

2026

2025

2024

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2022

الخطة الاستراتيجية

Strategic Plan

2022-2026

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Executive Summary

Established in 1959, College of Business Administration (CBA) at King Saud University (KSU) is the most prominent business school in the Kingdom of Saudi Arabia (KSA). Since its inception, CBA has been graduating many outstanding business professionals, entrepreneurs, and political leaders in Saudi Arabia and in the Middle East region.

Parallel to the Strategic Plan 2030 of KSA, CBA developed its Strategic Plan for the period of 2011–2016 and 2017-2021, and was successful in its implementation. Now, CBA's Strategic Plan 2022–2026 has been developed following an assessment of its current state and future ambitions. CBA has integrated the opinions and views of all its stakeholders over a two years period during the formulation the Strategic Plan. These views and opinions integrate a holistic view of short-term and long-term expectations for its stakeholder. Furthermore, the process provides real and achievable objectives that fall within the resources provided to the college. Within this context, the Strategic Plan of CBA has been developed with six strategic thrust areas: (1) Education, (2) Research, (3) Community Service, (4) Faculty and Staff, (5) Environment, and (6) Investment and Revenue. These areas of thrust are standard strategic areas for business schools and are widely accepted. Throughout the next five years, CBA will work to continuously improve and refine these areas of thrust, thereby achieving the overall mission and objectives of the college and university.

Background

King Saud University, one of the premier institutions of higher education in the Kingdom of Saudi Arabia, was established in 1957. The university is a public institution that offers a broad range of both undergraduate and postgraduate programs in the fields of humanities, natural and health sciences, and community services. KSU includes 24 colleges, and offers more than 450 programs among 66% of which are at the graduate level. There are also 6 central supporting deanships. The university currently has 60,509 students and 7,518 academic staff, who come from 42 different countries.

KSU is ranked among global universities - a genuine indication of its rising international reputation. In 2016, KSU received recognition from notable international academic ranking agencies: 1st place in the Arab world, 36th in Asia, 298th globally according to Webometrics. KSU was also ranked 501-600th globally by Times Higher Education – The World Ranking (2016-2017), and 151-200th in the Shanghai Jiao Tong ranking (2015).

As the implementation of KSA's Strategic Plan 2030 progress, the Royal Commission for Riyadh City became the supreme governing body of KSU from the beginning of January 2023. The University Rector (equivalent to the President of an American university), is appointed by the King of Saudi Arabia. Within the university, the University Council is the supreme governing body, which is chaired by Royal Commission for Riyadh City. Normally the Vice Rectors are appointed by Royal Commission for Riyadh City.

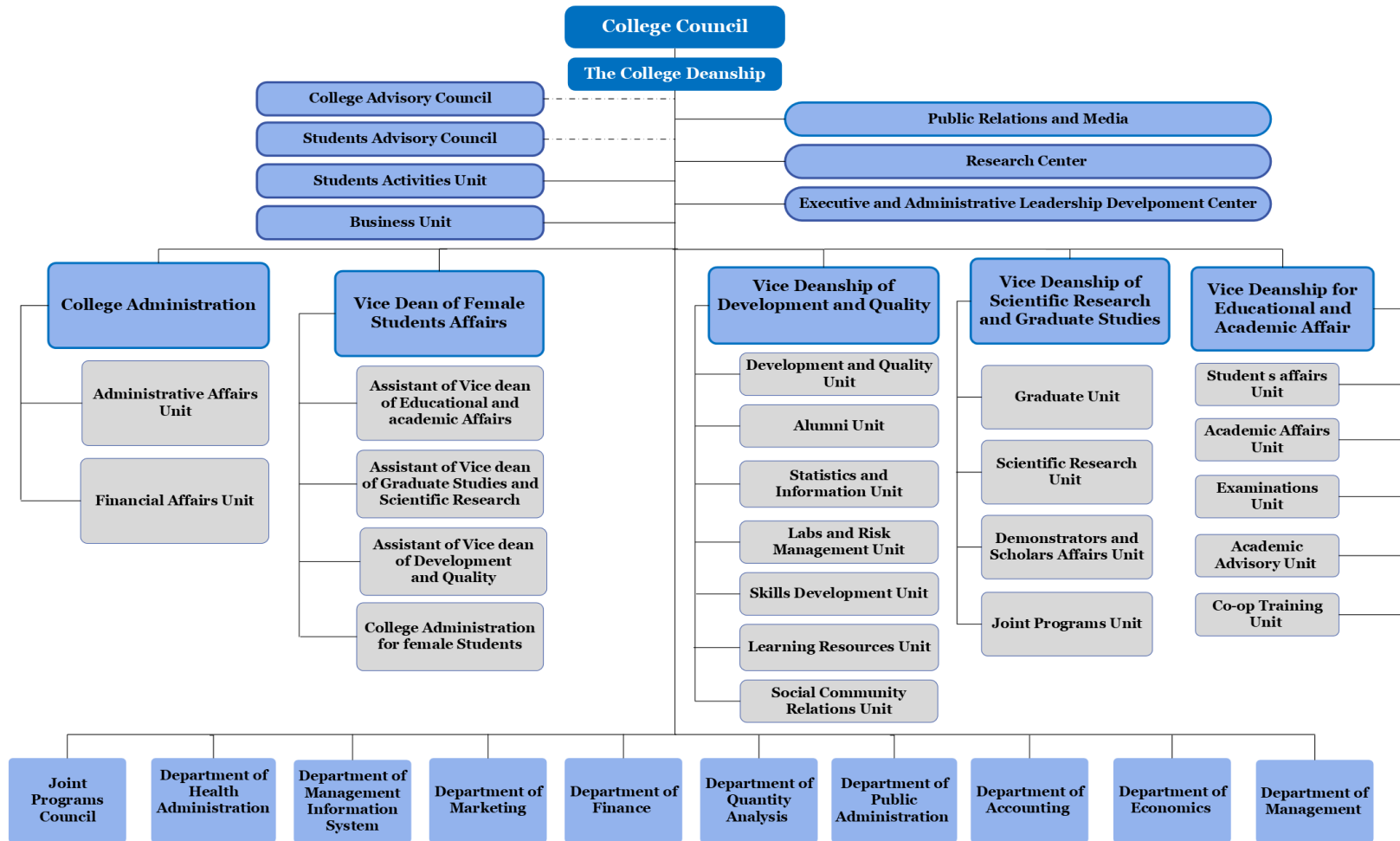
College of Business Administration CBA's profile is attributed it as one of the pioneer colleges of KSU, being established as the College of Commerce in 1959. It was given its current name in 2006. To be in line with KSU, CBA's drafted its mission as offering quality educational through diverse and distinctive programs to develop professionals and leaders, conducting research through high experienced faculty, and building effective partnerships that create value for stakeholders and society at large". The CBA is imparting knowledge and skills to students that are required and preferred by potential employers and other stakeholders. It offers Bachelor's, Master's, and Doctoral programs to both male and female students who are of top caliber with excellent academic preparations in their school educations. The CBA has nine departments, namely Accounting, Economics, Finance, Health Administration, Management, Management Information Systems, Marketing, Quantitative Analysis, and Public Administration. The CBA offers a total of 15 programs, and all of them are included in the scope of AACSB initial accreditation. Of these, two are at the bachelor level; eleven are at master's level; and two at the doctoral level programs. It has a total of 6,119 students enrolled in bachelor's, master's, and doctoral level courses; and a total of 296 academic staff, of which 216 faculty members are deployed in classrooms excluding demonstrators and researchers; 80 are demonstrators and researchers.

The governance structure of the CBA comprises the Dean, who is the Chief Academic Officer of the College; four Vice Deans, who assist the Dean; and the chairs of individual departments, who manage the academic operations of their departments. The College Council is the major decision-making body, assisted by the department councils of each department in the College. The College Council is composed of the Dean, Vice Deans, chairs of all departments, and three faculty representatives, one of whom is a member of the University Scientific Council. The Dean is appointed by the Royal Commission for Riyadh City upon the recommendation of the Rector of the University. Many operational aspects of CBA are centralized and funded at the university level. The figure below illustrates the organizational structure of the CBA.

Organization Structure



Organizaion Structure CBA 1443 - 2022



CBA's Vision

The vision of CBA is: "to be a leader in business education and research, at the national and international levels, that contributes to building a knowledge-based economy".

CBA's Mission

The mission of CBA is "Offering quality educational through diverse and distinctive programs to develop professionals and leaders, conducting research through high experienced faculty, and building effective partnerships that create value for stakeholders and society at large."

CBA's Core Values



Strategic Goals and Objectives of CBA

SPC identified the CBA's strategic plan goals based on the identified strategic area which emerged from KSU strategic plan. The table below shows CBA's strategic area and strategic goals.

| No. | Strategic Area | Strategic Goals |
|-----|------------------------|---|
| 1 | Education | Deliver an educational environment that ensures quality of business education at the CBA. |
| 2 | Research | Support research studies that engage professional development and scholarly efforts, and that impact the application and dissemination of business knowledge. |
| 3 | Community Service | Enhance community services to enhance quality of life of society. |
| 4 | Faculty and Staff | Manage recruiting and retaining high quality faculty and staff to improve the overall performance of the college. |
| 5 | Environment | Build attractive environment. |
| 6 | Investment and Revenue | Maintain income sustainability through different sources. |

SPC produced the objectives that correspond to each strategic plan goal. The table below shows CBA's strategic goals and their corresponding objectives.

1. Education

| Goal (1) | Deliver an educational environment that ensures quality of business education at the CBA. |
|-------------|---|
| Objective 1 | Support academic programs and effective teaching practices that are in line with both national and international academic standards to meet market/stakeholder needs. |

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| Objective 2 | Admit highly capable and eligible students into its programs. |
| Objective 3 | Promote excellence through academic and extracurricular activities |
| Objective 4 | Obtain academic accreditations whether national or international for all college programs. |
| Objective 5 | Maintain academic accreditations whether national or international for all college programs. |

2. Research

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| Goal (2) | Support research studies that engage professional development and scholarly efforts, and that impact the application and dissemination of business knowledge. |
| Objective 6 | Enhance quality research through building a research culture at the CBA |
| Objective 7 | Encourage interdisciplinary research |
| Objective 8 | Increase publication and citation in ISI and highly ranked journals |

3. Community Service

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| Goal (3) | Enhance community services to enhance quality of life of society |
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| Objective 9 | Encourage participation in different social and volunteer services |
| Objective 10 | Conduct different community partnerships |

4. Faculty and Staff

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| Goal (4) | Manage recruiting and retaining high quality faculty and staff to improve the overall performance of the college. |
| Objective 11 | Recruit distinctive, diverse faculty and staff to enhance the work environment |
| Objective 12 | Promote intellectual and professional development of faculty and staff, and focusing on effective communications, critical thinking, and expanding key business disciplines. |

5. Environment

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| Goal (5) | Build attractive environment |
| Objective 13 | Achieve efficiency and effectiveness through technology |

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| Objective 14 | Review and update internal procedures to comply with local and international guides |
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6. Investment and Revenue

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| Goal (6) | Maintain income sustainability through different sources |
| Objective 15 | Create diversity of revenue sources from college programs and services |