

**SUR UNIVERSITY COLLEGE**



**FIVE YEAR  
STRATEGIC PLAN  
2020 / 21 – 2024 / 25**

*Preparation for Future*

SUR CITY, SULTANATE OF OMAN

## **Sur University College**

### **Strategic Plan 2020 / 21 – 2024 / 25**

#### **Introduction**

The founder Sheikh Mubarak Juma Bahwan, with a great dream of establishing a higher education provider in Al Sharqia region, started Sur University College to provide a high quality educational service with all amenities and resources to the student community. The motto of the founder was to “Preparation for Future”, in which he would like to develop all rounded students with sufficient and necessary knowledge and skills to serve the nation in future.

#### **Data Collection**

Based on the suggestions from Board of Directors and Board of Trustees on strategic direction, the College Level Strategic Planning Committee conducted numerous meetings and identified the strategic goals and objectives. To move towards the strategic direction, the strategic goals are set with broader areas. To identify the objectives and strategies, SWOT Analysis was conducted. Moreover, various other documents were also considered for identifying the strategies, objectives and performance indicators.

#### **Executive Committee Members**

1. Dr. Ali Al Jarrah / The College Dean
2. Dr. Mahmoud Nayef Al-Manayseh / Assistant Dean for Students Affairs
3. Dr. Sitwat Langrial / Assistant Dean for Academic and Research Affairs
4. Dr. Salah Al Khafaji / Head of Postgraduate Studies & Research
5. Dr. Bremananth .R/ Head of IST Dept.
6. Dr. Saed Adnan / Head of Business Administration Dept.
7. Dr. Ayman Khalid Abdel Gadir / Head of Engineering Dept
8. Dr. Arturo Palaming/ Head of GFP
9. Dr. Laila Sayed Samea /LRC Advisor
10. Dr. Mohammad Al Odat – IT Network Administrator
11. Mr. Sriram. B / QA Advisor
12. Mr. Ameer Bahwan / Senior Manager for Admin & Finance
13. Mr. Fayez / Registrar
14. Mr. Ali Al Araimi / Student Affairs Manager
15. Ms. Muna Al Araimi / Deputy Director of QA

## **Strategic Direction**

***“To be a renowned private higher education institution in the region by succeeding in all its business activities”.***

### **Strategic Goals**

Sur University College governing bodies guided to maintain high quality in the three major pillar activities of the college: Educational Activities, Research and Innovation Activities and Community Services. The following strategic goals are set for the current five year strategic plan period 2020 / 21 – 2024 / 25.

#### **Goal 1: Increase Stakeholders’ Satisfaction**

Reason: As SUC sets its vision, mission statements to support local and international community, the stakeholders are the vital of the college and hence their satisfaction plays a vital role in maintaining high quality in all activities. Thus, there is a need to identify strategies to sustain the institution’s image among the community.

#### **Goal 2: Enrich Educational Environment to Support Oman Vision 2040**

Reason: Oman Vision 2040 has provided priorities and strategies for educational environment to be achieved in forth coming years. The priorities and strategies that fit to SUC may be identified.

#### **Goal 3: Strengthen Research, Innovation and Professional Development Activities**

Reason: To sustain its status, SUC needs to further develop strategies to identify the community oriented and applied research projects. The staff members need to be given sufficient professional development to achieve this.

#### **Goal 4: Identify Diverse Financial Resources**

*Reason:* At present, SUC has only one source of income which is tuition fees collected from the students. There is a need for diversified sources of income for sustainable development of the college and to maintain high quality educational environment.

#### **Goal 5: Accomplish Tenth Five Year MOHERI Development Plan**

Reason: This goal was added to include the objectives and strategies of Tenth Fiver Year MoHERI Development Plan that are not incorporated already in the current strategic plan.

## **Strategic Goals – Objectives - Strategies**

With respect to aforesaid strategic goals, following objectives and corresponding strategies are developed.

### **Strategic Goal 1: Increase Stakeholders' Satisfaction**

#### **Objective 1: Ensure Transparent Governance & Management Systems**

##### **Strategies:**

*S1. Review the Effectiveness of Governance Structure, Systems and Roles*

*S2. Review the Effectiveness of Management Structure, Systems and Roles*

#### **Objective 2: Enhance Public Relation and Marketing Activities**

##### **Strategies:**

*S1. Formulate Public Relation & Promotion Strategies & Activities to Increase SUC's Reputation in the Community*

*S2. Devise Marketing Strategy for Attracting National / International Students*

#### **Objective 3: Ensure Constructive Relationship with Community**

##### **Strategies:**

*S1. Increase Community Engagement Activities*

*S2. Increase Alumni Participations in College Activities*

*S3. Sustain Constructive Relationship with Other HEIs*

#### **Objective 4: Maintain Promising Stakeholders' Climate**

##### **Strategies:**

*S1. Provide Range of Student Learning Supports*

*S2. Enhance the Opportunities for Communication*

*S3. Ensure Pertinent Support Services with Sufficient Facilities*

**Strategic Goal 2: Improve Educational Environment to Support Oman Vision 2040**

**Objective 1: Introduce New Specializations and Academic Programs**

**Strategies:**

*S1. Analyze Oman Vision 2040 for Educational Priorities and Suggestions*

*S2. Identify and Implement New Specializations and Academic Programs based on technological development, market and future needs.*

*S3. Identify and Implement Technical and Blended Programs*

**Objective 2: Update Existing Curriculum and Study Plans**

**Strategies:**

*S1. Validate and update the existing Programs*

*S2: Maintain Academic Standards for Students Learning by Coursework Programs*

*S3. Achieve National / International Recognitions*

**Objective 3: Ensure High Quality Educational Environment**

**Strategies:**

*S1. Recruit Qualified Staff Members*

*S2. Acquire State – of – the - Art Technologies for Educational Activities*

*S3. Sustain Adequate Learning Resources*

**Objective 4: Augment Blended Learning Processes**

**Strategies:**

*S1. Enhance IT Services to Respond to Future Needs*

*S2. Enrich Educational Environment to Support Blended Learning*

**Objective 5: Support Educational Innovation**

**Strategies:**

*S1. Enable a System for Human Capabilities in the Education Sector.*

### **Strategic Goal 3: Strengthen Research, Innovation and Professional Development Activities**

#### **Objective 1: Increase Research Outputs**

##### **Strategies:**

*S1. Motivate Staff Members & Students for Conducting Novel Research Activities and publish in a reputed journals.*

*S2. Conduct Research Activities Targeting Community Issues*

*S3. Apply for External Research Funds*

*S4. Organize Regional Symposiums and Conferences*

*S5. Organize International Conferences Leading to Establish Research Journal*

*S6: Provide Efficient and Competitive Institutional Research Fund*

#### **Objective 2: Increase Professional Development Activities**

##### **Strategies:**

*S1. Structure Professional Development Requirements for Research to Support Staff Members & Students*

*S2. Provide Necessary Professional Development Activities to Enhance Skills and Expertise*

#### **Objective 3: Increase Relationship with Professions and Community**

##### **Strategies:**

*S1. Liaise with Local Organizations, Industry & Employers*

*S2. Enhance Networking with International Professions and Professional Bodies*

#### **Objective 4: Establish Scientific and Entrepreneurship Incubator Center**

##### **Strategies:**

*S1. Establish a Technology and Business Incubator in SUC*

**Objective 5: Support and build institutional and individual research and innovation capabilities**

**Strategies:**

*S1. Develop competencies with dynamic capabilities and skills to compete locally and internationally*

**Objective 6: Spread awareness and promote the culture of scientific research, development and innovation**

**Strategies:**

*S1. Develop an effective system for scientific research, creativity and innovation that contributes to building a knowledge economy*

**Strategic Goal 4: Identify Diverse Financial Resources**

**Objective 1: Activate Training & Consultancy Services**

**Strategies:**

*S1: Activate Training and Consultancy Centre.*

*S2. Provide Short Courses and Skills Development Programs.*

*S3. Commence Consultancy Services.*

*S4. Offer Business Learning and Management Programs*

**Objective 2: Promote Research Commercialization**

**Strategies:**

*S1: Establish Research & Development Unit*

*S2. Develop Strategies for Capitalizing the Research Commercialization.*

*S3. Motivate the Staff Members for Research Commercialization.*

**Objective 3: Promote Investment Funds**

**Strategies:**

*S1. Establish Associated Entities.*

*S2. Explore investment opportunities in shares.*

*S3. Find Additional Sponsorships.*

*S4. Collect Charitable Funds.*

**Strategic Goal 5: Accomplish Tenth Five Year MOHERI Development Plan**

**Objective 1: Develop a possible national competency in the field of Quality Assurance**

**Strategies:**

*S1: Enable a system for Human Capabilities.*

**Objective 2: Provide an effective effort for the development of Oman Network for Scientific Research and Education**

**Strategies:**

*S1: Develop a system for scientific research, creativity and innovation that contributes to building a knowledge economy to the nation.*

**Objective 3: Enable a system for human capabilities in SUC**

**Strategies:**

*S1: Develop a comprehensive system for regular evaluation of the performance of faculty members in higher education institutions.*

**Objective 4: Ensure Values education, citizenship, positive attitudes and volunteer work**

**Strategies:**

*S1: Ensure a conscious, knowledge society that preserves its identity, with skills and capabilities, and keeps pace with cognitive developments and technical changes.*