

Capacity Building

The University of Nizwa Entrepreneur Center (UONEC) has contributed in developing the capabilities of entrepreneurship for students as well to employees and other stakeholders in the community, through mentoring, training, workshops and incubations program.

Entrepreneurial Activities

In order to promote the culture of entrepreneurship at the UoN campus, and to encourage our students to be self-employed in the future after graduating, the UONEC has organized several entrepreneurial activities. Table (1) shows the number of guest speakers and the number of students who have attended and benefited from these activities during the year 2020-2021. During this year there were 24 guest speakers invited for students who are studying the MNGT100L and all of those guest are coming from the industry and most of them are entrepreneurs and have successful story.

Table (1) : Guest speakers conducted for MNGT100L course students

Activity	Number
Guest speakers invited under the Successful Story Program	24
Number of students beneficiaries	1,224



Furthermore, the UoNEC during the year 2020 – 2021 has organized and participated in a variety activities related to the entrepreneurship. The total number of beneficiaries from students and staff were more than 5163 during academic year 2020-2021. Table (2) shows the total number of activities conducted in each category.

Table (2) : Activities conducted by the UoNEC during 2020-2021

Entrepreneurial Activities Category	Total Number
Workshops / seminars	25
Exhibitions	1
Field visits	1
Conferences	5
Competitions	3
Meeting with entrepreneur	24
Incubators	2
Consultations directed to students	20
Ongoing funded research project	2
Research Working papers & Proposals	5
International collaborations	2
beneficiaries from the Center Activities	5163

The Global Entrepreneurship Week

Every year the UoNEC celebrated with the World for the Global Entrepreneurship Week. In 2020 – 2021 , under the patronage of the Prof .Ahmed AL Rawahi , UoN Chancellor, there were a variety of activities, workshops, and seminars conducting for this regard. For instance, there was a presentation for the successful stories of students' enterprises projects, lunch of two students' startups, and students products online exhibition. For the first time, the UoNEC has organized the Pitch Investment Event with the collaboration of the Makers Oman Center at the Innovation Park Muscat. Students were presented there innovative idea in less than five minutes in front of the investors and judgment committee. A summary of all activities and number of attendees for all the activities during the entire week are presented in Table (1). More than 900 participants were participated or attending these activities during this week.



Table (1) : Summary of Global Entrepreneurship week activities (Dec 2020)

No	Activity	Number of attendees
1	Opening day	209
2	Pitch Investment Event (Idea Presentation)	153
3	Feasibility study workshop	64
4	Workshop for Omani women Entrepreneurs (for public)	220
5	Basic of Entrepreneurship workshops for school students	114

6	Meeting with Successful Entrepreneur	72
7	Artificial Intelligence Application workshop	102
Total		934

Field visits

The Entrepreneurship Center is organizing every semester field visits to different SMEs , in order for students to get acquainted closely with the nature of entrepreneurs activities and to gain different skills about how to establish a business when they are graduating.



Exhibitions and external events

The Entrepreneurship Center is engaged to participate in various exhibitions locally and internationally related to entrepreneurship, it also encourage students to participate in business idea competitions and other competitions, which is related to innovation and entrepreneurship.



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Mentorship Program (Entrepreneurship Clinic)

The Entrepreneurship Clinic is an initiative by the Entrepreneurship Center during the Global Entrepreneurship Week 2020. This initiative is dedicated to a potential entrepreneurs from the University of Nizwa students to provide them a range of solutions and consultations, where the role of the center will be to provide advisory, awareness, consultation and mentorship. The clinic is targeting entrepreneurs, owners of start-ups and SMEs by receiving their inquiries and transferring them to specialists who can respond to their enquires via e-mail or Phone.

Target group:

University students who studying Entrepreneurship

University students who want to start their own business

Students who own enterprise and want to develop them

Business Incubations Unit

As of this century, there has become a growing consensus regarding the great role that entrepreneurs play in developing the local economy, alleviating unemployment and creating renewable job opportunities. And with regards to developing a culture of self-employment, the University of Nizwa has established the Entrepreneurship Center during the UON Cultural Week 21-22 with the aim of incubating entrepreneurs among university students and harnessing all the capabilities available in order to empower the students to face the jobs market after graduation.

Definition of incubation

Business incubators are an enabling environment for emerging companies (students) to grow through providing a common work space for these companies, guidance, and training and acquiring basic skills such as management, marketing, and the

search for financing services. It also provides a shared space, offices and basic services such as internet and electricity.

The need of Business Incubations Unit at the University of Nizwa

Al Dakhiliyah Governorate is witnessing a significant development in several fields of industries and services provided by a number of institutions. The incubator program at the university is considered supportive of such start-ups that plan to invest in Al Dakhiliyah Governorate, especially in the fields of food industries, manufacturing, mining, construction and technology. The university provides many scientific laboratories, an academic and research work environment, as well as a trained cadre, which will support the establishment of such companies that will provide an added value to the gross domestic product. The UON is planning to be a hub for inventors, talents and entrepreneurs who want to develop their business idea through the Business Incubation Units. The SMEs Authority Development is also keen to make the university a business incubator at the governorate level, given the pioneering role that the university plays in this field.

Objectives:

- 1- Contributing to qualifying the University of Nizwa graduate to become distinguished with creativity and leadership along with the skills of entrepreneurs;
- 2- Boosting students' creativity and embracing new and applicable ideas;
- 3- Encouraging the positive attitude of university students of both genders towards self-employment;
- 4- Creating a spirit of creativity and competition among university students through the support provided by the university to entrepreneurs;
- 5- Contributing to the preparation of generations of entrepreneurs who are able to establish and manage pioneering projects competently;
- 6- Benefiting from the expertise of universities and centers around the world in the field of entrepreneurship.

Target groups:

- Entrepreneurial students who want to start a business
- University graduates
- Investors from Al Dakhiliyah Governorate
- Other categories transferred from government institutions

Services provided by the Business incubations Unit:

- ☐ Provide an office or a shared space with facilities.
- ☐ Provide a mentorship program for students in areas related to entrepreneurship;
- ☐ Allocate consultants from members of the academic staff at the university, entrepreneurs, or a consultancy expert to follow up on each incubated company separately;
- ☐ Provide technical support.

At the end of the incubation period, the incubated company is expected to:

- ☐ Prepare a business plan for the company;
- ☐ Prepare a sales and marketing plan;
- ☐ Conduct a market study;
- ☐ Develop a follow-up plan after the business incubation;
- ☐ Prepare a product prototype;
- ☐ Register officially the project in the concerned authorities;
- ☐ Carry out product patent protection procedures for intellectual property of industrial design if necessary.

Business incubators at the University of Nizwa...

