



Sustainable Development Goals



Quality Education

4 QUALITY EDUCATION



Access to education can enhance quality of life and prepare future leaders who will find solutions to global challenges. Providing education to children in technical, vocational, and entrepreneurial skills will serve as a foundation for sustainable development through scholarships and educational facilities, as well as eliminating gender disparities in access to education.

Quality Education

College of Administrative Technologies

The Department of Business Administration Techniques at Alnoor University organized a panel discussion titled “Marketing Agility in Enhancing Marketing Creativity,” attended by Professor Muwaffaq Al-Saydia, Dean of the College of Administrative Technologies. The session was moderated by Assistant Professor Dr. Sultan Abdul Rahman Fathi, while its scientific themes were presented by Professor Dr. Mohammed Abdul Rahman and Assistant Lecturer Saja Nashwan. The speakers addressed the concept of marketing agility and its importance in enabling organizations to respond swiftly to market changes, as well as its role in developing flexible marketing strategies capable of achieving sustainable competitive advantage. The discussion also featured practical models and mechanisms for utilizing modern analytical tools and digital technologies to support marketing decision-making, in addition to exploring ways to foster creative thinking among department students and link it to real-world practice. The event witnessed notable engagement from attendees, reflecting the college’s commitment to supporting scientific activities that keep pace with the rapidly evolving business environment.

