

SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



4.3. 4 Does your university as a body undertake educational outreach activities (e.g., tailored lectures or demonstrations) beyond campus – e.g., in local schools, in the community, including voluntary student-run schemes?

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Educational Outreach Activities Beyond Campus

UBT's educational outreach activities are essential to fulfill its social responsibility and contribute to the sustainable development goal of quality education. By engaging with the community beyond campus, UBT can share its knowledge and resources, inspire lifelong learning, and foster social inclusion and diversity. Outreach activities at UBT take various forms that focus on awareness and contribution to sustainability, cultural and intellectual knowledge, Hajj and Umra contribution, social responsibility and Health and wellbeing awareness, In addition training events and conference participation can create mutual learning opportunities, enhance academic reputation, strengthen partnerships, and improve educational outcomes for learners and the community.

Health and Wellness Initiatives

Diabetes Awareness Day

In collaboration with the Ministry of Health and United Pharmacy, UBT held a Diabetes Awareness Day to educate students and the wider community on the significance of diabetes management and preventive health practices. This initiative sought to increase awareness of diabetes as a growing health concern and highlighted practical strategies for its prevention and daily management. The event included informational sessions led by healthcare professionals, where participants learned about the causes and risk factors associated with diabetes, as well as the lifestyle changes necessary to reduce risk, such as dietary adjustments, physical activity, and regular health check-ups.

Students were actively involved throughout the day, engaging in interactive workshops, demonstrations, and discussions with health experts, which helped to deepen their understanding of diabetes from both personal health and a community health perspective. Dean Dr. Haneen Shoaib expressed her appreciation to the event organizer, Dr. Kholod Aggad, and emphasized the importance of such initiatives in instilling a sense of

responsibility and proactive health awareness among students. Diabetes Awareness Day not only empowered students with valuable knowledge on managing and preventing diabetes but also encouraged them to advocate for health education within their communities, promoting a culture of health and wellness that aligns with UBT's commitment to societal well-being.



Anti-Smoking Campaign

Conducted in collaboration with Al Abeer Medical Group, this campaign promoted a smoke-free environment on campus and in the community, educating participants on the health impacts of smoking.



Professional Development and Vocational Workshops

Soft Skills Seminar

Held by the College of Business Administration, this workshop, titled "Elegant Skills," focused on essential 21st-century soft skills. It was conducted by Dr. Aziza Al-Ghamdi, emphasizing skills in leadership, communication, and adaptability.



Zakat and Taxes Workshop

Led by accounting professionals, this workshop educated students on the fundamentals of zakat and tax regulations in Saudi Arabia, providing practical insights into compliance in the finance sector.





Marketing Communications and Brand Success Workshops by Alumni

Alumni Ms. Sumaya Bahamdain and Ms. Doha Zagzoug led workshops for students in brand management and marketing communications, bridging academic knowledge with real-world applications in the marketing sector.



Cultural and Civic Engagement Events

World Tolerance Day

Organized by the Intellectual Awareness Unit and the Human Resources Department, this event emphasized tolerance and respect in society through workshops and student activities, fostering an environment of understanding and inclusivity on campus.





Arabic Language Day

A celebration of cultural and linguistic heritage, this event engaged students and the community through calligraphy workshops and cultural exhibits





Research and Innovation Competitions

1st Student Research Symposium

Hosted by UBT's Deanship of Scientific Research, the symposium showcased 29 research projects from students across colleges, encouraging scholarly inquiry and innovation



LogiThon Supply Chain Competition

This competition allowed students to apply their knowledge of supply chain management in a real-world context, promoting critical thinking and problem-solving skills



Global Energy Transition Awards

Dr. Basma Al-Zein, Director General of Techno Valley, was recognized as a finalist in the “Woman for Women” category at the Global Energy Transition Awards, showcasing UBT’s commitment to innovation and sustainability



Partnerships and Industry Engagement

National Center for Family Business Collaboration

A visit from the CEO of the National Center for Family Businesses discussed collaborative opportunities in research and executive training, strengthening UBT's commitment to family business development

Refer to Evidence No.1 University's outreach activities



Membership in the International Association of Science Parks and Areas of Innovation (IASP)

Techno Valley's membership in IASP facilitates UBT's access to a global network of science parks, promoting research, collaboration, and knowledge exchange in innovation

 Damman Valley	 Dhahran Techno Valley Company	 Innovation and Product Development Center (LAB7)	 KACST Science and Technology Parks
 KAUST Research and Technology Park (KRTP)	 Prince Turki Bin Mohammad Center for Creativity and Entrepreneurship	 Research Products Development Company	 Taibah Valley
 Techno Valley	 Wadi Makkah Ventures		

Legal and Civic Community Forums

Civil Transactions Law Forum

Partnering with the Saudi Bar Association, UBT's College of Law hosted a forum to educate students, legal professionals, and community members on Saudi Arabia's civil transactions law, fostering awareness of legal standards



Volunteering Seminar: “A Leader’s Vision and a Nation’s Message”

This seminar, in collaboration with Al-Bir Society Jeddah, encouraged volunteerism in the community and highlighted the value of social responsibility through discussions with humanitarian leaders



Academic and International Participation

Global Brown Bag Seminar

Dr. Abdul Malik Syed represented UBT at Abu Dhabi University’s seminar, where he delivered a keynote on benchmarking in education. His presentation exemplified UBT’s commitment to academic excellence on an international level

Participation in QS Higher Education Summit in Malaysia

Faculty from UBT attended the QS Summit, exploring future educational practices and showcasing UBT's commitment to global educational



جامعة أبوظبي
Abu Dhabi University
Global Brown Bag Seminar Series

Global Brown Bag Seminars Series (GBBSS)

April Seminar

Abu Dhabi University is pleased to invite you to its **GBBSS**, delivered by **our distinguished Global Engagement Program Members**.

- **Certificates will be awarded to all attendees.**

Benchmarking as a tool for Business Schools Quality Enhancement



Presented by Dr. Abdul Malik Syed

Overview
Higher education institutions (HEIs) globally face many challenges in formalizing and systematizing benchmarking. Many HEIs simply imitate the best practices without consideration for the level playing field; which ultimately results in mismatch and brings chaos instead of improvements. Our study provides a framework for formal benchmarking as a tool by using the Analytical Hierarchy Process (AHP) for adapting the best practices for quality enhancement in the College of Business Administration (CBAK).

Our survey revealed interesting results and found the majority of respondents hold forth that the most challenging task is the selection of a benchmarking partner. We constructed an AHP model to choose an ideal benchmarking institution for CBAK; Pre- and post-performance & dynamic sensitivity analysis identified the College of Industrial Management, KFUPM, Business School, and the National University of Singapore as the ideal benchmarking partners. With the proposed benchmarking framework CBAK can assess how well they are in relation to these identified colleges identify the good practices and adapt them for quality enhancement.

About the speaker
Dr. Abdul Malik Syed is currently a Supervisor (HOD) of the Finance Department and acting Head of the Insurance & Risk Management Department, at the College of Business Administration, University of Business and Technology. He has a Ph.D. in Management (Banking & Finance) and has graduated with a Master of Business Administration from Osmania University, India. He is a full member of the CFA Society and also a Faculty Advisor for the CFA Institute Research Challenge hosted by CFA Society Saudi Arabia since September 2020. He was awarded the Best Faculty Award 2015 College of Business Administration, Prince Sattam bin Abdulaziz University. He spearheaded the programmatic Quality improvement efforts as the founding Assistant Dean (Quality & Development) and was instrumental in attaining the college's national and international accreditations. His research papers were published in international peer-reviewed journals ISI & Scopus indexed. He has conducted several training programs in Financial Modelling for professionals and a dozen workshops in Educational Quality Management for University staff.

📅 **Thursday, 25 April 2024**
🕒 **2 - 3 pm (UAE time)**
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advancements

Volunteer and Community Service Initiatives

Hajj and Ramadan Initiatives

During the holy periods of Hajj and Ramadan, UBT students demonstrated their commitment to social welfare through various volunteer activities that supported pilgrims and fasting individuals, embodying the university's dedication to community service and national responsibility.

For Hajj, UBT students volunteered at the Haramain Train Station, a key transit point for pilgrims on their journey to the holy cities. Here, the volunteers assisted pilgrims by providing directions, answering questions, and distributing essential items, such as water, snacks, and hygiene products, to ensure a comfortable journey. This support was especially valuable given the high volume of pilgrims passing through the station, and UBT's volunteers played a critical role in upholding the spirit of hospitality that is central to the Hajj experience. This initiative also aligned with Saudi Vision 2030's goals of improving services for pilgrims, and UBT's students contributed meaningfully by embodying values of service, respect, and cultural sensitivity.

In addition to Hajj support, UBT's volunteers participated in Ramadan Iftar initiatives in Makkah, organizing and distributing meals to over 5,000 fasting individuals at the Grand Mosque. This effort, held in collaboration with local organizations, was designed to support worshippers in observing Ramadan practices and ensuring they had nutritious meals to break their fast. Students actively coordinated meal preparation and distribution, gaining first-hand experience in large-scale event management and community outreach. The Iftar distribution not only fulfilled an immediate need for those observing Ramadan but also reinforced UBT students' understanding of community interconnectedness and the importance of social responsibility during sacred times.

The experiences from these initiatives enriched students' appreciation for the role of volunteerism in supporting national and cultural traditions, allowing them to develop skills in teamwork, empathy, and cultural respect. UBT's Hajj and Ramadan initiatives underscored the university's dedication to instilling a service-oriented mindset in its students, nurturing them into individuals who actively contribute to the well-being and unity of Saudi society. Through

these activities, UBT is fostering a new generation committed to giving back to their community and embodying the values of compassion and collective responsibility.





Conclusion

UBT's extensive educational outreach initiatives showcase the university's dedication to the Sustainable Development Goal (SDG) 4.3.4, which emphasizes accessible and inclusive lifelong learning. Through a blend of cultural events, health and wellness initiatives, vocational training, and community service projects, UBT extends its educational mission far beyond the classroom, fostering a spirit of lifelong learning that reaches the entire community. Each initiative contributes uniquely to building a society that values education, social responsibility, and sustainable development, aligning closely with Saudi Vision 2030 and the global objectives of SDG 4.

Health awareness programs, such as Diabetes Awareness Day and the Anti-Smoking Campaign, play a pivotal role in equipping students and community members with knowledge that promotes healthier lifestyles. These initiatives not only raise awareness on pressing health issues but also encourage students to act as health ambassadors within their communities, thus embedding health literacy as a critical part of educational outreach. By addressing both individual and community health, these activities directly contribute to a society better prepared to make informed health decisions and improve overall quality of life.

UBT's professional development workshops, including the Soft Skills Seminar and the Marketing Communications Workshop, reinforce the importance of equipping students with practical skills essential for today's job market. These workshops provide students with a deeper understanding of industry practices, enhancing their employability and preparing them to meet real-world demands. In promoting technical, vocational, and soft skills development, UBT not only aligns with SDG 4.3.4's objective of lifelong learning but also actively supports economic growth by fostering a skilled workforce capable of adapting to global challenges.

Cultural and civic engagement activities, like World Tolerance Day and Arabic Language Day, reflect UBT's commitment to promoting cultural awareness, inclusivity, and respect within and beyond its community. These events allow students and participants to celebrate diversity, bridging cultural divides and fostering an environment of mutual respect. This aligns with the broader goals of SDG 4, which advocates for inclusive and equitable education that respects and values cultural diversity. These events enrich the learning experience by incorporating values of tolerance and heritage, which are crucial for developing a socially cohesive society.

Research and innovation initiatives, such as the 1st Student Research Symposium and the LogiThon competition, provide students with platforms to apply their academic knowledge to real-world challenges, fostering an environment of curiosity, inquiry, and innovation. These initiatives serve as a foundation for continuous improvement and academic excellence, instilling in students a sense of responsibility to contribute to society through research and innovation. By supporting these pursuits, UBT ensures that students are not only consumers of knowledge but also contributors to the advancement of sustainable practices, echoing the lifelong learning ethos of SDG 4.3.4.

Volunteer activities during Hajj and Ramadan further highlight UBT's dedication to social responsibility, providing students with meaningful experiences in service and community engagement. These initiatives instill a deep understanding of the impact of compassionate service, allowing students to connect with their communities in transformative ways. They exemplify SDG 4's emphasis on education that promotes responsible citizenship and strengthens societal bonds, ensuring that UBT graduates leave with a commitment to uplift their communities and contribute to the welfare of society.

UBT's partnerships and participation in global academic platforms, such as the Global Brown Bag Seminar and QS Higher Education Summit, position the university as a proactive contributor to international educational standards and practices. These collaborations enable UBT to remain at the forefront of educational excellence, sharing best practices and innovative strategies with the global community, and reinforcing its commitment to continuous improvement and lifelong learning.

In conclusion, UBT's educational outreach activities embody the principles of SDG 4.3.4 by fostering an inclusive, holistic approach to education that reaches far beyond the traditional campus. By integrating health, professional development, cultural awareness, research, volunteerism, and global engagement, UBT not only enhances the personal and professional growth of its students but also strengthens the fabric of society. Through these initiatives, UBT is not merely educating students; it is shaping responsible, globally-minded citizens who are prepared to contribute meaningfully to a sustainable, interconnected world. In doing so, UBT affirms its role as an institution that is committed to lifelong learning, societal development, and the transformative power of education in building a prosperous and equitable future for all.

Refer to Evidence No.2 More activities