

Erasmus+ Capacity Building projects in the field of Higher Education

Erasmus+ CBHE 561966



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Università degli Studi
di L'Aquila



UNIVERSIDAD DE ALMERÍA



KTH ROYAL
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HUDDERSFIELD



Erasmus+



Develop the Capacity of Business
and Economic Research Centers
at Palestinian Higher Institutions

الكلية الجامعية للعلوم التطبيقية
University College of Applied Sciences

جامعته بئرZeit
BIRZEIT UNIVERSITY

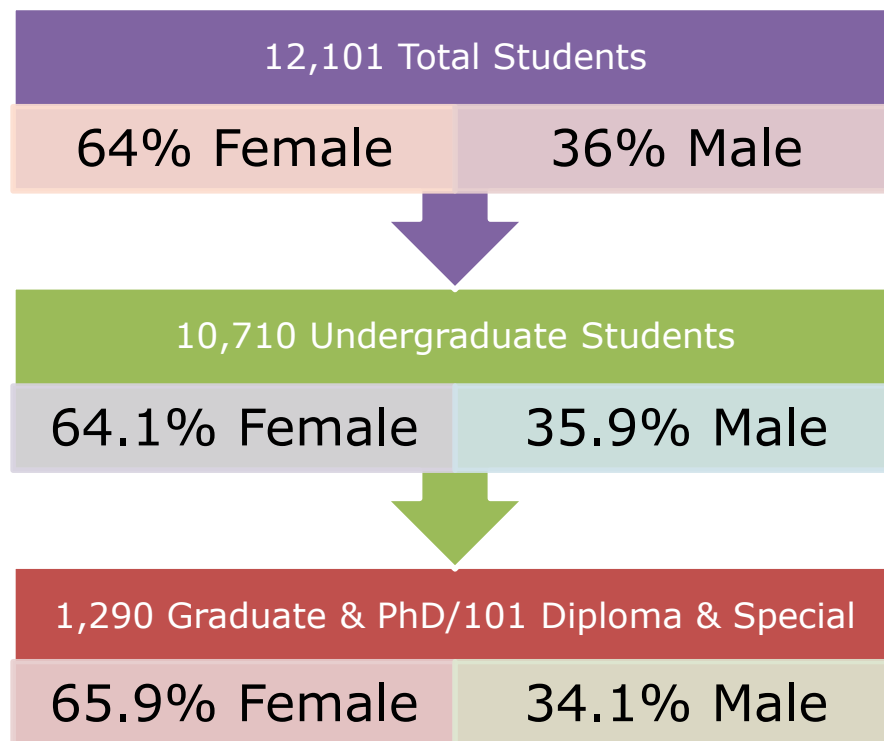


Evolution of Today's Birzeit University



Birzeit University in Numbers

- Currently there are 47 undergraduate programs offered in:
 - Faculty of Arts
 - Faculty of Business and Economics
 - Faculty of Education
 - Faculty of Engineering and Technology
 - Faculty of Science
 - Faculty of Law and Public Administration
 - Faculty of Nursing, Pharmacy and Health Professions
- There are 28 graduate programs offered through:
 - Faculty of Graduate Studies
 - Other Faculties as deemed appropriate



Faculty of Business and Economics

- Established in 1978
- Currently is home to six undergraduate programs
 - Business Administration
 - Marketing
 - Accounting
 - Finance and Banking
 - Economics
 - Business Economics
- Home to two graduate programs
 - Master's of Business Administration (MBA)
 - Master's of Arts in Economics
- 2,301 Students enrolled in undergraduate programs within the Faculty
- 255 Students enrolled in graduate programs within the Faculty

Networks and Engagement

- Advisory Board of 9 Private Sector CEOs, and Faculty Council
- MOUs with PCMA, Banking Association, MAS, etc...
- Training and Employment Unit
- Cooperative Education Program
- Executive Education
- Executive MBA Soon

Research

- Over 60% of all research at a university level is done in cooperation or jointly with international researchers or institutions
- Currently Private Sector Outreach and MOUs serve as basis for case studies, research, and projects for students
- Current Staff is actively engaged in either exchange or cooperative efforts with international universities, with consultancies for private sector, or development agencies

Vision

- The Birzeit University Business and Economic Research Center (BZU BERC) aspires to be the trusted source of high quality and objective business and economics related research utilizing a convergence of local and international expertise.

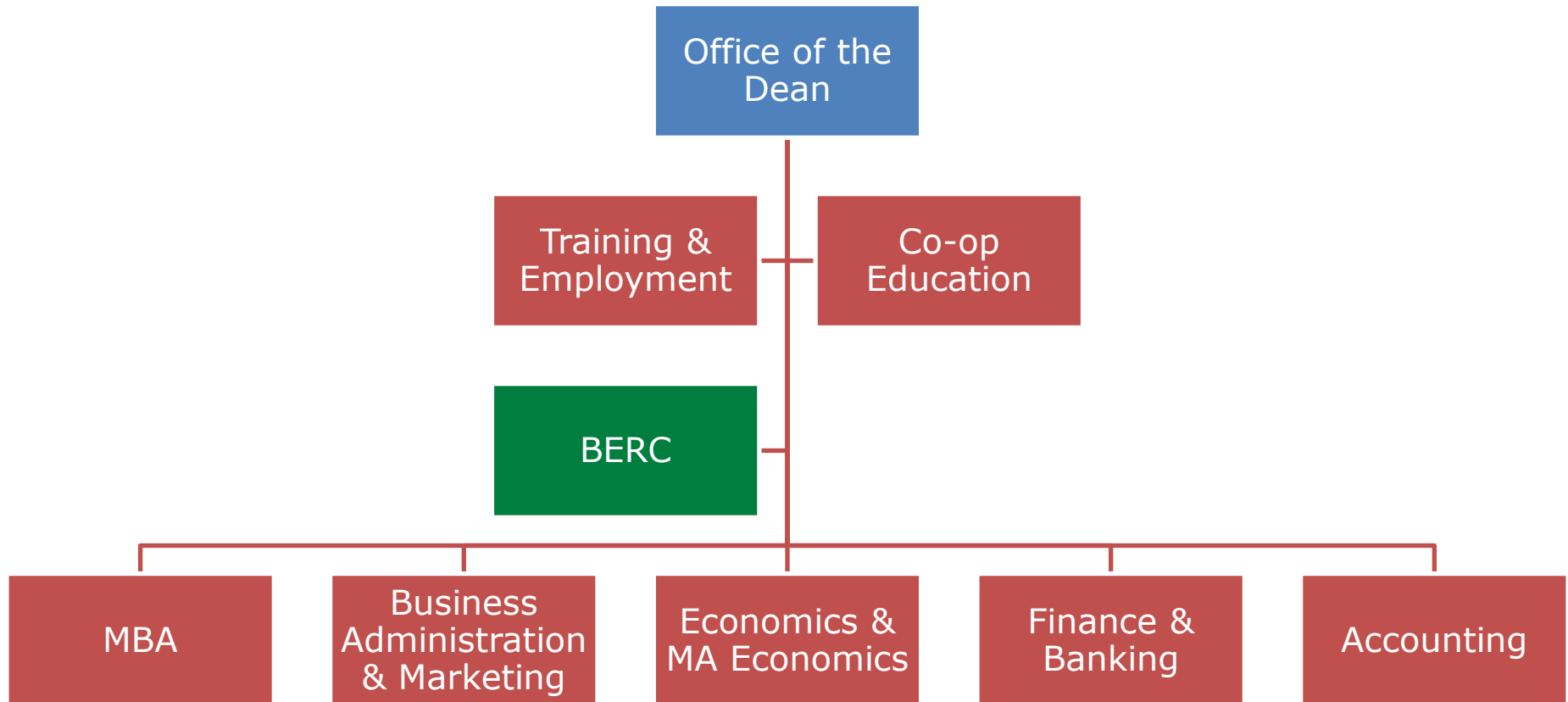
Mission

- The BZU BERC seeks to utilize its resources comprised of staff and students that are already engaged in research and consulting efforts coupled with continuous input and communication with private sector and international agencies through coordinated efforts from the Faculty of Business and Economics, the Faculty Advisory Council (comprised of 9 private sector CEOs, 4 department chairpersons, the dean, and assistant to the dean), the Training and Employment Unit, and Cooperative Education Program. These sources will provide the contact points with the private sector and communicative mechanism whereby solutions can be offered.

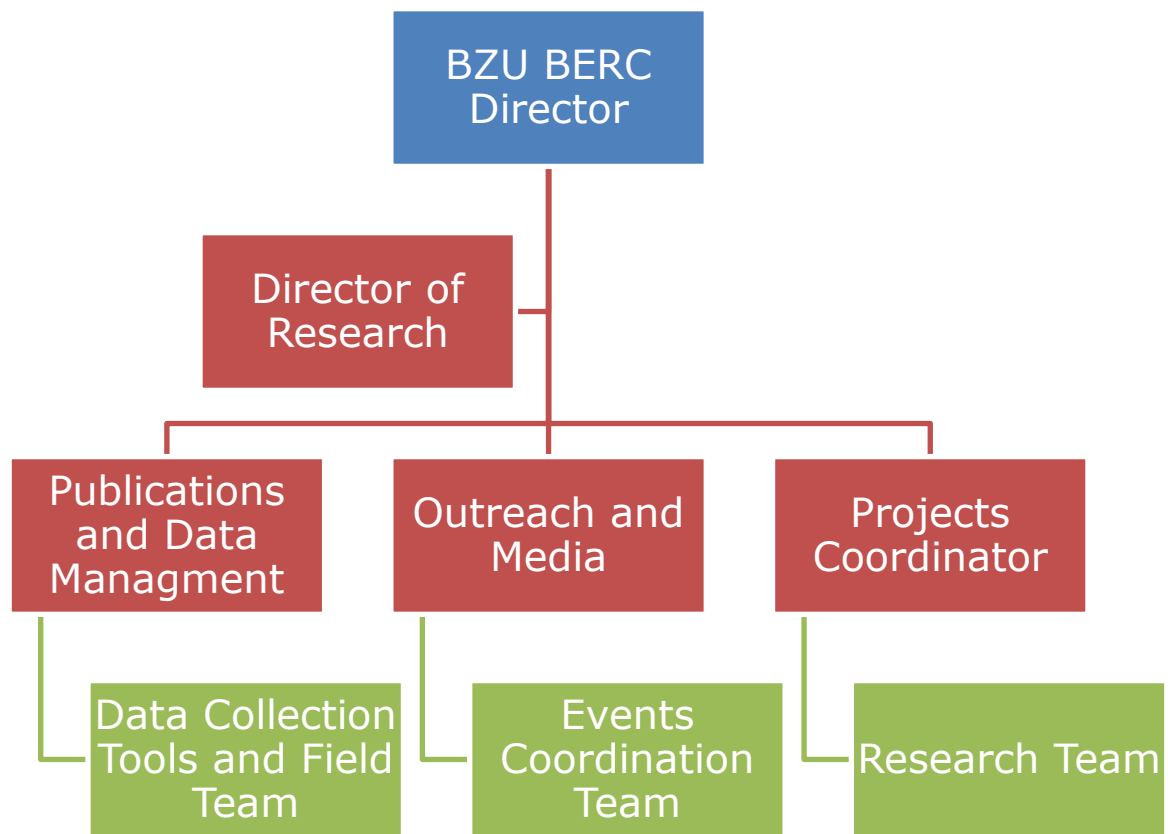
Mission

- The BZU BERC provides solutions in the form of research studies in both an academic and practical capacity through utilizing local staff competencies and international expertise. BZU's strategic network of partners encompassing private sector entities, public and semi-public institutions, in addition to international and local development agencies and NGOs is key to the effectiveness of the BERC.

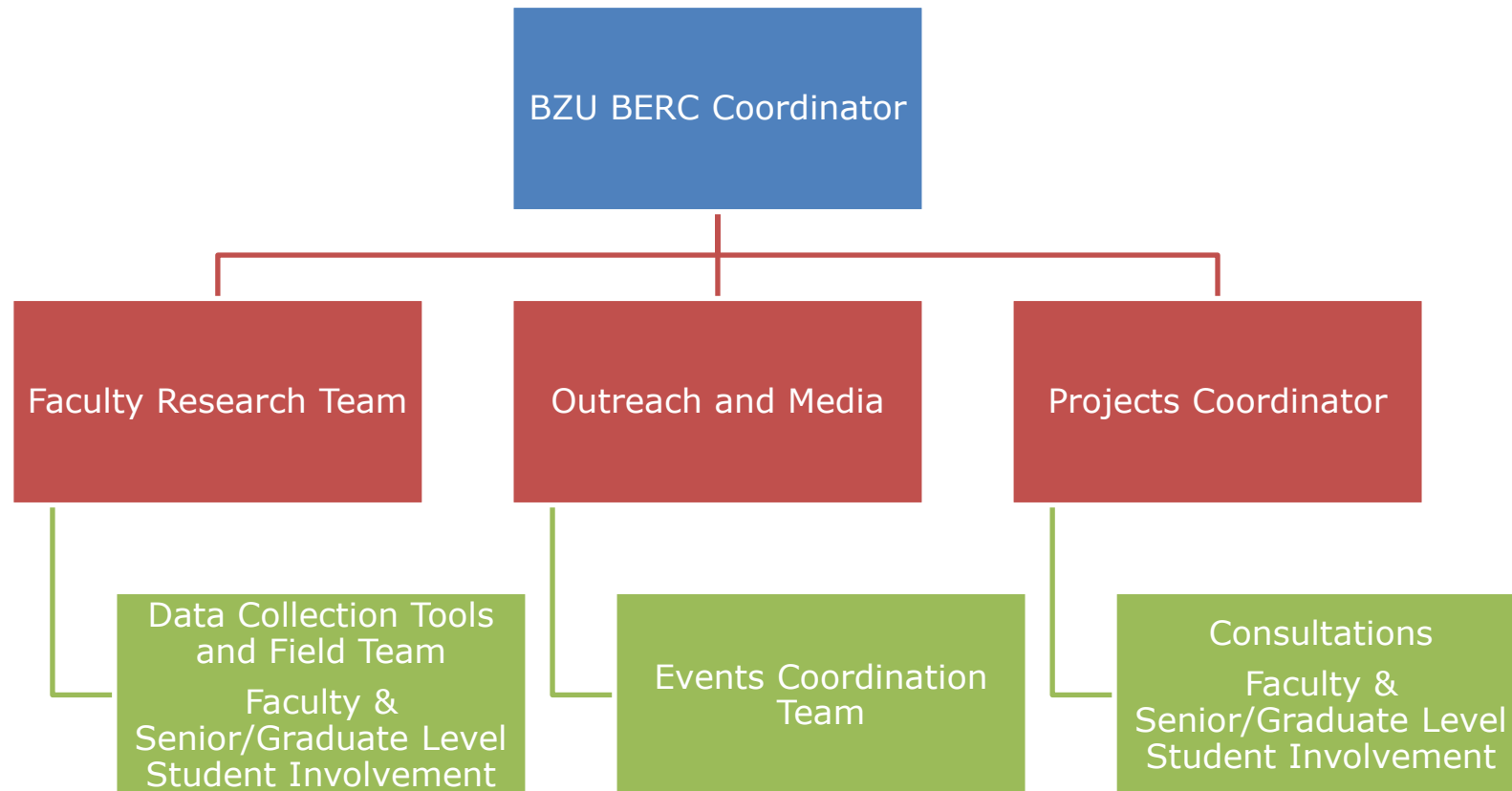
Faculty of Business and Economics Structure



Ideal BERC Structure



Preliminary BERC Structure



Proposed BERC Activities

- Reduction of load for a faculty member
- Will report directly to the dean of faculty
- Will be a focal point between the faculty and the private sector, the faculty and other research institutions locally, regionally and internationally
- Will coordinate with the faculty's research committee, all department heads, program coordinators and other colleagues through their departments
- Engagement of students in research activities
- Focus research activities to align with private sector needs