

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?

Yes.

Table of Contents

Educational Outreach Activities Beyond Campus.....	3
These are educational outreach activities outside of the campus.....	4
<i>Jeddah College of Advertising (JCA) at the Athar Festival 2024 (2024/11/(3-6))</i>	<i>4</i>
<i>International Day of Women and Girls in Science Seminar (2024-02-02)</i>	<i>5</i>
<i>LEAP 2024 UBT Participation</i>	<i>6</i>
<i>Distinguished Teachers Award Workshop (2024-07-07)</i>	<i>7</i>
<i>Distinguished Teachers Exhibition (5/27/2024)</i>	<i>7</i>
<i>Towards One Million Volunteers Forum (2024-02-02)</i>	<i>8</i>
<i>Energy Hackathon (12/7/2024)</i>	<i>9</i>
<i>Future Industrialists (2024-08-19)</i>	<i>10</i>
<i>Future Forward (Youth and the path to vision 2030) – (2024-09-14)</i>	<i>11</i>
These are educational outreach activities at UBT	12
<i>Eduindustry x UBT (1/3/2024)</i>	<i>12</i>
<i>Mini-Hackathon: BAIS (1/7/2024)</i>	<i>13</i>
<i>Research with Social Purpose</i>	<i>14</i>
<i>Training and Development to the Ministry of Education (2024-05-(23-19))</i>	<i>15</i>
<i>Cybersecurity Workshop to the Ministry of Defense (2024-05-30)</i>	<i>16</i>
<i>Teacher’s Accelerator Program (6/4/2024)</i>	<i>17</i>
<i>Hosting Children from the Social Nursery House in Jeddah (2024-11-13)</i>	<i>18</i>
<i>Harvard Kennedy School Women Leadership Board at UBT (2024-11-16)</i>	<i>20</i>
<i>Sparkathon: CBA Business Days (2024-11-17)</i>	<i>22</i>
<i>Visit of Riyadh School Students to University of Business and Technology (2024-11-21)</i>	<i>24</i>
<i>Workshop for Al-Faisalya Women’s Welfare Society (12/8/2024)</i>	<i>26</i>
<i>College of Law offers Training to Al-Mawaddah Society (12/18/2024)</i>	<i>27</i>

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.

The University of Business and Technology (UBT) has educational outreach activities outside of the campus, and some hosted on campus with various entities and individuals. The university hosted some outreach activities on campus due to the campus world-class facilities, especially at its new campus in Corniche. This is because some of the organizations might prefer to have the activities to be hosted at an academic institution or due to their inadequate facilities. Outside campus, some of these activities include hosting career consultations for advertising and giving seminars.

These are educational outreach activities outside of the campus

Jeddah College of Advertising (JCA) at the Athar Festival 2024 (2024/11/(3-6))

The Jeddah College of Advertising hosted a booth at the Athar Festival in Riyadh for the second time in 2024 (joined annually 2023, 2024, 2025). The JCA booth had Career Consultations for visitors interested in the advertising field. The JCA Booth attracted 700-800 visitors across four days. While in Riyadh, JCA faculty and students connected with various Advertising agencies and sessions in Athar Festival.



JCA | Jordanian
College of Advertising
كلية الإعلانات

JCA Trip to the Athar Festival 2024 - Report

Introduction:

The College of Advertising (JCA) organized an enriching trip for its students to the **Athar Festival** held in Riyadh from November 3rd to 6th, 2024. Hosted at the **Crown Plaza Hotel**, the festival provided a dynamic platform for the advertising and creative industries, offering numerous opportunities for networking, learning, and hands-on experiences. This year, JCA actively participated with a booth featuring various activities designed to engage students and the wider creative community.

JCA Booth Activities:

The JCA booth was a key part of our participation, attracting around **700-800 visitors** over the four days of the event. The booth featured several interactive activities designed to help students and visitors connect with industry professionals, gain career insights, and expand their networks.

- Career Consultations:**
Open to all visitors, career consultation sessions were held by three of our esteemed faculty members:
 - Mr. **Ahmed Bakir** (Lecturer, JCA)
 - Dr. **Khalid Abshoahb** (College Consultant, JCA)
 - Dr. **Raef Abdallah** (Head of Management Department, JCA)

These consultations offered personalized advice on career development, industry trends, and strategies for succeeding in the advertising field.

- Alumni Wall:**
A prominent feature of the booth was the **Alumni Wall**, which showcased photographs of JCA alumni in influential positions within the industry. The wall highlighted their names and current job titles, offering visitors a glimpse into the diverse career paths taken by successful JCA graduates.



LEAP 2024 UBT Participation

The College of Business Administration students participated in the Software AG LEAP 2024 finale competition showcase at LEAP, Riyadh. One team from UBT attended, alongside the supervision of Dr. Halah Nasseif, BAIS program director. UBT Team titled Green Analysts was awarded 1st place in the Sustainability track.



Distinguished Teachers Award Workshop (2024-07-07)

UBT, represented by Dr. Mohammed Khouj - Dean of the College of Engineering, participated in a development workshop to enhance the Distinguished Teachers Award and offer the best practices to support the sustainability and impact of the award. This resulted in the development of key action plans to improve the award and the mechanism to applying for the award (e.g., application process, platform, requirements and documentation, and drop-out rate).

Distinguished Teachers Exhibition (5/27/2024)

UBT participated in the Jeddah Award for Distinguished Teachers Exhibition, aimed at showcasing over 60 teachers' entrepreneurial ideas. The exhibition, held over two days, attracted more than 8,000 visitors. The exhibition of 60 educational business projects.



Towards One Million Volunteers Forum (2024-02-02)

UBT participated as a strategic partner in the Towards One Million Volunteers Forum, organized by the Jeddah Municipality and the Emirate of Makkah Region. The forum aimed to celebrate active collaborators with the Municipality in community development. This activity was managed by Public Relations and the Jeddah College of Advertising. It resulted in recognition and celebration of UBT as a leading strategic partner in community development in Saudi Arabia.



Energy Hackathon (12/7/2024)

UBT participated in the Energy Hackathon, organized by the Smart Grids Conference in cooperation with the King Abdulaziz and His Companions Foundation for Giftedness and Creativity (Mawhiba), as part of the preparatory activities for the conference, which is held under the slogan "Energy and Sustainability" and sponsored by the Ministry of Energy. Represented by Dr. Mohammed Al-Qarni, Associate Professor in the Department of Electrical Engineering, as a member of the Energy Hackathon judging panel. 60 gifted male and female students participated, divided into 12 teams across 3 tracks, where 3 student teams from the Mawhiba Classes Program won the top positions in the Hackathon.



Future Industrialists (2024-08-19)

The University of Business and Technology (UBT) plays a prominent role in the "Future Industrialists" initiative, one of the key initiatives by the Distinguished Initiatives Society for Social Responsibility. Dr. Mohammed Khouj, Dean of the College of Engineering at UBT and Chairman of the Final Committee for the initiative, participated in the coordination meeting for the second edition of the initiative, where he explained the judging and evaluation process and key timelines. These efforts aim to ignite students' passion for the industrial field and introduce a quality industrial initiative that enhances the Kingdom's economic impact. The participation of more than 24,438 contestants, 350 outstanding winners were proudly announced, marking a remarkable achievement."



Future Forward (Youth and the path to vision 2030) – (2024-09-14)

In collaboration with Emkan Education, Dr. Mashael Batarfi participated today, September 14, in a panel discussion titled “Future Forward: Youth and the Path to Vision 2030,” held at Nun Academy. During the discussion, Dr. Batarfi detailed the Sports Management Program at the University of Business and Technology, highlighting how it equips students with the necessary knowledge and skills to lead sports projects and contribute to the development of the sports sector in line with Vision 2030. Participation created opportunities for collaboration between the university, Emkan Education, and other stakeholders in the youth and sports sectors.



EMKAN STUDENT EVENT 2024
Future Forward
Youth and the Path to Vision 2030

Join us at the Emkan Student Event 2024 as we share insights on the future of education and career opportunities for Youth!

Saturday, 14 September
Nūn Academy
1 pm - 4 pm

Dr. Mashael Batarfi
Assistant Professor Economics & Head of Sport Management Program

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

CAMBRIDGE
International Education
Cambridge Associates

VISION 2030
رؤية 2030
The National Vision of Saudi Arabia

These are educational outreach activities at UBT

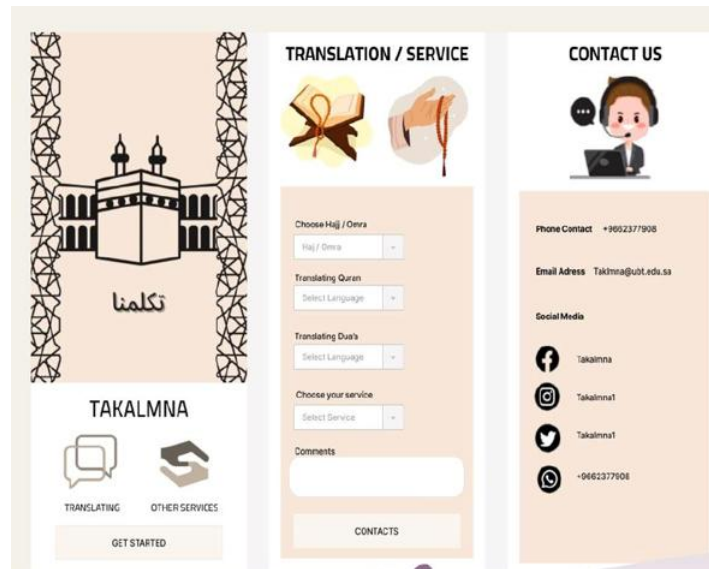
Eduindustry x UBT (1/3/2024)

In collaboration with Eduindustry, an initiative by Global Shapers of the United Nations, UBT offered high-school students educational support (e.g., how to select a major and plan a future career). This educational outreach was organized by the College of Business Administration, UBT. It was open to high school students. Approximately 60 students from schools such as My Little House, House of Knowledge, and Duwhat Aljazira School attended the workshop.



Mini-Hackathon: BAIS (1/7/2024)

The Department of Business Analytics and Management Information Systems (BAIS) organized a mini-hackathon as a midterm project for the Ministry of Hajj and Umrah, aimed at enhancing the Hajj experience. This activity resulted in Development of 8 student-led projects focused on improving the Hajj experience.



Research with Social Purpose

UBT assisted Alnahda Society, a nonprofit dedicated to empowering women socially and economically, in distributing a survey on women's access to inheritance. The survey was disseminated virtually to all faculty and staff to support Alnahda Society's data collection. Survey successfully distributed to all 5,000 UBT faculty and staff members.

1) Volunteering: A Leader's Vision and a Nation's Message Seminar (2024-03-05)

UBT in collaboration with the AlBir Society Jeddah, organized a seminar titled "Volunteering: A Leader's Vision and a Nation's Message," to share experiences and expertise in volunteer work, promote a culture of volunteering, and exchange knowledge in community development. From UBT, this activity was managed by the Community Responsibility Center and the Training Center. 60 in-person participants.



Training and Development to the Ministry of Education (2024-05-(23-19))

UBT held a one-week intensive training program to the General Directorate of Education in Jeddah from 19-23/05/2024 on effective communications, marketing, advertising, and community responsibility. The UBT organizers are the Jeddah College of Advertising, College of Business Administration, College of Engineering, and Community Responsibility Center. The activity trained 20 participants from the General Directorate of Education in Jeddah from a variety of units (e.g., marketing, community responsibility, investment).

UBT **وزارة التعليم**
جامعة الأعمال والتكنولوجيا

دورة عن المسؤولية المجتمعية لإدارة التعليم بجدة
المقامة في جامعة العلوم والتكنولوجيا - جدة

جدول الدورة

اليوم	اليوم الأول (مهارات التواصل والتفاوض والإقناع)	اليوم الثاني (مهارات الترويج والإعلان)	اليوم الثالث (مهارات الدعاية والإعلان)	اليوم الرابع (بدء خطط المسؤولية المجتمعية)	اليوم الخامس (إغلاق الترس النهائية وإنتاج)
08:45	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
10:30-09:00	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
10:45-10:30	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
12:30-10:45	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
01:10-12:30	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
03:00-01:10	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب
03:30-03:00	الترحيب	الترحيب	الترحيب	الترحيب	الترحيب

Slide 8 of 22 English (U.K.)

Cybersecurity Workshop to the Ministry of Defense (2024-05-30)

In collaboration with the College of Engineering, UBT held a Cybersecurity Awareness workshop to members of the Saudi Ministry of Defense titled “Be Cyber Smart”. UBT organizers are College of Engineering, Community Responsibility Center, and Training Center. Training of 14 participants from the Ministry of Defense.



Teacher's Accelerator Program (6/4/2024)

UBT hosted a 2-month business accelerator to support teachers with educational business ideas. In collaboration with the Association of Outstanding Initiatives non-profit, the intensive accelerator program was designed to offer mentorship, business development guidance, and networking opportunities to teachers. UBT organizers were College of Engineering and Community Responsibility Center. This resulted in the transformation of 60 educational ideas into investable business projects.



Hosting Children from the Social Nursery House in Jeddah (2024-11-13)

The Department of Architecture at the College of Engineering hosted children from the Social Nursery House in Jeddah (Shatea Branch), which is affiliated with the Ministry of Labor and Social Development in the Makkah region. The department's volunteer students organized various educational and recreational activities aimed at introducing the children to architecture in fun and simplified ways. A total of 70 children from the Social Nursery House in Jeddah , were hosted by the Department of Architecture. Volunteer students from the department organized various educational and recreational activities aimed at introducing the children to architecture in fun and simplified ways.





Harvard Kennedy School Women Leadership Board at UBT (2024-11-16)

UBT hosted a delegation from Harvard Kennedy School's Women's Leadership Board (WLB), comprising of seven accomplished women leaders from diverse global sectors. The visit explored the transformative role of women in Saudi Arabia, with the delegation praising UBT as an "oasis of inspiration within academia" for its dedication to women's empowerment and leadership development. The visit were also supervised by Jeddah College of Advertising, College of Business Administration, College of Engineering, and Community Responsibility Center. UBT hosted a 19-member delegation from Harvard Kennedy School's Women's Leadership Board.





Sparkathon: CBA Business Days (2024-11-17)

The Sparkathon Challenge of the CBA Business Days featured three categories: Fintech, Tourism, and Community Development. The top 2 prizes were awarded to community projects. This hackathon had participations from university students around the Kingdom of Saudi Arabia and the talented general education students, in a strong competition to win the first three places with valuable financial prizes.



ما هو تطبيق عبّر؟

What is Abber app?

تطبيق "عبّر" هو حل مبتكر يساعد الأطفال على التعرف على مشاعرهم والتعبير عنها بطرق صحية وممتعة باستخدام تقنيات الذكاء الاصطناعي والواقع المعزز. يقدم التطبيق شخصيات ثلاثية الأبعاد تمثل مشاعر متعددة مثل الفرح، الحزن، والغضب، والتي يمكن للأطفال التفاعل معها من خلال الأنشطة المختلفة مثل الرسم والألعاب التفاعلية، مما يساعد على بناء وعي عاطفي متقدم لديهم.



Visit of Riyadh School Students to University of Business and Technology (2024-11-21)

As part of its community partnership programs, the University of Business and Technology hosted a group of talented and distinguished students from Riyadh Advanced School in Jeddah on Thursday, November 21, 2024. The visit aimed to introduce them to the university's academic programs and the specializations that are in demand in the job market. The UBT hosts were Community Responsibility Center, and Academic Affairs. 12 gifted students visited the university, toured its facilities, and learned about its programs for gifted students.





Workshop for Al-Faisalya Women's Welfare Society (12/8/2024)

The University of Business and Technology (UBT) participated in the Strategy Ideation Workshop with the Al-Faisalya Women's Welfare Society of Jeddah on Sunday, December 8, 2024. Held at UBT's Corniche campus, the workshop aimed to develop the society's strategic plan for 2025-2030. With 60 participants, the university's faculty members presented 5 innovative initiatives. Ms. Khairiah Rahimi, President of the Al-Faisalya Women's Welfare Society, expressed her gratitude to all participants, emphasizing that the innovative ideas and initiatives from the workshop will form a cornerstone of the society's plans. She also thanked UBT for hosting the event and supporting initiatives that benefit both the society and the broader community.



College of Law offers Training to Al-Mawaddah Society (12/18/2024)

The College of Law at UBT offered a training workshop on alimony and custody to beneficiaries of Al-Mawaddah Society for Family Development, December 18, 2024. The training was delivered by Dr. Abdulrahman Khosifan, Dr. Fahad Al-Huqbani, and Ms. Ghada Alqarni. With the participation of 183 beneficiaries from Al mawaddah Society for Family Development , the program was delivered remotely and received a 5/5 rating.

