



جامعة السلطان قابوس
Sultan Qaboos University

Strengthening the Relationship with the Industry & Employers

Procedure Number	5-01	
Procedure Owner	Deputy Vice-Chancellor for Academic Affairs and Community Service	
Policy Theme	Community Engagement	
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1. Definitions and Abbreviations

- 1.1 **SQU activities:** SQU workshops, seminars, webinars, exhibitions, meetings, etc. aiming to discuss with Industry and Employers training and employment opportunities for SQU graduates, or share with them the academic and research outputs of the Colleges or Centers
- 1.2 **Activity organizer:** Person in charge of organizing the activity
- 1.3 **ADTCS:** Assistant Dean for Training and Community Services
- 1.4 **CCG:** The Center for Career Guidance
- 1.5 **Centers:** SQU centers
- 1.6 **Employers:** Private companies, government bodies, Non-Governmental Organizations, etc. employing SQU graduates
- 1.7 **Dean:** College's Dean
- 1.8 **HoD:** Head of the Department in the colleges of the University
- 1.9 **Industry:** Companies in the industry sector
- 1.10 **Industry & Employers Database:** A database that contains basic information (name of the company, its address, contact person, its core business, etc.) about Industry and Employers
- 1.11 **SQU:** Sultan Qaboos University

2. Responsibility for Implementation

- 2.1 **CCG:** Create, maintain, and update the Industry & Employer Database
- 2.2 **Colleges through their Assistant Deans and HoDs, and Centers through their directors:**
Update the database, conduct activities, contact industry and employers, and generate reports.

3. Procedure

- 3.1 Establish the Industry & Employers Database
 - 3.1.1 CCG creates a database containing basic information about Industry and Employers.
 - 3.1.2 CCG shares the Database with Colleges and Centers for consultation and update.

3.1.3 CCG disseminates the updated database with colleges and centers.

3.2 Conduct Activities

3.2.1 Whenever an activity (yearly event, research forum, Final Year Project presentations, alumni gathering, etc.) is conducted by the College or the Department, the Dean/HoD decides on the value of inviting Industry and Employers.

3.2.2 The activity organizer in the College/Center provides the ADTCS/the director of the Center details of the activity (type, objective, agenda, date, location, etc.) and the Industry and Employers to be invited.

3.2.3 ADTCS consults the database to identify contact information about the Industry and Employers to be invited including that provided by the Activity Organizer.

3.2.4 ADTCS contacts the identified Industry and Employers.

3.2.5 ADTCS informs the activity organizer about the Industry and Employers that confirmed their attendance.

3.2.6 The activity organizer conducts the activity.

3.2.7 The activity organizer evaluates the activity.

3.2.8 The activity organizer conducts a survey to collect attendees' feedback and additional information about their companies.

3.2.9 The activity organizer reports the outcomes of the activity to the Dean/Director.

3.3 Communicate through the SQU website and a Newsletter

3.3.1 At the end of each academic year, CCG requests from the Colleges and Centers their academic outputs (e.g. number of graduates in different specializations) and research outputs (e.g. research projects conducted that might interest Industry and Employers).

3.3.2 Deans of the Colleges and Directors of centers provide the academic outputs and research outputs for the academic year.

3.3.3 The CCG publishes this information on the SQU website and communicates it through a newsletter to Industry and Employers.

3.4 Conduct regular meetings with the Advisory Board

- 3.4.1 The Dean/HoD prepares the agenda and send it accompanied with any needed documents to the Advisory Board members.
- 3.4.2 In case, the agenda includes the review of an existing academic program, the link to an online survey should be provided to the Advisory Board members for feedback.
- 3.4.3 The Dean/HoD conducts the Advisory Board meeting on the agreed upon date.
- 3.4.4 The Dean reports the outcome of the College Advisory Board meeting to the College Board for approval and the HoD reports the outcome of the Department Advisory Board meeting to the Department Board for approval and then to the Dean.

4. Key Risks

The key risks associated with the implementation of this procedure are:

- 4.1 Inconsistency in applying the procedure across the university units due to misinterpreting the procedure or applying it partially as convenient.
- 4.2 Failure to update the Industry & Employers Database.