



الجامعة العربية المفتوحة  
Arab Open University

**Arab Open University**  
**Oman**  
**Strategic Plan 2017-2021**

## **AOU Philosophy**

It should be pointed out that ever since it was established under the directions of HRH Prince Talal Bin Abdul-Aziz, President of AGFUND and Chairman of the Board of Trustees, the AOU philosophy builds on making the opportunities of higher education available to all those pursuing them, without any temporal or spatial barriers, and without discrimination on the basis of gender, ethnicity, religion or race, among others. This comes about by using modern communication technology and self-learning, in addition to direct interaction between students and faculty members to enrich knowledge and experience. This is with the understanding that the AOU tuition fees are among the lowest compared to other private universities.

The most basic tenets of the AOU philosophy is that it is an independent and non-profit academic institution with open access to accommodate all different segments of the society especially the disadvantaged and marginalized individuals of different age groups, of both genders. This open access is represented in the following:

- **Place:** AOU can offer its academic programs anywhere in the Arab world.
- **Teaching and learning methods:** AOU combines a variety of direct and indirect teaching methods by using state-of-the-art information technology.
- **Time:** students can choose the time that best suits them, taking into consideration their circumstances and capabilities.
- **Amending academic programs and leaning methods:** those can be changed and amended according to the market needs, students' interests, technological developments and quality assurance.
- **Discrimination:** AOU adopts a no-discrimination policy on the basis of gender, ethnicity, or any form of discrimination.

The principles of this philosophy have been considered a basis for formulating and drafting all AOU strategies in order to achieve these principles efficiently and effectively according to objective indicators of performance.

## **AOU Vison**

A pioneer Arab Open University in building a society of science and knowledge.

## **AOU Mission**

Developing and disseminating knowledge and building expertise according to international standards of quality without temporal or spatial barriers in order to contribute in preparing the manpower needed for sustainable development and building the society of science and knowledge in the Arab countries.

## **Shared Values**

At AOU, values constitute the guidelines, which determine conduct at the University at all administrative levels, and also determine the basis of dealing with students and with all other stakeholders. If these values were essentially universal, then they will acquire special importance by us since they constitute part of our historical and cultural heritage in the region. They also constitute part of our scientific experiment based on the AOU philosophy, vision and mission.

To stress the importance of these values on the scientific level, we deem it necessary to integrate these values in the operational plans in all University branches and the headquarters. We also stress the importance of having these values integrated in all University bylaws and regulations, in addition to applying them in all academic and administrative domains and student activities, among others. We also stress the importance of considering these values a framework for professional ethics, which all AOU staff must adhere to.

### **Caring for students seeking knowledge**

Our students make the actual wealth of Arab societies; therefore, caring for them and investing in them is topmost among our priorities and basic values, which we are proud of and care about them.

### **Community service and social responsibility**

We care about boosting the relationship between the University and the local community, which provides us with the inputs. We also care about serving the society and contributing to its growth and development.

### **Lifelong learning**

We are keen to enable our human resources cope with progress and advancement in human knowledge, and consequently develop their scope of knowledge, capabilities, skills, and attitudes continuously.

### **Commitment to total quality standards**

We commit ourselves totally to quality standards according to well-defined, objective and international standards, which are subject to review, scrutiny and accountability by our partners in academic affairs and related issues.

### **Encouraging creativity**

We are keen on encouraging our students not only to acquire knowledge but also to contribute to generating new ideas and creating methods to apply knowledge. This kind of encouragement applies to all University staff.

### **Commitment to professionalism**

At AOU, we try our best to develop our human resources to highest levels of professionalism to provide top-level services in all areas and according to scientific and moral standards marked with objectivity, integrity, transparency and accountability, together with whatever experience and expertise required by the code of professional ethics.

### **Belonging/Affiliation**

For us, belonging/affiliation is the belief in and adherence to the AOU vision and its mission, and the quest to achieve them most professionally.

### **Teamwork**

We believe in unifying the AOU vision and mission despite diversity of local cultures across branches and the variation in their social and political environments. As such, we believe that creative teamwork is the guarantor to realizing the University philosophy and objectives in line with the approved strategic plan.

### **Taking care of human resources**

We consider our human resources at all organizational levels the most valuable of all, and we consider taking care of them and protecting them a priority.

### **Equity and equal opportunities**

We are committed to giving each and everyone their rights according to objective principles based on equality and justice without bias or discrimination. Such a commitment is one of the basic values we strive to apply in all University academic, training, and administrative activities, among others.

## Freedom of research and thinking

We believe in the right of the AOU staff in the freedom of thought and expression of opinions according to rules and bylaws in force at the University.

## Accountability, integrity, and transparency

At AOU, we are keen to perform our duties according to the rules and procedures in force at the University, and also according to objective measures of evaluation and accountability

### AOU Oman Strategic Goals (2017-2021)

1. Developing and adopting tools and mechanisms to enhance academic performance and improve the quality of academic programs and graduates.	1. تطوير و تطبيق الآليات و الوسائل لتعزيز الأداء الأكاديمي و تحسين جودة البرامج و المخرجات
2. Achieving an annual students' growth rate of 10% for the next five years (2017-2021). In other words, the current population of 2000 students will increase to 3000 students by 2021.	2. تحقيق نسبة نمو سنوي لعدد الطلاب تقدير بـ 10% على مدى الخمس سنوات القادمة ليصل عدد الطلاب إلى 3000 طالب بنهاية الخطة
3. Developing current academic programs (Business Studies, IT, and English Literature) through the introduction of new undergraduate and postgraduate degrees in response to current and future demand of the labour market.	3. تطوير البرامج الأكاديمية الحالية من خلال التقدم ببرامج إضافية بمستوى البكالوريوس و الماجستير بما يناسب الاحتياجات الحالية و المستقبلية لسوق العمل
4. Developing new programs to serve current and future needs of the labour market.	4. تطوير برامج أكاديمية جديدة بتخصصات جديدة بما يناسب الاحتياجات الحالية و المستقبلية لسوق العمل

<p>5. Developing academic research infrastructure and environment that will encourage academic faculties and other researchers in the University to conduct quality academic research and establish research capabilities.</p>	<p>5. تطوير بنية و بيئة البحث العلمي بما يشجع أعضاء هيئة التدريس على إجراء البحوث و تطوير القدرات البحثية</p>
<p>6. Developing and enhancing students' services and support.</p>	<p>6. تطوير و تعزيز الخدمات و الدعم الطلابي في الجوانب الأكاديمية و غير الأكاديمية</p>
<p>7. Developing and strengthening the University's relationship with other local, regional, and international higher education institutions.</p>	<p>7. تطوير و تعزيز علاقات الجامعة بالجامعات و الكليات المحلية و الإقليمية و العالمية .</p>
<p>8. Developing and strengthening the University's relationship with the industry and employers, professional associations, civic societies, and the community at large.</p>	<p>8. تطوير علاقات الجامعة بمجتمع الأعمال و جهات التوظيف و الجمعيات المهنية و مؤسسات المجتمع المدني و المجتمع بشكل عام</p>
<p>9. Developing and enhancing the University's academic and nonacademic human resource capabilities.</p>	<p>9. تطوير الموارد البشرية و القدرات للكوادر الأكاديمية و غير الأكاديمية</p>
<p>10. Developing the University's infrastructure, facilities, and general services, including the planned new campus to satisfy academic and administrative needs.</p>	<p>10. تطوير بنية الجامعة و المرافق و الخدمات العامة بما فيها الحرم الجامعي الجديد بما يناسب الاحتياجات الأكاديمية و الإدارية.</p>
<p>11. Developing an appropriate marketing strategy that will enable the University to achieve its strategic missions, visions and goals.</p>	<p>11. تطوير استراتيجيات تسويقية جديدة لتمكين الجامعة من تحقيق رسالتها و أهدافها الاستراتيجية</p>