

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?

Yes.

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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.

The University of Business and Technology (UBT) has hosted some vocational training events at the University that are open to the public in 2024. These events were programmed and are planned to inspire the youth in relations to their choices in life for their career paths.

Events and Initiatives Promoting Vocational Training and Education

Special talk on building trust in your career choices (2024-07-27)

Based on UBT's partnership with Creative Mornings Jeddah, which offers monthly lectures aimed at sparking creativity and inspiring youth across various sectors, UBT hosted Dr. Mohammed Hakim for an interactive lecture titled "Building Trust in Career Choices" on Saturday, July 27, 2024. In this programmed event that is opened to the public, Dr. Hakim shared his personal experience with trust and discussed the importance of building trust and confidence in career decisions. With more than 460 attendances from different age. Overall positive feedback was received from attendance, they praised Dr. Mohamed Performance and his attractive way.



Coach Mohanned Shobain: Life Stages (2024-11-30)

In collaboration with Creative Mornings, UBT hosted coach Mohanned Shobain, who delivered an interactive lecture titled “Sequence of Life Stages” on November 30th, 2024. The event that was programmed and open to the public, was attended by nearly 100 people from different parts of the community. The attendees are of different ages, and overall positive feedback was received from them.

