



كلية الاتصال  
COLLEGE OF COMMUNICATION

# Strategic Plan

## Media Industry Relations

College of Communication  
University of Sharjah, U.A.E



## Table of Contents

<b>1. INTRODUCTION AND BACKGROUND .....</b>	<b>3</b>
<b>2. AIMS AND OBJECTIVES: .....</b>	<b>4</b>
OBJECTIVES: .....	4
<b>3. GENERAL APPROACH .....</b>	<b>5</b>
<b>4. INTRA-ORGANIZATIONAL APPROACH: .....</b>	<b>5</b>
<b>5. ACTIONS AND PROGRAMS: .....</b>	<b>6</b>
<b>REFERENCES .....</b>	<b>7</b>

## 1. Introduction and background

One of the key functions of the College of Communication at the University of Sharjah in the U.A.E. is to build capabilities in the country that can help the wellbeing and the overall economic and social progress of the Emirati society. In so doing, the College has the responsibility of delivering knowledge and skills to its students as well as generating knowledge by means of research that can enhance society as a whole.

In order to be able to deliver both, the College needs to prioritize its relationship with the media industry, government and other stakeholders in order to foster a set of networks that can underpin better teaching practices, a sound curriculum and enhance the employability of its students.

In this sense, this document seeks to present a comprehensive strategy that can help the College and the University of Sharjah as a whole further its relationship with the industry, the government and other stakeholders in society that receive our graduates in their organizations and benefit from our research. Consequently, this strategy sets the broad lines, parameters and direction for the actions and approaches that need to be taken in order to achieve the aims and objectives of the College in this respect.

Traditional industry-academic partnerships present a variety of successful examples of collaboration. These includes, corporate internships, work-study programs, curriculum advisory boards, guest lectureships and capstone courses, scholarships, research funding, problem-solving based curriculum applied to case study, executive and professional education, among others (Roberts & Design, 2007; Webster, 1994). The central point of this success is the ability not only to spot opportunities for collaboration but making sure that these exchanges create mutual benefits (Mandviwalla et al., 2015).

Consequently, the College's 'Media Industry and Stakeholder Exchange Strategy' requires us to look holistically at the nature and function of the relationship we establish with the broader society.

## 2. Aims and Objectives:

Overall, the general aim of this strategy is to strengthen existing while creating new permanent links between stakeholders and the College. The idea is that these links produce significant actions and contributions that foster inter-institutional collaboration and exchanges. In so doing, the College seeks to build a substantial amount of social capital that can enhance its position in the community and help channel resources towards more research, better teaching and further the capabilities of its students in terms of employment, innovation and entrepreneurship.

### Objectives:

- To develop a significant number of collaborative relations between private industry, government, Third Sector and the College of Communication.
- To develop partnerships with the private industry, government sector and Third Sector at both national and international level.
- To support the capture of resources towards a Collaborative Doctoral Award fund in which our stakeholders provide scholarships for PhD candidates exploring areas and issues relating to the industry.
- To support the capture of external resources from the government, private sector and third sector organizations that can support the organization of conferences, symposiums and events.
- To help develop international and national networks that help the College capture grants underpin research in the College.
- To develop a comprehensive network of international and national organizations in which undergraduate and postgraduate students can undertake internships.
- To help develop international and national networks that help the College capture donations that can help modernize, improve and transform the production and teaching facilities in the College.

- To create a network with foreign Embassies in the U.A.E. to have a comprehensive database of opportunities such as scholarships and exchange programs so our graduates can apply.

### **3. General Approach**

The overall approach should be one of creating a hierarchy of priorities for the College of Communication in relation to the direction of its relationship with its stakeholders. This include the fallowing action points:

- 1) To develop a set of priorities and action points every academic year.
- 2) Generating a Database with existing relationship with the media industry, government institutions and Third Sector organization both in the U.A.E. and abroad.
- 3) Using the University of Sharjah's existing MoU with the industry and government to further actions towards the aims and objectives of the College.
- 4) To engage with the College's Advisory Board in order to facilitate access to other stakeholders.

### **4. Intra-organizational Approach:**

Given that the strategy addresses both national and international collaborations and given the fact that within the University of Sharjah there are several instances that deal with the variety of stakeholders, there is the need to engage from the start with a set of actors and offices in the institutions. These include:

1. Coordinating with the International Coordinator of the College to make sure that he/she centers on academic collaboration and networks (teaching and research), which is based on networking with other

universities and academic organizations abroad while the Coordinator for Media Industry and Executive Education centers upon relationships with the private industry, government and Third Sector.

2. Linking with the office of the Vice Chancellor for Community Affairs.
3. Identifying all centers and resources that facilitate collaboration with the media industry or underscores students engaging with entrepreneurship and innovation within the UoS.

## **5. Actions and programs:**

5.1 Designating a Coordinator for Industry Engagement and Executive Education.

5.2 Establishing a MSc in Media Entrepreneurship and Digital Innovation in conjunction with the College of Business and the University of Barcelona and in partnership with Sharjah Media City.

5.3 Enhancing the engagement and participation of the private sector, government and Third Sector in the Graduate Exhibition. This will take place in 2023 in Expo Sharjah and will include joint projects between students of the College of Communication and the College of Fine Arts and Design.

5.4 Developing a program of visits to media industries, third sector organizations and other organizations across the U.A.E. in order to secure new partners and new places for students' internships.

### **Coordinator:**

The coordinator of this area will be responsible to implementing this strategy with the support of all the Faculty and staff. The coordinator will report to the Student Success Committee. He/she will serve a period of three (3) years and will be appointed by the Dean.

## References

- Mandviwalla, M., Fadem, B., Goul, M., George, J. F., & Hale, D. P. (2015). Achieving Academic-Industry Collaboration with Departmental Advisory Boards. *MIS Quarterly Executive*, 14(1).
- Roberts, J., & Design, C. E. (2007). The future of academic-industry collaboration. *International Association of Societies of Design Research*, 1–17.
- Webster, A. (1994). International evaluation of academic-industry relations: Contexts and analysis. *Science and Public Policy*, 21(2), 72–78.