



**Majan University College**

Nabila Al Macki  
Deputy Dean (Academic Affairs)

# Outline

Content

- Institutional Overview
- MUC & WTUN
- International Collaboration
- Research

# Institutional Overview

## Overview

- **Majan University College (MUC)** was the first private higher education institution to be established in Oman - in 1995
- Now one of 28 private HEIs in Oman.
- Around 2000 students and 150 staff
- On 1<sup>st</sup> September Majan University became the first higher education institution in Oman to be reaccredited by Oman Authority for Academic Accreditation and Quality Assurance of Education (OAAAQA).

# Institutional Overview

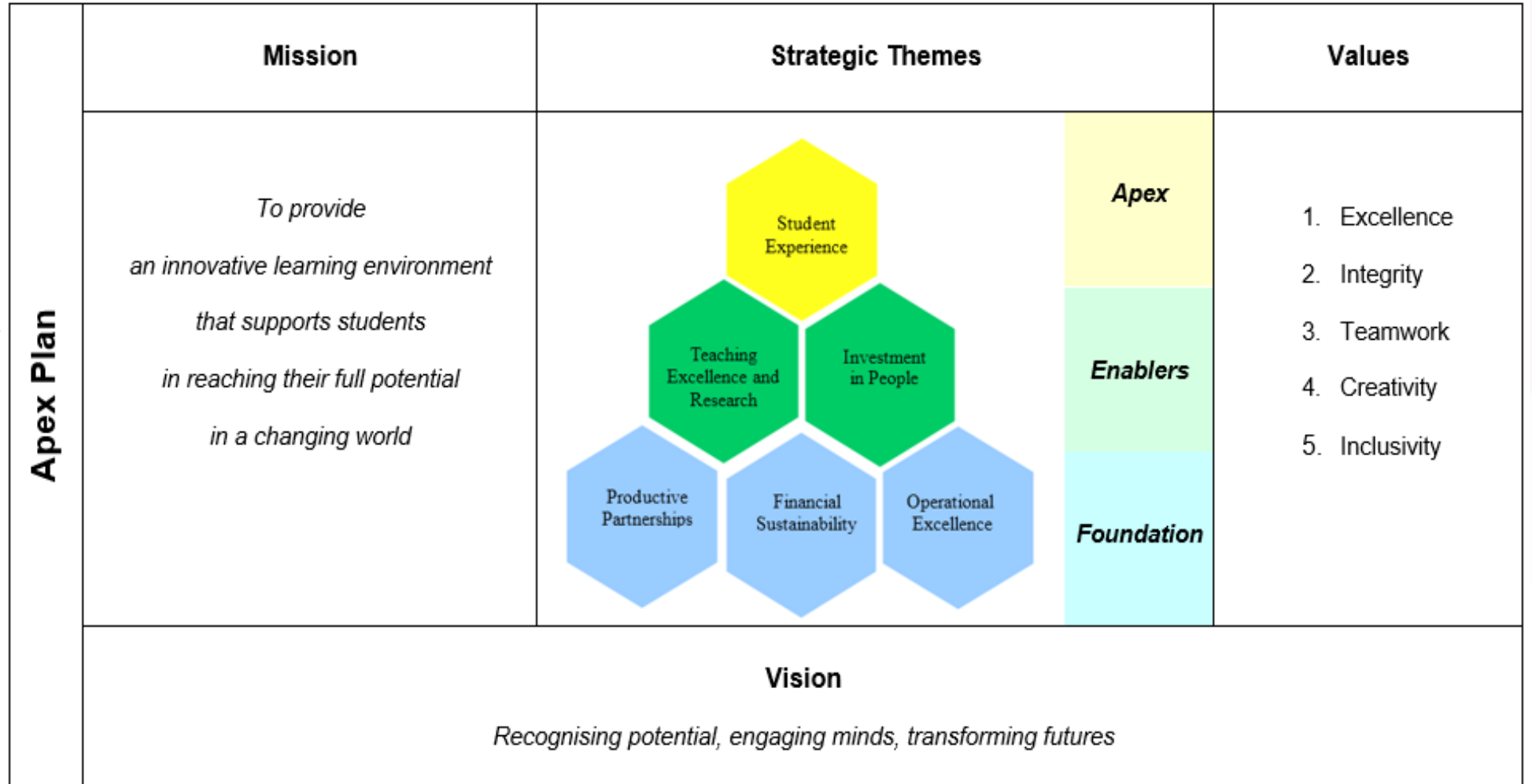
## Overview

### The accreditation result highlighted strengths in:

- Curriculum
- Teaching Quality
- Academic Integrity
- Assessment Methods, standards and Moderation
- Student Retention and Progression
- Information and Learning Technology Services

# Institutional Overview

## Overview



# Strategic Context (SP 2021-2025)

## Key Reference Points

Oman Educational Strategy 2040

Oman Vision 2040

MoHERI SP2021- 2026

UN SDGs

Progress achieved through implementation of MUC SP  
2008-2013/14 and SP 2015-2020/21

UoB SP 2021-2026

Engagement with key internal and external  
stakeholders



## Key Themes

Employability

Entrepreneurship

Future/ 21<sup>st</sup> Century Skills

Research and Innovation

Sustainability

Accreditation

Partnerships

Course and Curriculum alignment  
with industry /market  
needs/benchmarking

Citizenship +  
International Outlook

# Programmes Alignment with Strategic Context

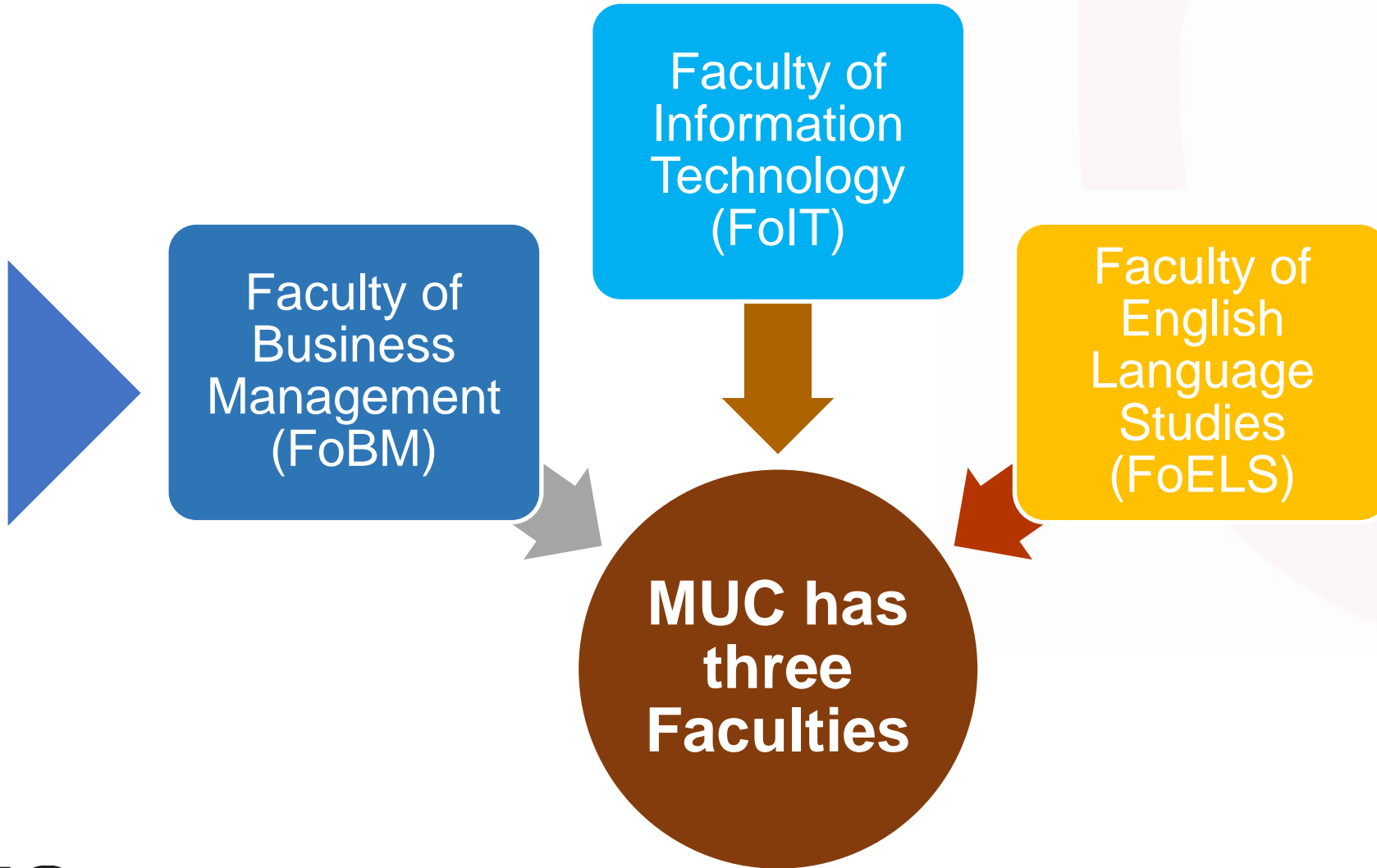
## Graduate Attributes

All Majan graduates from all programmes are required to demonstrate that they are:

- Knowledgeable
- Innovative
- Adaptive
- Employable
- Entrepreneurial
- Global Citizens

# Institutional Overview

Overview





# New programmes

## Overview

- BSc (Hons)/ DipHE Finance and Technology (FinTech)
- BSc (Hons)/ DipHE Business Analytics with artificial Intelligence
- BSc (Hons)/ DipHE Data Science with two pathways:
  1. Digital Archives
  2. Cybersecurity

# Institutional Overview

## Overview

### Main international partners:

- University of Bedfordshire, UK: Awarding body for validated UG and franchised PG programmes
- University of Bradford, UK: Awarding body for Doctor of Business Administration

### New University Partnerships

- Suranaree University of Technology, Thailand: MoU to be signed at forthcoming WTUN Congress
- American University of Ras Al Khaimah: MoU under consideration; focus on entrepreneurship and staff & student exchange
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# MUC and WTUN

- MUC joined WTUN in December 2022
- Outcomes to date:
  - Exchange Programme 2022-2023: HoFoBM visited Suranaree University of Technology (SUT) Thailand re entrepreneurship from 31 Aug - 14 Sept 2023
  - MUC Dean attended WTUN Congress in Germany (Technische Universität (TU) Ilmenau) 9-11 Oct 2023;
  - MUC students participated in SUT Global Entrepreneurship Camp - 14-24 Jan 2024;
  - HoFoBM gave presentation for WTUN Exchange Programme Speaker Series on 24 Jan 24
  - ADRTI was one of the judges of the 2024 WTUN Student Competition (as one of four international judges)

# MUC and WTUN

- Forthcoming Activities:

- Dean to attend WTUN Congress

- Exchange Programme 2023-2024: DDAA to visit Ahlia University Bahrain – September 2024 - focus Women Entrepreneurs

- Exchange Programme 2023-2024: Dr Roziana Shaari, Associate Professor from UMT (University of Technology Malaysia) from to visit MUC in Feb 2025 – focus Vocational Education and Training (TVET) as a social safety net

# Research

## RESEARCH

- MUC has a central Research Committee and each Faculty has their own Faculty research committee.
- TRC funding for both staff and student research

# Research

RESEARCH

Research Themes include:

**Faculty of Business Management (FoBM):**

**Entrepreneurship;**

Service Marketing;

Digital Marketing;

Business Intelligence;

Employee Engagement;

Islamic Banking;

Capital Structure and its Impact;

**Tourism;** Social Media and its Impact

# Research

RESEARCH

Research Themes include:

**Faculty of Information Technology (FoIT):**

Information Multimodal Analytics;  
Digital Image Processing;  
Data Centre Virtualization;  
Robotics and Artificial Intelligence;  
Cyber Security Analytics; Internet of Things ;  
Technology Assisted Learning; Web Services;  
Big Data; Distributed Databases

**Faculty of English Language Studies (FoELS):** Genre analysis; Discourse analysis; Second language acquisition; Teaching and Testing; Interlanguage pragmatics, Critical pedagogy in TESOL, Classroom ethnography

# Teaching and Learning Strategies

Teaching and Learning

## Advance HE, UK (2017- date)

- Senior Fellow 20
- Fellow 24
- Associate Fellow 9

## 2024-2025

- 2 SFHEA
- 2 FEHEA
- 2 AFHEA



# Contacts



**Majan University College**  
Oman, Asia

WTUN Member since 2022  
[Member's Website](#)

**General Board Member**  
Dr Maha Kobeil  
Dean and CEO  
[kobeil.maha@majancollege.edu.om](mailto:kobeil.maha@majancollege.edu.om)

**Operational Board Member**  
Dr Susan Trevor-Roper  
Associate Dean for Planning and Risk Management  
[susan.trevorroper@majancollege.edu.om](mailto:susan.trevorroper@majancollege.edu.om)