

# SUSTAINABLE DEVELOPMENT GOALS

## 4 QUALITY EDUCATION



**4.3.3 Does your university as a body host events at university that are open to the general public: executive education programs (this refers to short courses for people who are not attending the university; this specifically excludes courses like MBA) and/or vocational training?**

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### 4.3.3 Vocational Training Events (Lifelong Learning)

The University of Business and Technology (UBT) is committed to advancing education and actively engaging with the community through vocational training, executive education, and public events. In alignment with Saudi Vision 2030, UBT's initiatives promote innovation, entrepreneurship, cultural engagement, and lifelong learning, contributing to sustainable development and enhanced societal involvement.

### Events and Initiatives Promoting Vocational Training and Education

- **Entrepreneurship Week:**

(College of Business Administration): Focused on app development and entrepreneurial skills, this event offered practical insights for business and engineering students, enhancing technical and entrepreneurial capabilities.





- **Human Resources Management Day:**

Organized by the HRM Department, this event featured workshops on CV writing, discussions with alumni, and lectures on employee well-being, bridging the gap between theory and HRM practice in the workplace.



- **Marketing Day:**

"Marketing Day" provided students with knowledge on content marketing, storytelling, and AI in marketing, facilitated by industry experts and culminating in networking opportunities with a delegation from the Islamic Development Bank.















- **Business Analytics and MIS Activity Day:**

Hosted by the Business Analytics and MIS Department, students participated in workshops on cybersecurity, cloud services, and more, preparing them for careers in data-driven fields through hands-on experiences and industry insights.







- **Accounting Day:**

UBT's Accounting Day connected students with professionals from major accounting firms, including PwC, KPMG, and Deloitte. The event provided students with insights into the future of accounting, professional certifications, and networking opportunities. This event emphasized the importance of practical training and certification for students entering the accounting field.



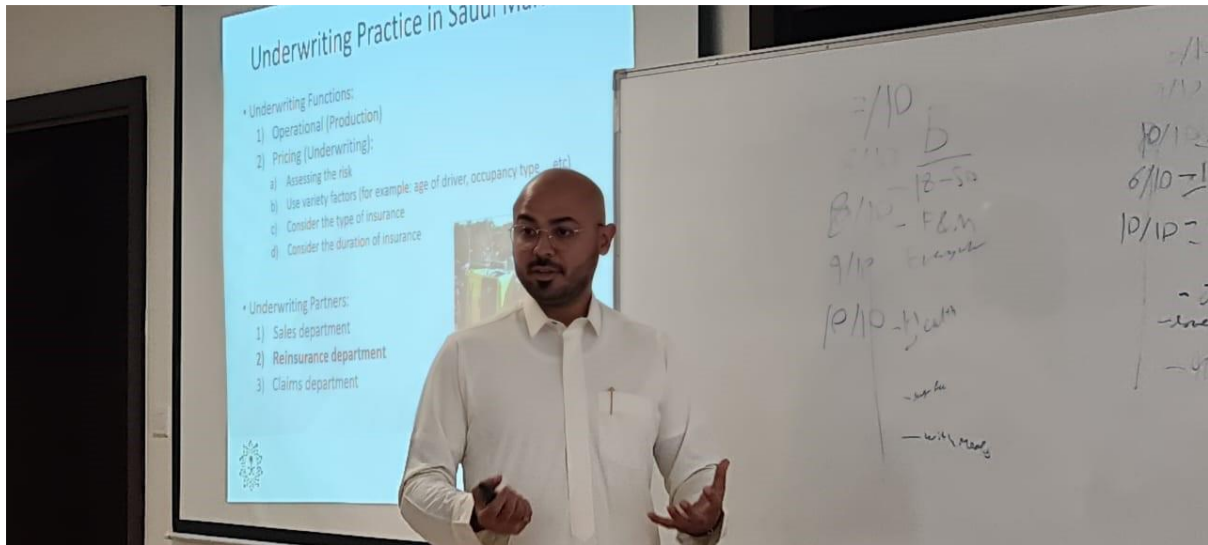






- **Insurance Day:**

Hosted by the Insurance and Risk Management Department, this event featured a lecture from Mazen Almazni, the Acting General Underwriting Manager at Gulf General Insurance. He discussed the critical role of the insurance industry in Saudi Arabia and the promising career prospects it offers to UBT students.



• **World Arabic Language Day:**

Celebrating Arabic language and culture, UBT organized an event that included exhibitions, poster displays, and interactive sessions in Arabic. Students and faculty participated in creative

activities that emphasized linguistic heritage, fostering a sense of cultural pride and appreciation for the Arabic language among the UBT community.





- **International Engineering Day:**

The College of Engineering celebrated International Engineering Day on Monday, February 19, 2024, organized by the student clubs in the college, under the supervision of heads of department and the College of Engineering management. The celebration began with a welcome and reception by the esteemed Dean of the college, Dr. Mohammed Khouj, and Vice Deans of the college, Dr. Rania Baashirah and Dr. Abdulkareem Afandi, to all engineers, staff, and students to emphasize the importance of this day in achieving sustainable development through creating solutions to local and global problems using engineering concepts and raising awareness about the role of engineers and its professions. The event included visits from 33 companies, sponsors, and entrepreneurs in the university – Corniche branch, who delivered various workshops and informative lectures. In addition, the engineering departments and student clubs participated in activities and competitions throughout the day. The College of Engineering extends its sincere thanks to the student club's members and leaders, as well as the club's supervisors, for their efforts in organizing this event.



- **Retail Management Day**

Designed to introduce students to career opportunities in retail, this event featured keynote speakers from prominent companies such as Panda Retail and Nahdi. Discussions focused on

contemporary retail practices, the impact of technology in retail, and the importance of customer engagement, preparing students for dynamic careers in the retail industry.

Refer to Evidence No1. Programs' events







## Partnerships and Collaborations Enhancing Educational Outcomes

- **Mutqen Program Partnership:** UBT signed an MOU with Mutqen for Community Service, enhancing students' life and professional skills through workshops and training, aligning with international standards.



- **Representation at QS Higher Education Conference:** UBT representatives attended the QS Higher Education Middle East Conference, engaging in discussions on innovation, workforce readiness, and international partnerships to elevate educational standards.



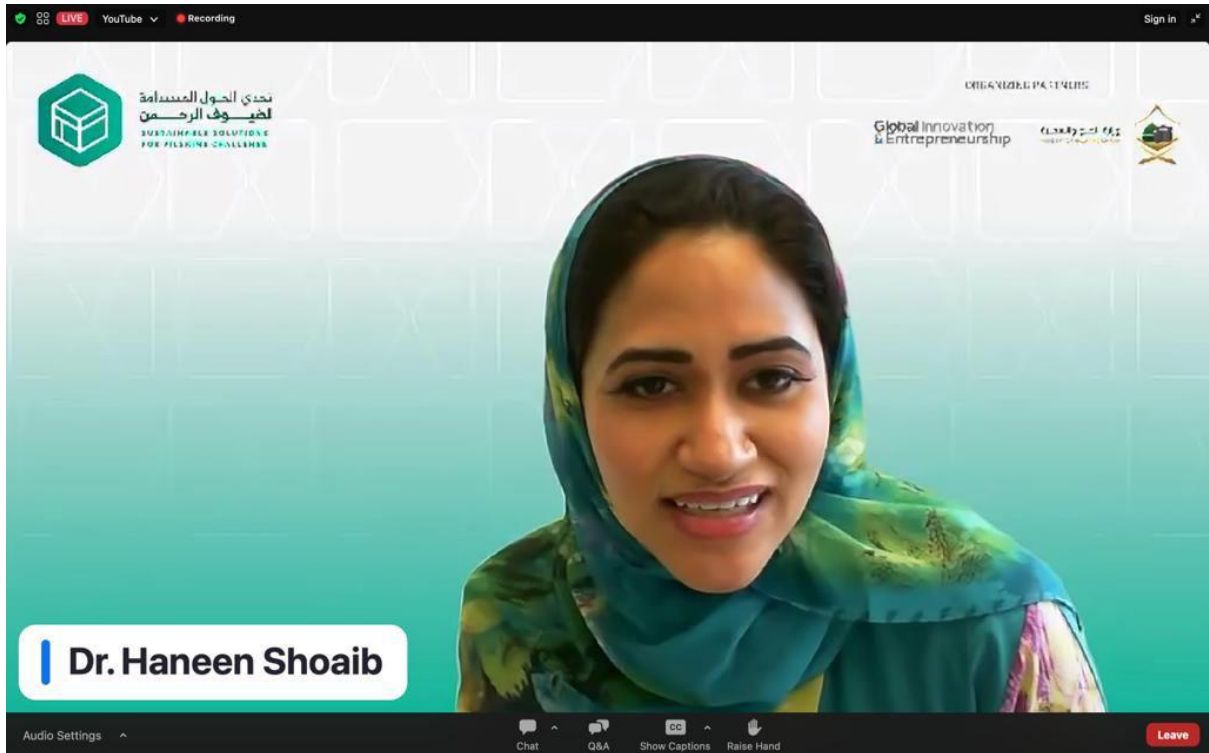
## Inclusive and Accessible Education Initiatives

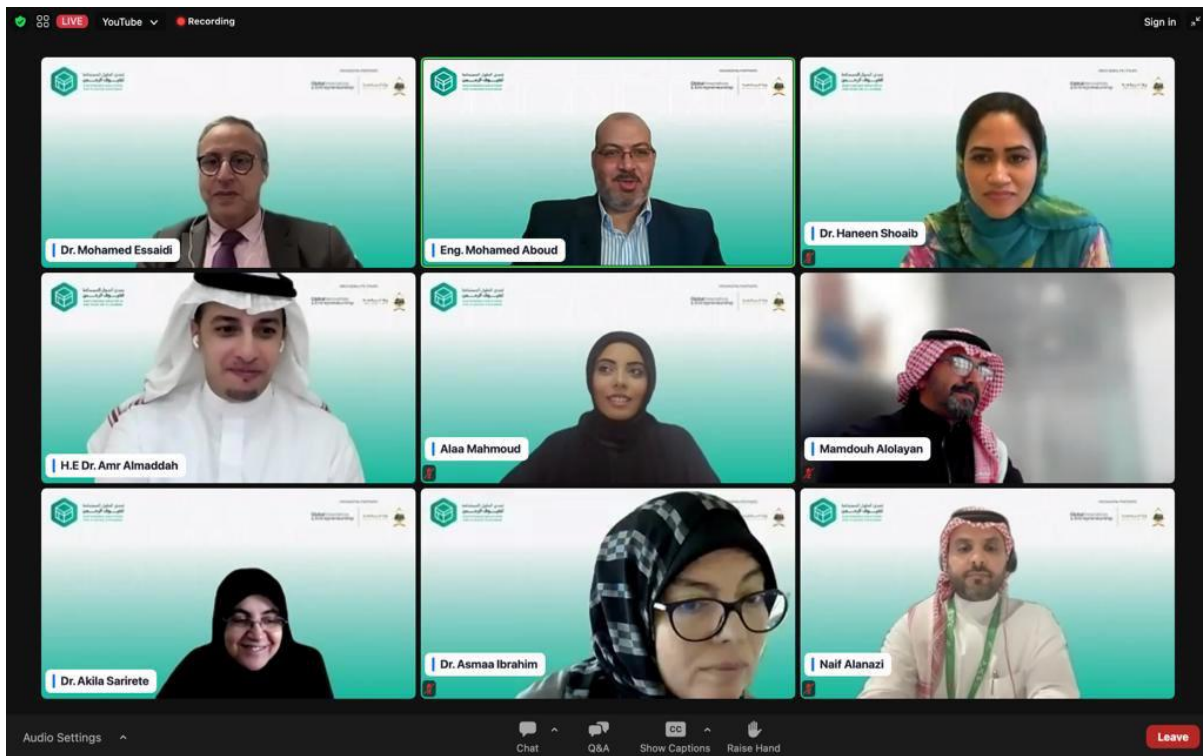
**Support for Students with Disabilities:** UBT's participation in the University Education Forum for Individuals with Disabilities showcased initiatives aimed at supporting and integrating students with disabilities, demonstrating UBT's commitment to accessible education.



## Global and Community Outreach Efforts

- **Hajj Expo Partnership:** As part of the Hajj Expo's Sustainable Solutions Challenge, UBT is supporting innovative solutions for Hajj and Umrah pilgrims, emphasizing sustainability and social responsibility in alignment with SDG4 and SDG11.





- **Representation at King Abdulaziz University:** Participation in the Student Film Festival promoted cross-university collaboration, encouraging joint projects with societal impact and enhanced academic research.



- **Participation in International Forums:** UBT's presence at the Ninth Educational Forum in Istanbul supports its mission to attract international students, strengthening its global educational footprint.



### **Future Initiatives:**

UBT remains committed to broadening its community and educational impact through expanded programs and strategic initiatives. The university's roadmap for the future includes several core focus areas:

- **Expansion of Community Programs:** UBT aims to deepen its engagement with the local and international community through targeted programs that address specific societal needs, particularly around sustainable development, skill-building, and industry readiness. Building successful partnerships, like the Mutqen collaboration, UBT plans to launch more community-oriented workshops, training sessions, and vocational courses that equip participants with essential life and professional skills. The university envisions these programs as a bridge, offering individuals of various backgrounds enhanced educational access, industry-relevant expertise, and new career opportunities.
- **Strengthening International Partnerships:** UBT plans to expand its global outreach and presence by actively participating in international educational conferences, forums, and expos. These partnerships not only strengthen UBT's academic reputation but also create opportunities for cultural exchange and academic collaboration. Events like the

QS Higher Education Conference and participation in the Istanbul Educational Forum have underscored the value of international collaboration. UBT seeks to build upon this foundation, establishing strategic alliances with universities worldwide to facilitate student exchanges, joint research initiatives, and shared resources that enrich the learning environment for students and faculty alike.

- **Enhanced Skill Development Opportunities:** Recognizing the evolving demands of the global job market, UBT is focused on aligning its curriculum and extracurricular programs with emerging industry standards. Initiatives like the Marketing Day, Business Analytics and MIS Activity Day, and the International Retail Day demonstrate UBT's commitment to providing students with real-world knowledge and skills that directly apply to their careers. UBT plans to further integrate industry-relevant modules into its courses, focusing on areas such as artificial intelligence, digital marketing, sustainable business practices, and cybersecurity. The university will continue working with industry leaders to develop workshops, internships, and co-op programs that offer hands-on experience, preparing students to excel in their respective fields.
- **Promotion of Cultural and Social Awareness:** Building successful events like World Arabic Language Day and the Hajj Expo partnership, UBT is committed to cultivating cultural sensitivity, social responsibility, and an inclusive atmosphere within its campus and beyond. The university is developing plans to celebrate international days related to cultural heritage, sustainability, and human rights, using these as platforms to educate students and the broader community on critical social issues. This includes expanding activities that highlight UBT's role in promoting diversity, inclusivity, and cultural pride, ensuring that students graduate with a well-rounded perspective that values both local and global heritage.
- **Integration of Accessibility and Inclusivity Measures:** As part of UBT's dedication to SDG4's inclusive education goals, future initiatives include improved support systems for students with disabilities and programs for marginalized groups. The university is investing in infrastructure upgrades and adaptive technology to ensure that all students, regardless of physical or cognitive abilities, can fully participate in academic and extracurricular programs. With initiatives like the University Education



Forum for Individuals with Disabilities, UBT aims to set a standard for accessibility in higher education and continue making strides toward a more inclusive campus.

- **Continuous Improvement through Feedback and Assessment:** UBT is committed to a model of continuous improvement, incorporating student and faculty feedback into program development and assessment. Through regular surveys, focus groups, and alumni engagement, UBT seeks to adapt its offerings to meet the dynamic needs of its students and stakeholders. This feedback-driven approach will be a cornerstone of UBT's strategy, ensuring that all educational and extracurricular offerings remain relevant, impactful, and aligned with the highest academic standards.

Refer to Evidence No2. More Events and activities.

## Lifelong Learning and Alumni Engagement

UBT's Professional Certificate Program (PCP), which offers free online training to students and alumni, exemplifies the university's dedication to lifelong learning. By providing opportunities for continuous professional development, UBT not only strengthens the skills of its alumni but also reinforces their connection to the university, creating a dynamic community of learners and professionals.

Year	Number of sessions-PCP	Number of Students Attended Training
2021	36	964
2022	6	127
2023	18	557
2024	8	316

By focusing on these goals, UBT envisions an enriched educational experience that not only meets SDG4 objectives but also fosters innovation, readiness, and a commitment to lifelong learning among its students. These initiatives reflect UBT's mission to serve as a catalyst for personal, professional, and community growth, empowering students to become leaders who contribute positively to both local and global communities.

UBT recognizes the need to revamp this program to align more closely with evolving job market demands. Offering free online training to students and alumni, the PCP exemplifies UBT's dedication to continuous professional development, equipping participants with relevant skills that enhance their employability and career progression. It has successfully engaged hundreds of learners, evidenced by a significant number of workshops held covering diverse topics that reflect industry needs. By updating the PCP to focus on in-demand skills and competencies, the university aims not only to strengthen the capabilities of its alumni but also to maintain and deepen their connection to UBT, fostering a vibrant community of lifelong learners and professionals who are well-prepared to tackle the challenges of the modern workforce. Refer to Evidence No. 3 PCP statistics and PCP Revamp