



# College of Business Administration, Kuwait University

## Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.1. Curriculum Development</b>					
<b>Measure</b>	<b>1.1.1. Courses Updated</b>					
<b>Definition</b>	The percentage of courses content within each major that are updated such as new cases, new topics, emerging issues, new applications, etc...that were updated compared to the base year (2016/17)					
<b>Reporting Frequency</b>	Once a year, by the end of the spring semester					
<b>Reporting Responsibility</b>	Departmental academic affairs committee					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year -	15% updated ( 3 courses)	30% updated (6 courses)	45% updated (9 courses)	60% updated (12 courses)	75% updated (15 courses)
<b>Responsibility</b>	Associate Dean of academic affairs College and departmental academic affairs committee +CMU					
<b>Resources needed</b>	1 Assistant Researcher / 1 Secretary					

\*( Percentages & Numbers are accumulative )



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<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.1. Curriculum Development</b>					
<b>Measure</b>	<b>1.1.2. Innovative Teaching</b>					
<b>Definition</b>	The percentage of classes (per major) that use innovative teaching methods **					
<b>Reporting Frequency</b>	Once a year, by the end of the spring semester					
<b>Reporting Responsibility</b>	Departmental academic affairs committee					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
(Total classes are 310 in fall 2016/2017)	Base year 20%	30%	40%	50%	60%	70%
<b>Responsibility</b>	Associate Dean of academic affairs College and departmental academic affairs committee + CMU					
<b>Resources needed</b>	Workshops with professors + round tables					

\*( Percentages & Numbers are accumulative )

\*\*Teaching methods may include IT applications such as new softwares, virtual tools, new in-class technology, etc... .Also, it may include social interactions such as group assignments, more student participation, field assignments, etc... . +



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## Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.2. Extra-Curriculum Development</b>					
<b>Measure</b>	<b>1.2.1. Internship Course</b>					
<b>Definition</b>	The percentage of graduated students who did enroll in the internship course					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Student Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	10%	15%	20%	25%	30%	35%
<b>Responsibility</b>	Associate Dean of academic affairs +Associate Dean of Student Affairs Departmental Advising Committee Office of Students Training and Alumni OSTA					
<b>Resources needed</b>	Available at OSTA					

\*( Percentages & Numbers are accumulative )



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## Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.2. Extra-Curriculum Development</b>					
<b>Measure</b>	<b>1.2.2. Exchange Students</b>					
<b>Definition</b>	The percentage increase of incoming/outgoing exchange students					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Student Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year	5% students	7.5% students	10% students	12.5% students	15% students
<b>Responsibility</b>	Associate Dean of Student Affairs Departmental Advising Committee + Student Exchange Office					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



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## Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>
<b>Objective</b>	<b>1.2. Extra-Curriculum Development</b>

<b>Measure</b>	<b>1.2.3. Student Training and Competitions</b>					
<b>Definition</b>	The percentage of students who attended competitions or training sessions					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Student Affairs Office of Students Training and Alumni					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
( Precise number of base year will be measured by the end of summer 2016 2017, then the subsequent years will be counted accordingly )	Base year	5% increase	7.5% increase	10% increase	12.5% increase	15% increase

<b>Responsibility</b>	Associate Dean of Student Affairs Office of Students Training and Alumni + Global Center Incubation center
<b>Resources needed</b>	Resources included in college's budget

\*( Percentages & Numbers are accumulative )



# College of Business Administration, Kuwait University

## Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.3. Enhanced Student Body</b>					
<b>Measure</b>	<b>1.3.1. Average EGPA of students</b>					
<b>Definition</b>	The average score of the “equivalent” GPA of entering students					
<b>Reporting Frequency</b>	Once a year, by the end of the spring semester					
<b>Reporting Responsibility</b>	Associate Dean of Student Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base Year (60%)	65%	67.5%	70%	72.5%	75%
<b>Responsibility</b>	Dean Associate Dean of Academic Affairs Associate Dean of Student Affairs					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>1. Student Development</b>					
<b>Objective</b>	<b>1.3. Enhanced Student Body</b>					
<b>Measure</b>	<b>1.3.2. Number of Students per Faculty</b>					
<b>Definition</b>	The ratio of enrolled students to active faculty					
<b>Reporting Frequency</b>	Once a year, by the end of the spring semester					
<b>Reporting Responsibility</b>	Associate Dean of Student Affairs					
<b>Measure Target</b> <i>( Ratio of student to faculty)</i>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year Students to faculty (1-30)	Students to faculty (1-28)	Students to faculty (1-26)	Students to faculty (1-24)	Student to faculty(1-22)	Student to faculty(1-20)
<b>Responsibility</b>	Dean Associate Dean of Student Affairs					
<b>Resources needed</b>	Resources included in college's budget					



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>2. Research Friendly Environment</b>
<b>Objective</b>	<b>2.1. Research Output/Productivity</b>

<b>Measure</b>	<b>2.1.1. Publications per faculty</b>					
<b>Definition</b>	The average number of publications (PRJ) per faculty for the current year					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Academic Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
( Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base year	increase by 5%	increase by 10%	increase by 15%	increase by 20%	increase by 25%

<b>Responsibility</b>	Dean Associate Dean of Research
<b>Resources needed</b>	Research Development office support General Facilities project** Researcher recognition

\*( Percentages & Numbers are accumulative ) \*\* General Facilities project is a comprehensive grant fund by KU. Research Department.





## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>2. Research Friendly Environment</b>					
<b>Objective</b>	<b>2.1. Research Output/Productivity</b>					
<b>Measure</b>	<b>2.1.2. Faculty Publishing Within Two Years</b>					
<b>Definition</b>	Percentage of faculty who published (PRJ) during the past two years					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Academic Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
( Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base year	increase by 5%	increase by 10%	increase by 15%	increase by 20%	increase by 25%
<b>Responsibility</b>	Dean Associate Dean of Planning & Research Departmental and college academic affairs committees					
<b>Resources needed</b>	Research Development office support General Facilities project Researcher recognition					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>2. Research Friendly Environment</b>					
<b>Objective</b>	<b>2.1. Research Output/Productivity</b>					
<b>Measure</b>	<b>2.1.3. Research Funding For Faculty</b>					
<b>Definition</b>	Percentage of faculty with Funded research during the past two years					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Academic Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year	increase by 2.5%	increase by 5%	increase by 7.5%	increase by 10%	increase by 12.5%
<b>Responsibility</b>	Associate Dean of Academic Affairs Departmental and college academic affairs committees					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>2. Research Friendly Environment</b>					
<b>Objective</b>	<b>2.2. Quality Research by Faculty</b>					
<b>Measure</b>	<b>2.2.1. Faculty Research Quality</b>					
<b>Definition</b>	Publications per faculty in JCR during the past two years					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Associate Dean of Academic Affairs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base year	increase by 5%	increase by 7.5%	increase by 10%	increase by 12.5%	increase by 15%
<b>Responsibility</b>	Associate Dean of Academic Affairs Departmental and college academic affairs committees					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>3. Strengthen Engagement with Community</b>					
<b>Objective</b>	<b>3.1. Student Oriented</b>					
<b>Measure</b>	<b>3.1.1. Student Internship</b>					
<b>Definition</b>	Number of distinct entities that students interned at during the past year					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Office of student training and alumni					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year	increase by 5%	increase by 10%	increase by 15%	increase by 20%	increase by 25%
<b>Responsibility</b>	Dean of Academic Affairs Departmental and college academic affairs committees +OSTA Office					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>3. Strengthen Engagement with Community</b>					
<b>Objective</b>	<b>3.1. Student Oriented</b>					
<b>Measure</b>	<b>3.1.2. Student Placement</b>					
<b>Definition</b>	Percentage of graduates placed in private/independent governmental organizations					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Office of student training and alumni					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
( Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base year	increase by 2.5%	increase by 5%	increase by 7.5%	increase by 10%	increase by 12.5%
<b>Responsibility</b>	Dean Office of student training and alumni					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>3. Strengthen Engagement with Community</b>
<b>Objective</b>	<b>3.2. Faculty Oriented</b>

<b>Measure</b>	<b>3.2.1. Faculty engagement rate</b>					
<b>Definition</b>	Percentage of faculty engaged with community during the past year. This includes: CEM projects, PQ faculty, doing applied research, case-based research, and executive education.					
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester					
<b>Reporting Responsibility</b>	Dean CEM Associate Dean of Academic Affairs (Sedona)					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
	Base year	increase by 2.5%	increase by 5%	increase by 7.5%	increase by 10%	increase by 12.5%

<b>Responsibility</b>	Dean CEM
<b>Resources needed</b>	Resources included in college's budget

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>4. Work Environment Development</b>						
<b>Objective</b>	<b>4.1. Human Resources development</b>						
<b>Measure</b>	<b>4.1.1. Number of faculty staff enrolled in Conf., Seminars, Workshops, Training Courses</b> <b>4.1.2. Number of employees enrolled in training Courses</b>						
<b>Definition</b>	Percentage of faculty engaged with professional development activities during the last five year. Percentage of employees engaged with professional development activities during the last five year.						
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester						
<b>Reporting Responsibility</b>	Dean Associate Dean of Academic Affairs						
<b>Measure Target</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	
Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	50%	60%	70%	80%	90%	100%	
<b>Responsibility</b>	Dean Associate Dean of Academic Affairs + Department cultural committees + Administrative Manager						
<b>Resources needed</b>	Resources included in college's budget						

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>4. Work Environment Development</b>					
<b>Objective</b>	<b>4.2. Facility Development</b>					
<b>Measure</b>	<b>4.2.1. Periodical Facilities satisfaction Surveys</b>					
<b>Definition</b>	Overall evaluation of the facilities, according to the yearly survey					
<b>Reporting Frequency</b>	Once a year, by the end of the spring semester					
<b>Reporting Responsibility</b>	Associate dean for Labs					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Assumed percentage of base year will be precisely measured by the end of summer 2016 2017, then the subsequent years will be counted accordingly )	60%	65%	70%	75%	80%	85%
<b>Responsibility</b>	Associate dean for Labs					
<b>Resources needed</b>	Resources included in college's budget					

\*( Percentages & Numbers are accumulative )





# College of Business Administration, Kuwait University

## Strategic Plan 2016-2021

<b>Goal</b>	<b>4. Work Environment Development</b>
<b>Objective</b>	<b>4.3. Business Process Development</b>

<b>Measure</b>	<b>4.3.1. Business Processes</b>
<b>Definition</b>	Number of processes created/updated/automated
<b>Reporting Frequency</b>	Once a year, by the end of the summer semester
<b>Reporting Responsibility</b>	Dean + Associate Deans + Department Heads

<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Precise number & percentage of base year will be precisely measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base Year	15%	30%	45%	60%	75%

<b>Responsibility</b>	Dean Associate Deans Department Heads
<b>Resources needed</b>	Resources included in college's budget

\*( Percentages & Numbers are accumulative )



## College of Business Administration, Kuwait University

### Strategic Plan 2016-2021

<b>Goal</b>	<b>4. Work Environment Development</b>					
<b>Objective</b>	<b>4.3. Enhance Campus Life</b>					
<b>Measure</b>	<b>4.3.2. Number of social activities</b>					
<b>Definition</b>	Number of social activities and accommodations enhancement per year					
<b>Reporting Frequency</b>	By the end of the summer semester					
<b>Reporting Responsibility</b>	Dean Associate Deans Department heads					
<b>Measure Target*</b>	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Precise number of base year will be measured by the end of summer 2016/2017, then the subsequent years will be counted accordingly )	Base Year	Increase by 10%	Increase by 20%	Increase by 30%	Increase by 40%	Increase by 50%
<b>Responsibility</b>	Dean Associate Deans Department heads / Social committees					
<b>Resources needed</b>	Available assigned budget for building maintenance & modifications per year					

\*( Percentages & Numbers are accumulative )