

# SUSTAINABLE DEVELOPMENT GOALS

## 4 QUALITY EDUCATION



**4.3.1 Does your university as a body provide access to educational resources for those not studying at the university? -e.g., computers, library, online courses, access to lectures?**

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## **Curriculum Development:**

The new cycle for University of Business and Technology's strategic plan 2024-2028 is anchored in three imperatives—sustainability, digital transformation, and internationalization—that resonate with Saudi Arabia's Vision 2030. By integrating these imperatives into its educational framework, the university is poised to redefine higher education for the coming decade. The University adopts a strategic project management approach that blends project management methodologies with the concept of objectives and key results, enabling the university to systematically implement and assess its initiatives. To facilitate this, institutional projects have been organized into strategic focus areas, each designed to enhance learning outcomes, foster innovation, and enrich student experiences. One of these projects is the Curriculum revamp project. This proactive alignment not only enhances the quality and relevance of the curriculum but also positions the university as a leader in transforming educational practices in response to evolving global challenges.

The university's curriculum development project is designed to create a rich and dynamic educational experience. By incorporating sustainability principles, the project equips students with the knowledge to address critical environmental and social challenges. A strong emphasis on digitalization ensures students gain vital technological expertise needed in today's job market. The initiative promotes lifelong learning, fostering a mindset of continuous development and adaptability among students. Furthermore, by prioritizing internationalization, the university enriches its academic environment with diverse perspectives, preparing graduates to excel in an interconnected global landscape. ( refer to Evidence No.1 Curriculum Revamp project)

## **Public Resources (Lifelong Learning)**

The University of Business and Technology (UBT) remains committed to supporting Saudi Arabia's Vision 2030 by offering educational resources that go beyond traditional university programs. UBT aligns its mission with the nation's strategic goal of transforming education

into a lifelong process, benefiting society at large. Through a variety of initiatives such as modernized curriculums, hybrid learning environments, and digital education resources, UBT provides opportunities for continuous learning both on-campus and through its accessible online platforms. These efforts reflect UBT's ambition to contribute to the global marketplace and societal well-being, fostering an inclusive culture of education that mirrors the UN's Sustainable Development Goals (SDGs).

Moreover, UBT's new 5-Year Strategic Plan (2024-2028) sets a clear path for enhancing educational access, fostering innovation, and developing programs that resonate with market trends. This includes expanded digital offerings and partnerships with international institutions. The strategic focus on sustainability, digital transformation, and internationalization reflects UBT's commitment to lifelong learning, contributing to societal development, and improving education standards both nationally and internationally.



### **Hybrid Learning and Digital Transformation**

UBT's hybrid learning model, developed in response to global educational shifts, combines in-class experiences with digital tools. The Corniche campus, equipped with state-of-the-art facilities, demonstrates UBT's investment in hybrid learning. The flexibility of this model allows UBT to cater to diverse learning needs while ensuring that all students have access to modern, tech-driven education. This is also aligned with UBT's strategic imperatives for the

next five years, emphasizing the importance of technology in education and preparing students for the digital world.



### **Guests and visitors studying UBT courses**

UBT is dedicated to promoting Quality Education. By welcoming guest students and opening its courses to the public, UBT fosters a dynamic, flexible, and inclusive learning environment for all learners. This initiative not only enriches classroom discussions with diverse perspectives, experiences, and backgrounds but also enhances the knowledge and skills of all students through access to high-quality courses and resources.

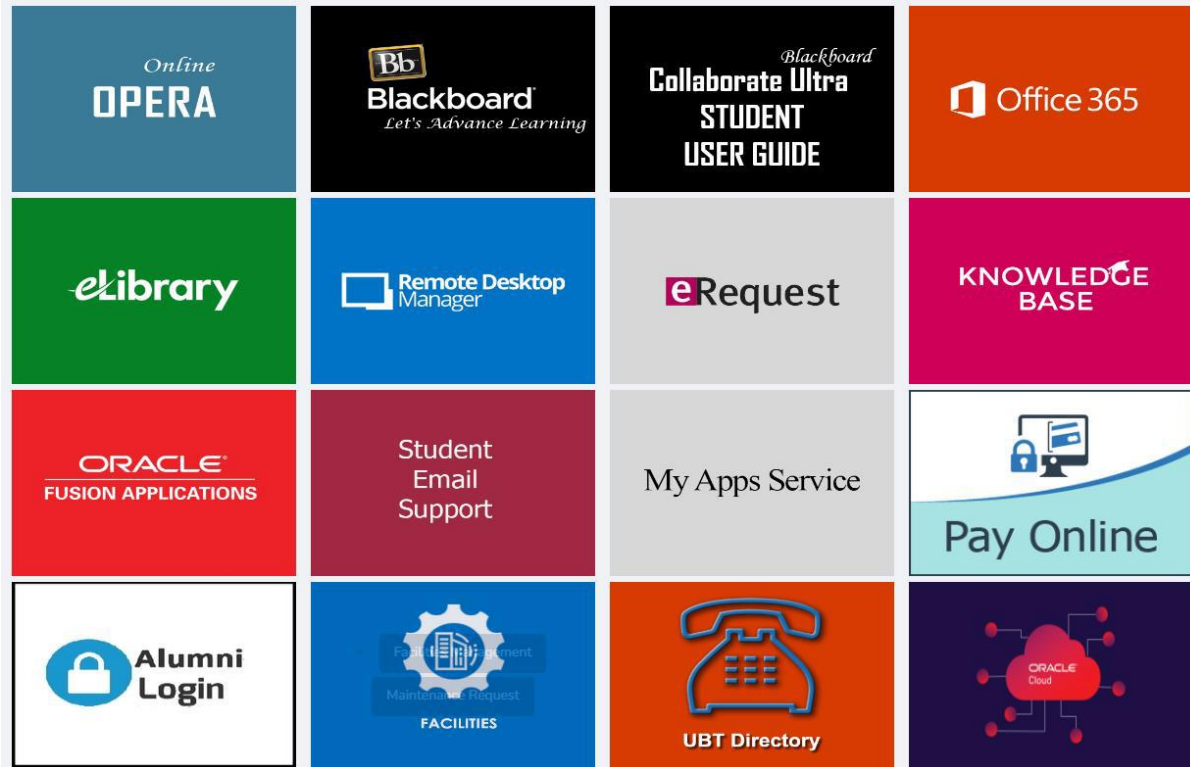
By broadening the network and opportunities for our faculty, students, and alumni across various fields and locations, UBT cultivates a collaborative learning community.

Furthermore, this outreach promotes our programs and state-of-the-art facilities, attracting more students to our campuses while supporting lifelong learning by sharing UBT's educational resources with everyone. Below is a list of the most popular UBT courses studied by visitors from the general public during the 2023/2024 academic year:

#	Course	Male %	Female %	Percentage of the highest course required
<b>1</b>	ZAKAT AND TAX ACCOUNTING	14.29	85.71	<b>14%</b>
2	INTERMEDIATE ACCOUNTING 1	50	50	12%
3	ACCT241-1	75	25	8%
4	AUDITING 1	100	0	6%
5	INTERNATIONAL FINANCIAL REPORTING STANDARDS	0	100	6%
<b>6</b>	PRINCIPLES OF MANAGEMENT	100	0	4%
7	BUS 499-9	100	0	4%
8	PRINCIPLES OF ACCOUNTING	100	0	4%
9	ECON101-1 MICROECONOMICS	50	50	4%
10	PROJECT MANAGEMENT	100	0	2%
<b>11</b>	ECON220-1 SAUDI ECONOMY	0	100	2%
12	BUS 241-1 BUSINESS LAW	0	100	2%
13	ACCT499-9	100	0	2%
14	ECON499-9	100	0	2%
15	MISE121-1	100	0	2%
<b>16</b>	MANAGEMENT INFO. SYSTEM	100	0	2%
17	COST ACCOUNTING	0	100	2%
18	ACCT363-1 FINANCIAL STATEMENT ANALYSIS	100	0	2%
19	ACCT352-1	0	100	2%
20	ACCT242-1	0	100	2%
<b>21</b>	ACCT474-1	0	100	2%
22	ACCT212-1	0	100	2%
23	ACCT474-1	0	100	2%
24	ACCT451-1	100	0	2%
25	COMPUTERIZED ACCOUNTING	100	0	2%
<b>26</b>	OPM 533-1	100	0	2%
27	MGT 581-1	100	0	2%
28	MANAGERIAL ACCOUNTING	0	100	2%
29	HRM 533-1	100	0	2%

30	MGT 499-9	100	0	2%
<b>31</b>	INVESTMENT 1	0	100	2%
32	FIN 260-1	0	100	2%
33	MIS 499-9	100	0	2%
34	BL 331-2	100	0	2%
35	FIN 473-1	0	100	2%
<b>36</b>	FINANCIAL MODELING	0	100	2%
37	FIN 474-1	100	0	2%
38	HUMAN RESOURCE DEVELOPMENT	0	100	2%
39	MODERN ADVANCED ACCOUNTING	100	0	2%
40	ADMINISTRATIVE CONTRACTS	100	0	2%
<b>41</b>	INTRODUCTIONS TO QUANTITATIVE BUSINESS ANALYSIS	100	0	2%
42	ACCT364-1	0	100	2%
43	MACT541-1	0	100	2%
44	BUSINESS STRATEGIES	100	0	2%
45	INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM	100	0	2%
<b>46</b>	COST MODELING AND ANALYTICS FOR INTEGRATIVE DECISION MAKING	0	100	2%
47	ACCT512-1	0	100	2%
48	FIN 499-9	100	0	2%
49	PRINCIPLES OF FINANCE	100	0	2%
50	ACCT499-9	100	0	2%

## Resources Available on the UBT Website



The University of Business and Technology (UBT) provides a wide range of online resources through its official website, designed to support students, faculty, staff, alumni, and external stakeholders. These resources aim to promote access to information, enhance learning experience, and ensure that all users can engage effectively with UBT's academic and administrative services. The website is a central hub for academic resources, online services, and communication tools that align with UBT's strategic goals of digital transformation and global outreach.

### Educational Resources and E-Learning Platforms

UBT's website offers comprehensive educational resources, including access to online learning platforms such as Blackboard, which serves as the university's primary system for managing online courses and assignments. Through Blackboard, students can access lecture materials, submit assignments, and engage in interactive learning activities. UBT's investment in online education ensures that students benefit from hybrid learning environments, blending both in-



person and digital instruction. Additionally, UBT provides access to a variety of online courses that are available to both students and guest learners. These courses are designed to be flexible, allowing individuals to pursue their studies remotely, making education accessible to a wider audience. UBT's focus on lifelong learning is supported through these resources, as learners of all ages and backgrounds can continue to build their skills and knowledge through the university's offerings.

### **OPERA System for Academic Management**

The OPERA System is an integral part of UBT's digital infrastructure, providing students, faculty, and staff with an efficient, user-friendly platform to manage academic processes. Students can register for courses, check grades, manage their academic profiles, and communicate with faculty members through OPERA. For guest students, OPERA offers a seamless way to enroll in courses and participate in UBT's educational programs. The system also supports administrative functions, ensuring that both academic and non-academic processes are streamlined across the university.

### **Library and Digital Resources**

UBT's Digital Library is another key resource available on the university's website, providing access to an extensive collection of books, journals, databases, e-books, and other digital materials. The library supports research and academic excellence by offering reliable, high-quality information in various disciplines. Students and faculty can access these resources remotely, enabling flexible research and learning experience. In addition, the digital library offers tools to help users develop information literacy, such as tutorials and workshops on finding, evaluating, and using information ethically and effectively.

The library's online catalog allows users to search for materials, make reservations, and access digital content anytime, ensuring that learning resources are available to support both coursework and independent research. This aligns with UBT's commitment to fostering an environment of continuous learning and innovation.

Category	2022	2023	2024	Change
Arabic Books	9,462	9,462	9,462	No change
English Books	13,255	13,255	12,055	Decrease
Electronic Journals	14,245	9,658	15,590	Increase
Databases	10	6	10	Increase

A significant **increase** in electronic journals was noted, rising from **9,658** in 2023 to **15,590** in 2024. This aligns with the global shift towards digital resources, ensuring broader and more convenient access for users. (Refer to Evidence No.2 Library annual report )

### **Student Services and Career Support**

UBT's website also provides essential resources to support students outside the classroom. The Career Services section offers guidance on internships, job placements, and career development opportunities. Students can access resume-building tools, job postings, and information on networking events that connect them with potential employers. Through this resource, UBT ensures that its students are well-prepared to enter the workforce and make meaningful contributions in their chosen fields.

### **E-Services and Administrative Resources**

UBT's website features an array of e-services that simplify administrative processes for students, faculty, and staff. These services include access to academic calendars, timetables, financial aid information, and student handbooks. The platform also provides links to important forms and policies related to academic advising, registration, and graduation. Through the e-services portal, students can manage their academic life more efficiently, reducing the need for in-person visits and streamlining their experience at UBT.

### **Alumni Resources**

For UBT alumni, the website offers a dedicated section with resources to support ongoing professional development and networking. Alumni can access online courses, participate in webinars, and engage with UBT's extensive alumni network. The website also provides

information on alumni events, benefits, and opportunities to stay involved with the university through mentoring programs, guest lectures, and more.

### **Library's recent activities and achievements for the academic year 2023-2024:**

#### 1. Highlighting Academic Journeys

The library hosted events to celebrate and shed light on the academic milestones of distinguished faculty members, including Dr. Haneen Shoaib. These events were designed to not only acknowledge individual accomplishments but also to inspire students and staff. The focus was on leadership in academia and sustainable contributions to the field, showcasing role models who blend personal and professional growth with a commitment to long-term societal impact. This initiative also emphasized the empowerment of women in academia and their pivotal roles in sustainable development.

#### 2. Book Donations and Guest Visits

The library welcomed esteemed visitors such as Dr. Marsha, who contributed valuable books to its collection. These donations expanded the library's offerings, providing students and faculty access to new knowledge and research materials. Such visits fostered stronger ties between the library and the wider academic community, creating opportunities for collaboration and knowledge exchange. Additionally, these events reinforced the library's role as a hub for academic engagement and cultural exchange, enriching the educational environment.

#### 3. Awareness and Workshops

Workshops and seminars, including sessions on therapeutic writing, were organized to equip participants with skills to manage stress and enhance emotional well-being. These sessions aimed to build resilience among students and staff, fostering a supportive community. The therapeutic writing workshops were particularly effective in promoting mental health awareness, encouraging participants to use creative outlets to process emotions and overcome challenges. This aligns with the university's holistic approach to education, recognizing the importance of mental health in achieving academic and personal success.

#### 4. Participation in Global Days

The library actively engaged in international observances such as **International Tea Day**. These events were not just celebratory but also educational, highlighting themes of cultural and social sustainability. By participating in global events, the library fostered a sense of global citizenship and connected the university community to broader international movements. Such initiatives encourage inclusivity and cultural appreciation, which are essential components of sustainable development.

#### 5. Health Awareness Initiatives

In line with its commitment to community well-being, the library organized campaigns for **World Cancer Day** and other health awareness events. These initiatives aimed to educate participants on the importance of regular health check-ups, early detection, and maintaining a healthy lifestyle. By promoting health literacy, the library contributed to a culture of proactive health management, aligning with the broader goal of ensuring long-term well-being for students and staff.

#### 6. Upgrading Library Systems

A significant technological milestone was achieved with the transition from the traditional **Symphony Library System** to the **Medad cloud-based platform**. This upgrade was designed to enhance the efficiency of library operations, offering a more user-friendly interface and improving access to resources. The cloud-based system provides real-time data management and seamless integration with other university systems, ensuring that users have quick and efficient access to the information they need. This transition reflects the library's dedication to staying at the forefront of technological advancements in information management.

#### 7. Resource Expansion

The library continued its commitment to resource development by updating its collection of books, journals, and electronic resources. Efforts included acquiring new reference materials that cater to all academic disciplines within the university. Additionally, the library expanded

its subscriptions to databases, providing comprehensive access to the latest academic journals and research publications. This initiative supports the university's academic programs and enhances the research capabilities of students and faculty.

## 8. Sustainability and Community Engagement

The library's activities throughout the year were aligned with the university's strategic goals of promoting sustainability. By fostering collaborations, enhancing resource accessibility, and conducting community-oriented programs, the library has reinforced its role as a pivotal institution within the university. These efforts contribute to the university's vision of integrating sustainability into all aspects of academic and operational frameworks.

These achievements underscore the library's integral role in supporting the university's mission of providing a transformative educational experience, advancing research, and serving the community through sustainable practices.

### **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

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

### **Library Resources at UBT**

UBT's library resources play a pivotal role in supporting the academic and research needs of both students and faculty. With a comprehensive collection of books, journals, databases, e-books, and other digital materials, the library ensures that users have access to high-quality, reliable information across various disciplines. UBT's library resources not only enhance the academic performance of students but also provide faculty with the tools needed for cutting-edge research, fostering innovation and scholarship.

The library's digital resources, including the vast collection of e-journals and databases, enable remote access to information, ensuring that learning is not confined to physical spaces. UBT's commitment to information literacy is reflected in the support it provides for students, helping them to develop critical skills in finding, evaluating, and using information effectively and ethically. The library's continuous expansion and modernization, including digitizing resources and offering advanced research tools, align with the university's strategic goals of digital transformation and global academic excellence.

### **Online Courses and Access to Lectures**

UBT is committed to expanding access to education through its robust offering of online courses and digital resources. As part of its strategic goal to promote lifelong learning and inclusiveness, UBT provides access to a wide range of courses, both for enrolled students and external learners. These courses, which span various disciplines, are designed to meet the evolving needs of learners in today's digital age and are accessible through UBT's online platforms.

The university has implemented hybrid learning environments, blending traditional in-person lectures with online content to offer students flexibility in their learning. With access to recorded lectures, online workshops, webinars, and interactive learning tools, students can engage with course material at their own pace, making education more accessible, regardless of geographical location.

UBT's commitment to digital transformation is also reflected in its user-friendly platforms like the OPERA system, which allows students to access course materials, register for classes, and interact with faculty online. This system is available to guest students as well, creating opportunities for non-UBT learners to benefit from UBT's educational resources. The online course offerings, combined with advanced digital tools, align with UBT's mission to foster a culture of continuous learning and to contribute to the broader goal of ensuring access to quality education for all.

#### PRME and its Contribution to Quality Education



The University of Business and Technology (UBT) actively aligns its educational framework with the Principles for Responsible Management Education (PRME), emphasizing sustainable and ethical leadership development. PRME serves as a global initiative aimed at integrating the principles of sustainability and responsibility within management education, contributing directly to Sustainable Development Goal 4 (SDG 4): Quality Education. ( refer to Evidence No 4. University of Business and Technology -PRME- SIP report)

#### **UBT's Commitment to Quality Education**

UBT is dedicated to fostering an inclusive and high-quality educational environment through various strategic initiatives that align its programs with the global SDG framework. The university ensures that all its undergraduate programs integrate sustainability principles, providing a transformative learning experience. UBT offers 478 courses aligned with the

SDGs, embedding topics like business ethics, corporate social responsibility, and environmental management across its curricula.

### **Curriculum and Research Integration**

The institution emphasizes responsible management education through specific courses designed to cultivate ethical and socially responsible leaders. UBT's Business Ethics and Sustainability Management courses provide students with the tools to address global challenges. Additionally, the Deanship of Scientific Research encourages faculty to produce research aligned with sustainability and SDG goals. Faculty are recognized and rewarded for research that advances responsible management practices.

### **Community Responsibility and Engagement**

UBT extends its impact beyond the classroom through its Community Responsibility Center (CRC), which drives initiatives focused on educational outreach and community development. Programs such as capacity-building workshops, environmental sustainability campaigns, and training sessions for underprivileged communities highlight UBT's commitment to inclusive education and lifelong learning. The CRC also leads efforts like the Earth Day Beach Clean-Up and collaborations with public entities, emphasizing environmental stewardship.

### **Global Partnerships and Accreditation**

UBT's adherence to PRME principles is complemented by its pursuit of global accreditations and partnerships. The university's finance program holds international accreditation by EPAS, demonstrating its commitment to maintaining high-quality education standards. Furthermore, UBT actively participates in global educational events, including the International Day of Women and Girls in Science, showcasing its dedication to promoting equity and inclusivity in education.

### **Impact on Students and Society**

Through its robust PRME-aligned framework, UBT empowers students to become leaders who can drive positive changes. By aligning with SDG 4, UBT not only enhances its educational offerings but also contributes to the broader societal goal of reducing inequalities in education. Graduates from UBT emerge as ethically conscious individuals ready to tackle complex global challenges, fulfilling the dual objective of academic excellence and social responsibility.



## University News and Announcements

Finally, UBT's website serves as a key platform for sharing university news, updates, and announcements. Students, staff, and external stakeholders can stay informed about upcoming events, academic achievements, rankings, and collaborations. This ensures that the UBT community remains connected and engaged with the university's ongoing progress and initiatives.

## Accreditations and Rankings

In terms of accreditation, UBT continues to receive recognition for its academic excellence. The university has achieved significant milestones, such as the renewal of its institutional accreditation from the National Center for Academic Accreditation and Evaluation (NCAAA), valid through 2028, and its progress toward international accreditations such as the AACSB for its business programs.

## QS Ranking Achievements

UBT has made remarkable progress in its academic rankings, particularly in the prestigious QS Arab World Rankings. The University has jumped 60 places since the university's first ranking in the QS Arab Universities Ranking, as its ranking for 2025 settled at 67th out of 246 Arab universities. With the university's ranking among the top 67 out of 246 Arab universities, the university is now ranked 15th out of 34 ranked Saudi universities and 3rd out of 7 ranked Saudi private universities.

The recognition from the QS Arab World Rankings is a result of collaborative efforts across the university, including faculty, staff, and students, all contributing to UBT's growing reputation as a leading private institution in the Kingdom of Saudi Arabia.



## **Commitment to Quality Education**

Through the efforts of the Vice Rectorate for Development and Quality, UBT has demonstrated a strong commitment to institutional excellence. The implementation of a Quality Management System (QMS) ensures continuous improvement across all academic and operational processes. This system supports UBT's efforts to meet local and international accreditation standards, positioning the university as a leader in quality assurance and academic performance. Furthermore, UBT's alignment with Saudi Arabia's Vision 2030, particularly its focus on sustainability and internationalization, underscores its role in the country's educational transformation.

## **EFMD Accreditation 2024**

UBT is proud to announce that its Finance Program has successfully obtained EFMD accreditation for the second time, further solidifying its reputation as a leading business education provider in the region. This re-accreditation is a testament to UBT's continuous commitment to meeting international standards of excellence in management education. The EFMD accreditation is a globally recognized benchmark, ensuring that the program aligns with the highest educational standards, focusing on quality, relevance, and continuous improvement.

The renewal of the EFMD accreditation underscores UBT's dedication to offering a curriculum that not only meets the demands of the global business environment but also prepares students for leadership roles in a rapidly changing economy. The Finance Program, in particular, has earned recognition for its robust faculty expertise, strong connections with industry leaders, and the range of professional development opportunities it provides to students. These factors contribute to producing graduates who are not only academically competent but also highly sought-after by employers worldwide.

In a significant step forward for UBT's international standing, the university is also pleased to announce that two additional programs—Supply Chain Management & and Human Resource Management—have now become eligible for EFMD accreditation. These programs represent key pillars of UBT's business education portfolio and are integral to the university's strategy to expand its global recognition across multiple disciplines. The eligibility of these programs

marks a critical milestone in UBT's ongoing efforts to ensure that all its business-related degrees meet the highest international quality standards, further enhancing the university's reputation in the global educational landscape.

With these programs now progressing toward EFMD accreditation, UBT continues to strengthen its commitment to providing top-tier education that meets both local and international market needs. The inclusion of these programs in the EFMD accreditation process highlights UBT's strategic focus on ensuring that all its graduates are prepared to compete in an increasingly globalized and competitive job market.

This achievement reflects UBT's broader goal of becoming a global center for excellence in business education. By continuously investing in academic infrastructure, faculty development, and international collaborations, UBT ensures that its programs remain at the forefront of educational innovation and quality. The re-accreditation of the Finance Program, alongside the eligibility of the Marketing and Human Resource Management programs, further cements UBT's status as a leader in higher education within the region and beyond.

As UBT continues this path, it remains committed to expanding its international accreditations, which not only enhances the employability of its graduates but also positions the university as a hub for high-quality business education. This achievement is the result of the combined efforts of faculty, staff, and administration, all working together to realize UBT's vision of providing education that is globally recognized, market-relevant, and aligned with the highest standards of excellence.

