



# **QS** **SUSTAINABILITY**

Northern Border University

2024

## The University Agency for Investment and Business Development

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### Organizational affiliation:

It is linked to the university president.

### Overall objective:

To assist the university president in overseeing investment management and establishing an innovation and business development system within the university, and to provide its services to beneficiaries.

### Tasks:

- Prepare the agency's activity plans and monitor their implementation after approval.
- Provide administrative oversight of the units associated with it and coordinate between them to ensure integration of their activities and maximize utilization of available resources.
- Supervise the preparation of plans and programs for units associated with the agency and monitor their implementation after approval.
- Develop transition plans towards knowledge economy and self-development of resources within the framework of the university's strategic plan and identity, and monitor their implementation after approval.
- Promote a culture of innovation and entrepreneurship among all members of the university community, including students, researchers, and faculty.
- Highlight the university's excellence in innovation and its new identity locally and internationally.
- Achieve integration and harmony between the elements of the innovation system.
- Integrate the innovation and entrepreneurship system with the research and academic system.
- Supervise the management and marketing of the university's products and services, as well as entrepreneurship projects.
- Oversee the evaluation and selection process of research products, entrepreneurship projects, and startups to transform them into commercial products.
- Provide necessary support for funding innovative projects and distinctive entrepreneurship ventures.
- Propose a system to incentivize researchers, faculty members, and students to participate in innovative research projects and obtain approval from the authorized party.
- Supervise the process of intellectual property issuance and ensure the quality and speed of its procedures.

- Propose suitable mechanisms to attract companies and investors to collaborate with the university in leveraging its products and patents, and present them to the relevant authority for approval.
- Propose suitable mechanisms to attract entrepreneurs and researchers from outside the university.
- Supervise the process of identifying performance indicators for all activities related to the agency's work, review them, and continuously improve them.
- Supervise the process of identifying the agency's needs for human resources, equipment, and materials, and ensure their availability.
- Supervise the process of identifying training needs for agency employees to nominate them for suitable training programs.
- Prepare regular reports on the activities of the agency and the organizational units associated with it, as well as their achievements and suggestions for performance improvement.
- Any other tasks assigned within the scope of authority.

## Office of the Deputy

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## Organizational affiliation:

Linked to the University's Deputy for Investment and Business Development.

## General objective:

Organizing work and supervising all office tasks and administrative activities that facilitate the smooth flow and operation of the office.

## Tasks:

- Monitoring and completing administrative and financial tasks related to the Deputy's office.
- Supervising editing tasks, preparing responses and letters, and overseeing incoming and outgoing correspondence from the Deputy's office after direction, review, and endorsement.
- Organizing and scheduling meetings, communications, and appointments in coordination with the Deputy.
- Direct supervision of confidential correspondence for the agency, organizing and overseeing it.
- Receiving visitors, answering inquiries, handling calls, faxes, and emails.
- Referring matters to relevant authorities for completion and preparing necessary responses based on the Deputy's directives after direction.

- Supervising agency staff, monitoring their performance, developing their capabilities, and working on enhancing their performance.
- Preparing periodic reports for the Deputy's office staff to improve performance and workflow.
- Organizing the Deputy's schedule according to instructions.
- Supervising file maintenance according to appropriate procedures, as well as ensuring the provision of necessary equipment for the Deputy's office.
- Arranging and monitoring official trips for the Deputy inside and outside the Kingdom.
- Preparing periodic reports on the office's activities and achievements and submitting them to the Deputy.
- Familiarizing with the regulations of the Ministry of Education and the Ministry of Human Resources and applying them to all agency tasks.
- Implementing any other tasks assigned by the Deputy.

## Marketing Unit

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### Organizational affiliation:

Linked to the University's Agency for Investment and Business Development.

### General objective:

To enhance the marketing of the university's products and services to both the public and private sectors.

### Tasks:

- Implement approved plans and programs.
- Clarify the agency's objectives and positively convey them to various sectors of society, organizations, and individuals.
- Organize communication with international institutions.
- Prepare marketing plans for all profit-making organizational units within the university in coordination and collaboration with them to promote the university's products and services.
- Market the capabilities, potentials, and experiences of faculty members to both the public and private sectors.
- Develop the university's resources by conducting studies and providing training and research services to both the public and private sectors.
- Conduct specialized marketing studies in all areas relevant to the university to discover available opportunities.

- Support the competitiveness of mining-related industries with the aim of localizing the industry.
- Prepare agreements and memoranda of understanding with academic and research institutions, both local and international, in coordination with the Community Partnership Development Office.
- Participate in events relevant to the agency such as conferences, seminars, and social activities.
- Prepare facilities for various events inside and outside the university related to the agency's activities, following official procedures and in coordination with the University Communication and Information Center and relevant organizational units.
- Market the services and activities carried out by the agency and the university units supervised by the Business Center.
- Assessing the satisfaction of the agency's clients with the services provided to them.
- Regularly evaluating the effectiveness of marketing plans and activities for the purpose of improvement.
- Monitoring and updating the agency's website and social media platforms.
- Finding channels for financial support for research projects and entrepreneurial initiatives offered by university units.
- Participating in identifying the unit's needs for human resources, equipment, materials, and tools, and ensuring their availability.
- Participating in identifying the training needs of unit employees to nominate them for suitable training programs.
- Compiling periodic reports on the unit's activities, achievements, and suggestions for performance improvement.
- Any other tasks assigned within the scope of authority.

## General Administration for Investment and Resource Development

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### Organizational Linkage:

Linked to the University Agency for Investment and Business Development.

### General Objective:

To increase returns on investments for the university's resources and properties with the aim of diversifying income sources and achieving financial sustainability.

### Tasks:

- Prepare plans for the activities of the General Administration and follow up on their implementation after approval.

- Provide administrative and technical supervision of the organizational units associated with it and coordinate between them to ensure integration of their activities and maximize utilization of available resources.
- Propose plans for the development of university assets and the investment of its lands and sites in collaboration with expert firms in this field.
- Inventory the university's properties of lands and real estate.
- Establish innovative startup companies to exploit investment opportunities in the Northern Border Region.
- Organize the exchange of university properties, preserve titles, and ownership documents.
- Identify and evaluate investment-worthy locations and conduct feasibility studies for proposed investments in coordination with the marketing unit.
- Monitor disputes affecting university assets in coordination with the Legal Affairs Management.
- Follow up on rent collections within specified deadlines.
- Market promising investment projects to investors and partners in collaboration with the marketing unit.
- Provide advice to all university units that possess rentable or investable sites.
- Participation in identifying performance indicators for all activities related to the General Administration, reviewing them, and continuously improving them.
- Determining the needs of the General Administration for resources, equipment, and materials, and monitoring their provision.
- Identifying the training needs of General Administration employees to nominate them for suitable training programs.
- Preparing regular reports on the activities and achievements of the General Administration and suggesting performance improvement proposals.
- Any other tasks assigned within the scope of jurisdiction.