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Big Changes, Bright Future:

Mass Communication Unbundled, Renamed Faculty of Communication and Media Studies

By Lamara Garba



From left: Prof. Umaru Pate, President Society of Nigerian Broadcasters; VC, Prof. Sagir Adamu Abbas; DVC Research and Development, Prof. Abdullahi Sule-Kano and Registrar BUK, Malam Haruna Aliyu at the opening ceremony of the workshop

ayero University, Kano (BUK) has officially unbundled its Mass Communication program, a transformation set to take effect from the 2024/2025 academic session, according to the Vice-Chancellor, Professor Sagir Adamu Abbas.

As part of this restructuring, the university's Faculty of Communication has been renamed the Faculty of Communication and Media Studies to align with global trends and evolving industry standards.

Speaking at the opening ceremony of a one-day roundtable discussion organized by the Faculty of Communication in collaboration with the Society of Nigerian Broadcasters (SNB) at the CBN Centre of Excellence on Monday, January 27, 2025, Professor Abbas confirmed that the university could now offer four specialized degree programs that were previously under the Mass Communication umbrella.

Under the new structure, the faculty will house the following four departments: Broadcasting and Journalism Department, Development and Strategic Communication Department, Public Relations and Advertising Department and Information, Media Studies, and Film & Multimedia Departments respectively.

Professor Abbas explained that this restructuring aligns with the provisions of the MacArthur-sponsored project, which aims to foster specialization in communication and media studies. He emphasized that the move would enhance the quality of media education, equipping students with specialized knowledge to meet the growing demands of the media industry.

The Vice-Chancellor also expressed gratitude for the MacArthur Foundation's financial grant, which has played a crucial role in transforming communication studies in the country. He remarked, "MacArthur has been a blessing to our institution," highlighting the foundation's contribution to the university's growth.

In his keynote speech, the President of the Society of Nigerian Broadcasters (SNB), Professor Umaru Pate, addressed the significance of investigative and data-driven journalism, particularly in the fight against corruption, which he described as an existential threat to society.

He stressed that journalists have a constitutional responsibility to engage in investigative journalism, as it plays a vital role in promoting freedom of expression, good governance, and public trust in the system.

The roundtable served as a platform for stakeholders to deliberate on the future of media education in Nigeria. Participants shared insights on how the new academic structure could benefit both students and the wider society. Professor Pate, who also serves as the MacArthur Grant Coordinator at BUK, acknowledged the MacArthur Foundation's pivotal role in reshaping communication

studies not only at BUK but across Nigeria. There was a general consensus that this transformation would position Bayero University as a leading institution in media and communication education in the region.

Additionally, in his capacity as Vice-Chancellor of Federal University of Kashere, he commended the foundation for its commitment to academic excellence and innovation. He noted that the renaming and restructuring of the faculty will open new opportunities for students and faculty members, allowing for more focused, in-depth education in various areas of communication and media studies. The new arrangement is expected to enhance graduate employability and better equip students for the rapidly evolving media landscape.

With these strategic changes, Bayero University Kano is set to become a hub for media education excellence, aligning with modern industry trends and fostering the next generation of media professionals.

BUK Registrar Emphasizes Role of Non-Academic Staff in University Growth



The Registrar of Bayero University, Kano (BUK), Aliyu Haruna, has emphasized the crucial role of non-academic staff in driving university growth and development through data generation and management.

Speaking on Monday, January 27, 2025, while receiving the National President of the Association of Nigerian Universities Professional Administrators (ANUPA), Dr. Victor Nkuma Bem, in his office, Haruna expressed BUK's readiness to collaborate with ANUPA's national body to enhance staff and manpower development. He stressed that professional training for university administrators is essential for sustainable institutional progress.

Dr. Haruna further noted that modern university administration has evolved into a highly professional field, where efficiency and success depend significantly on the accurate data provided by non-academic administrators.

In response, **Dr. Victor Nkuma Bem** reaffirmed ANUPA's

commitment to supporting BUK's vision and assisting its local chapter to strengthen its operations. He emphasized the need for continuous professional training for non-teaching staff, stating that such development initiatives are critical to enhancing their performance and efficiency.

Dr. Bem highlighted that ANUPA organizes three national training sessions annually, in addition to specialized training programs for university staff who may need refresher courses. He noted that the upcoming induction of new university non-teaching staff would be complemented by a special training session facilitated by ANUPA's national body.

The ANUPA President also recommended that universities invite their counterparts from neighboring institutions to participate in these specialized training sessions, ensuring broader engagement and knowledge-sharing across the academic sector.

SERVICOM Directorate Organizes Sensitization Lectures on Effective Service Delivery at BUK

Bv Suleiman Salihu =

effective service delivery for all stakeholders within the rules and regulations. university faculties.

As part of this initiative, the SERVICOM team visited the Faculties of Arts and Islamic Studies (FAIS), Social Sciences, Economics and Management Sciences, Engineering, Education, and Earth and Environmental Sciences (FEES) on Monday, January 20, and Tuesday, January 21, 2025, at their respective deaneries.

Speaking during the visits, the Director of SERVICOM, Prof. Aliyu Mu'azu, mni, provided insights into the origin



Members of BUK SERVICOM Directorate during a visit to the Faculty of Economics and Management Sciences

and purpose of SERVICOM. He explained that the initiative was established in 2003 by former President Olusegun Obasanjo to address declining service standards in the public sector. He noted that SERVICOM, an acronym for Service Compact, was designed to enhance efficiency and accountability in service delivery across the nation.

At BUK, he added, SERVICOM initially functioned as a unit before being upgraded to a directorate under the leadership of the Vice-Chancellor, Prof. Sagir Adamu Abbas. The directorate, he emphasized, serves as the university's engine room for monitoring and improving service delivery, operating directly under the Vice-Chancellor's office and covering almost every aspect of university administration.

Prof. Mu'azu outlined the directorate's key responsibilities, which include: monitoring service delivery to ensure the satisfaction of university stakeholders, including students, staff, and the wider university community and handling as well as resolving complaints promptly, stating, "At SERVICOM, we do not leave complaints for an hour; we treat them as they come."

Other functions include overseeing lecture venues, session examinations, transcript and missing results processing, timetables, and campus cleanliness, ensuring staff Vol. XLIV No. 07 - Bulletin Friday, 31st January, 2025

The Directorate of University SERVICOM, Bayero punctuality and attendance, addressing issues of lateness University Kano (BUK), has embarked on a routine and absenteeism and collaborating with the Deanery of sensitization and interactive session aimed at enhancing Student Affairs to educate student unions on university

> Prof. Mu'azu emphasized that sensitization and awareness campaigns were necessary before enforcing SERVICOM regulations, ensuring that the university community fully understands its role in maintaining service excellence.

> During the sessions, several faculty deans commended the SERVICOM team for the initiative and shared their perspectives on improving service delivery:

> In his remarks the Dean of FAIS, Prof. Ibrahim Garba Satatima, expressed appreciation for the sensitization lecture and assured that the faculty would further disseminate the information to its departments for wider coverage. He mentioned that the lecture coincided with the faculty's "Workers' Day" event, where commendation letters and token incentives were given to hardworking cleaners to boost their morale. He urged SERVICOM to institutionalize a similar recognition system across the university to celebrate excellence.

> Also speaking, the Dean of the Faculty of Social Sciences, Prof. Maikano Madaki, described the session as enlightening and noted that faculty members were "ambassadors of SERVICOM." He highlighted that the faculty had established a monitoring committee responsible for overseeing environmental cleanliness, examinations, and lectures while issuing commendations where necessary.

> The Dean of the Faculty of Economics and Management Sciences, Prof. Aminu Muhammad Isah, expressed concerns over the declining work ethics and service standards within the university system. He called for a holistic approach to revamp the system, including attitudinal change, continuous training, and enhanced monitoring mechanisms.

> The visits featured interactive sessions where faculty staff shared comments, observations, and concerns regarding service delivery. SERVICOM officials provided clarifications and reaffirmed their commitment to improving the university's administrative processes.

> The SERVICOM delegation which was led by Prof. Alivu Mu'azu, mni, and included; Hajiya Binta Lawal Saji (Administrative Secretary), Ademola Benjamin Bolaji (Complaint Desk Officer), Barrister Nura Musa Abdullahi (Charter Desk Officer) and Ahmad Ishaq Musa (Monitoring Officer). Others are Adam Ahmad Madaki (Administrative Officer) and Isma'il Tukur Gaya (Administrative Assistant).

> The sensitization campaign highlights SERVICOM's dedication to enhancing service efficiency, accountability, and professionalism at Bayero University Kano.

Elrazi Medical University Visits BUK, Commends VC on Mentorship and Collaboration

The management team of Elrazi Medical University, Kano, programs, including: Medicine, Dentistry, Radiography, paid a courtesy visit to Bayero University, Kano (BUK) on Medical Laboratory Sciences, Public Health and Nursing. Thursday, January 23, 2025, where they commended BUK's Vice-Chancellor, Professor Sagir Adamu Abbas, for his mentorship and institutional support.

Leading the delegation, Elrazi University's Vice-Chancellor, Ahmed Othman Hassan Rizq, expressed his admiration for BUK's infrastructure, particularly the wellfurnished Senate Building and spacious offices. He commended BUK's leadership, staff strength, and unwavering mentorship support to Elrazi Medical University.

is a subsidiary of Elrazi University in Khartoum, Sudan, and is currently in its second year of operation. He noted Deputy Vice-Chancellor and Provost of the Medical academic foundation.

Other programmes are Hospital Administration and Nutrition and Dietetics, among others.

Prof. Yarube noted that BUK's College of Health Sciences has played a crucial role in providing the necessary technical support required for NUC (National Universities Commission) and MDCN (Medical and Dental Council of Nigeria) accreditation. He emphasized that this collaboration is essential for positioning Elrazi Medical University for greater achievements.

He also highlighted the strong alumni network of Elrazi Prof. Rizq explained that Elrazi Medical University, Kano, University, Sudan, in Nigeria, particularly in Kano, with hundreds of graduates contributing to the medical field. Recently, an Elrazi alumnus delivered an educative that a significant number of its staff members, including its medical lecture at the university, further strengthening its



College, Professor Isyaku Umar Yarube, are BUK alumni or affiliates.

He emphasized that Elrazi Medical University is Nigeria's first private medical university and seeks further collaboration with BUK in areas such as technical support, staffing, and mentorship. He expressed hope that this partnership would continue to flourish.

Speaking during the visit, Prof. Isyaku Umar Yarube, DVC and Pioneer Provost of Elrazi Medical College, highlighted the strong relationship between Elrazi and BUK, which has been strengthened through technical support and mentorship.

He revealed that Elrazi Medical University began with just six (6) students in its first year, but enrollment has multiplied to 160 students in its second year. The institution has also expanded its academic offerings to 12

In his response, BUK's Vice-Chancellor, Professor Sagir Adamu Abbas, welcomed the Elrazi Medical University team and expressed satisfaction with their progress and achievements. He reaffirmed BUK's commitment to further collaboration, particularly in medical mentorship.

Prof. Abbas pointed out that BUK boasts nearly 200 medical professors with international affiliations, a resource that could significantly benefit Elrazi Medical University. He assured the delegation that BUK's doors remain open for further cooperation in medical education and research.

In his vote of thanks, The Director Academic Planning, Elrazi University, Dr. Sadiq Uba Jalli, expressed appreciation for the visit and commended BUK's leadership for its openness and unwavering support toward Elrazi Medical University's growth.

FEMS Hosts 4th International Conference on Sustainable Development

hosted its 4th International Conference and Doctoral Colloquium on Tuesday, January 21, 2025, at the Centre of Excellence.

Themed "Management for Sustainable Development in Times of Economic Uncertainties: Issues, Perspectives, and Challenges," the conference provided a platform for scholars, policymakers, and industry experts to deliberate on pressing global economic challenges and explore sustainable development solutions.

Delivering her goodwill message, the Special Guest of Honor, Honorable Minister of State for Education, Professor Suwaiba Said Ahmad, emphasized the critical need to address sustainable development amid global economic uncertainties.



Representative of the VC BUK, DVC MS, Prof. Mahmoud Umar Muhammad Aminu Isah and other dignitaries at the opening ceremony of the conference

"There is no better time to tackle the issue of sustainable development than now, as we face economic challenges that impact not just Nigeria but the global economy," she stated.

Professor Ahmad expressed optimism that the conference would generate innovative ideas to foster economic stability, aligning with the Sustainable Development Goals (SDGs) championed by President Bola Ahmad Tinubu's administration.

Represented by Dr. Sanusi Yakubu Ahmad, Provost of the College of Arts and Remedial Studies, Kano, the Minister reaffirmed her unwavering support for the conference and praised the engagement of intellectuals in addressing economic challenges. She expressed hope that the deliberations would contribute meaningfully to national and global economic policies.

BUK, Professor Sagir Adamu Abbas, represented by the Deputy Vice-Chancellor (Management Services), Professor Mahmud Umar Sani, extended a warm welcome to participants.

The Faculty of Economics and Management Sciences "It is my great pleasure to warmly welcome you all to (FEMS) at Bayero University, Kano (BUK) successfully Bayero University, Kano, for the 4th International Conference and Doctoral Colloquium, "he said.

> Professor Abbas commended FEMS for its commitment to organizing the biennial event, describing it as an invaluable platform for intellectual discourse and knowledge sharing.

> He emphasized the relevance of this year's theme, which addresses critical global challenges, and elaborated on the three cardinal pillars of sustainable development: Economic Growth, Social Inclusion and Environmental Protection "These pillars guide the economy in ensuring long-term prosperity, resilience, and equitable resource utilization," he explained.

> Professor Abbas also highlighted the importance of the United Nations' 17 Sustainable Development Goals (SDGs) in addressing poverty, climate change, and economic diversification. He stressed that achieving these goals requires innovative management approaches, adaptive policies, and strategic collaborations among stakeholders.

> Delivering the keynote address, Mr. Peter Wallis, President of Wallis Energy Corporation, Massachusetts, USA, highlighted Africa's vast economic potential, citing rich mineral resources a fast-growing economy and opportunities in renewable energy

However, he said the key principles of sustainable development management, are adopting a holistic approach, conserving natural resources, promoting social Sani (sitting 2nd from right) along with Dean of FEMS, Professor responsibility, engaging in long-term planning and leveraging data-driven decision-making.

> With over two decades of experience in energy efficiency projects, corporate strategy, and financial analysis, Mr. Wallis shared insights on how Africa can effectively harness its resources. "Wallis Energy has completed over 20 project and corporate acquisitions, and these experiences underscore the importance of strategic planning for sustainable development," he stated.

> Another key highlight of the conference was a presentation by Mr. Daniel Wagner, CEO of Country Risk Solutions and Adviser to the Forum for Social Studies and Regional Economic Analysis (FOSSREA). His lecture focused on management deficiencies and their impact on organizational efficiency and effectiveness.

Using Nokia as a cautionary example, Mr. Wagner illustrated how poor leadership and failure to adapt can lead to organizational decline. "In the early 2000s, Nokia was a leading mobile phone manufacturer. However, it In his opening remarks, the Chief Host, Vice-Chancellor of failed to adapt to emerging trends, such as touchscreen smartphones, and ultimately lost its substantial market share to competitors like Samsung and Apple," he explained.

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ACEPHAP Holds Maiden International Conference

... Addresses Critical Health Challenges Facing Africa

By Bala G. Abdullahi

Africa Center of Excellence for Population Health and Policy (ACEPHAP) held its maiden edition of International Conference with the theme: "Resilience and Optimization: Building Sustainable Population Health in Africa." The Conference took place at Bristol Palace Hotel, Kano on Tuesday 21st January, 2025.

Speaking shortly before he declared the Conference opened, Kano State Governor, Engineer Abba Kabir Yusuf said hosting the conference showcased the commitment of ACEPHAP to advance health, education and research in Kano and beyond.

The Governor who was represented by his Deputy, Comrade Aminu Abdulsalam, said "we are gathered not only as representatives of various institutions, state and countries but as advocates for excellence in public health." He added that the theme of the Conference resonated with

the State government collective mission: to harness research, innovation and traditional knowledge to improve health outcomes across Africa.

"I am delighted to see expert and stakeholders from various fields gathered here today to discuss critical issues related to population health and policy. As the host state, we are proud to be associated with this noble initiative. Our administration is committed to supporting initiatives that promote the health and well-being of our citizens, particularly in the areas of maternal and child health."

Engineer Yusuf commended the efforts of ACEPHAP in conducting cutting-edge research and providing training programmes that addressed the unique health challenges facing our region. "your work is critical in informing policy decisions that impact the lives of millions of people," he remarked.

The governor revealed that since the inception of his administration, it had demonstrated its resolve to improve the health indices of the state through numerous infrastructural renovations.

The Governor said at the moment his administration is collaborating with ACEPHAP in various health interventions. One of such initiative, he stated was the Kano State Surveillance for Evidence and Policy (KASSEP) project aimed to institutionalize Sample Registration System (SRS) as well as understand the causes and factors associated with Maternal deaths and still birth to provide us with insights on programmes to inform our policy decisions.

He charged the participants that as ideas, experiences and research outcomes were being shared over the next few days, he encouraged them to think critically and creatively. He said the status quo must be challenged and strategies that would improve health outcomes for all are devised.

He further urged the participants to engage in robust discussions, share expertise, and collaborate on finding solutions to our common challenges, adding that together "we can develop solutions that not only enhance population health but also contribute to the overall socioeconomic development of our nation."

In his address, the Emir of Kano, Khalifa Dr. Muhammad Sanusi II who spoke via zoom said the only glaring solution to addressing development of maternal and child health was the integration of traditional/community



Some of the conference participants in a group photograph with other dignitaries at the opening ceremony

leaders into health development initiatives. He said doing that would ensure that development reached the grassroot.

He was of the belief that if traditional leaders were involved at the grassroot level, they would be in a position to keep proper records of the number pregnant women, births, still birth and deaths in their various domains. He said this data kept by the traditional leaders would be used by the government or any authorities to come up with solutions to maternal and child mortality in Kano State.

The Emir, however expressed concern that at the moment no such records existed and that was why, the problem of maternal and child mortality defied most of the solution. Khalifa Dr. Muhammad Sanusi II commended ACEPHAP for organizing the conference whose outcome he believed would address critical health challenges facing the country and Africa at large.

AMTAY Technology Institute's Annual Award for Best Civil Engineering Student

By Nura Garba

honor a dedicated contributor to engineering education, recognizing and encouraging outstanding students. He Amtay Technology has established an annual award for the top graduating student in Civil Engineering at Bayero University Kano (BUK).

The award, named the "Engineer Abdulrahim Abdulwahab Memorial Award," was institued in memory of the late father of Dr. Muhammad Tayyeb Abdulwahab, founder and CEO of Amtay Technology and a BUK Civil Engineering alumnus (Class of 2011). The senior Abdulwahab served as a Chief Technologist in BUK's Department of Civil Engineering.

Amtay Technology, a leading engineering construction and consultancy firm, has pledged to present the award, which includes a N50,000 prize, annually for the next decade.

Dr. Abdulwahab personally presented the inaugural award cheque to the Vice Chancellor, Professor Sagir Adamu Abbas, on Friday, January 17, 2025.

Professor Mahmoud Umar Sani, Deputy Vice Chancellor of Management Services, received the award on behalf of the Vice Chancellor and expressed the university's

In a generous move to support academic excellence and gratitude for Amtay Technology's commitment to praised the initiative as a fitting tribute to the late Engineer Abdulrahim Abdulwahab's legacy.

> The award will be presented at BUK's annual convocation ceremonies, further highlighting the university's commitment to academic excellence and its appreciation for partnerships that support student success.



Present during the presentation of the cheque award were the Director Academic Planning, Professor Yusuf Garba, Dean Faculty of Engineering, Professor M.S Abubakar and the Director Directorate of Examinations, Admissions and Records (DEAR), Aminu Wada Kurawa.

BUK's Head of Protocol, Passages and Events o

The Head of Protocol and Passages Unit, Malam Ahmad Maulud's Adam Maulud has been conferred with honorary doctoral fellow of the Institute of Professional Managers and Administrators of Nigeria (IPMA). The investiture took place at a unique and memorable occasion.

A Doctoral Fellow of the Institute of Professional Managers and Administrators of Nigeria is awarded to individuals for selfless contributions to managerial/administrative profession for the development of mankind.

Malam Maulud was conferred with this prestigious award of the Institute in recognition of his selfless service and commitment to the ideals and objectives of the institute.

In his congratulatory message, the SSANU BUK Chairman, Comrade Mustapha Aminu described Malam

investiture as a reward for hard work, commitment, honesty and dedication to duty and urged him to see the award as a clarion call for him to do more to humanity.



SEMINARS

Department of Human Physiology: Seminar Presentation

MSc Internal Defence

Presenter 1: Hadiza Yakubu Musa (SPS/19/MHP/00018)

Topic: Effect of Banana Blossom Extract on Learning, Memory and Brain Oxidative Stress Biomarkers in Alloxan Induced Diabetic Mice,

Supervisor: Professor M.M. Elkashab

MSc Proposal Defence

Presenter 1: Rukayya Sabo Bashir (SPS/21/MHP/00001)

Topic: Assessment of the Effect of Intensity and Training of Noise Exposure on Brain Oxidative Stress, Spartial Working Memory and Hippocampal Histology in Adult Male Wistar Rats.

Supervisor: Dr. D.G. Mahdi

Date: Tuesday, 4th February, 2025

Time: 10:00am

Venue: Postgraduate Class, Department of Human Physiology,

BUK

Department of Economics: Public Lecture

Topic: 'Fiscal Sustainability Amidst Economic Decline in

Nigeria: Any Solution in Sight?.' Presenter: Dr Muhammad Sagagi

Host: Professor Shehu Mohammed Tijjani, Head, Department of

Economics

Date: Wednesday 5th February, 2025

Time: 10:00am

Venue: CBN Center of Excellence Theatre



WORDSCAPE

With Yusuf M. Adamu, PhD, MNAL, FANA, FANG

You are welcome to WORDSCAPE, a poetry column. This column will publish a poem every week. The poems are a selection from my unpublished poems written over a long period of time (2001-2024). They are not arranged in any order, but have addressed every aspect of our lives. Many readers will connect with some of the poems. If you are interested in reading more of my poems, you may wish to read any of these collections namely *Litters* (2000), *Pregnant Skies: anthology of 50 Nigerian poets* (2003) *Landsacpes of Reality* (2007), *They Can Speak English* (2010), *A Flat World* (2012) *Places; a poetic Geography* (2018) *and Wordless Sounds* (2021). You can alo read my poems online. I hope you will enjoy the poems. Happy reading!



RUNAWAY POEM

I am looking for a poem
A runaway poem for that matter
It is a poem I gave birth to
In the dreamashere last night
As the sun rises, it disappears
I checked my memory store, not there
Where has it gone, I wonder
Help me find it.

GOD BLESS NIGERIA

Nigeria is a great nation
By any standard you measure
It has a mammoth population
Rich and vast agricultural land
Unbound mineral resources
Beautiful landscapes and scenery
Great culture and ethnic groups
Beautiful people in all places
Kind and generous citizens

Very determined and resilient youth The few bad eggs in the nation's barn Should not make us hate our country God Bless Nigeria

BATTLES

Life has so many battles
So many battles are there
Waiting for warriors to fight
The warriors are so few
The battles are so many
Everyone has his personal battles
Whether they are apparent or hidden
Each one of us has to fight his battles
You can't afford to surrender without a fight
Fight your personal battles
Even when hesitant to fight others' battles
You either fight your battles to the end
Or you end before the battles are won.

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