The British University in Egypt

Faculty of Business Administration, Economics

and Political Science (BAEPS)

Strategic Plan

2023- 2028

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1- Message from the Dean

Since its establishment in 2005, The Faculty of Business Administration, Economics and Political Science (BAEPS) is dedicated to offering high-quality UK research-led learning experience that contributes to the development of our community, country and region.

Our new Strategic Plan envisions a student-centred experience supported by technology-enabled and experiential learning that gives more support and flexibility to the learning process. It also emphasises the importance of research outputs in the enrichment of students' experience, academic development, and community service. Sustainability and internationalisation are at the heart of teaching and learning, research and enterprise and community service. This strategy is the first step on our way to becoming the most effective and modern Business, Economics and Political Science Faculty in the region, recognised for its excellence in education, research and community service. This plan is the result of all the stakeholders' collaboration and contributions. I seize this opportunity to thank all faculty members, students, parents and community representatives for their contributions and dedication.

Prof. Wadouda Badran

2- Strategic Planning Process

The process of this Strategic Plan has followed the guidelines of the University strategic process and the guidance of NAQAAE. A team was formed of members of the Faculty of BAEPS with the task to develop and prepare the Strategic Plan of the Faculty and present it to the Faculty Council for final approval. The team consists of staff members of the three Department, the Dean and the Vice Deans as well as administrative staff. After the team was formed the following activities were undertaken:

- A thorough analysis of the current situation;
- A comprehensive review of the previous Strategic Plan;
- Review of accreditation reports;
- Review of Annual Programme Reviews (APRs);
- Examination and analysis of the previous link tutors and External Examiner' (EE's) reports;
- Review of the University's new strategy.

The above produced a detailed and clear situation analysis that led the way to a comprehensive SWOT analysis. In this phase the Strategy team members collaborated with the T&L teams, the Postgraduate Studies and Research teams and the Enterprise and Community service teams to identify and analyse the strengths, weaknesses, opportunities and threats of the Faculty in a scientific and integrated way. Students participated in this exercise, as well; they were members of various focus groups that evaluated the different aspects of the learning experience in the Faculty's different programmes, as well as physical and human resources and facilities. The generated SWOT analysis matrix was circulated to all staff members, and they were asked to communicate their comments and recommendations of it. The final SWOT analysis – after including all recommendations/comments/suggestions – is in appendix 1.

As part of the exercise, a competitive analysis was also developed by three sub-teams, where each was responsible for one programme. The main competitors were identified, an analysis of their attributes and characteristics was conducted based on the pre-set data and information proposed by the Strategy team. The Competitive Profile Matrix (CPM) is attached in appendix 2.

Based on the SWOT analysis and the CPM, a Faculty workshop was organised to develop and decide the vision and mission of the Faculty. The workshop produced several options and ideas. They were all sent to all members of the Faculty, who were invited to provide their feedback and select the version they agree with and give any additional comments/recommendations.

Based on the above, and after the overall direction of the Faculty Strategy has been determined, three teams headed by the Vice-Deans were created for the purpose of developing the sub-strategies for the three pillars: Teaching & Learning and Student Experience; Scientific Research and Graduate Studies; and Enterprise and Community Service. After the three teams have submitted their sub-strategies, they were incorporated in the draft of the complete Faculty of BAEPS Strategy, which was approved – in principal – by the Faculty Council in its meeting dated XX/XX/2024.

3- Vision and Mission

Faculty Vision

To empower the minds that lead the future.

Faculty Mission

To deliver a world-class student-centred experience that upholds both UK and Egyptian quality standards, preparing graduates to be ethical global leaders, while driving sustainability and contributing to positive societal change through innovative/interdisciplinary research, enterprise development and community engagement.

4- Strategic Objectives

I: Teaching, Learning and Students' Experience

Teaching and Learning Strategic orientation:

The primary objective of the Faculty of Business Administration, Economics and Political Science (BAEPS) is to be distinguished by a pioneering and forward-thinking curriculum and teaching methods. This encompasses all fundamental and core subjects while also keeping students informed of the latest research and developments in their respective fields and through the continuous support to students by providing

mentorship and developmental feedback. In addition, it provides students with curricula and teaching pedagogies to ensure active student engagement and inclusion.

To achieve this target, the Faculty aims to empower the staff by providing extensive training to develop their practical experience to incorporate real-life and up-to-date cases and scenarios into their classes. This can be achieved by utilising observation and peer review, focusing on collaboration for developmental purposes. This will also include a series of workshops and training to support professional and personal development, including language awareness, appropriate linguistic expectations, and teaching strategies for students of English as a second language. Finally, all staff members will be encouraged to earn a recognition by the Advance Higher Education (HE) in the U.K. Achieving the status of Associate Fellow, Fellow and/or, Senior Fellow emphasizes the "Britishness" of the staff members, which is in alignment with the University objectives.

Second, enhancing students' educational environment and applying the essence of the teaching approach is not to dictate what students should think, but rather to impart critical thinking skills necessary for navigating the fast-paced world. This can be achieved through extracurricular activities and technology-based pedagogical teaching methods. It also provides students with opportunities for international mobility through national and international collaboration.

Third, maintaining the high-quality standards of national and international accrediting bodies (SCU, NAQAAE, QAA, etc.), and seeking further competing accreditations (AACSB, EQUIS, PRME, etc.), in addition to continuously revising and upgrading the programmes in terms of curriculum content, teaching methods and assessments.

Finally, enhancing employability of our graduates by equipping them with the necessary tools/skills/knowledge to compete effectively in the job market, not just in Egypt and the Middle East, but also globally. Students who aspire to pursue postgraduate studies become well-prepared and find it easy to apply to universities in Egypt and overseas.

Alignment with University Strategy

Our teaching and learning sub-strategy is closely aligned with The British University in Egypt's Teaching, Learning and Students Experience Sub-strategy for 2023-2028.

Our teaching and learning activities are designed and implemented to contribute to the achievement of the university TL&SE mission: "To ensure continued development of an empowered and engaged community of lifelong learners and well-rounded citizens, with outstanding knowledge, skills and abilities that support them throughout their careers". This alignment is manifested in the adaptation of students-centred learning, focusing on students' employability activities, integrating SDGs in our modules and maintaining UK validation and quality accreditations for all our programmes.

Teaching and Learning Strategic Objectives:

T1. To enhance the quality and effectiveness of teaching and learning provision by actively involving students and staff in the consultation and feedback process, ultimately leading to improved student satisfaction.

T2. To enhance the authentic capture of student voice through the implementation of various tools and mechanisms.

T3. To cooperate with the Alumni office to establish a database of our graduates for the last three years.

T4. To conduct a comprehensive review of the existing English language admission standards and propose recommendations for improvement.

T5. To enhance students' employability by embedding in the undergraduate programme requirements such as placements, internships, field training, and 'live projects or collaborations' with external stakeholders.

T6. To integrate sustainable development principles and align academic programmes with the United Nations Sustainable Development Goals (SDGs) and Egypt's Vision 2030.

T7. To foster civic engagement and social responsibility among students by facilitating their participation in public and community activities that address national societal, cultural, ethical, and economic needs, promoting citizenship, collaboration, and partnerships.

T8. To maintain UK validation for all UG programmes.

T9. To foster a globally oriented academic environment that prepares students for successful careers in an interconnected world.

T10. To implement a comprehensive portfolio review and development model to effectively manage student intake and ensure alignment with strategic capacity utilization (SCU) and enrolment targets.

T11. To ensure continuous capacity building and academic staff progression in compliance with the standards set by the Egyptian Supreme Council of Universities, as well as international best practices in pedagogy, quality assurance, and academic excellence.

T12. To secure Advance HE Membership, and support staff to achieve HEA recognition.

T13. To invest in the continuous professional development and career advancement of academic staff by offering comprehensive academic professional development and career management programmes.

T14. To leverage the valuable network of alumni to enhance student experiences, career preparedness, and mentorship opportunities.

II: Graduate Studies and Scientific Research

Scientific Research Strategic Orientation

The Faculty of Business Administration, Economics, and Political Science (BAEPS) at the British University in Egypt is a hub for interdisciplinary research that merges the realms of business, economics, and political science. Our goal is to cultivate a research culture that advances academic knowledge and has a real-world impact on society, economy, and governance. By tackling global and local challenges through our research endeavours, BAEPS aims to be a leader in contributing to societal development, economic growth, and the formulation of informed public policies.

Research Focus

At the heart of the Faculty of BAEPS lies our commitment to research and enterprise. Our activities are designed to generate impactful knowledge and foster innovation, with the goal of addressing critical issues facing society today. By engaging in strategic research initiatives, we strive to create solutions that lead to social and economic development and influence policymaking. Our dedication to research excellence is evident through our efforts to promote projects with tangible societal

benefits, establishing the Faculty of BAEPS as a vital contributor to community betterment and progress.

Alignment with the University Strategy

Our research and enterprise activities are closely aligned with The British University in Egypt's Research and Enterprise Sub-strategy for 2023-2028. This alignment underscores our collective ambition to drive forward research that supports the Sustainable Development Goals (SDGs) and aligns with Egypt's Vision 2030 . The Faculty of BAEPS' integration into the university-wide strategy demonstrates our commitment to leading impactful research initiatives, fostering an environment that attracts and supports research talents, encourages cross-disciplinary collaborations, and secures the resources necessary for achieving our research and enterprise objectives. Through this strategic alignment, BAEPS actively contributes to the broader goals of the University, ensuring our research efforts are both meaningful and impactful.

Graduate Studies and Scientific Research Strategic Objectives:

R1. Align with the SDGs and Egypt's Vision 2030

R1.1 Develop interdisciplinary research initiatives focused on achieving the Sustainable Development Goals (SDGs) and contributing to Egypt's Vision 2030, particularly in areas like sustainable economy, education, and digital transformation.

R1.2 Launch community engagement projects that apply research findings to local challenges, supporting societal needs and policy development.

R1.3 Increase visibility and impact of research by enhancing the visibility and citation impact of research outputs to improve the university's rankings in global and regional academic metrics.

R1.4 Expand life-long programmes offered to communities and professionals through the School of Continuing Education, with a goal of launching a new programme that enhances community engagement and professional development.

R2. Foster International and National Partnerships.

    R2.1 Establish strategic partnerships with both international and national research institutions to facilitate knowledge exchange, joint research projects, and funding opportunities.

    R2.2 Enhance international collaborations by increasing the number of research publications with international co-authors and by participating in global academic networks.

R3. Research Fund

    R3.1 Develop and conduct grant writing workshops to enhance academic staff members' skills in securing funding from international agencies, industry partnerships, and government grants, focusing on improving proposal quality and increasing submission rates without the expectation of guaranteed funding.

R4. Support and develop Academic Staff

    R4.1 Enhance research capacity through continuous professional development, focusing on research methodologies, ethics, and emerging technologies.

    R4.2 Expand recognition and reward systems to include monetary awards for high-impact journal publications, awards for teaching assistants, and co-publishing incentives with students, aiming to foster a broader recognition of diverse research contributions.

R5. Enhance Postgraduate Research Education

    R5.1 Expand postgraduate programmes by introducing a multidisciplinary master's programme and PhDs (later on) that align with national priorities and global research trends.

    R5.2 Establish measurable targets for enhancing a research-driven culture among postgraduate students, including mentorship programmes and opportunities for publication and international collaboration.

R6. Promote Innovation and Entrepreneurship

R6.1 Strengthen the role of the Technology, Innovation, and Commercialization Office (TICO) to support the creation of startups and spin-offs from research activities, with a particular focus on sustainability and technology.

R6.2 Provide resources and support for Faculty members and students to engage in entrepreneurial activities, aiming to translate innovative research into market-ready solutions.

III: Enterprise & Community Service

Community Service Strategic orientation:

The Faculty of BAEPS' Community Service Framework is structured around two primary pillars:

- **Promoting Sustainable Development Goals (SDGs):** This pillar focuses on embedding the SDGs in our educational, research, and extracurricular activities to cultivate a sustainable culture among students and faculty.

- **Engaging in Egypt's National Community Goals:** Through this pillar, the Faculty of BAEPS aims to produce graduates who are ethically, actively, and enthusiastically engaged in society, aligning with Egypt's Vision 2030 and initiatives such as the Hayah Karima national initiative.

Alignment with the University Strategy:

This sub-strategy aligns with the British University in Egypt's overarching goals of social responsibility and SDG implementation. By ensuring that our community service efforts are united with these broader university strategies, the Faculty of BAEPS reinforces its role in advancing national and global community engagement.

Enterprise and Community Service Strategic Objectives:

C1: Promote and mainstream SDGs and Sustainable Culture

C1.1: Integrate SDGs frameworks into the Faculty of BAEPS' academic and non-academic activities.

C1.2: Encourage and support activities that have social, environmental, and cultural impact on the surrounding community.

C1.3: Enhance student interaction with local and global communities.

C1.4: Incorporate SDG principles into the Faculty of BAEPS' operational and governance practices.

C1.5: Embed Environmental, Social, and Governance (ESG) criteria across strategic activities.

C2: Produce Ethically-engaged Graduates contributing to Egypt's Vision 2030

C2.1: To foster active community engagement and societal development.

C2.2: Increase activities that address Egypt's current socio-economic challenges.

C2.3: Strengthen partnerships with national development stakeholders to extend the reach and impact of the Faculty's initiatives.

5- Action Plans

6 Teaching and Learning Action plans

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
1	1. Develop lifelong learners and well-rounded citizens with outstanding knowledge skills and abilities that support them throughout their careers.	1.1 Growth in students' satisfaction with provided teaching and learning services.	T1. Enhance the quality and effectiveness of teaching and learning provision by actively involving students and staff in the consultation and feedback process, ultimately leading to improved student satisfaction.	— Achieve a minimum of 80% overall student satisfaction rate with teaching and organization, as evidenced by the semester module evaluation feedback forms and surveys, by the end of the next academic year. Furthermore, ensure that at least 70% of the actionable feedback received through the consultation	Implement comprehensive student and staff liaison committee meetings twice per semester.	DN/VD(T&L)/HoDs/ PDs	2028-2029
					Conduct regular surveys, focus group discussions, and feedback sessions.		
					Establish a transparent "you said, we did" communication loop to demonstrate responsiveness to the received feedback and showcase tangible improvements made to the educational experience.		

				process is addressed and communicated back to students and staff through the "you said, we did" loop.			
		1.1 Growth in students' satisfaction with provided teaching and learning services.	T2. To enhance the authentic capture of student voice through the implementation of various tools and mechanisms.	A minimum of 50% student participation rate in module evaluations.	Ensure that at least 50% of students across all academic programs actively participate in providing feedback through the new student voice capture tools by the end of the next academic year.	DN/VD(T&L) /HoDs/PDs	2028-2029
2.	1. Develop lifelong learners and well-rounded citizens with outstanding knowledge skills and abilities that support them throughout their careers.	1.2 Increase in graduates' attributes and employability in Egyptian and international job markets.	T3. To cooperate with the Alumni office to establish a database for our graduates for the last three years.	1. Within 6 months, to establish a formal collaboration plan with the Alumni office to develop a comprehensive database for graduates of the past three years. 2. Within the next 12 months, populate the database with accurate and up-to-date information for at least 80% of the graduates of the past three years.	Within the next academic year, collaborate effectively with the Alumni Office to create and maintain an updated database containing comprehensive information about graduates from our institution over the past three years.	VD(T&L)/SEC	2025-2026
		1.2 Increase in graduates' attributes and employability in	T4. To conduct a comprehensive	Successful implementation of the	Establish a faculty committee or working group to oversee the	VD(T&) /PD/FPYC	2025-2026

		Egyptian and international job markets.	review of the existing English language admission standards and propose recommendations for improvement.	revised English language admission standards within a specified timeframe, evidenced by an improvement in the passing rate of the English modules.	review process by the end of the current academic year.		
					Conduct a thorough analysis of the current English language admission standards, benchmarking against best practices and standards at peer institutions by the end of the next semester.		
					Collect feedback and input from relevant stakeholders, including Faculty members, admissions officers, and current/ prospective students, through surveys, focus groups, or other appropriate methods by the middle of the next academic year.		
					Develop a set of evidence-based recommendations for revising or updating the English language admission standards, taking into account the analysis and feedback collected, by the end of the next academic year.		

				Present the recommendations to the relevant decision-making bodies (e.g., academic council, admissions committee) for consideration and approval by the beginning of the following academic year.		
2. Support the implementation of SDGs	2.2 Increase in SDGs education in curricula.	T5. To enhance students' employability by embedding requirements in the undergraduate programme such as placements, internships, field training, and 'live projects or collaborations' with external stakeholders	— Conduct a comprehensive review of existing work-based learning opportunities within undergraduate programs by the end of the current academic year.	Conduct a comprehensive review of existing work-based learning opportunities within undergraduate programs by the end of the current academic year.	VD(T&L)/SEC	2024-2025
			— Establish a faculty-level committee or taskforce to develop strategies and guidelines for integrating work-based learning opportunities into undergraduate curricula by the	— Establish a Faculty-level committee or taskforce to develop strategies and guidelines for integrating work-based learning opportunities into undergraduate curricula by the start of the next academic year.		

			start of the next academic year.			
			— Identify and establish partnerships with at least 10 new industry partners, professional associations, or external stakeholders to provide work-based learning opportunities by the middle of the next academic year.	Identify and establish partnerships with at least 10 new industry partners, professional associations, or external stakeholders to provide work-based learning opportunities by the middle of the next academic year.		
			Implement work-based learning opportunities (e.g., placements, internships, field training, 'live projects') in at least 60% of undergraduate programmes by the end of the next academic year.	Implement work-based learning opportunities (e.g., placements, internships, field training, 'live projects') in at least 60% of undergraduate programmes by the end of the next academic year.		
3. Become a partner in the implement-tion of Egypt's Vision 2030.	3.2 Increase in staff and students that are actively engaged in Egyptian development	T6. Integrate sustainable development principles and align	By the end of the two-year period, ensure that 100% of undergraduate	Within the next two academic years, revise and update the curriculum of all undergraduate programmes to incorporate at	VD(T&L)/FQAC/PD	2025-2026

		and community activities.	academic programmes with the United Nations Sustainable Development Goals (SDGs) and Egypt's Vision 2030.	students have completed at least one module related to UN SDGs and Egypt's Vision 2030 at each level of their respective programmes, as evidenced by course completion records and student transcripts.	least one dedicated module at each level of study (year 1, year 2, year 3, and year 4) that focuses on the implementation of UN SDGs and Egypt's Vision 2030, promoting awareness and practical application of sustainable development concepts.		
			T7. Foster civic engagement and social responsibility among students by facilitating their participation in public and community activities that address national societal, cultural, ethical, and economic needs, promoting citizenship, collaboration, and partnerships.	By the end of the academic year, ensure that at least 25% of the participating students have completed a minimum of 20 hours of documented community service or engagement activities, reflecting their involvement in addressing societal needs and promoting civic values.	Within the next academic year, establish a structured programme that enables at least 30% of the student body to actively engage in community-based projects, volunteer initiatives, or collaborative partnerships with local organizations, focusing on areas such as education, healthcare, environmental sustainability, and economic development.	VD(T&L)/ SEC	2024-2025
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	5. Extending productive partnerships and Internationalisation.	5.1 Increase in the number of faculties accredited by respected UK institutions.	T8. Maintain UK validation for all UG programmes	Maintain the UK partnership with LSBU until AY 2027-2028.2. Link Tutors and External examiners approve at	Ensure all undergraduate (UG) programmes offered by the faculty maintain valid accreditation and recognition from the UK governing bodies	VD(T&L)/HoDs/ PDs/FQAC	2027-2028

			least 70% of assessments without changes.	for higher education by proactively addressing any potential areas of concern and implementing necessary improvements well before the next scheduled review cycle.		
	5.3 Maintaining the University students participating in exchanges and mobility placements with UK partners.	T9. Foster a globally oriented academic environment that prepares students for successful careers in an interconnected world.	By the end of the five years, achieve a 25% increase in the number of students participating in international exchange programmes, internships, or other global learning experiences, compared to the baseline data from the previous academic year.	Over the next 5 years, actively pursue and establish at least five new productive partnerships or collaborations with reputable international universities or organizations, enabling increased opportunities for student exchange programmes, collaborative research projects, and joint academic initiatives.	– DN/VD(T&L)/ SEC	2027-2028
6. Sustainable and managed growth across all Faculties	6.1 Maintain average growth in students' intake consistent with campus capacity and resources.	T10.Implement a comprehensive portfolio review and development model to effectively manage student intake and ensure alignment with strategic capacity utilization (SCU) and enrolment targets.	Maintain the number of student intake based on the last intake in the academic year 2022/2023 as the base year, while maintaining compliance with the prescribed SCU/BUE number caps and targets, as evidenced by the enrolment data	Within the next academic year, design and implement a portfolio review and development model that includes regular evaluation of programme offerings, market demand analysis, and resource allocation planning. This model will inform targeted strategies to optimize student intake while adhering to the established SCU/BUE number caps and targets.	VD(T&L)/HoDs/FPYC	2025-2026

			and portfolio review reports.			
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7. Empower our people to achieve our core goals, through good governance and organization culture.	7.2 Maintain career progression of staff in compliance with Egyptian and international academic standards.	T11. Ensure continuous capacity building and academic staff progression in compliance with the standards set by the Egyptian Supreme Council of Universities, as well as international best practices in pedagogy, quality assurance, and academic excellence.	By the end of each academic year, ensure that 100% of academic staff members have participated in at least one capacity-building or professional development programme related to teaching, research, or academic standards. Additionally, maintain a minimum of 80% satisfaction rate among academic staff regarding the relevance and quality of the provided training programmes, as measured through post-training evaluations.	Develop and implement a comprehensive professional development plan that provides regular training opportunities for all academic staff members. These training programmes will cover topics such as innovative teaching methodologies, curriculum design, assessment strategies, research skills, and quality assurance processes, aligning with both national and international standards.	VD(T&L)/HoDs/FSDC	2027-2028
	7.3 Increase in number of academic staff having Higher Education Academy (HEA) recognition or an equivalent teaching qualification.	T12.Secure Advance HE Membership, and support staff to achieve HEA recognition.	1. Within three years ensure that at least 55% of the faculty members who are involved in teaching and learning activities have successfully achieved HEA fellowship at various levels (Associate Fellow, Fellow,	Prioritize securing an institutional membership with Advance HE by the end of the current academic year, and subsequently establish a comprehensive support system to facilitate and encourage all eligible faculty members to obtain professional recognition and fellowship from the Higher	VD(T&L)/HoDs/FSDC	2026-2027

			Senior Fellow, or Principal Fellow), demonstrating a strong commitment to professional development and excellence in teaching practices. 2. Encourage 20 additional applications for the Advanced HE fellowship per year.	Education Academy (HEA) within the next two years.		
		7.4 Growth in number of staff receiving professional development.	T13. Invest in the continuous professional development and career advancement of academic staff by offering comprehensive academic professional development and career management programmes.	Achieve a year-over-year increase of at least 20% in the number of academic staff members participating in the professional development programmes and career management initiatives. Regularly assess the effectiveness of these programs through participant feedback and track measurable improvements in areas such as teaching evaluations, research output, and career advancement opportunities obtained by the staff.	Within the next academic year, design and implement a structured academic professional development program that encompasses a wide range of topics, including teaching methodologies, research skills, curriculum design, and career progression strategies. Additionally, establish a dedicated career management framework to support academic staff in identifying and achieving their professional goals.	VD(T&L)/HoDs/PDs/ FIC	2027-2028

8. An immersive and engaging campus life and lifelong University Community.	8.3 Increase the number of active alumni engagements with the University through the Alumni office, the University website and social media,	T14. Leverage the valuable network of alumni to enhance student experiences, career preparedness, and mentorship opportunities.	By the end of the two-year period, achieve a 30% increase in the number of students securing internships, placements, or mentorship opportunities facilitated through the alumni engagement program. Additionally, maintain a satisfaction rate of at least 85% among participating students and alumni, as measured through feedback surveys, reflecting the effectiveness and impact of the programme.	- A minimum of 50 alumni participating in student mentorship initiatives, providing guidance, career advice, and serving as role models. - At least 25% of alumni are actively involved in offering internship or placement opportunities to current students within their respective organizations or professional networks. - A structured alumni speaker series, with a minimum of 3 alumni guest speakers per year, sharing their professional experiences and insights with students.	VD(T&L)/HoDs/PDs/FIC	2026-2027

7 Graduate Studies and Scientific Research Action plan

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
1.	P1: Expand research portfolio to support SDGs and Egypt's Vision 2030.	1. Percentage of research product that falls under SDGs pillars (2.3).	R1. Align with the SDGs and Egypt's Vision 2030.	Increase in research projects aligned with SDGs by 2025.	Develop new SDG-aligned research themes, research groups.	VDRPGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros.	Annually, by end of 2025.
2.	P2: Broaden partnerships for innovation.	2. Growth in published research and grants with UK and international scholars/institutions (5.4).	R2. Foster International and National Partnerships.	Increase in international collaborations and research with international co-authors.	Initiate joint research projects, participate in international conferences.	VDRPGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros.	Ongoing, review annually.
3.	P3: Diversify funding sources.	3. Increased gross revenue generation from research (9.1)	R3. Seek research Funds.	Submit at least one grant proposal per year from each Department, including PRIME, to various funding bodies.	Conduct grant writing workshops, establish partnerships with industries.	VDRPGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros	Ongoing, review annually.
4.	P4: Support and develop research active academic staff.	4. Growth in number of staff receiving professional development (7.4).	R4. Support and Develop Academic Staff.	Increase in staff publications in high-impact journals.	Implement professional development workshops, incentivize high-impact publications.	VDRPGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros.	Ongoing, review annually.
5.	P5: Attract excellent postgraduate students.	5.Increase our number of postgraduate students (5.6).	R5. Enhance Postgraduate Research Education.	Increase enrolments in postgraduate prgorammes.	Develop and market new postgraduate programmes.	VDPRGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros	2026

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
6.	P6: Convert ideas and research into startups and spin-offs.	4.4 Increase in the number of graduate start-ups.	R6. Promote Innovation and Entrepreneurship.	Support the development of at least 5 new startups or spin-offs.	Strengthen TICO, provide resources and support for entrepreneurial activities.	VDRPGS, RPGS Faculty Coordinator, HoDs, PDs PG, Ros, Director of TICO	2028

I. III. Enterprise and Community Service Action plan

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
1.	Support the implementation of the SDGs.	Increase in SDGs education in curricula.	C1.1 Fully integrate SDGs frameworks into BAEPS's academic and non-academic activities	Increase in % of programs incorporate SDG-related content.	Develop and implement an integration plan for SDG content across almost all modules and workshops.	Vice Dean (T&L, Community Service)	Annually by the end of each year
2.	Support the implementation of the SDGs.	Increase in green and sustainable practices within the campus.	C1.2 Encourage activities with social, environmental, and cultural impact	Conduct four major green initiatives on/off campus annually	Plan and execute sustainable events such as recycling drives and energy-saving campaigns.	Faculty Coordinator for Community Services & ECSC	Annually by the end of each year
3.	Support the implementation of the SDGs.	Extension of the University's social, economic, environmental, and cultural impact.	C1.3 Enhance student interaction with local and	Organise at least four community and alumni engagement events per year.	Coordinate community and alumni events, including lectures, workshops, and social gatherings.	Vice Dean (T&L, Community Service), ECSC	Annually by the end of each year

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
			global communities				
4.	Support the implementation of SDGs.	Enhancement of the University's social, economic, environmental, and cultural impact.	C1.4 Incorporate SDG principles into BAEPS's operational and governance practices	Enhance the implementation of SDG-compliant policies.	Review and update operational policies to ensure SDG compliance.	Faculty Coordinator for Community Services, Faculty Health & Safety Officer	By the end of 2026
5.	An evolving applied research environment.	Growth in research product, quality, and impact.	C1.5 Embed Environmental, Social, and Governance (ESG) criteria across strategic activities	Increase in compliance with ESG criteria in all research activities by 2026.	Implement ESG training for researchers and establish monitoring systems.	Enterprise & Community Service Committee (ECSC), Graduate & Undergraduate Program Directors in collaboration with the Vice Dean for Research & PG studies	By the end of 2026
6.	Engage in Egypt's Vision 2030.	Increase in staff and students that are actively engaged in Egyptian development and community activities.	C2.1 Foster active community engagement and societal development	Increase in student and staff participation i.n community development projects.	Organize workshops, seminars, and community service days that align with Egypt's Vision 2030.	ECSC, PDs & Heads of Departments (HoDs)	Ongoing annually
7.	Engage in Egypt's Vision 2030.	Increase in activities that support Egypt's National Vision 2030	C2.2 Increase activities that address Egypt's	Increase in training programs and workshops offered to enhance the skills of	Develop and launch skill enhancement programs and workshops.	ECSC in collaboration with Vice Dean for T&L and School of	Ongoing annually

	University Strategy Priority	University Strategy Measure of Success	Faculty Strategic objectives	KPIs	Actions	By whom (Owner)	Planned completion date
			current socio-economic challenges.	students, Alumni, and community members.		Continuing Education (SCE)	
8.	Engage in Egypt's Vision 2030.	Growth in partnerships collaboration agreements and projects with Egyptian development stakeholders.	C2.3 Strengthen partnerships with national development stakeholders.	Organise at least two new partnerships or guest speakers' events to extend the reach and impact of the Faculty's initiatives.	Facilitate networking events, invite guest speakers, and form new collaborations.	ECSC	Ongoing annually

6- Risks:

The following are the main risks that may threaten the implementation of the action plans:

- Economic situations: if the inflation continue increasing the costs for implementation will increase as well as the fixed costs which may affect staff and operations along with a decrease in number of students capable to bay the fees.
- Political instability: any political unrest will lead to instability and may threaten our international partnerships.
- Pandemics: in case of any pandemic the university may be closed.

7-   Budget

The University is committed to providing all the necessary financial allocations required to implement the Strategic Plan. These allocations are included within the faculty budget, which is submitted in **March** and approved in **September** at the beginning of the academic year. The budget is prepared through a structured process that involves the following stages:

1. **Determine the cost** of faculty activities based on input from the implementers staff and communicate it to the Faculty Budget Holder.

2. **Faculty-Level Budget Meetings**
   Faculty Budget Holder will hold meetings with the key departments (IT, Chief Administrative Officer, Finance, HR, Estate & Facilities, Library, MARCOM, and Warehouse) to gather input and prepare a consolidated budget sheet.

3. **Review with the Budget Office**
   Once the consolidated Capital Expenditure (CAPEX) and Operating Expenditure (OPEX) sheets for each faculty are completed, the relevant departments will meet with the Budget Office to review the budget.

4. **Final Approval**
   The budget will be approved in **September**, at the beginning of the academic year.

◈ Note: all the financial matters are managed **centrally**.

8- Annex
   1. Faculty SWOT Analysis Matrix
   2. Competitive Profile Matrix (CPM)