

OFFICE OF

University College of Applied Sciences /

UCAS Center of Innovations and Business Development

Strategic Plan

UCAS Center of Innovation and Business Development

(UCIBD)

2014-2018





Letter from Vice-President

A one- to two-page executive overview of the strategic plan. Feel free to include images, as appropriate.

The University College of Applied Sciences (UCAS) was principally established to develop the educational and vocational process and improve the level of applied education in Palestine in order to achieve the development goals.

UCAS is keen to educate its students the knowhow of being productive citizens, promote creativity through team working, free thinking and constructive dialogue in an atmosphere of objectivity and tolerance.

UCAS is highly interested in promoting the use of the state-of-the-art technologies in education and strengthening the role of universities as beacons of creativity and innovation.

UCAS offers a variety of programs – academic, technical and vocational – that were carefully designed to meet the needs and desires of the students as well as the Palestinian market. In addition, UCAS provides distinguished community outreach programs and services to the local Palestinian society.

Therefore, UCAS – in cooperation with another partners – founded a center of innovation and Business Development (UCIBD). The center acts as a gateway to the UCAS innovation and expertise, connecting industrial sector to discoveries and applied research.

Guided by its vision to be a leading College in the region, UCAS – with the help of UCIBD – strives to shape a better educational life for a brighter future of Palestine.

Sincerely,

Kamal Abu Own
Vice Rector for Planning and External Relations Affairs
University College of Applied Sciences (UCAS)

Office / Unit Overview

A one- to two-page summary of basic information about the office /unit to include, as appropriate, concise mission, vision, values statements; brief history; current number of employees; points of pride; etc.

Please also include a brief section on the distinctive services provided by the office / unit.

The Center of Innovation and Business Development in University College of Applied Science (UCIBD) was launched in December, 2013. The aim of the center is to promote effective transfer and exploitation of knowledge in the University College of Applied Science (UCAS) in order to become more responsive, transparent, and accountable to Palestinian communities.

The UCIBD serves as a gateway to the UCAS innovation and expertise, connecting industrial sector to discoveries and applied research. UCIBD provides distinguishes services for industrial sector and UCAS.

The proposed center includes five persons. They work on the different activities of the center alongside with their academic and/or administrative activities.

One can strongly say that UCIBD achieved a good penetration in establishing communication network among UCAS from one side and the private sector from the other side. Publishing the mission of office is still growing in spite of facing many difficulties and drawbacks.

Many distinctive services are provided by the centre. They can be summarized as:

Research and Innovation: Creating distinctive and locally recognized contributions to the advancement of fundamental knowledge and scholarship and to the solutions of the most pressing problems facing the private sector, especially the industrial one.

Outreach and Engagement: as mentioned before, one of the main goals of the center is to establish mutually beneficial partnerships with both the citizens and institutions in Gaza-strip, thus forcing our community and the private sector to actively engage in the exciting work of the University College of Applied Sciences.

Resources Stewardship: being a center and/or an archive for the most related information, statistics and data of the private sector, thus guaranteeing long-term financial sustainability. Moreover, the center introduces an unsurpassed management of human and physical resources alongside with developing the operational efficiency.

Teaching and Learning: to provide an unsurpassed, student-centered learning experience led by engaged, the staff-members of the college. One of the targeted centers is 'A center of renewable energy in Gaza-Strip'. It is hoped that the given effort in many directions leads finally to satisfactory results.



Strategic Vision of [UCAS Center of Innovations and Business Development - UCIBD]

The UCAS vision is to become the leading college in the region providing distinguished training in technical and vocational education focusing on applied sciences. In compliance with this vision, UCIBD aims to act as a keystone in the development of the industrial sector in Palestine, especially in Gaza-Strip.

Strategic Mission of [UCAS Center of Innovations and Business Development - UCIBD]

In order to achieve the proposed vision, UCIBD mission is set to be a networking point of the innovative ideas and to act as a hub among the academic and industrial components in the Palestinian society.

UCIBD helps the concerned people to gain access to:

- Training and continuing education programs for workforce.
- Novel ideas, emerging technologies, and applied research developed by UCAS students and Academic Staff.
- Investment opportunities in high-tech start-up companies and information about license opportunities.
- Motivated high qualified students looking for internship, employment, and volunteer opportunities.



Shared Values

Shared values are the commitments – either moral or social – made by the University College of Applied Sciences regarding how work will be conducted. Our values at UCIBD include:

- Excellence
- Collaborating as one educational and vocational institution
- Acting with Integrity
- Personal Accountability
- Diversity in People and Ideas
- Change and Innovation
- Simplicity in our work
- Openness and Trust

Strategic Scan

A one- to two-page statement, including images, as desired.

The External Environment

The Palestinian industrial sector forms about 17% of the Gross Domestic Product (GDP). Most of the institutions comprising this sector are small and medium enterprises (SME) which mostly produce clothes, home-wares and foodstuffs. These and another weighted plants form the backbone of the proposed sector. Thus, one can classify the industrial sector into main parties as follows:

- 1- Clothes,
- 2- Furniture,
- 3- Detergents and cosmetics,
- 4- Printing houses
- 5- Drinks,
- 6- Foodstuffs and canned foods.

Telecoms and IT companies form also a principal dowel in building the Palestinian economical umbrella, especially in Gaza-strip.

However, with the ongoing restrictions on movement and access, there has been significant economic decline in recent years. Official figures estimated that the Gazian economy had been reduced grossly, alongside with the growing rate of unemployment.

All these cumulative reasons affect badly on the whole industrial sector; i.e. manufacturer, factories and enterprises. As a result, one of the main drawbacks is the severe reduction in the technology that powering these facilities. This point was the keystone that tempted the university college of applied sciences (UCAS) and its center for innovations and business development – UCIBD – to intervene to promote the linkage with the industrial sector.

The Internal Environment

It is clear that the center of innovation and business development (UCIBD) acts as a keystone in UCAS, driving technology commercialization, industry engagement and partnership; thus transforming inventions of UCAS and connecting it directly to the expertise. Thus, UCIBD is able to afford UCAS the following features:

- 1- Commercializing UCAS works by bringing the students and academic staff products to the widest possible audience.
- 2- Facilitating seamless and strategic collaborations with companies looking for their specific area of expertise.
- 3- Identifying companies that are interested in establishing joint relationships with the home researchers.
- 4- Promoting the UCAS vast research potential and technological advances towards the industry.
- 5- Finding potential sources of industry funding for research.
- 6- Identifying learning experiences and internship, employment, and volunteer opportunities for the talented students.
- 7- Managing technology transfer and intellectual property in UCAS toward commercialization.
- 8- Enhancing multidisciplinary research initiatives in UCAS by connecting the different researchers who perform work in a specific area of expertise.

Strategic Objectives

A description of the actions that will lead to achievement of your objectives. The length of this section is left to your thoughtful discretion. Please include a bulleted list of the initiatives that will implement these strategies.

The center of innovation and business development is basically devoted to promote the linkage between UCAS and the private sector – especially the industrial one – alongside with outreaching and stimulating all enrolled parties – staff members, students, graduates, enterprises and factories – about the importance of joint collaboration among them and how it is essential to prosperity.

Besides, the center helps advance the creation of decent work and the economic and working conditions that give working people and business people a stake in lasting peace, prosperity and progress.

As a result, the main aims of the center are to promote the outreach and engagement between the academia and the private sector, encourage decent employment opportunities for UCAS graduates, enhance dialogue on related issues and strengthen the work on applied research up to mutual benefits.

Based on the above, UCIBD has the following strategic objectives:

1- Promote and realize standards and fundamental incentives in strengthening the socio-academic networking.

- Refining experiences of the academic staff-members to meet the incredible and growing demands for the local market.
- Regular workshops capable of reading the market needs and make it easier for the staff-members how to break in the market.
- Trying to issue some incentives – and reaching to laws if not satisfactory – about the socio-academic networking.

2- Create greater opportunities for students and graduates to decent employment and income.

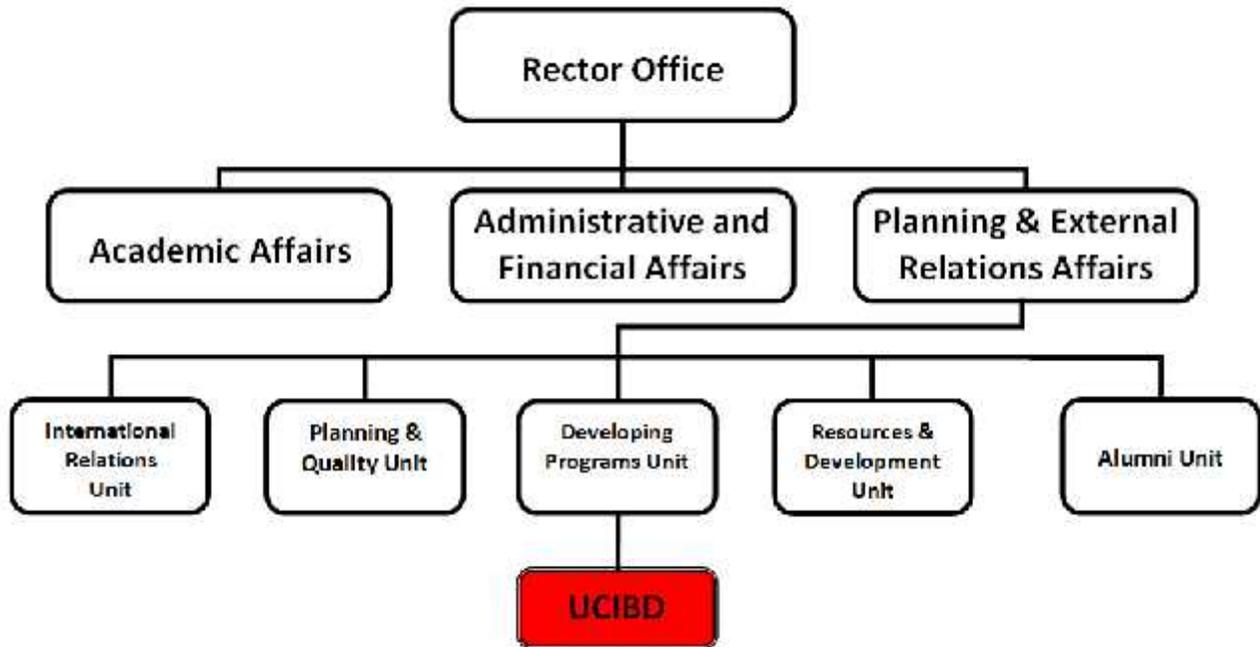
- Employment days.
- Cooperation agreements between UCAS and the different parties of the local market to serve basically the students and graduates.

- Opening new training horizons in order to refine the talents and potentials for both students and graduates.
- 3- Enhance the academic discourse that is directed to the private sector and highlight the effectiveness of such dialogue.**
- Forcing staff-members to the recent trends in the markets; thus achieving preferential advantage over the other competitors.
 - leaflets and brochures introduce the latest activities and the newest trends.
- 4- Encourage research – especially the applied ones that touch the local needs.**
- Follow the recent needs and deficits in the market, then introducing complete feasibility study and scanning followed by an applicable research, thus giving a preferential advantage as mentioned before.
 - Good example is "Renewable energy research center" in Gaza-strip, to face the growing and endless problem of power deficit.

In support of its objectives, the center of innovation and business development offers unmatched expertise and knowledge and provide all needed information and statistics about the top ranked industries, acquired over more than 18 years – the age of UCAS – responding to the needs of Palestinian people for decent work, livelihoods and dignity.

Organization Structure

Organizational structure allows the expressed allocation of responsibilities for different functions and processes to different entities such as the department, workgroup and individual. Please provide a diagram





Resource

Personnel

- 1- Hani H. Qusa, PhD.
- 2- Mohammed H. Mushtaha, PhD.
- 3- Hatem Sultan, MS.c.

Finance/ Budget

Facilities/ equipment