



GERMAN JORDANIAN UNIVERSITY

STRATEGIC PLAN 2025-2027



“Building Our Human Capacities and
Developing the Educational Process
as the Core of National Revival”

**HIS MAJESTY
KING ABDULLAH II**



**HIS ROYAL HIGHNESS
CROWN PRINCE AL-HUSSEIN
BIN ABDULLAH II**

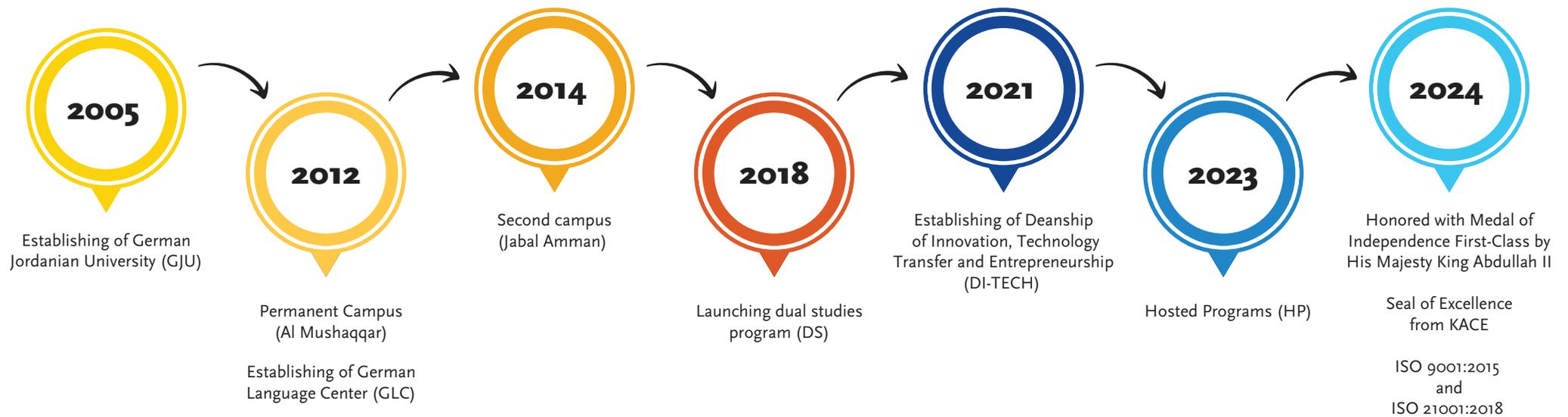


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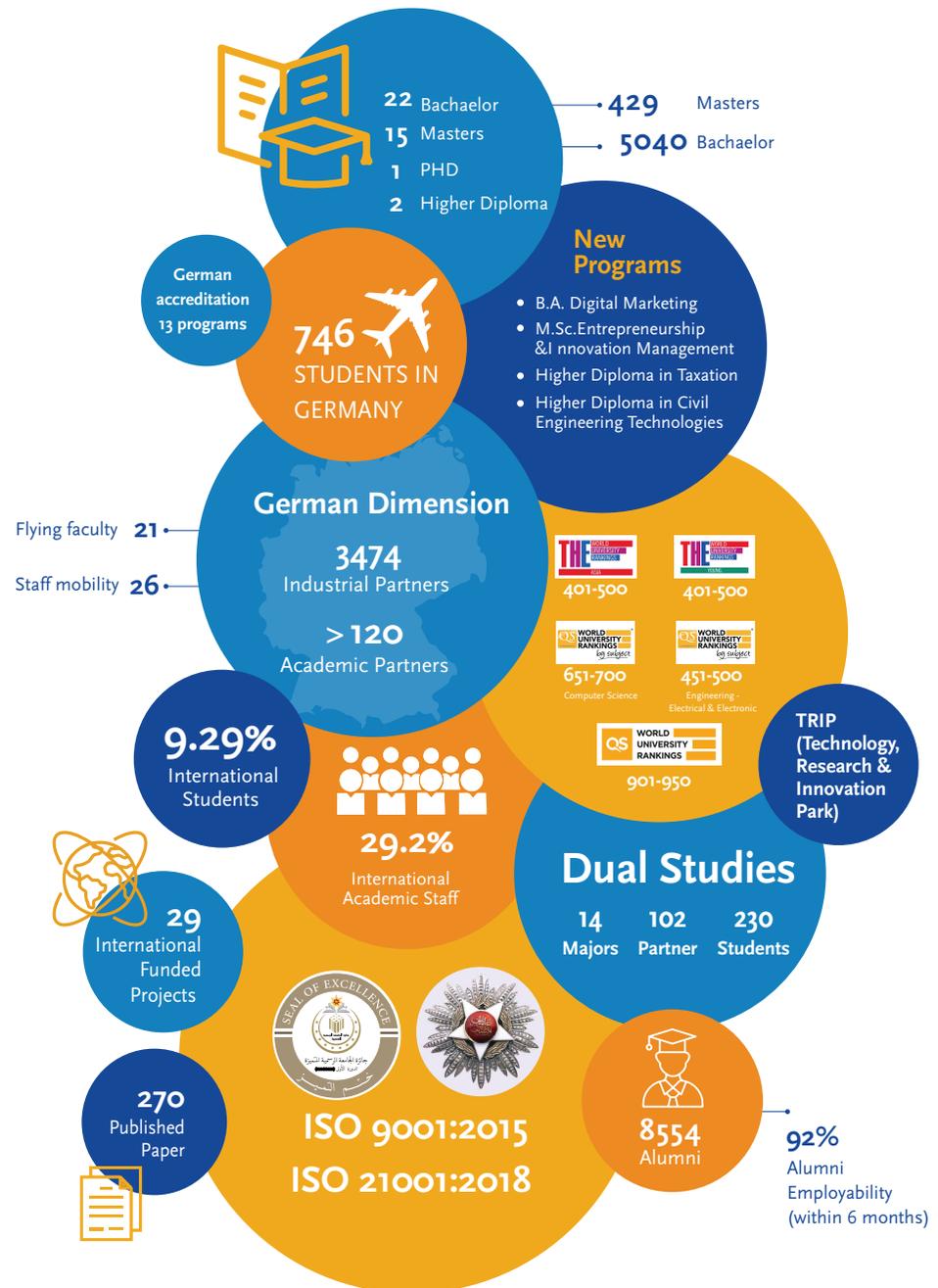


IMPORTANT STAGES IN THE HISTORY OF THE UNIVERSITY





2024 ACHIEVEMENTS





THE ENTITIES WITHIN GJU

0.1 Schools



Business School (BS)



School of Applied Humanities and Social Sciences (SAHSS)



School of Applied Medical Sciences (SAMS)



School of Architecture and Built Environment (SABE)



School of Nursing (SN)



School of Electrical Engineering and Information Technology (SEEIT)



School of Natural Resources Engineering and Management (SNREM)



School of Applied Technical Sciences (SATS)

0.2 Campuses



Mushaqar | Main campus



Jabal Amman

0.3 Deanships



Deanship of Graduate Studies (DGS)



Deanship of Scientific Research (DSR)



Deanship of Student Affairs (DSA)



Deanship of Innovation, Technology Transfer and Entrepreneurship (DI-TECH)



German Language Center (GLC)

0.4 Academic centers

0.5 Transnational Study Programs



Hosted Programs with THWS

0.6 Departments and offices



Accreditation and Quality Assurance Department (AQAD)



Admission and Registration Department (ARD)



Internal Audit and control Department (IACD)



Campus Development and Sustainability department (CDSD)



Finance Department (FD)



Support Service Department (SSD)



Human Resources Department (HRD)

o.6 Departments and offices



International Project Office (IPO)



Library Department (LD)



Presidency and Council's Affairs Department (PCAD)



Public Relations and marketing Department (PRMD)



Supply and Inventory Management department (SIMD)



International Affairs Department (IAD)

o.7 Centers



Center for e-learning & Academic performance Improvement (CeLAPI)



Natural and Cultural Heritage Center (NCHC)

0.7 Centers



Consultation and Training Center (CTC)



Information Systems and Technology Center (ISTC)



Road Safety Center for Excellence (RSCE)



Vision Rehabilitation Center (VRC)



Legal Consultant Office (LCO)



METHODOLOGY FOR DEVELOPING THE STRATEGIC PLAN

Preparation and implementation of the strategic plan

01 Strategic Plan Committee

Formation of the Strategic Plan Committee at the university level to prepare and follow up the strategic plan

02 Strategic analysis of the current situation

Review and evaluate the performance rates in the current strategic plan 2022-2024

Internal and External Environment Analysis
SOWT and PESTEL

Benchmarking

03 Strategic Direction

Vision

Mission

Core values

Key performance indicators (KPI's)

Strategic plan's pillars

Strategic Objectives

Operational Objectives

Initiatives

Performance indicators

04 Implementation and follow-up of the strategic plan

Preparing an annual action plan for the university and action plans at the level of each entity at the university.

Follow up and measure the performance annually and build correction plan based on the performance results.



CURRENT STRATEGIC PLAN (2022-2024)

First Pillar

Provide Applied Education to Students

5 Operational objectives
18 Initiatives
41 Performance indicators

Second Pillar

Nurture Research, Innovation and Entrepreneurship Culture and develop quality research outputs

4 Operational objectives
15 Initiatives
37 Performance indicators

Third Pillar

Develop Technical, Multilingual and Multicultural Professionals who are Capable of Contributing to the Global Competitive Market

3 Operational objectives
13 Initiatives
30 Performance indicators

Fourth Pillar

Support community engagement and attain positive relationship with university society and stakeholders

4 Operational objectives
9 Initiatives
22 Performance indicators

Fifth Pillar

Achieve Excellence in Administrative Performance towards Sustainable

8 Operational objectives
24 Initiatives
50 Performance indicators

ACTION PLAN IN 2022 = 74%
RATIO FROM STRATEGIC PLAN = 37%

ACTION PLAN IN 2023 = 82%
RATIO FROM STRATEGIC PLAN = 41%

ACTION PLAN IN 2024
(SEMI ANNUAL) = 44.6%



SWOT ANALYSIS

Strengths

- Dual Studies
- Industrial professors
- Location and role in Jabal Amman
- Professional individual skills
- High-quality education and training, the curriculum is well-designed, comprehensive, and up-to-date, aligning with international standards, The hired academic staff is well-qualified and experienced
- Diversity (Staff, students, etc.), German year, external research collaboration
- Partnerships
- Reputation in Jordan
- Access to German Industry
- Hosted programs
- Joint programs
- German year
- High academic competency
- Applied Education approach
- Inhouse and customizable student information system
- Safe Student Environment
- Flexible admission policy
- Employment rate of graduates

Weaknesses

- Location away from Madaba logistics
- Marketing
- EPR system
- Alumni network
- Lack of international staff ratio
- Lack of international student ratio
- Lack of interdisciplinarity
- Low of faculty involvement with the industry
- Lack of technical skills
- German Language difficulty
- Lack of transportation and services
- Absence of marketing and promotion
- Alumni network
- High cost
- Bureaucracy
- Lack of motivation in work environment
- Long programs
- Limited revenue streams

Opportunities

- German Year
- Interdisciplinary collaboration with local and international Industrial and professional entities
- Technological integration
- Globalization
- High demand for GJU SN graduates
- Supportive management
- Utilization of EU funding schemes
- Engagement of faculty in quality research activities
- Capitalize on sustainability concepts
- New programs (Medicine).
- Investment.

Threats (challenges)

- Economic situation
- Political instability
- Competitive universities
- Cost of studies
- Funding cuts
- Declining enrollment
- Technological disruption
- Slow Bureaucratic procedures
- Lack of motivating work environment
- Lack of transparency
- Lack of a comprehensive E-system for the whole university (especially registration)
- Poor Alumina association
- Limited research output
- Lengthy regulation and legislations (Tenders and supply for example) and changing governmental laws in Germany in addition to changes in the regulations /requirements of host universities and scholarship/call criteria.
- Poor food quality and supply
- Public Perception and stereotyping
- Securing financial cost



PESTEL ANALYSIS

Political

- Political stability
- Good International relations and diplomatic

Economic

- Ability to attract funding
- Employment rate

Social

- Societal attitudes towards education

Technological

- The e-learning revolution
- Challenge of artificial intelligence

Environmental

- Climate change
- Sustainability initiatives and green practices

Legal

- Supporting government legislation and policies



STAKEHOLDERS MATRIX

High

- Jordanian Government (Ministries, Commissions, Municipalities)
- German Federal Ministry of Education and Research
- German Accreditation Council
- Audit Bureau
- Royal Medical Services
- Jordan Nurses and Midwives Council
- Public Service and Administration Commission
- Training centers
- International project donors (EU, GIZ, etc)
- Suppliers

Keep Satisfied Strategy

- Magdeburg University (project office)
- DAAD
- Staff (academics and administrators)
- Graduates
- Local Community
- The Industrial and Commercial Sector in Jordan + Private hospitals
- Students
- German partner universities
- Industrial sector and hospital in Germany

Actively engaged Strategy (Key players)

Influence/ Power

- Goethe-Institute
- Electricity Company
- Professional unions
- British Council
- Public Security Directorate
- Royal Academy of Arts
- Royal Academy of Engineering
- Greater Amman Municipality
- Jordanian Armed Forces/Jordan partner universities

Monitor Strategy (Minimal effort)

- Media
- Embassies and culture attachés in Jordan
- Jordanian Nursing Council

Keep informed Strategy

Low

Low

Interest / Availability

High



BENCHMARKING

Comparison type:

Specialization | Research output | Facilities
 No. of international staff | International Collaboration
 Employability rate | Other

Local Universities

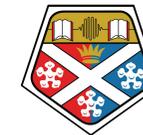


جامعة سمية
 Princess Sumaya
 University for Technology
 للتكنولوجيا

Regional Universities



International Universities



University of
Strathclyde
Glasgow



STRATEGIC PLAN REFERENCES

Vision for Economic Modernization



King Abdullah Center for Excellence



The Prime Minister's High Commissioning Letter for 2024



GJU Strategic plan 2022-2024



The Prime Minister's High Commissioning Letter for 2024



National Strategy for Human Resources Development 2016-2025 Higher Education Sector



Ministry of Higher Education and Scientific Research's Strategic plan



Jordan National Qualifications Framework



Accreditation and Quality Assurance Commission for Higher Education Institutions



Jordanian Universities Network





VISION

Inspiring innovation through applied education



MISSION

Providing applied education and scientific research to promote entrepreneurship and sustainable development through industrial engagement with local, German and global partnerships.



CORE VALUES:

Diversity, Equity and Inclusion: Embracing and celebrating differences, ensuring equal opportunities and a welcoming environment for all

Innovation and Entrepreneurial spirit: Embodying the commitment to creativity, forward thinking, and the continuous pursuit of groundbreaking solutions to address the challenges of today and tomorrow

Sustainability: Committing to ensuring the wellbeing of current and future generations through practices that promote environmental stewardship and social responsibility.

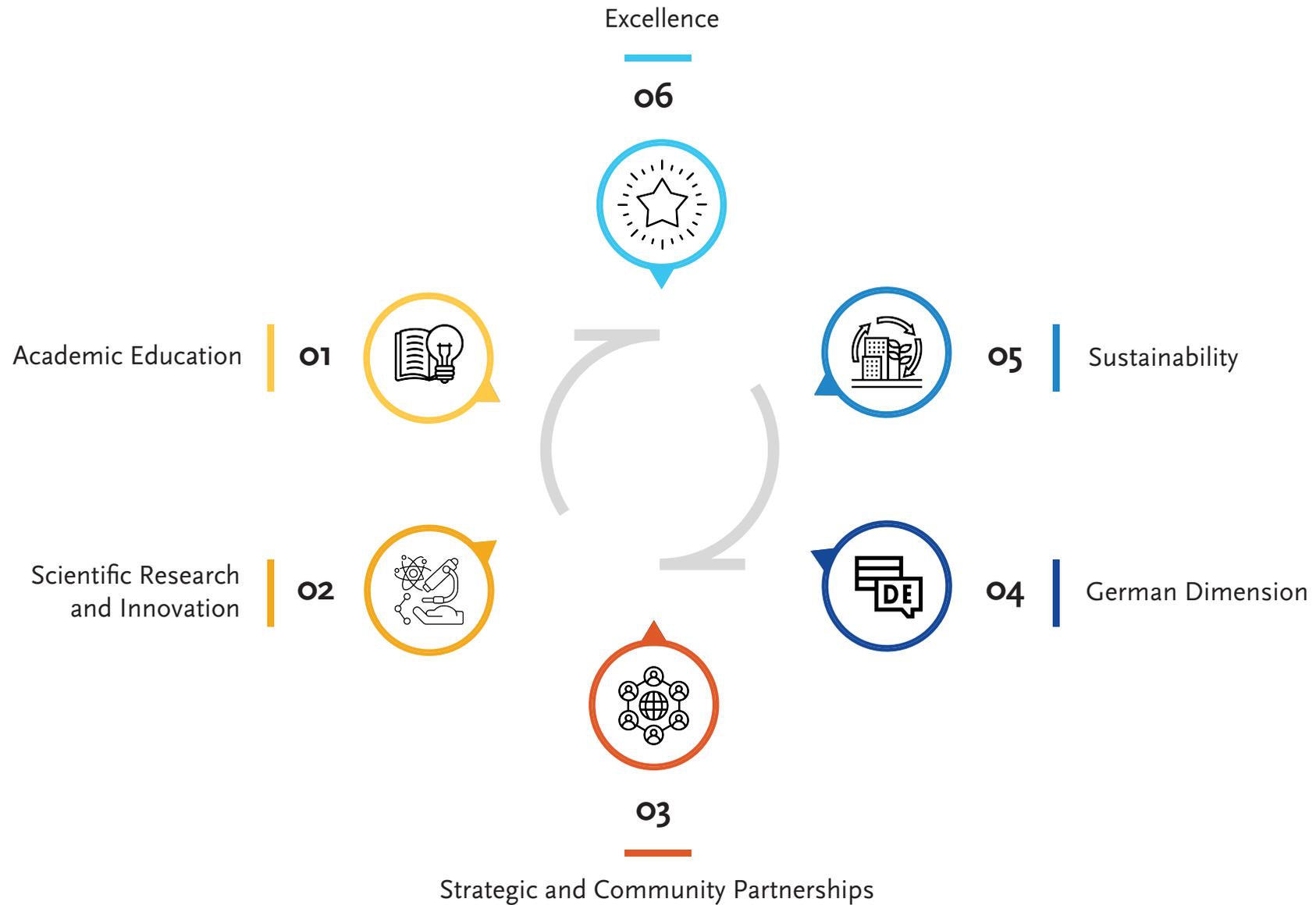
Loyalty and engagement: fostering strong connections, mutual respect, and active participation among faculty, staff, students, alumni, and the wider community, creating a vibrant and supportive academic ecosystem.

Determined and Ambitious: Embracing challenges, taking smart risks and fearlessly pursuing growth through inspiring people to be proactive and visionary in achieving success, all while staying true to our values of integrity and ethics.

Dedication: Acting with devotion and passion in all that we do, to strive for excellence and make a meaningful impact in our academic and community and beyond.



STRATEGIC PRIORITIES FOR GJU:





GJU'S STRATEGIC OBJECTIVES

- 1) Enhancing applied education, research and innovation
- 2) Strengthening the German Dimension and promoting Internationalization
- 3) Improving students' experience, campus facilities, and extracurricular opportunities
- 4) Environmental responsibility and sustainable practices
- 5) Governance of Organizational Excellence and Continuous Improvement
- 6) Developing and enhancing the efficiency of human resources