

SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



4.3.2 Does your university as a body host event at university that are open to the general public: public lectures, community educational events?

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Public events (lifelong learning)

The University of Business and Technology (UBT), based in Jeddah, Saudi Arabia, plays a pivotal role in fostering lifelong learning and community engagement. As a leading private institution, UBT extends its influence beyond academia by offering a diverse range of public lectures, educational workshops, conferences, and events that are open to the general public. These initiatives are strategically aligned with Saudi Vision 2030, which seeks to enhance education, foster innovation, and promote sustainable development across various sectors of society. By hosting public events, UBT not only enriches the learning experience for its students but also serves as a platform for knowledge sharing and social interaction, contributing to the overall intellectual and cultural growth of the community.

UBT's Strategic Vision and Public Engagement

UBT's 5-year strategic plan focuses heavily on societal impact, emphasizing the importance of connecting with the community through educational initiatives. This vision is reflected in the wide range of public events the university hosts, which align with the goals of Saudi Vision 2030. UBT is committed to becoming a hub of lifelong learning, and its two campuses in Jeddah—North Obhur and Corniche Campus—serve as ideal venues for these public events. These campuses not only provide state-of-the-art facilities for academic purposes but also act as social spaces where the community can gather for knowledge sharing, networking, and cultural exchanges.

UBT's focus on public engagement is further demonstrated by its participation in community-oriented projects, such as the Summer Edutainment Program, where students interacted with entrepreneurial initiatives during Jeddah Season. This program illustrates how UBT merges education with entertainment, allowing students and the public to learn in informal, engaging settings.

NASA Space Apps Hackathon Concludes in Jeddah, Announcing Winners and Celebrating Innovation

The highly anticipated NASA Space Apps Hackathon in Jeddah has concluded successfully after days of intense competition and innovation. The event, organized by Geeks Valley in collaboration with strategic partners the Saudi Space Agency and the Communications, Space,

and Technology Commission, brought together some of the brightest minds in science, technology, and engineering to tackle real-world space exploration challenges.

The event was attended by parents, representatives from Geeks Valley, and the Communications, Space, and Technology Commission, represented by Mr. Ghanim Al Rashid. Several mentors also joined the event, providing invaluable guidance to the participants.

A total of 12 teams, composed of 50 participants, worked together over two days under the mentorship of academic experts from the University of Business and Technology (UBT). From the College of Business Administration, Dr. Hawazen Meatier, Dr. Saad BaSaad and Dr. Sarah Zakour offered their insights to the teams, while from the College of Engineering, Dr. Loay Maghrabi, Dr. Ahmad Emara, Dr. Faisal Arafsha, Prof. Ali Al Rashidi, and Dr. Samah Hashim mentored the participants, helping them refine their projects and solutions.

A distinguished panel of judges, including Dr. Saad Basaad, Dr. Arwa Al Bar, Dr. Ibrahim Nassar, Eng. Alaa Al Alawi, and Dr. Basma El Zein, evaluated the projects based on criteria such as innovation, feasibility, impact, and technical execution.

Announcing the Winners:

The competition showed many remarkable ideas, with four teams standing out:

First Place: AstroTech, composed of Salwa Abdulrahim, Razan Adnan Al-Jizani, Leon Saud Al-Dhubaian, Raghad Yahya Al-Zahrani, Dalia Abdullah Al-Ghamdi, and Roua Salman Al-Zubaidi, developed "Vitanova," an interactive, story-based game aimed at raising awareness about climate change using verified NASA data. Players face various challenges, such as utilizing renewable energy in affected areas. The game helps players understand the environmental impact of their actions, featuring interactive maps that show regions impacted by environmental changes, thereby promoting environmental awareness.

Second Place: Interstellar Engineers, composed of Mohammed Al-Shawi, Amin Nidal Khan, and Majed Abdullah Jafri, worked on a solution to protect solar panels from dust storms, extending the lifespan of solar panels in harsh environments and ensuring their continued efficiency.

Third Place: Stellar Symphony and Interstellar Engineers

Stellar Symphony, composed of Yara Ali Abdullah Al-Alawi, created "ZeroG Arena," a game application for astronauts dealing with boredom during long space missions. The app offers competitive challenges in a microgravity environment and allows users to design their own challenges, promoting creativity and team collaboration.

Space Cam, composed of Abdulrahman Wael Rajeh, Mohammed Raed Basfar, Ahmed Essam Qahtan, Faiza Abdulmuqtadir Abdulmajeed, Shadi Nizar Azab, and Ali Mohammed Al-Masari, presented a product inspired by vehicle dash cams, designed for researchers and space agencies. It offers 24/7, 180-degree continuous sky monitoring, with automatic detection of new or unusual astronomical events. This system allows comprehensive observation of celestial phenomena, positioning the Kingdom as a leader in astronomical event detection.

Honoring the Youngest Participant:

The University of Business and Technology (UBT) honored Ali Mohammed Al-Masari as the youngest participant in the hackathon, recognizing his outstanding efforts and contributions.

A Platform for Innovation:

The NASA Space Apps Hackathon has once again proven to be a vital platform for fostering innovation in the Kingdom. The event not only reflected Saudi Arabia's commitment to advancing space technology but also aligned with the goals of Vision 2030, which seeks to inspire and empower young talent to explore fields of science and technology and contribute to global space exploration efforts.

The winners received certificates of recognition and valuable mentorship opportunities, setting the stage for future collaboration and project development.

Looking Ahead:

The success of this year's NASA Space Apps Hackathon reaffirms Saudi Arabia's growing role in space exploration. With continued support from entities like the Saudi Space Agency and the Communications, Space, and Technology Commission, the future of space innovation in the Kingdom looks bright, with more events like this sure to follow.

Congratulations to all participants for their dedication, hard work, and creative solutions. The innovations displayed during the hackathon are a testament to the Kingdom's promising future in space technology and exploration.





Community-Centered Conferences

UBT's community-centered conferences serve as significant platforms for public engagement, inviting participants from various sectors to discuss key topics in business, law, technology, and logistics. These events facilitate knowledge exchange, highlight UBT's role in shaping industry-related discussions, and emphasize the importance of accessible and inclusive education. Each conference supports Sustainable Development Goal 4 (SDG4) by promoting quality education, lifelong learning, and community engagement.

Sixth Forum of the Saudi Society for Statistical Sciences

By hosting this forum, UBT brought together data scientists, statisticians, and business professionals to discuss the impact of statistical research on modern business. This aligns with SDG4 by promoting data literacy and encouraging informed decision-making through statistical education. The forum fostered connections between academia and industry, enabling knowledge-sharing that is essential for innovation and data-driven business practices in Saudi Arabia. This engagement highlights UBT's role in equipping students and professionals with

skills necessary for sustainable business development, reinforcing SDG4's objective of providing inclusive, quality education that adapts to modern economic needs.

Commercial Law Forum

UBT's College of Law organized this event to educate and engage over 1,250 attendees on pivotal legal reforms in Saudi Arabia, covering topics such as corporate governance and bankruptcy laws. The forum encouraged a comprehensive understanding of the Kingdom's legal framework, providing participants with knowledge that empowers them to engage actively in the financial and legal spheres. This directly supports SDG4 by offering public educational opportunities beyond campus, enhancing societal understanding of legal and business frameworks, and promoting lifelong learning on topics essential for community and economic resilience.

Fintech24 Conference

UBT celebrated the recognition of finance student Ms. Hind Alobaidi at the Fintech24 Conference, where her essay on "Re-Imagining Financial Services" was awarded VIP recognition. This achievement, guided by academic mentorship, showcases how UBT supports students in contributing to the fintech industry's evolution. The conference highlights UBT's commitment to SDG4 by fostering innovative thinking and encouraging students to apply their learning to real-world challenges in financial services. Ms. Hind's participation exemplifies how UBT prepares students to address global challenges, equipping them with the skills and creativity necessary for lifelong learning and industry impact.



Landmarks in Logistics Summit

Faculty and students from UBT's Supply Chain Management Department participated in the Landmarks in Logistics Summit, where they explored the latest trends and challenges in logistics. This event supports SDG4 by offering students a direct connection to industry advancements, bridging theoretical knowledge with practical applications essential for professional success. Dr. Haneen Shoaib, Dean of the College of Business Administration, praised the summit's role in equipping students with relevant skills to meet market demands, emphasizing the importance of aligning academic learning with industry requirements. Such initiatives enrich students' educational experiences, fostering adaptability and expertise crucial for sustainable economic growth.









AACSB International Conference

UBT's College of Business Administration attended the AACSB International Conference in Rome, Italy, where faculty engaged in discussions on sustainability, community impact, artificial intelligence, and the future of business education. The event underscores UBT's commitment to SDG4 by emphasizing global educational standards, cross-disciplinary learning, and community-centric educational practices. As UBT advances towards AACSB accreditation, the conference highlights the university's dedication to high-quality, transformative education that prepares students to address societal and environmental challenges. UBT's role as Saudi Arabia's sole representative reinforces its commitment to fostering a globally connected academic community that values continuous learning, diversity, and social responsibility.





Public Lectures and Educational Workshops

UBT regularly hosts a variety of public lectures and educational workshops that engage both students and community members, contributing to lifelong learning and the dissemination of practical knowledge. These events emphasize industry-relevant skills, sustainability, and personal development, supporting SDG4 by promoting quality education and inclusive community outreach.

Sustainability Week

Organized by UBT's Finance Program, Sustainability Week featured a series of lectures, exhibitions, and workshops that explored the integration of sustainability principles into financial systems. A highlight was the Circular Economy Workshop, which educated attendees on how to apply circular economic principles across industries to reduce waste and promote resource efficiency. This initiative not only informed participants on sustainable practices but also underscored UBT's commitment to fostering environmental responsibility and awareness, aligning with SDG4's objective to provide education that prepares students for sustainable development challenges.

Digital Marketing & E-Commerce Workshop

The Retail Management Department, in collaboration with Abbott Laboratories, hosted a workshop led by alumna Ms. Atyaf Aljehani on "Digital Marketing & E-Commerce in Retail Business." The workshop provided insights into digital marketing fundamentals, e-commerce management, and consumer behavior analysis. Through interactive sessions, participants learned how to leverage social media, apply data-driven marketing strategies, and prepare for emerging digital trends. This event bridged the gap between academic learning and industry practices, empowering students and professionals to engage effectively in the digital landscape.



Marketing Workshop: Driving Brand Success through Integrated Communications

Led by UBT graduate Ms. Doha Zagzoug, this workshop provided attendees with insights into brand management and integrated marketing communications. Ms. Zagzoug, with over 12 years of experience, shared best practices in branding, customer engagement, and loyalty management. The workshop was attended by marketing students and other interested participants, enhancing their understanding of modern branding strategies and preparing them for real-world marketing challenges.



Supply Chain Day

UBT's Supply Chain Day featured industry leaders from Maersk Saudi Arabia and Al Nahdi Medical Company, who conducted interactive sessions on supply chain management. This event introduced students and public participants to critical aspects of supply chain operations, logistics, and strategic decision-making. By connecting theory with practice, Supply Chain Day reinforced the importance of informed decision-making in global business contexts, providing skills essential for sustainable industry growth.

Talent Management Workshop: Managing and Attracting Talented Employees

The Human Resources Department organized a workshop on talent acquisition and management, presented by Dr. Saleh Al-Juhani, a certified trainer specializing in talent exploration and management. The session emphasized strategies for identifying and nurturing talent, a key component in HR management, and included guidance on the application of modern recruitment methods. This workshop provided practical HR insights for students and professionals, equipping them with skills to foster an inclusive, high-performing workforce that supports organizational success.





Resume Writing Workshop

This workshop on “Secrets of Effective Resume Writing,” led by consultant Mr. Ahmed Qabouri, guided students and job seekers on creating impactful resumes. Held at the university’s North Obhur campus, it covered essential topics such as resume structure, showcasing achievements, and highlighting relevant skills. The event offered personalized advice, with Mr. Qabouri addressing specific questions from attendees, making it a valuable resource for individuals preparing to enter the competitive job market.



Training Programs and Certifications

UBT is also known for offering specialized training programs that are open to both students and the public. One such initiative is the MUTQAN Courses, which include enrichment lectures on topics like job interviews and career readiness. These programs help participants develop the skills necessary for personal and professional success.

Another standout initiative is the Odoo International Training, which introduces participants to enterprise resource planning (ERP) systems. The training, in collaboration with Odoo, prepares students and professionals to manage business processes more effectively.

UBT's commitment to practical, skills-based education is further exemplified by the Pro Tools Music and Audio Production Training, the first of its kind in Saudi Arabia, which equips aspiring music producers with the technical skills they need to thrive in the audio industry.

Entrepreneurial Support and Development

UBT actively promotes entrepreneurship through its public events. The Mujnah Market for Entrepreneurs is one such initiative, where students, graduates, and local entrepreneurs showcased their products and ideas. This market event provided a platform for networking and mentorship, aligning with UBT’s mission of “Education for Work”.

UBT’s support for entrepreneurship is further highlighted by workshops like Be Your Own Manager, which encourage students to develop entrepreneurial projects and manage their own businesses. Hosted by Abdulaziz Dahlawi, this workshop equipped participants with practical tools for business creation.

Cultural and National Celebrations

UBT celebrates national pride and cultural heritage through public events like the Saudi National Day Celebration. These events not only foster a sense of community but also reflect UBT’s alignment with Saudi Vision 2030’s goals of enhancing cultural appreciation and national identity.

The university’s annual Graduation Ceremony, held over three days, is another major public event. The ceremony celebrates the achievements of UBT’s graduating students and involves family members, faculty, and prominent public figures. This event not only marks the culmination of students’ academic journeys but also serves as a significant milestone for the entire community.

Career and Employment Fairs

The UBT Career Fair is one of the university’s most impactful public events, providing students and graduates with direct access to potential employers. The 15th edition of the fair attracted over 2,000 participants and featured workshops and lectures designed to enhance employability. Collaborating with industry leaders like the Human Resources Development Fund (HADAF), UBT ensures that students and community members are well-prepared for the workforce.

Sports and Community Engagement

UBT's dedication to community engagement extends to the realm of sports. The Annual Basketball Tournament, which focuses on women over 35, is an excellent example of how UBT promotes physical fitness and social interaction through sports. This event, organized in partnership with the Saudi Basketball Federation, reflects UBT's commitment to promoting gender equality and wellness.

UBT's collaboration with the Saudi Rowing Federation is another public initiative that supports student fitness and teamwork. Participants received professional rowing training, contributing to their personal development and health.

Public Lectures on Key Industries

UBT consistently hosts lectures that provide valuable insights into key industries. The Insurance Sector Lecture, for example, introduced students and the public to the promising career opportunities in the insurance sector, delivered by industry leader Mazen Al-Mazni.

Similarly, the Media and Advertising Lecture, led by Rami Qabbani, offered participants a deep dive into the world of media and advertising, emphasizing the latest trends in digital marketing.

UBT's Energy Efficiency Seminar, in collaboration with the Saudi Center for Energy Efficiency, educated attendees on sustainable energy practices, further solidifying the university's role in promoting environmental awareness.

Collaborations with International Experts

UBT's collaborations with international and local experts illustrate the university's commitment to global education, knowledge-sharing, and community service. Through partnerships, workshops, and public lectures, UBT offers students and the broader community valuable opportunities to engage with industry professionals, fostering a learning environment that extends beyond traditional academic settings. These initiatives directly support SDG4 by enhancing educational outreach, promoting professional development, and cultivating a global and inclusive perspective.

Pioneers in Electronic Games Event

Organized in collaboration with the U.S. Consulate, this event featured renowned gaming experts Mike Fisher and Jesse Vigil, who shared insights with local game developers and students interested in the gaming industry. By providing a platform for students to engage with international professionals, UBT contributed to the development of digital and creative skills, aligning with SDG4's goal of ensuring inclusive and equitable quality education. This event also promoted the cultural exchange of knowledge, encouraging students to explore global opportunities within the rapidly growing gaming industry.

Collaboration with Dar Al-Hekma University for Joint Research Projects

UBT signed a Memorandum of Understanding (MoU) with Dar Al-Hekma University to promote joint research projects, faculty exchange, and workshops. This collaboration fosters an academic environment of knowledge-sharing and mutual learning, encouraging innovative research and professional development. Joint research initiatives also allow students and faculty from both universities to gain diverse perspectives, which is instrumental in addressing complex societal challenges. This partnership advances SDG4 by supporting a cross-disciplinary approach to education, emphasizing the importance of collaborative learning and community impact.



Tamr Group Collaboration on Organizational Design Project

In partnership with Tamr Group, UBT's Organizational Design and Development course engaged students in developing job role descriptions for 85 new positions within the company. This collaboration provided students with hands-on experience in job analysis, strategic thinking, and the practical application of organizational theories. Such industry-academic partnerships equip students with skills necessary for the workforce, bridging the gap between academic knowledge and real-world demands. By facilitating experiential learning, this project supports SDG4 by promoting vocational skills that align with market needs.



Ministry of Health Partnerships: Influenza Vaccination Campaign and MoU on Educational Initiatives

UBT, in collaboration with the Ministry of Health, organized a flu vaccination campaign to protect students and staff against seasonal influenza, ensuring a healthier campus environment. Additionally, UBT signed an MoU with the Ministry to facilitate training and cooperative education for students in health-related fields. This partnership highlights the importance of health education and professional development, providing students with real-world exposure to the healthcare industry. These initiatives support SDG4 by fostering a safer learning environment and emphasizing public health education as part of comprehensive learning.





These collaborations with international and local entities underscore UBT's commitment to providing students with high-quality, inclusive educational opportunities that prepare them for the global workforce. By integrating practical experience with academic knowledge, UBT's partnerships advance SDG4's mission to promote lifelong learning, cross-cultural understanding, and skill development that extends beyond campus boundaries. Through these efforts, UBT not only enhances student learning outcomes but also contributes to the broader community, aligning education with sustainable development and societal progress. (For more details, refer to Evidence No1. the University activities)