robots and intelligent machines. While I believe that many predictions about robots and machines replacing human beings are exaggerated, we are certainly seeing a shift towards a more digital economy in all sectors. This will undoubtedly impact the types and content of jobs in the future.”

Do STEM (Science, Technology, Engineering and Mathematical Sciences) subjects have a shelf life as far as job saturation is concerned? Or are they perennial (lasting) in nature?

“Many scientific disciplines are indeed evolving very rapidly. Increasingly, what first-year students study may become obsolete by the time they graduate. So, what is more important is to acquire good self-learning abilities to be able, once working in a company, to adapt to new techniques and processes. I want also to add that, rather than focusing on STEM, we should talk about STEAM (A for the arts), thus recognising the creativity dimensions of innovation. It is better to have a well-rounded education combining elements from the humanities, social sciences, and hard sciences.”



**ONCE YOU ARE WORKING IN A
COMPANY OR AN ORGANISATION,
IT IS IMPORTANT THAT YOU ARE
PREPARED TO ADAPT TO NEW
TECHNIQUES AND PROCESSES**

How would you describe the link between higher education, nation's economic development, and prospective job markets in GCC to someone who is still in grade 12?

"The economy of GCC countries has diversified a lot in recent years. Think, for example, of the space exploration programme initiated by the UAE. "The sky is the limit," if you allow me this pun. Diversification means going away from the traditional sectors of comparative advantage linked to the oil industry towards many new ventures in manufacturing and services."



What do you expect to be the key sectors driving the growth of the GCC economies – in the immediate and distant future? Which of these sectors do you predict to be most in need of skilled workers?

"Building on my response to the previous question, it is more about creating new comparative advantages in the digital economy."

"I don't have a crystal ball (I cannot predict the future) but I am sure that health, food, energy and the creative arts are sectors with a lot of opportunities and a tremendous growth potential."

The current health crisis shows that economic situations can change without much warning and rapidly. In such scenarios, What tools of knowledge can students use to wisely navigate their higher education choices?

"Critical thinking, entrepreneurship, and ethical principles are the best competencies that students should equip themselves to be able to adapt to unforeseen situations and see how they can themselves contribute to being part of the solution rather than victims of the problems."



The Ministry of Higher Education offers different types of scholarships, including ones that allow students to choose any eligible course and those that cover only courses deemed relevant to the needs of the job market by the different sectors. What do you think of this approach?

"It is a very positive initiative of the Ministry to clearly distinguish between the two types of scholarships. This is a good example of full transparency and empowerment of the students who can make their choice with full awareness of the employment prospects for various types of programmes."

"It is good to encourage students to take courses that can help them acquire and strengthen the complex competencies needed for the 21st century (critical thinking, teamwork, communication, creativity) but also useful to let them explore various courses that they feel motivated to take."



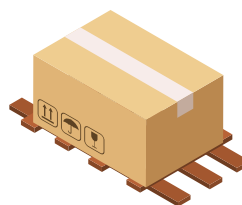
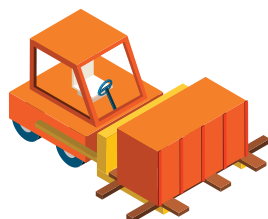
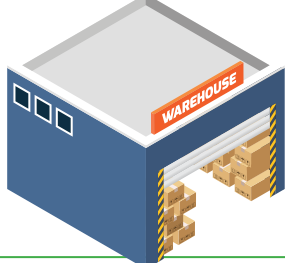
*KEY DEFINITIONS

4.0 ECONOMY means the changing focus of industries and businesses towards adopting a more digital (online) approach to conduct their workings. (For example: Internet of Things (IoT), Cloud, and smart machines)

TRANSVERSAL SKILLS are skills that are typically considered as not specifically related to a particular job, task, academic discipline or area of knowledge and that can be used in a wide variety of situations and work settings, making it easier for you to adapt to changing circumstances, such as dealing with new technologies]

Profile: Dr Salmi is a global tertiary (higher) education expert who has been providing policy advice to governments, universities, professional associations, multilateral development banks and bilateral cooperation agencies for over 25 years now. Dr Salmi, who holds a Masters in Public and International Affairs from the University of Pittsburgh and a PhD in development studies from the University of Sussex, is Emeritus Professor of higher education policy at Diego Portales University in Chile and Research Fellow at Boston College's Center for Higher Education. He is also a member of the International Quality Assurance Advisory Group, Emeritus Advisor on the President's Council at Olin College of Engineering, and chair of the Board of the Chilean EdTech startup u-planner. He is also a celebrated author, with many books to his credit.

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In this special SECTION we focus on three of these sectors – Logistics, Energy, Tourism – and speak to leading companies in the fields to get an overview of what it entails to work in these sectors.

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THE NEEDS OF THE LOGISTICS SECTOR

“I would urge students to choose their future career very carefully. It is important that they enjoy what they do in order to be efficient and productive, to be able to pick up things fast, and in order to drive Oman towards establishing itself as a knowledge-based economy, in its efforts to becoming more competitive and innovative.”

Al Khattab AlMaani

EXECUTIVE DIRECTOR, OMAN LOGISTICS CENTRE (OLC)



DID YOU KNOW ...

The Logistics sector in Oman holds huge potential for economic growth and job creation.

Logistics includes fleet of ships, road transport, planes and all of these require maintenance generating a need for students with such skills.

The Sultanate's location outside the Strait of Hormuz, helps ships save on time, fuel and money, giving the country a distinct advantage.

Moreover, Oman boasts world class ports in Sohar, Salalah, and Duqm.

IMPORTANT SKILLS REQUIRED BY THE LOGISTICS SECTOR

The Industrial Revolution 4.0 has led to a lot more emphasis on cognitive skills like analytical thinking, problem solving, seeing patterns of data and analysing them. This requires thinking of a higher order and lifelong learning.

Students are encouraged to develop an ability to think out of the box, enhance their research skills and analytical abilities.

The growth of the sector is expected to create a number of jobs at various levels and the industry will require professionals holding an array of qualifications ranging from PhDs, Masters, and Bachelors.

It will also require skilled, semi-skilled and unskilled workers trained through vocational education and training.

COURSES DEEMED RELEVANT TO THE NEEDS OF THE LOGISTICS SECTOR

The sector involves a variety of functions necessitating a cross-section of knowledge and skills. The sector is on the look-out for graduates with relevant degrees in Logistics, while not being limited to, those from business or engineering disciplines.

Students looking forward to applying for a job in the Logistics sector can study courses (in Oman) (to name a few) such as:

- **Logistics and transport management**
- **Supply chain management**
- **Logistics operations management**
- **Marine engineering**
- **Mechanical engineering**
- **Logistics engineering**
- **Technological engineering**
- **Logistics and supply chain management**

CURRENT DEGREES AVAILABLE IN OMAN

- **BSc in Logistics and Transport Management** (at the International Maritime College Oman)
- **BSc in Operations Management** (at Sultan Qaboos University)
- **BSc (Hons) in Logistics Management** (at Middle East College)
- **BSc Logistics with Supply Chain Management** (at Muscat University)
- **BSc in International Trade and Finance** (at the University of Nizwa)
- **BSc in Operations Management** (at the University of Nizwa)
- **BSc in Global Supply Chain Management and Logistics** (at the University of Buraimi)
- **BA in Export Oriented Management** (at the University of Buraimi)
- **BSc in Logistics and Supply Chain Management** (at Dhofar University)
- **BSc in Airport Management** (at Modern College of Business & Science)
- **BSc in Aviation Management** (at Modern College of Business & Science)
- **BSc in Transport Logistics Management** (at Modern College of Business & Science)
- **BA (Hons) in Business Administration - Transport Operations Management Pathway** (at Majan University College)
- **BSc in Logistics** (at the German University of Technology)
- **BA in Purchasing, Warehousing and Distribution** (at the National College of Automotive Technology)

These are currently available in Oman and they are programmes specialising in Logistics or its functions. It is important to keep in mind that Logistics is a business function, therefore, anyone with a business degree, and passion about the industry, could apply.

EXCERPTS FROM INTERVIEW WITH ASYAD

OMAN'S INTEGRATED LOGISTICS PROVIDER

Panagiotis Nikolaou - Vocational Education & Training Specialist, Oman Logistics Centre (part of ASYAD), talks about the Logistics sector, its role in helping Oman diversify its economy and possible career avenues for students aspiring to join the sector. As Oman's premier logistics provider, ASYAD is the centerpiece of Oman's ambition to reclaim its 2,000-year-old regional trade leadership and establish the country as one of the world's top ten logistics hubs by 2040.*

**Editorial Note: Although examples of possible careers and relevant courses are given in this interview, NO entity can give any employment GUARANTEES of any kind.*

WHEN ONE SPEAKS ABOUT LOGISTICS (TO SOMEONE STILL IN GRADE 10,11 OR 12), WHAT DOES THE SECTOR ENCOMPASS?

THE LOGISTICS BUSINESS ENCOMPASSES

- Sea freight transportation
- Air freight transportation
- Land freight transportation
- Freight forwarding
- Port operations
- Warehouse management
- Logistics solutions and project management
- International trade and marketing development
- Logistics process improvement and technology



“The simplest way to explain logistics would be to demonstrate it with the journey of the mobile phone from fabrication to your pocket. The supply chain process begins from the time metals were mined for the phone's parts to the production where it reached the manufacturing area to be put together, shipped to a regional centre and then depending on demand, distributed to retail outlets, which is where you bought it from. The final product probably made it from its country of manufacture to point of sale through a regular liner service, which docked at Sohar Port or an air-freight service, which would have landed at Muscat International Airport.

“Keeping this example in mind, logistics can be defined as managing the flow of things and information between the point of origin and the point of consumption by having the right item in the right quantities, at the right time, at the right place, for the right price and in the right condition/ quality.”

“There are currently many courses available in Oman that are programmes specialising in Logistics or its functions. Nevertheless, keep in mind that Logistics is a business function, therefore, anyone with a business degree, and passion about the industry, could apply.”

LOGISTICS MANAGEMENT HAS BEEN A POPULAR COURSE AMONG YOUNG OMANIS. WHAT REALISTIC PARAMETERS SHOULD STUDENTS CONSIDER WHEN CHOOSING THE COURSE? WHAT WOULD YOUR ADVICE BE?

"Logistics offers unique and diverse career opportunities. At the macroeconomic level, logistics offers employment, income to the country and influx of foreign direct investment. The more organised the logistics sector the more attractive the country, high up in the preference of suppliers to reach their target markets timely and economically. Logistics also has a high multiplier effect, as according to studies, it promotes the establishment of other related industries, thus enhancing employment, production and economic benefits overall. So, the industry has a great potential for youngsters that are seeking to start a career.

IMPORTANT SKILLS REQUIRED BY THE LOGISTICS SECTOR

"I would suggest that young Omanis take into account the following:

1. Evaluate the types of careers available to you.
2. Know the skills required, those valued in the industry and how your skills will be rewarded.
3. Evaluate the pace of the business against your traits and personality.

A LOGISTICS CAREER REQUIRES

- People skills, as success depends highly on the communication between you and others, both within and outside of the organisation, as the parties involved in the supply chain of goods is quite extensive.
- Apart from keeping up with the technological advances, one also needs to have analytical thinking and problem-

solving skills, in order to identify issues/ bottlenecks early on and deal with them efficiently.

- Good management and leadership skills and detail to customer service are also required.

"If these attributes sound attractive to them, then this is a career they should definitely consider."

ARE YOU A GOOD TEAM LEADER?



GOOD TEAMWORK RELIES ON GOOD INTERPERSONAL SKILLS



DO YOU HAVE THE ABILITY TO THINK OUTSIDE OF THE BOX AND SOLVE PROBLEMS?



ARE YOU ABLE TO KEEP UP WITH AND ADAPT TO TECHNOLOGICAL PROGRESS?



DO ALL JOBS IN THE LOGISTICS SECTOR REQUIRE AN (ACADEMIC) DEGREE? PLEASE ELABORATE.

"Not all jobs in the logistics sector require a degree.

- Vocational education and training is also an alternative path for those interested in entering the industry.
- One can enter the logistics industry differently and progress higher through experience.
- Vocationally related qualifications involve, driving of trucks and other specialised vehicles and cranes or forklift operators. Other

posts that can be obtained through vocational education and training, apprenticeships or technical and professional education.

- Professional education can help people from other industries make a shift to logistics.
- Technical education could be concerned with the vehicles and equipment maintenance that takes place in the logistics industry.
- Apprenticeships designed and

implemented to a high degree within the industry, can also be beneficial for those not interested in pursuing higher education.

- Competency-based vocational education and training can help individual development on process focused operations such as purchasing or sales, transport or warehousing related functions such as port, airport or railway occupations."

THE CURRENT COVID-19 SITUATION SHOWS ONE HOW IMPORTANT LOGISTICS AND SUPPLY CHAIN MANAGEMENT ARE AND WHAT HAPPENS WHEN IT FACES DISRUPTIONS

“What I want to stress here is not only the importance of efficiency in logistics, but the importance of logistics itself.”

- Commercial organisations have the need to grow and expand.
→ Starting from the local level and moving outwards towards the regional, international and global levels: Logistics helps close the proximity gap between suppliers and buyers, utilising the comparative advantage and creating economies of scale.
- Today, in light of the Covid-19, logistics has taken a hit owing to the restrictions of movement that has been imposed by several governments around the world, while social distancing has had an effect on manufacturing, and brought production as well as consumption to a standstill.
- It is only inevitable for logistics to slow down and suffer in light of these events.
- It is not only a shortage in goods, but there are the inevitable consequences.



- Commercial flights and passenger ferries have stopped, making air cargo availability scarce to flights carrying only cargo;
- The workforce has been requested to stay at home, and if not working conditions have been rearranged taking into account social distancing directives, reducing the capacity of production;
- Ships have been quarantined outside of ports for weeks, raw materials find their way with long delays and difficulties.

YET LOGISTICS IS STILL THE HERO

making sure that even though demand for other commodities and goods has substantially dropped, there are still masks and pharmaceutical goods, such as medicine, medical goods and supplies, perishables and food products make their way into hospitals and homes around the world.”



'LOGISTICS IS MY FUTURE' CAMPAIGN

'Logistics is my future' is a campaign that was urged by SOLS 2040 and the understanding that it created with regard to how logistics is seen out there, between students and the general public. According to SOLS 2040 findings one of the main reasons for the skills gap in Oman is that Logistics is not seen as a possible future career path.

The reason was simple. No one knew what the industry did. 'Logistics is my future' intended to put logistics into perspective. It set the foundation for understanding logistics, its functions and activities in order to demystify the logistics environment and shed some light. It is also the cornerstone to Oman's first Logistics Skills Framework, by breaking down the different job roles in the industry followed by skills and knowledge required.

“As we enter the 4th industrial revolution, knowledge-based economies have the capacity to compete more effectively having achieved efficiency and reduced costs through what is widely known as disruptive technology, much of which was implemented in logistics, offering parties in the supply chain visibility, cost reductions, increased customer satisfaction, etc.

Literature refers to the transformation of production and distribution for both goods and services, resulting from the application of a new wave of Information and Communication Technology related innovations such as interconnected collaborative robots, machine learning, artificial intelligence, 3D printing, integration of the information flow along the value chain, multidirectional communication between manufacturing processes and products (Internet of Things).”



“Examples also show us that building a labour force capable of supporting sustained growth requires the correct mix of quality skills and knowledge. Building knowledge-based economies are seen as the most sustainable way of ensuring strong, long-term growth.”

YOUR DECISION, **YOUR FUTURE**



NEEDS OF THE **TOURISM** SECTOR



With Oman actively investing in tourism as one of the key sectors of economic expansion, the country's tourism sector is definitely growing at a dynamic pace. No other business spans countries and cultures quite like the tourism and hospitality industry, which is the largest employer in the world. The Government of Oman is giving it the much-needed importance with various plans and initiatives. The Ministry of Tourism has announced ambitious plans to attract more than 5 million international visitors a year by 2040. The Tourism sector aims to employ* many nationals and help generate more revenue in the years ahead. Candidates looking to pursue a career in the tourism industry must have a love for travelling along with the hunger to learn new things and the knack of staying up-to-date with the latest news as well as socio-economic trends of the world. Individuals who are interested in careers in travel and tourism can pursue several types of degrees.

EXAMPLES OF CAREERS* IN THE TOURISM SECTOR

Many jobs in the tourism industry require only a certificate or associate degree, so graduates of a Bachelor of Science degree programme in tourism are well prepared for a variety of entry-level positions and some advanced positions, including:



TRAVEL AGENT



GROUP TOUR OPERATOR



HOTEL MANAGER



EVENT PLANNER



WHAT COULD ONE (POSSIBLY) DO WITH AN UNDERGRADUATE DEGREE IN TOURISM MANAGEMENT*?

Management positions in the tourism industry usually require a 4-year undergraduate degree. Graduates of a Bachelor in TOURISM MANAGEMENT programme are prepared for entry-level management jobs in fields such as hotels and restaurant management, resort development, resort/tour operations, cruise sales and marketing.

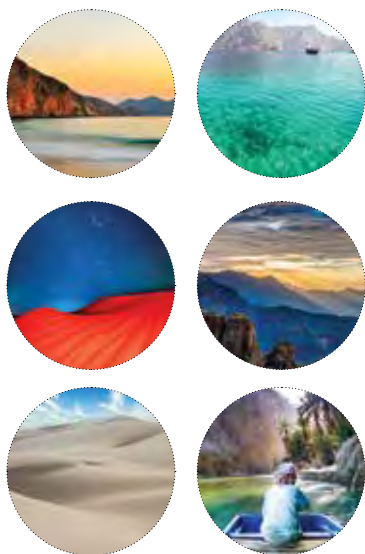
IMPORTANT KNOWLEDGE & SKILLS REQUIRED BY THE TOURISM SECTOR

Students interested in working in the field of travel and tourism are, apart from the requisite professional qualifications, expected to have

<p>AN OUTGOING, PATIENT AND WELCOMING PERSONALITY (something that comes naturally to Omanis)</p> 	<p>Ability to handle and manage people</p> 	<p>Verbal fluency & aptitude for languages</p> 	<p>Interest in Sustainability & Sustainable Growth</p> 
<p>Business Tactics</p> 	<p>Social etiquette</p> 	<p>The ability and patience to help and provide hospitality is a must. Providing hospitality comes very naturally to Omanis.</p> 	<p>One should also have up-to-date knowledge of available facilities and services in the field.</p> 

A thorough knowledge and/or competencies relating to the following will also stand in good stead for those keen on a career in the industry:

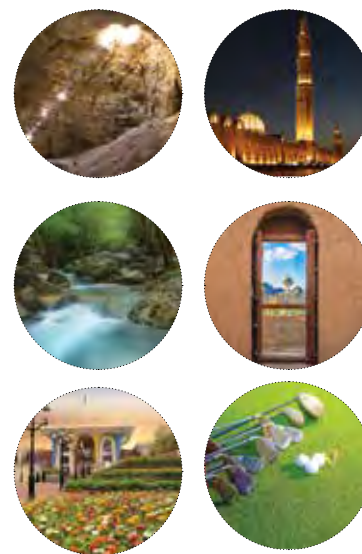
- Travel, and Tourist Attractions and Landmarks in Oman



There is much to explore in Oman with its diverse natural beauty, from pristine beaches and sea, rugged mountains, white sugar dunes to Wadi Oasis.

Are you someone who is keen to showcase the beauty of your country to visitors?

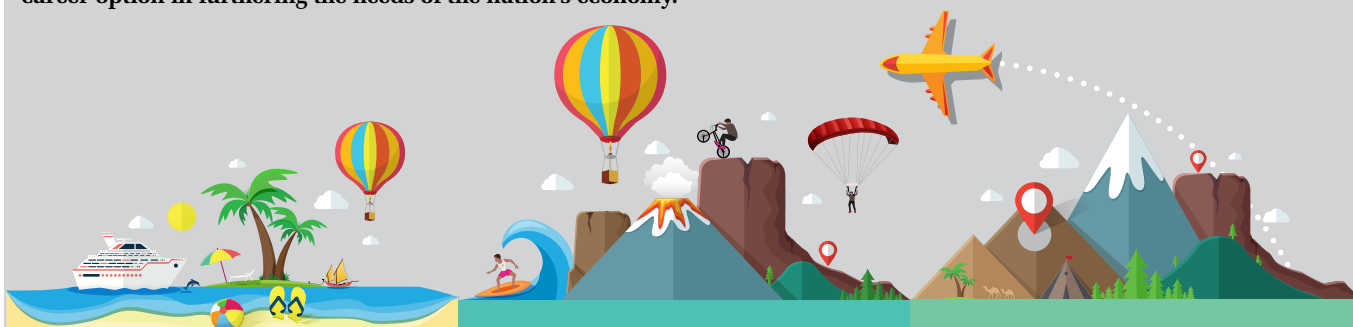
Are you interested in guiding tourists and helping them engage in activities, including playing golf or visiting Salalah during Winter or visiting historic sites, and many other landmarks ...



*We would like to underline that NO entity can give employment guarantees of any kind because any economy is subject to changes, including unforeseen ones such as the current Covid-19 crisis and its economic impact. It is also worthwhile to keep in mind that employability depends on a lot of factors other than your degree and the economic circumstances.

EXCERPTS FROM INTERVIEW WITH OMAN TOURISM DEVELOPMENT COMPANY (OMRAN)

OMRAN was established in 2005 by the Government as the executive arm of the Sultanate responsible for delivering the objectives contained in the 2040 National Tourism Strategy. OMRAN works closely with the Ministry of Tourism and other governmental entities to identify priorities, projects and opportunities that will maximise the potential of the Sultanate's tourism sector. In an exclusive interview with YDYF, Zoltan Kali – Senior Vice President, Omran Hospitality (Dhiaffa) talks about the Tourism sector for young students to get a better idea of what the sector entails and how it can add value as a career option in furthering the needs of the nation's economy.



TOURISM IS A MAJOR ENGINE OF GROWTH IN OMAN. WHAT ARE KEY SKILLS REQUIRED FOR A CAREER IN THE TOURISM SECTOR?

"Tourism and hospitality is such a diverse sector. It cuts across most segments of the economy from transportation to real estate (hotels) and has a long supply chain. One interested in working in tourism can have a relatively successful career with only some basic skills, but at the same time can master the art of tourism services having a wide variety of skills and abilities. As a service sector, tourism is human-centric, so people skills are essential but as it becomes more and more technology driven, technological skills can come in handy.

"The most important requirement for a tourism professional is to enjoy interacting with guests, to be open minded, and enjoy getting to know new people every day. To find joy in making others feel at home, to get to know individuals with various cultural backgrounds and genuinely be curious about people."

DO ALL THE JOBS IN THE TOURISM SECTOR IN OMAN REQUIRE A DEGREE. WHAT ARE THE SPECIFIC NEEDS OF THE SECTOR IN THE ERA OF DIGITAL TRANSFORMATION?

"Not at all. The sector is so diverse, and many successful tour guides, drivers, local experience hosts etc. concierge, hotel employees do not have higher education degrees."

"The digital support for the tourism experience is ever growing, however nothing can replace the human interaction in the context of such experiences.

Just like art, the meaning of a destination is enriched by the stories of the people inhabiting it. The digital tools and necessities are becoming like utilities in everyday life as they change the way we travel, but the joy of travelling and the experiences we seek are still the same as they were before."

WHAT ARE THE JOB OPPORTUNITIES IN THE TRAVEL SECTOR FOR A DEGREE HOLDER IN EVENTS MANAGEMENT, TOURISM MANAGEMENT, HOTEL MANAGEMENT, HOSPITALITY MANAGEMENT?

"With the growth of the meeting, conferencing and incentive travel market in Oman the opportunities of a career in event management have substantially increased. The natural and cultural assets of Oman confer the country a vast potential in incentive travel market, which requires high level of logistics and event management skills."

"Hotels management is an evergreen area in tourism, and with the significant increase of graded hotel supply in Oman in the last 4-5 years (the supply in Muscat is close to double then before), there will be a continued need to well trained, fit for work Omani hotel professionals."

DID YOU KNOW:

OMAN IS A PERFECT MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) DESTINATION?

"Oman is a beautiful and safe country with an ancient culture and modern infrastructure to rival any in the world. With our award-winning Oman Convention & Exhibition Centre, we believe our offering to the business events industry is leading the way in the region. Every sector in the country works together in a holistic approach that puts sustainable development at the forefront and provides unique lessons to world in investing in people. The Events sector is an integral part of this framework. The main skills required to be part of it are communication, organisational skills, multi-tasking, hospitality, networking & most importantly passion."

Said Al Shanfari, CEO, Oman Convention and Exhibition Centre (OCEC) – a key hub for MICE Tourism & Business in the Sultanate of Oman. Please visit www.omanconvention.com for more information.



THE NEEDS OF THE ENERGY SECTOR



“SHELL also has opportunities for other disciplines, apart from STEM. The talents are expected to have a focused intention in order to organise their ideas, have clear and prioritised goals, apply social intelligence and understanding in collaborative settings, and display problem solving skills with resilience and flexibility.”

“Soft or transversal skills such as problem-solving, critical thinking and adaptability are increasingly important to enable people to succeed in a rapidly changing world. Unfortunately, and generally speaking, these skills, also known as the “STEM habits of mind”, are not being taught enough, but it’s a mindset that youth should try to explore even if their major is not STEM related.”



Dr. Mohammed Mahmood Al Balushi, Chief Executive Officer (CEO) of Shell Oman Marketing Company

a leading fuel marketing company and one of the main energy companies in the Sultanate of Oman, advises students who are about to make their higher education choices.



The Energy sector impacts every day of our lives. In addition to providing power and waste management, they also provide a boost to the economy by creating jobs and contributing to the Gross Domestic Product (GDP). Working in the energy industry can be a rewarding and fruitful experience, especially if you have the right skill sets.

With modern society continuing to consume fuel and the energy industry seeking out alternatives such as renewables, jobs will continue to be created* in this fast-moving field.

DID YOU KNOW ...

The sector employs people with a wide range of qualifications, however,....

Whether you are a graduate, or you are looking to start a new career path, there is a certain knowledge, competencies and skills that ALL energy companies look for in prospective employees – this includes knowledge of Mathematics, and a grasp of Science, Technology, Engineering (the STEM areas)

•Employers are interested in people with transferable or generic skills that apply to most jobs including e.g.

- Analytical Thinking
- General Cognitive Ability
- Problem-Solving including 'Emerging Leadership' (the ability to step in and address a problem)
- Adaptability
- Communication Skills
- Emotional Intelligence
- Innovative thinking skills/ingenuity skills

Some aspects of the energy sector can be very sensitive and so those seeking a long-term career in the industry need to possess good communication and other generic skills.

Oman has set an ambitious goal to supply 30 per cent of its electricity demand with renewable energy resources or renewables by 2030....Among the many options, renewable energy may be a future-forward industry to work in. A career in energy conservation involves assisting companies, industries, as well as individuals to find efficient and cost-effective ways toward sustainable mobility and energy.



*Editorial Note: Although examples of possible careers and relevant courses are given in this feature, NO entity can give any employment GUARANTEES of any kind.

EXCERPTS FROM AN EXCLUSIVE INTERVIEW WITH THE CEO OF SHELL OMAN A LEADING FUEL MARKETING COMPANY AND ONE OF OMAN'S MAIN ENERGY COMPANIES

YDYF spoke to Dr Mohammed Mahmood Al Balushi, Chief Executive Officer (CEO) of Shell Oman Marketing Company to find out what makes the organisation one of the market leaders, how it is working to drive the energy transition forward, what the important skills required by the Energy sector are, as well as to seek advice for students aspiring to join the sector*.



“There has never been a more exciting time to be part of the energy industry, especially at Shell. There is a lot to learn about the challenges we face and the impacts you can make through INNOVATION.”

OMAN'S GROWING DEMAND FOR ENERGY

“As the economy grows, the Sultanate will need much more energy to power homes and fuel transport for the growing population with rising living standards. Lives and livelihoods, economies and communities depend on convenient, reliable and affordable energy to prosper and grow. People today have never been more connected. More and more of us are enjoying better opportunities, better health and a higher standard of living.

“Most of the energy used today comes from oil, and increasingly from natural gas. These hydrocarbons* power and cool homes and workplaces & fuel transportation that take us to work or school or universities. Hydrocarbons also enable industries that sustain our lives & provide the ‘ingredients’ to make most of the products we buy – like the computer or smart phone you might use to read this.



“Oman’s population is generally youthful. As you grow, you will be a consumer of appliances like computers, ACs and other electronics that consume energy. You will also be buying a vehicle, contributing to more than doubling the number of cars on the road by 2050. As a result, it is inevitable that global demand for energy will continue to increase, especially with the growth in population and the rapid development of technology.

“To meet the rising energy demand in the most socially, environmentally, and economically responsible way, we need to unlock the full power of innovation.

“Shell Oman’s access to know-how, technology and innovations from Shell globally will help us deliver more and, cleaner energy.”



The industry is no longer a male-dominated one and welcomes young people with talent and determination



Internships, short-term or long-term, and work experiences always prove beneficial in making informed higher education and career choices

WHAT CAN YOUTH DO TO BE READY TO BE PART OF THIS INDUSTRY?

“First, youth are also energy consumers. They need to understand their value in the whole sector. Energy industry needs talented people with relevant knowledge and skills in the areas of Science, Technology, Engineering and Mathematics (STEM).

Connecting with customers and understanding their needs is vital to driving commercial performance. Whether our customers are high street consumers, business partners, governments, or NGOs. Customer experience is essential in achieving success across the entire customer journey. That is why we seek talented sales and marketing professionals brimming with personality and interest for corporate experience. People who are passionate about enhancing the customer experience and nurturing trusting relationships are key in delivering customer satisfaction from a company that strives to make a positive impact on the industry and society.

That is why Shell has launched a number of social investment programmes in Oman, including Shell Eco-marathon, a globally leading energy efficiency competition, which is an opportunity for Omani youth to take part in a global dialogue about the future of mobility and energy. Also, Shell launched NXplorers in schools in Oman which introduces future leaders to the complex and creative thinking needed to bring about positive change.

“Soft, transversal skills such as problem-solving, critical thinking and adaptability are increasingly important to enable people to adapt to a rapidly changing world. While, generally speaking, these skills, also known as the “STEM habits of mind”, are not widely prioritised, but it is a mindset that youth should try to explore even if their major

is not STEM related.

“The sector offers opportunities for other disciplines as well, apart from STEM, as far as the right attitude is there. The talent is expected to have a focused intention in order to organise their ideas, have clear and prioritised goals, apply social intelligence and understanding in collaborative settings, and display problem solving skills with resilience and flexibility.”

HOW DO YOU FOSTER AND GROW TALENTS IN SHELL?

“Building on our core values, we aspire to sustain a diverse and inclusive culture where everyone feels respected and valued, from our employees to our customers and partners. Diversity and inclusion are at the heart of the way we do business. We also have a suite of employee and leadership awareness and development programmes as well as mentoring initiatives and progressive policies that support flexible working and rewarding careers.

“We encourage intentional self-discovery/exploration among our people. They should learn to evaluate their own performance, seek feedback, take charge of their own learning and development, and be able to create personalised strategies to achieve effective results in the workplace.

“Our business principles promote trust, openness, teamwork and professionalism, as well as pride in what we do and how we conduct business.

“This has been remarkably showcased in recent years with seven talented young Omani women joining the Aviation business at the fuel farm in Muscat International Airport; this success is even more meaningful given that, traditionally speaking, the aviation refuelling industry has not been a magnet for female talents.”

WHAT DRIVES SHELL TO OFFER OPPORTUNITIES FOR THE OMANI YOUTH?

“As an Omani company with an international brand run by Omanis, we pride ourselves in sustainable business practices and the highest international standards. Throughout more than 60 years of its history in Oman, Shell Oman has been a key and highly engaged participant in the economy of Oman and the progress of the nation; delivering innovation and pioneering technologies with consistent world-class quality products and services to the Omani market

while sharing sustainable value with the society.

“While our operations can provide direct employment opportunities, we also encourage local businesses to be part of our supply chain, and we work with the government and other entities to offer training to build local skills and expertise which ultimately provide indirect jobs and business opportunities. Part of our continuous efforts towards nurturing and empowering Omani youth,

Shell Oman offers the annual Summer Internship Programme to provide on-the-job training and development opportunities for Omani students from various local and international educational entities.”

“Our Omanisation rate of approximately 94 per cent, including in the management level, is testimony to our commitment to local talent development, In-Country Value and sustainable business practices.

ENTERPRISE DEVELOPMENT IS AN IMPORTANT AREA IN THE FUTURE OF OMAN'S ECONOMY AND GROWTH, WHAT DOES SHELL OMAN HAVE TO OFFER IN THIS AREA?

“Enterprise development and skills enhancement are key components of Shell's purpose of powering progress together by providing more and cleaner energy. We prioritise procurement of goods and services from local suppliers who meet the standards we require. We also support local businesses development to meet these standards through providing training and on-job learning opportunities. Moreover, we check that our suppliers comply with our requirements

and standards, which cover areas including HSSE, labour practices and business integrity and ethics.

“One of the most visible examples would be our service stations retailers and operators. Shell Oman supports Omani Small and Medium Enterprises (SME) by enabling them to operate Shell Service Stations, shops and other facilities. Currently, there are more than 120 Omani enterprises that work as retailers at Shell service stations, and many

of these Omani enterprises have achieved multiple local and global recognitions from the Royal Dutch Shell Group for being the global ‘Retailer of the Year’, showcasing local Omani talents and potential to a global audience.

Another example has been Shell Oman's collaboration with an Omani SME to be the first company to launch a solar-powered service station in the Sultanate (Mukhaizna Shell Service Station).”

DID YOU KNOW ...

as part of its Corporate Social Responsibility (CSR), Shell Oman Marketing Company has helped power the forthcoming Your Decision, Your Future Website Application (YDYF WEB APP) to support young people making informed, balanced and higher education decisions using modern, reliable and trustworthy online sources? The web app is based on state-of-the-art technology, appealing 3-D content and visuals activities that serve as an important and trustworthy tool for Oman's students making informed higher education decisions.

POWERED BY


Oman Shell

UNDER THE AUSPICES OF


HEI

YOUR DECISION,
YOUR FUTURE
WEB APP

DID YOU KNOW ...

A website application can be accessed through a smart phone. If you do not have a smart-phone, you can also use your computer or the computer at school as a web app will adapt to the device you use to access it! This allows all Omani students access to valuable information about higher education.

