جامعة الأمير سلطان
PRINCE SULTAN
U N I V E R S I T Y
PSU-1998

CAD
STRATEGIC PLAN 01

CAD | كلية العمارة والتصميم
COLLEGE OF ARCHITECTURE AND DESIGN

2021-2023

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ABOUT COLLEGE OF ARCHITECTURE AND DESIGN (CAD)

The College of Architecture and Design (CAD) at PSU consists of two academic programs: Department of Architecture and Department of Interior Design

The two departments target female students and are designed to graduate qualified and competent architects and designers for the local, regional and international job markets. The college is known for its forward-thinking faculty, market connections and collaboration opportunities. It has crafted a dynamic strategic plan designed to deliver quality programs that reflect excellence and leadership in higher education in Saudi Arabia and the region.

The content and structure of the programs are comparable to those offered by leading universities in the region and worldwide. In addition, the programs are designed in accordance with international standards. The Architecture and Interior Design programs offers a Bachelor of Science degree in their respective fields after successful completion of the respective curricula requirements of 138 credit hours. Duration of study for both programs is four years in addition to the preparatory year program. Lastly, these programs are guided by the following vision and mission of the College of Architecture and design.

CAD كلية العمارة والتصميم
COLLEGE OF ARCHITECTURE AND DESIGN

CAD VISION

The College of Architecture and Design aspires to be the leading institute in the region that provides education, practice, and research towards community advancement, innovation, culture continuity, and sustainability.

CAD
MISSION

The College of Architecture and Design aims to graduate professional designers and architects who will enrich the community through the use of technology innovation and fostering creativity. The college aspires to raise the sense of environmental and community responsibility, and foster research and evidence-based design.

DEAN'S MESSAGE

It gives me a great pleasure to welcome you to the College of Architecture and Design. The College of Architecture and Design is a new addition to the reputable colleges at Prince Sultan University. Although the college is established recently, the interior design program was established in 2003 under the College of Women back then. The Architecture program was established in 2011 under the College of Engineering. Due to the growth in number of students and staff, the College of Architecture and Design is established to house the current and future programs. The Architecture and Design has distinguished faculty members recruited to deliver state of the art and contemporary subject and cutting edge technologies. The diverse faculty members in the college bring different and wide prospective to architecture and design fields. The curriculum of Architecture and Interior Design programs consists of 138 credits hours and awarding the Bachelor of Science degree in their respected field. As part of PSU commitments to "Excellence in Higher Education", the curriculum of the college's programs were design in accordance to the international standard and benchmarked to hallmark universities. The university is committed to internationalize the program and allow students to enroll in study abroad program to enhance student experience.

PSU has equipped the college with state of the art computer and fabrication labs to promote the student journey throughout their studies. Due to the nature of the architecture and design programs, the university has established the Fabrication Laboratory (Fab Lab) in which students develop hands on training in model making. Students are trained to design and 3D printing for their study need. PSU is focus on increasing the exposure of its students and participate in local and international competitions The college pays great interest in serving the community as part of its mission. College's programs participate with the community by conducting scientific research and applied projects. Community activities aim in serving the public with solutions that meet their ambitions and desire. As part of continuous life learning, the college invites prominent academics and practitioners to deliver public presentations and hold specialized workshops. Final exam committees are usually include practitioners from the field to have their evaluation and input regarding the design projects.

Dr. Abdulhakim A. Almajid
Acting Dean, College of Architecture and Design

VALUES
WE ARE

Capable:
We provide quality education across CAD programs by highly qualified faculty and staff to graduate capable architects and designers who are the best in the workplace.

Professional:
We prepare graduates for employment in entry-level positions in the architectural and design professions.

Innovative:
We ensure a dynamic learning environment that encourages innovation and creativity among CAD students, faculty, staff, and the external community.

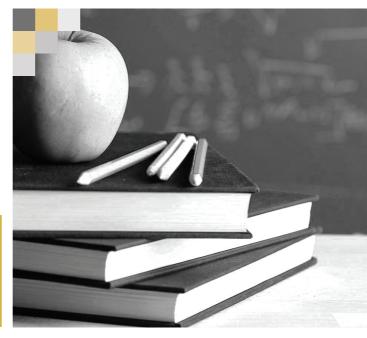## Responsible:
We encourage students to create designs that are inclusive, safe, resilient, and sustainable to combat climate change and its effects.

Inspired:
We create a vibrant, creative, and interactive research community that produces projects that are worthy of being implemented in the national industry.

STRATEGIC THEME

1

EDUCATIONAL EXCELLENCE

1 EDUCATIONAL EXCELLENCE

Goal 1
ENHANCE THE QUALITY OF FACULTY IN STRATEGICALLY IMPORTANT ARCHITECTURAL AND DESIGN AREAS.

OBJECTIVE 1:
To strengthen the recruitment and retention of highly valued faculty members

KPI: Proportion of faculty members with doctoral qualifications

Actual **55**% Target **72**%

OBJECTIVE 2:
To increase the number of courses/minors with multidisciplinary components

KPI: Proportion of multidisciplinary courses offered by each college

Actual **7** Courses Target **10** Courses

1 EDUCATIONAL EXCELLENCE

Goal 2
PROMOTE EDUCATIONAL EXCELLENCE (ENHANCE EFFECTIVE TEACHING AND LEARNING PEDAGOGY)

OBJECTIVE 1:

To incorporate blended learning and 21st Century skills in teaching and learning pedagogy

KPI: Students› evaluation of the quality of the courses

Actual **80**%   Target **82**%

OBJECTIVE 2:

To enhance students' experiential and life-long learning skills

KPI: Student evaluation of academic and career counseling

Actual **83**%   Target **90**%

OBJECTIVE 3:

To continue implementing sustainability and green curriculum

KPI: The number of curricula advancement initiatives in a program.

Actual **10** Courses   Target **200** Courses

1 EDUCATIONAL EXCELLENCE

Goal 3
DEVELOP A WIDER VARIETY OF LEARNING STRATEGIES AND TOOLS FOR STUDENTS

OBJECTIVE 1:

To increase students' satisfaction of recentness and usefulness of technology used for teaching and learning purposed

KPI: Stakeholders (faculty and students) satisfaction of recentness and usefulness of technology used for teaching and learning purposed

Actual **80**%   Target **85**%

OBJECTIVE 2:

To strengthen the educational impact of international opportunities (PSA, Summer Trip, conferences, competitions, and experiences for students.

KPI: Number of students in a college that participate in national and international educational opportunities in a year

Actual **1** student   Target **5** students

1 EDUCATIONAL EXCELLENCE

Goal 4
EXPAND STUDENT PARTICIPATION IN EXTRACURRICULAR AND CO-CURRICULAR ACTIVITIES

OBJECTIVE 1:
To encourage students' participation in extracurricular activities and sustainability activities

OBJECTIVE 2:
To encourage students' participation in co-curricular activities

KPI: Proportion of students involved in extracurricular and co-cuticular activities

Actual **40**%   Target **50**%

2

MANAGEMENT, GOVERNANCE AND QUALITY ASSURANCE

2 MANAGEMENT, GOVERNANCE AND QUALITY ASSURANCE

Goal 1
ENHANCE QUALITY CULTURE AND GOVERNANCE
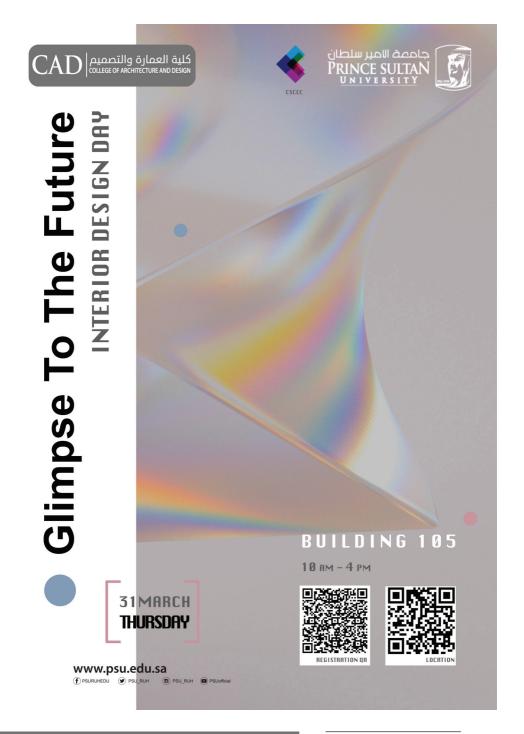
OBJECTIVE 1:

To strengthen the implementation of CAD Quality Management System (QMS)

KPI: Percentage of achieved indicators of the program operational plan.

Actual **50**%   Target **75**%

CAD | كلية العمارة والتصميم
COLLEGE OF ARCHITECTURE AND DESIGN

CSCEC

جامعة الأمير سلطان
PRINCE SULTAN
UNIVERSITY

Glimpse To The Future
INTERIOR DESIGN DAY

BUILDING 105

10 AM – 4 PM

31 MARCH
THURSDAY

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PSURUHEDU   PSU_RUH   PSU_RUH   PSUofficial

REGISTRATION QR

LOCATION

3

PROFESSIONAL DEVELOPMENT

3 PROFESSIONAL DEVELOPMENT

Goal 1
PROVIDE A VARIETY OF PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR FACULTY AND STAFF

OBJECTIVE 1:
To have memberships of professional societies and encourage.

KPI: The proportion of faculty members that have an internationally renowned professional certificate or joined a professional society related to their field, from the total number of faculty in a college.

Actual **100**% Target **100**%

OBJECTIVE 2:
To encourage faculty to be involved in PD activities.

KPI: Proportion of faculty members in a college that are participating in professional development activities during the past year

Actual **100**% Target **100**%

4

OUTREACH, MARKETING AND PARTNERSHIPS

4 OUTREACH, MARKETING AND PARTNERSHIPS

Goal 1
DEVELOP AND IMPROVE CAD COMMUNITY SERVICE AND CONTINUING EDUCATION PROGRAMS AND INITIATIVES

OBJECTIVE 1:
To increase marketing outreach and community activities of the college

KPI: No of marketing outreach activities

Actual **10**   Target **15**

OBJECTIVE 2:
To expand community services

KPI: Satisfaction of beneficiaries with the community services
Actual 80%   Target 90%

Actual **80**%   Target **90**%

4 OUTREACH, MARKETING AND PARTNERSHIPS

Goal 2
PROMOTE PSU NATIONALLY AND INTERNATIONALLY

OBJECTIVE 1:

To promote all PSU programs

KPI: The number of marketing activities and event promoting different PSU programs

Actual **13**   Target **15**

4 OUTREACH, MARKETING AND PARTNERSHIPS

Goal 3
OPTIMIZE PSU'S ROLE IN NATIONAL AND INTERNATIONAL PARTNERSHIPS WITH KEY STAKEHOLDERS

OBJECTIVE 1:

To increase the Number of relationships developed with stakeholders in the community

KPI: The number of active/ new MOU agreements in a year

Actual **2**　　Target **3**

STRATEGIC
THEME

5

WIDE-RANGING TECHNOLOGIES AND EXPANDING RESOURCES AND FACILITIES

5 WIDE-RANGING TECHNOLOGIES AND EXPANDING RESOURCES AND FACILITIES

Goal 1
TO IMPLEMENT INNOVATIVE AND EFFECTIVE TECHNOLOGIES TO ADVANCE ACADEMIC PERFORMANCE

OBJECTIVE 1:

To continue implementing a technological ecosystem to enhance teaching and learning

KPI: Satisfaction of beneficiaries with the learning resources in a year

Actual **80**%   Target **85**%

ECONOMIC SUSTAINABILITY

6 ECONOMIC SUSTAINABILITY

Goal 1
MAINTAIN AND ENHANCE OVERALL FINANCIAL STRENGTH

OBJECTIVE 1:
To increase the number of students
KPI: Percentage increase in the number of students

Actual **7.5**% Target **10**%

STRATEGIC
THEME

7

RESEARCH AND INITIATIVES

7 RESEARCH AND INITIATIVES

Goal 1
ESTABLISH AN EFFECTIVE RESEARCH INFRASTRUCTURE

OBJECTIVE 1:

To expand research facilities and resources

KPI: The average of stakeholders satisfaction rating of research facilities, resources and services in a year.

Actual **80**%   Target **85**%

7 RESEARCH AND INITIATIVES

Goal 2
PLAY A LARGER ROLE IN THE ADVANCEMENT OF RESEARCH

OBJECTIVE 1:
To enhance the quality, quantity and impact of research
KPI: Percentage of publications of faculty members

Actual **1.25** Target **1.5**

OBJECTIVE 2:
To strengthen research collaboration nationally and internationally
KPI: Proportion of collaborative research publications to overall publications per year (either within the college or from another college)

Actual **4** Target **5**

OBJECTIVE 3:
Promote the involvement of undergraduate and postgraduate students in research
KPI: Number of courses per program with a research or project component.

Actual **9** Target **12**

7 RESEARCH AND INITIATIVES

Goal 3

CONTRIBUTE TO THE SOCIO-ECOLOGICAL ECONOMICS DEVELOPMENT OF THE KINGDOM OF SAUDI ARABIA THROUGH RESEARCH AND INNOVATION

OBJECTIVE 1:

To contribute to the Saudi Arabia Vision 2030 through PSU research activities

KPI: Proportion of research or consultation projects aligned with Vision 2030

Actual **95**% Target **100**%

OBJECTIVE 2:

To attract funding opportunities that support innovative ideas and research

KPI: The proportion of research conducted by PSU member that is funded externally.

Actual **1** Target **3**