



SEEK KNOWLEDGE

BRITISH UNIVERSITY OF BAHRAIN

STRATEGIC PLAN
2023-2028





At the British University of Bahrain (BUB), we are committed to furthering the philosophy and values of University of Salford University (UoS) in Bahrain, GCC, and global context by implementing innovative teaching methods, encouraging applied learning, and maintaining strong academic standards while supporting students to achieve their academic goals and realise their full potential. At BUB, respect and integrity, sustainability, innovation, and excellence represent our core values and are at the forefront of our development process.

Our diverse Higher Education programmes provide students with an opportunity to earn a globally recognised British degree and to benefit from the life opportunities that accompany that achievement. We appreciate that in a competitive global climate, a respected degree from a renowned university will be the best first step in a successful career. BUB, therefore, takes great pride and satisfaction in its academic partnership with the UK's internationally recognised Salford University, Manchester.

Dr. Ebrahim Janahi
President
British University of Bahrain

"We offer student-centred consideration, care, and support to allow each student to explore, create, question, learn and flourish in their chosen careers"

MESSAGE FROM THE PRESIDENT

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BRITISH UNIVERSITY OF BAHRAIN & THE UNIVERSITY OF SALFORD PARTNERSHIP

History of University of Salford - Manchester

From its origins in the North of England as the Royal Technical Institute in the 1850s and since receiving the Royal Charter in 1967 Salford University has become a truly global institution that serves the needs of industry, commerce and encompasses students, staff and has alumni who have gone on to be leaders in their fields all around the world. Since its establishment in the first Industrial Revolution, the University continues to innovate teaching and research to meet the demands of the fourth industrial revolution and develop graduates to be the workforce of the future.

Academic and Practical Alignment

Degrees offered by BUB are the same as those at our home campus in the UK, with a shared curriculum and staff. BUB will offer a state-of-the-art campus, featuring collaborative teaching spaces as well as the latest technology to enable contemporary teaching using cutting-edge techniques. There will be opportunities for students at BUB to experience our home campus through transfer and exchange programmes. Through this agreement we are proud to provide a provision of international qualifications with local flavour. Our unique relationship with professionals and collaboration with industry paves the way to great opportunities created under this partnership. We strive to grow together and offer an outstanding experience to our students.



ABOUT BUB

VISION AND MISSION



VISION

We influence positive change in Bahrain and the world by enabling and fostering lifelong learning and cultivating professional leadership.



MISSION

Provide a community that nurtures and fosters academic talent in collaboration with stakeholders, promoting excellence within professionally recognised degrees, forming the foundations of lifelong learning and equipping students with globally recognised qualifications that facilitate a smooth transition into professional life.

OBJECTIVES AND STRATEGIC PRIORITIES



STRATEGIC PRIORITIES

- ❖ New corporate governance structure, highlighting authority, roles, and responsibilities
- ❖ Enhancing strategic development committee, including subsidiary committees to start bottom-up development process of strategic plan framework.
- ❖ Purposefully increase the number of research staff and PhD holders.
- ❖ Establish new strategic partnerships and collaborations with public, private organisations, and civil societies. Raise awareness among students and staff on the importance of being a value-added community member.



OBJECTIVES

- ❖ Expansion of student body size and ensuring exceptional student experience.
- ❖ Ensure quality-bearing processes and systems to warrant quality enhancement benefits and contribute to enhancing students, staff, and the university.
- ❖ Ensuring academic excellence in line with our strategic partner's standards.
- ❖ Encourage a culture of innovation and creativity within BUB to support the professional development of students and staff to attain a sustainable community.
- ❖ Create opportunities for students to gain practical experience and skill development exercises to boost knowledge, outlook, and character.
- ❖ Supporting digital technological advancements and e-learning environment opportunities.



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BUB CULTURE

OUR VALUES



Respect & Integrity

We strongly believe in an educational environment dominated by respect. This includes respect towards the voice of our people, along with respect towards their collective endeavours, while celebrating the breadth of backgrounds and various cultures represented at BUB.



Sustainability

Sustainability is at the core of our pillars at BUB. The Sustainable Development Goals have formed a guiding light to BUB's growth. Focusing primarily on community engagements and social sustainability.



OUR VALUES



Innovation

We develop a progressive professional environment supported by the intrigue and curiosity of our students and staff, encouraging them to be the next initiators and innovators in their respective fields.



Excellence

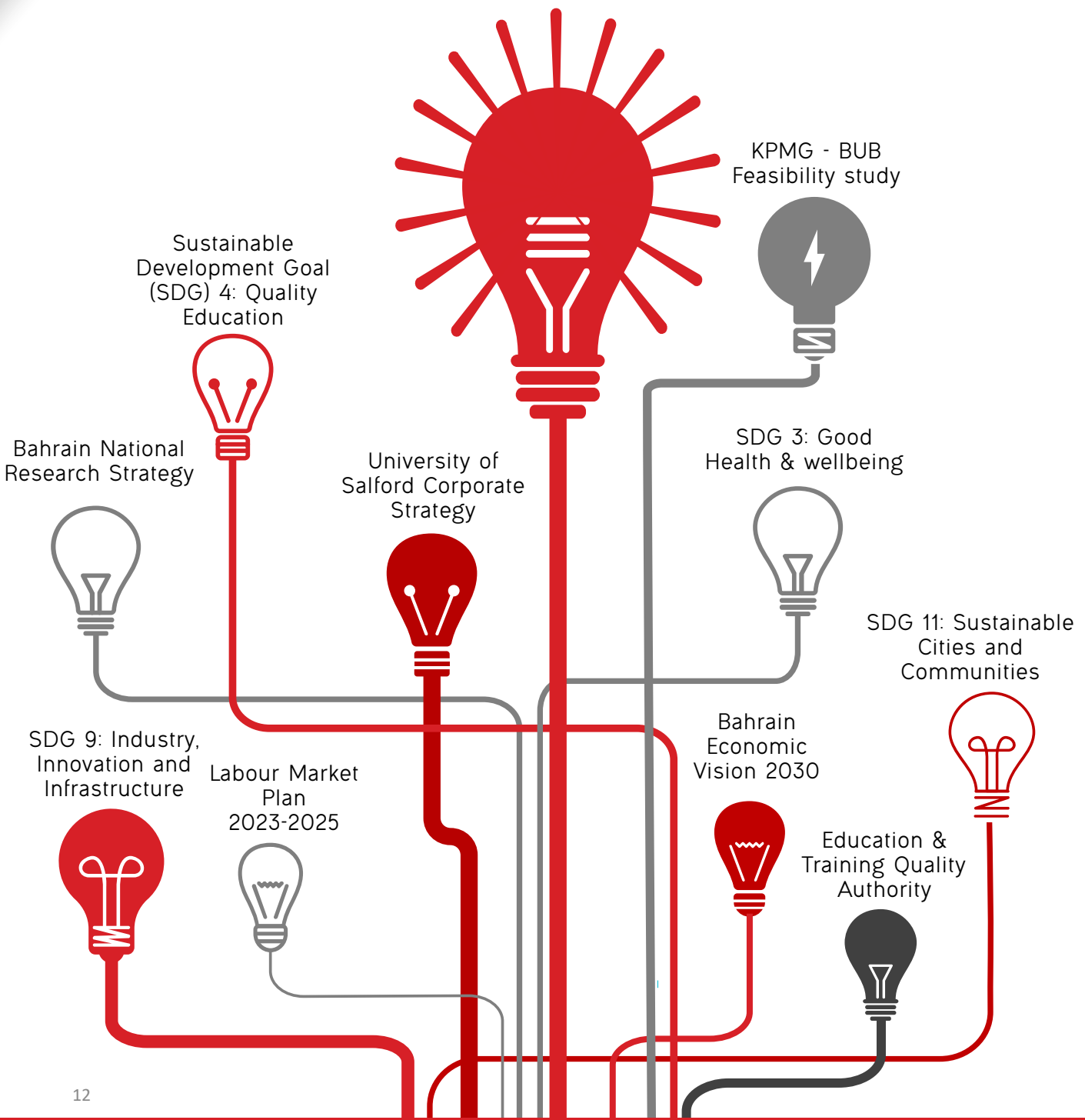
We strive to achieve excellence within all spheres BUB undertakes and participates in. We insist on reaching the highest international quality assurance and practice standards to ensure the best results for our students and staff.



STRATEGIC CONSIDERATIONS

GUIDING DOCUMENTS

BUB Strategic Plan 2023-2028



STRATEGIC THEMES & ENABLERS



STRATEGIC THEMES



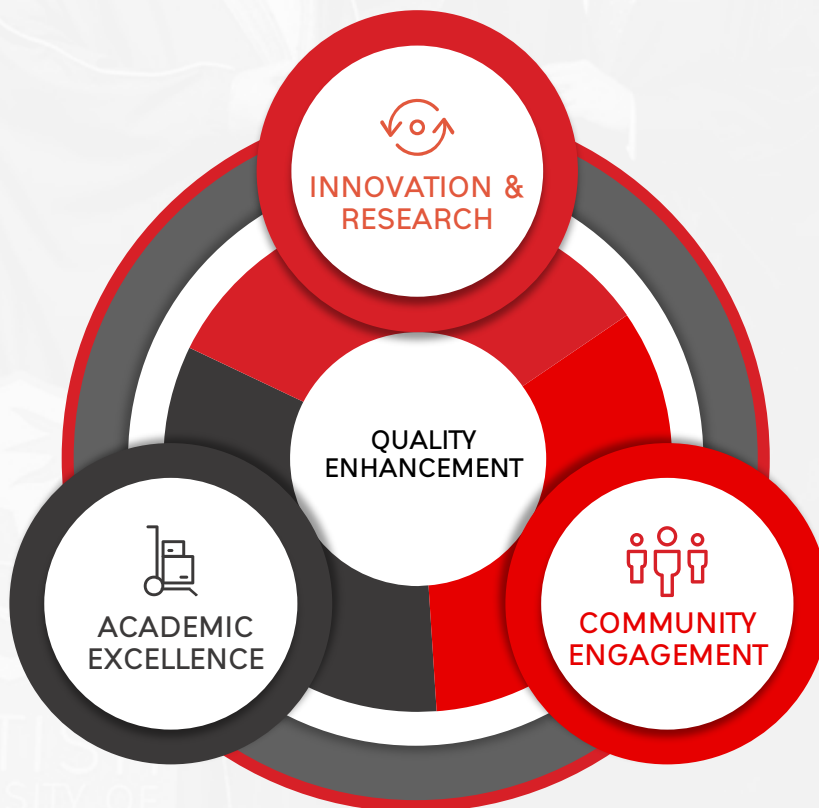
ENABLERS



BUB PILLARS

BUB PILLARS

BUB follows three pillars to represent quality UK higher education functions within Bahrain. The Academic Excellence is key to our daily process involving faculty, staff, and students. Other pillars within the BUB composition involve relevant teams empowered to further BUB's position within Innovation and Research, Community Engagement, and Quality Enhancement spheres.





5 OF 2022

AND COMMUNICATIONS TECHNOLOGY

Quality Enhancement

Quality Enhancement is at the heart of BUB's operation, representing a comprehensive and consistent aspect across day-to-day operations, activities and continuous improvement. BUB maintains a commitment to establishing a culture of quality to reflect and assure UK quality education.

Academic Excellence

Academic Excellence dominates BUB's main responsibility, ensuring that students enjoy easy and practical access to their education, including managing modules, classroom-space management, class-section scheduling/timetabling, course/programme demand analysis, and degree-audit management are all considered academic operations.

Innovation & Research

Innovation and Research at BUB is fundamentally important to bridges the university to industry via strategic partnerships to promote collaboration and joint ventures for sustainable development. Innovation at BUB focuses to deliver courses and trainings in line with the current and upcoming market demands.

Community Engagement

Community Engagement at BUB is an essential commitment based on the University's responsibility to the Bahrani community by building sustainable relationships with the local community and assisting students in understanding their role within the broader community. These initiatives include student activities, sporting and charitable events, and internships.



ACADEMIC EXCELLENCE

STRATEGIC LEAD: ACADEMIC DEANS

BUB works proudly in partnership with the University of Salford to benchmark and uphold excellence within UK quality learning standards and engage with wider stakeholders to coordinate innovation and meaningful impact nationally and internationally.

We aspire to reach academic excellence within all spheres and fields we participate in. Therefore, to reach a level of excellence at BUB. We follow national and international UK quality education standards to ensure we adhere to precise requirements that guarantee a unique style of excellence expected by our students, staff, and partners.

Objective: Ensuring academic excellence in line with our strategic partner's standards. Ensuring exceptional student experience and world class education.

Our goal for excellence extends far beyond the institution itself, as at BUB, our ambition is to have graduates with exceptional qualities from those within their age, both academically and personally.

“

Excellence is an art won by training and skill

”

THEME AIMS:

- ❖ **POSITIVE STAKEHOLDER SATISFACTION:** Recognising the foundational role of the wider community to feed into the higher education system, guiding and aligning action with sustainable development goals.
- ❖ **ACADEMIC ACHIEVEMENTS OF STAFF AND STUDENTS:** Technology enhanced learning, reflects industry development and embraces technology enhanced learning in academic programmes.
- ❖ **EMPLOYABILITY OF GRADUATES:** Securing career opportunities and progression for students based on societal and market-demands boosting employability rates
- ❖ **ENHANCED COLLABORATION:** Enhance currency and curriculum programmes within UOS

ROADMAP TO SUCCESS:

- ❖ **UOS ACADEMIC STANDARDS**
Coordination and adherence to best practices and initiatives for regional and international higher education institutions. BUB adheres UoS standards and practices.
- ❖ **EFFECTIVE MANAGEMENT**
Efficient mechanisms to manage resources to ensure quality teaching and latest learning methods are being used. Pioneering with applied-research to meet national and international economic, social and environmental aims, as universities maintain their position in the center of modern society and intellectual thought and discussion.
- ❖ **ACADEMIC EXCELLENCE**
Recruiting and retaining excellent academic staff, with emphasis on development and research to enhance the teaching and learning experience. Attracting scholarships as BUB considering the British university of choice.
- ❖ **COORDINATED SOCIAL AND ECONOMIC ACTION**
Coordinated social and economic action - adopting a top-down approach to integrate national and international economic and social sustainability goals.

MEASURES OF SUCCESS



Growth and sustainability



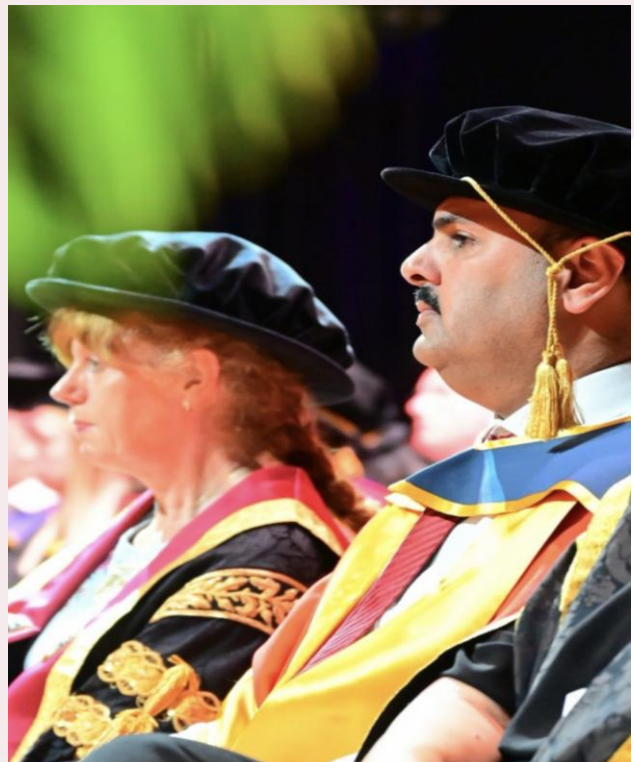
Recruitment of High-Quality Students



No. of First-Degree Honours Grades (Per Academic Year)



Programmes recognised by Professional Bodies.





QUALITY ASSURANCE & ENHANCEMENT

STRATEGIC LEAD: DIRECTOR OF QUALITY

Quality Assurance and Enhancement is at the heart of BUB and represents a key factor in all operations and activities. At BUB we are committed to ensuring and enhancing all aspects of the learning and teaching journey of our students and their experience. We thrive to foster an environment preparing highly employable graduates who are prepared for lifelong learning. This is through our commitment to embedding a culture of quality in the university as a core factor of success.

Objective: Ensure quality-bearing processes and systems to warrant quality enhancement benefits and contribute to enhancing students, staff, and the university.

The Quality Assurance and Enhancement Strategy is built on a basis of an actively robust framework that sets out necessary policies and procedures. These create a commitment to enhance the skills and capabilities of staff via development and training opportunities. The combination of the two is an ongoing process that allows BUB to remain at the forefront of education locally, regionally and internationally with the support of our partners.

“

We thrive to foster an environment preparing highly employable graduates who possess needed skills and are prepared for lifelong learning

”

THEME AIMS:

As a provider of quality UK education, BUB is committed to a high level of quality assurance and enhancement standards, and to fully adhere to guidance from the national quality and accreditation frameworks in Bahrain.

Exhibiting that quality assurance and enhancement is part of BUB's daily functions and activities.

To ensure quality assurance process is carried out throughout all our activities and tasks, annual training is to be provided for staff and faculty to ensure good awareness and enhancement of staff capabilities. Internal reviews are key to understand issues before formal accreditation audits are carried out against international benchmarking.

ROADMAP TO SUCCESS:

PERSONAL AND PROFESSIONAL ENHANCEMENT

Supporting to create a progressive environment allowing BUB staff to achieve their own personal and professional goals

MONITORING ACADEMIC OPERATIONS AND LEVELS OF QUALITY

including satisfaction levels of students and staff to ensure progressive growth and quality assurance. Internal reviews are specifically essential to forecast external audit results and allows an opportunity to self-regulate, improve our processes and enhance our operations.

PROCESSES AND SYSTEMS

Monitoring quality processes within the institution and conduct procedures to promote quality within daily practice. In addition, promoting the use of technology whenever possible to automate processes and introduce digitalisation in collaboration with various departments to increase efficiency of operations.

MEASURES OF SUCCESS



National and international accreditation of programmes and institution



No. of internal audits to ensure compliance with regulatory requirements



Percentage of student and staff satisfaction (%)




Effective Quality Management System



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COMMUNITY ENGAGEMENT & SOCIAL RESPONSIBILITY

STRATEGIC LEAD: STUDENT AFFAIRS

Preparing students for active participation within society is part of BUB's key role. Therefore, student enrichment remains at the core of daily operations and responsibilities at BUB. Developing students' personalities and life skills is essential when nurturing a graduate as an aspiring global citizen.

Objective: To create opportunities for students to gain transferable skills and enrich their character and university experience.

BUB provides an attractive portfolio of extracurricular activities, through charitable efforts focusing on community service and public event invitations as well as establishing collaborative ties with educational institutions and further extending event invitations and engagement with multiple schools for community involvement. Overall, enhancing the university life experience and reflecting on the reputation and attractiveness to future students and partners.

“

Creativity takes courage

”

THEME AIMS:

Intending to provide core knowledge, skills and experiences to foster academic, professional and individual excellence. Our high-quality curriculum and extra-curriculars are pertinent to transformational learning by adopting an inclusive and integrated learning approach.

Seeking to inspire learners to adopt and attain an outward-facing outlook, local and global interconnectivity, innovative and collaborative efficacy to achieve the end sustainable development.

Actively exploring activities to ensure that the student's academic journey is enriched with opportunities to stimulate their interest, build up their knowledge, outlook and character. Regardless of the area of excellence, students are entitled to explore different spheres.

ROADMAP TO SUCCESS:

The BUB student experience considers balancing the professional, academic and personal aspects of a learner's character

PROFESSIONAL EXCELLENCE

Broadening our network of key industry links to welcome opportunities for collaboration, research, projects, and employment, considering knowledge links that exist with the University of Salford.

ACADEMIC EXCELLENCE

Delivering efficient and innovative educational resources and methods to engage learners and enhance their understanding and knowledge. Sustainable regionally-contextualised material to pursue successful and fulfilling careers

INDIVIDUAL EXCELLENCE

Inclusive and effective multi-dimensional interventions, such as open and accessible on-campus advocacy, committed to providing insights on supporting and maintaining the resilience and well-being of members of the university. Promote student-led activities to facilitate character-building

SPORTING EXCELLENCE

Physical activity continually becomes an essential part of human development and excellence. At BUB we support healthy sustainable living with the ability join multiple sporting clubs and participating in both intra and inter-university competitions, nationally and internationally.

MEASURES OF SUCCESS



Number of student-led extra circular/sporting activities (annually)



Percentage of students that participate within extra circular/sporting activities



Number of annual internships sourced to the students by BUB



Percentage of student body that participates in internships



INNOVATION & RESEARCH

STRATEGIC LEAD: INNOVATION & RESEARCH COMMITTEE

BUB is in a unique position forging relationships with key stakeholders in Bahrain, the United Kingdom, and worldwide. Introducing postgraduate degrees through the University of Salford to facilitate locally contextualised research and innovation initiatives, increasing the University of Salford's outreach regionally.

BUB's internationally recognised Knowledge and Innovation Hub will be built with purposeful collaborations. These are with stakeholders, including public, private and international knowledge centres, with which interdisciplinary research goals will be defined. BUB aspires to align relevant and impactful initiatives to national, regional, and international interests.

Objective: Encourage a culture of innovation, through postgraduate qualifications, to support the professional community within the region.

BUB's Research and Innovation hub will forge strategic partnerships with industry, in line with the Sustainable Development Goals, to support community engagement, enhancing and enriching students with an awareness of pressing issues that dominate specific fields and spheres.

“

*Knowledge is
the key to
innovation*

”



THEME AIMS:

BUB's RESEARCH & INNOVATION HUB will be a powerhouse for purposeful, relevant and impactful research.

- ❑ Identify local, regional and international needs to introduce relevant Postgraduate programmes.
- ❑ Cultivate an entrepreneurial mindset through applied research and innovation.
- ❑ Research, innovation and creativity in line with BUB's vision & mission under the umbrella of wider national & regional aspirations.
- ❑ Realise potential in interdisciplinary collaboration between researchers, students and output.
- ❑ Problem solving skills, analytical skills and trouble shooting.

ROADMAP TO SUCCESS:

- ❑ A five-year plan with incremental research programmes to be introduced in line with regional and international aspirations under the light of the Sustainable Development Goals.
- ❑ Encouragement of applied research with an entrepreneurship mindset, through fostering a culture of creativity and innovation.
- ❑ Identifying local, regional and international needs to create relevant and applicable thesis findings.
- ❑ Add coding as a research and club for students and staff to create a tech-savvy BUB community within a heavily tech reliant working world.

MEASURES OF SUCCESS



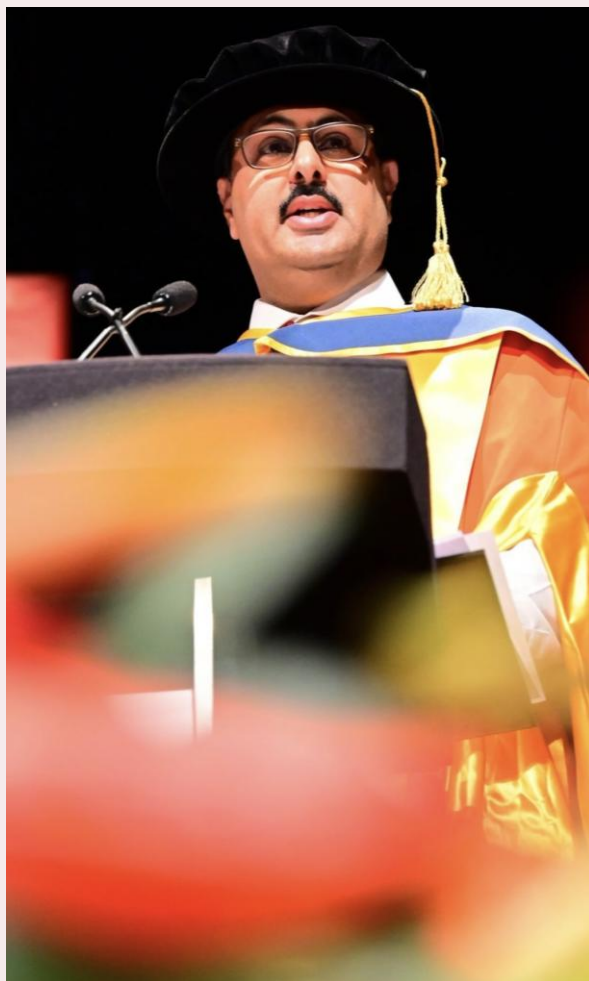
Number of newly introduced and monitored Postgraduate programmes at BUB



Number of research and knowledge-based initiatives that contribute to publications, conferences, competitions and events by faculty and students.



Number of BUB exhibitions and participation of staff and students in national and regional exhibitions.



BUB Students

ABDULLA ATYIA

BSc (Hons)

Business and Management (International)

In 2018, His Majesty King Hamad bin Isa Al Khalifa, King of Bahrain, received Lieutenant Abdullah Al-Sayed Atyia of the Bahrain Defence Force on his graduation from the Royal Military Academy Sandhurst, United Kingdom and his attainment of the rank of excellence in the academy within his commissioning course, and being unprecedentedly awarded the only officer to have received three excellence awards in the history of the academy since its inception. Namely: the Sword of Honour Award, the Queens Medal Of Military and Academic Excellence Award, and the Sporting Excellence Award.

“

Having a full-time job and being deployed several times whilst pursuing a degree was quite a challenge. However, nothing is impossible.

”



2018 - HM King Hamad receiving the Sword of Honour from Lieutenant Abdullah Al-Sayed Atyia upon graduation from the Royal Military Academy Sandhurst, United Kingdom.



2021 - HM King Hamad received Lieutenant Abdullah Al-Sayed Atyia upon breaking the world record for the fastest marathon in full military uniform.

Abdulla is the first lieutenant in the Bahrain Defense Force. Abdulla broke a world record for the fastest marathon (3 hours 40 minutes and 7 seconds) in full military uniform at the ADNOC Marathon in Abu Dhabi.

His achievement has been recognised nationally and internationally, by the Representative of HM the King for Humanitarian Works and Youth Affairs, His Highness Shaikh Nasser bin Hamad Al Khalifa and by the Guinness Book Of World Records.

Abdulla's ambition and integrity is highly valued and considered a model of BUB student excellence.

Success Stories

FARAH KHALED

BSc (Hons)

Business and Management (International)



WAFF Tournament (2019- 2020)

Farah Khaled, an exceptional student from Bahrain has been an inspirational student through her time at BUB. Farah, has proven to break barriers and raise awareness for female representation within football, as Farah has been a member of the Bahrain National Women's Football team for the past 9 years.

Representing Bahrain in three main competitions:

- AFC Qualifiers (2021)
- WAFF Tournament (2019- 2020)
- WAFF Tournament (2016)

“ *It's not whether you get knocked DOWN, it's whether you get UP* ”

Farah, was successfully awarded the "Samar Al Ansari Football Award" in 2022 and represented a great reflection on Farah's skills within teamwork and sportsmanship.

As a student at BUB, Farah was exceptionally active. Serving as the Student President, actively engaging students and the community including participating in numerous national and international inter-university competitions representing BUB such as INJAZ's entrepreneurial competition. Farah, has also served as an active member to the BUB Charity Club, playing an important role in giving back to the local community throughout the year and especially the Holy month of Ramadan.



WAFF Tournament (2019- 2020)

BUB Students

Sumana Buhasan BA (Hons) Graphic Design (International)

Sumana Buhasan, a level 6 Graphic Design student, has participated in crafting a branding concept for Injaz Youth Festival 2024, which is an annual event, hosted by Injaz Bahrain. The festival featured local products by young Bahraini students, alongside live music, fun activities, and a pop-up market.

Sumana's branding concept was inspired by the trending modern geometric shape designs, utilizing her deep understanding of the festival's demographic segment. Effortlessly, elements that align with contemporary youth culture were incorporated across social media posts, event posters, and signages. Through her creative incorporation of the branding elements, she guaranteed the festival's brand maintains its vitality and relevance across diverse platforms.

“

Creativity thrives in the search for unique solutions.

”



Sumana receiving a recognition certificate for the branding for the youth festival 2024 from the Injaz Team



Dr. Ebrahim Janahi, President of the British University of Bahrain, hands Sumana a recognition certificate for the branding for the youth festival 2024

As a recognition for her outstanding accomplishment, Sumana's efforts were acknowledged by the Chief Executive Officer of Injaz, Ms. Hana Sarwani and BUB's University President, Dr Ebrahim Janahi. Sumana's remarkable achievement stands as proof of the potency of creativity and innovation within the realm of graphic design.

Through her YouthVibe branding concept, she did not only leave an unforgettable mark on her peers but also established a fresh benchmark for excellence in the field. As she prepares herself for her professional path, one certainty emerges—Sumana Buhasan has left a profound imprint on the graphic design landscape within BUB.

Success Stories

Sumana Buhasan, Reem Murad & Fiza Ahmed BA (Hons) Graphic Design (International)

Diyar Al Muharraq, the largest real estate development company in the Kingdom of Bahrain, introduced its current and upcoming projects to Graphic Design students BUB, providing them with the opportunity to design a unique visual identity and comprehensive branding for one of Diyar Al Muharraq's upcoming projects. Kickstarting a collaboration between the two entities, this initiative enhances students hands-on experience and professional engagement.



Students visit Diyar Al Muharraq Sale's Centre

On his part, Eng. Ahmed Ali Alammadi, Chief Executive Officer of Diyar Al Muharraq, said: "Through our recent partnership with the Universities, we aim to empower the next generation of industry professionals by fostering their creativity and innovation. As we integrate the skills of these students in our upcoming projects, we hope to provide them with the necessary practical experience to build their portfolios. Diyar Al Muharraq is dedicated to uplifting young talents as part of our ongoing social responsibility efforts."

BUB Students

Maryam Abdulla Isa Ali

BSc (Hons)

Computer Science with Cyber Security (International)

Maryam is a passionate footballer and aspiring referee. She has been playing football for the past 8 years, representing Bahrain's national women's team and the Bahrain Sparks Academy. During this time, she has garnered numerous achievements, including being named best player of the match twice in the Bahrain Women's league.



Maryam refereeing a football match

Two years ago, Maryam embarked on a new journey by joining the Bahrain Football Association to become a football referee. Her goal is to one day officiate at the international level. Since joining in October 2022, she has made significant strides in her refereeing career. Notably, she became the first Bahraini woman to officiate a men's league match in December 2022, taking charge of a U15 men's game.

Some highlights include achieving second place in the AFC West Asian Cup (2016), second place in the WAFF football tournament (2019-2020), and third place with the WNT in the NSDF September 2023 tournament. Additionally, Maryam has participated in five official AFC tournaments and over 10 tournaments within Bahrain.

Success Stories

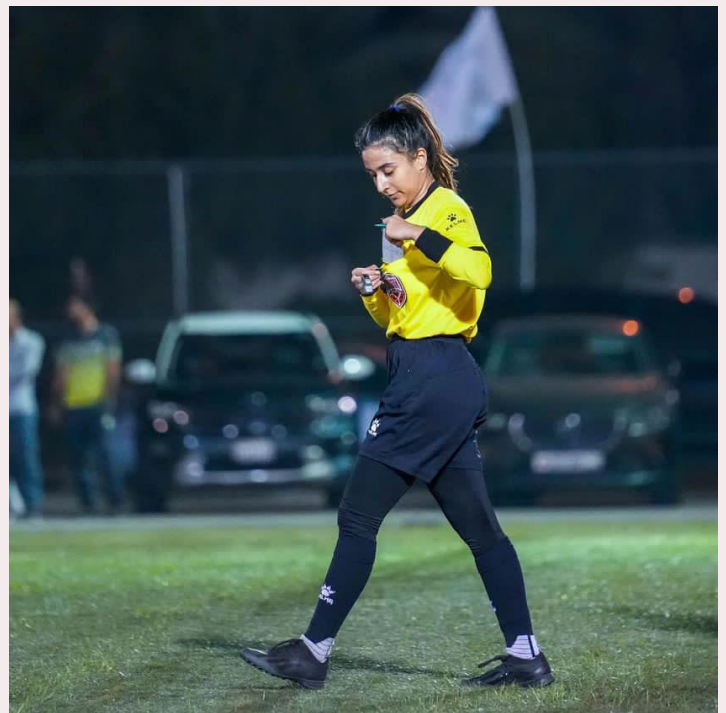
Maryam Abdulla Isa Ali (cont.) BSc (Hons) Computer Science with Cyber Security (International)

This season, she has broadened her experience by managing matches across various age groups in the men's league, including U15, U17, and U19 matches. Her achievements extend to the international level, having officiated the Bahrain women's U17 vs. Saudi women's U17 match.

Moreover, she has officiated the final match of the BUB X Education zone in November and the final match of the rugby club's tournament in 2023. Recently, she served as an assistant referee for the Bahrain U17 men's match against Kuwait.

Her dedication has been recognised as she was nominated to be the main referee for the U15 men's league final match in the 2022-2023 season.

Currently, she holds the distinction of being the youngest female referee in Bahrain and the only woman to continuously participate in the league since she began.



Her dedication extends to education as well. Even while managing the demands of her sport, Maryam excels as a 1st-year Cyber Security student at the British University of Bahrain. Her ability to balance academics and athletics is truly inspiring.

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