



Towards a New Generation of Engaged Universities: *The Need to Act, Adapt and Transform*

16th- 18th April, 2024 | Kempinski Central Avenue
(Formerly the Address Dubai Mall), Dubai, UAE

Innovation for Social Impact: The Role of Australian University (AU) in Fostering Sustainable Development: AU as a case study.

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About the Australian University- Kuwait
www.au.edu.kw

- The Australian University (AU) was established in 2004 under the name of “Australian College of Kuwait” as one of the first private universities operated in the State of Kuwait.
- AU offers world-class higher education on home ground through international learning partnerships. Offering diploma and bachelor academic programs in different disciplines such as Engineering, Business, Aviation, and Maritime studies.





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- The principle of AU is demonstrated through its Vision and Mission and is best seized by its intent “To be among Kuwait’s leading higher education institutions recognized for its leadership, academic excellence, student-centered approach, and innovative research”.
- The Australian University (AU) is a well-established, modern and innovative University; indeed, we are a driving force for positive change. As a University, we educate, research, create, and impart knowledge. “Excellence in Making a Difference” is our strategic objective and continuing the legacy of AU to build an academic institution that will enable the human potential within a culture of care.





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About The Innovation & Entrepreneurship At - AU Objectives

- To foster and accelerate the growth of AU students and alumina and support them to convert their innovations into successful business and develop a new generation of innovators and entrepreneurs.
- To Organize workshops and invites successful entrepreneurs to share their experience with the students which will lead to bridge the gap between the industrial sector and the academia.
- To promote entrepreneurship education activities.
- To create a legal entity for the students to apply innovative ideas, inventions and business plans, via registering copy right certificates for AU students and alumni .





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- Basically, an entrepreneurial culture is a foundation to any economy and society, and SMEs are important contributors to global economic development.
- To accomplish this vision the Australian university, under the supervision of the center of innovation and entrepreneurship of AU, established a partnership with cubical services and the national incubator to foster and accelerate the growth of AU students and alumina and support them to convert their innovations into successful business and develop a new generation of innovators and entrepreneurs.
- In addition, to create a legal entity for the students to apply their Intellectual property (IP) like, innovative ideas and inventions and to assign their IP rights to the university to be efficiently protected and managed.





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- Moreover, to secure and provide the students with a financial resource such as get angel investors for the student's startup who are interested to invest in students' upcoming startups.
- Through our partnership with cubical services and the national incubator
- , we aim to bridge the gap between the industrial sector and the academia.
- Furthermore, the center of innovation and Entrepreneurship center organized a workshop by cubical services for the students from both business and Engineering schools to enhance the student's awareness and experience about the industry and the demand in the local market.





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Accomplishments and Progress at Australian University (AU), Kuwait

(AU) has emerged as a key player in revolutionizing the academic approach to innovation and entrepreneurship.

Its strategic focus on integrating entrepreneurial dynamics into its curriculum and campus culture has led to noteworthy developments, particularly visible through the biannual "Innovation and Entrepreneurship Competition: Lead Your Future."

To encourage the students to present their creative and innovative business ideas and to receive a valuable feedback from the Judges, which will create a great opportunity for them to start and grow their ideas into real businesses and to accelerate the growth of AU students and develop a new generation of innovators and entrepreneurs.





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Complementing its educational endeavors, AU has actively pursued and established substantial partnerships with notable industry players such as Cubical Services and the National Incubator.

These collaborations are central to translating student entrepreneurial ventures from theoretical concepts into real businesses.

These industry-academia collaborations have been fruitful in securing essential financial backing for student-led start-ups, attracting investments from angel investors captivated by the potential of these nascent ventures.





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In its quest to fully align academic learning with real-world industrial demands, the CIE regularly conducts workshops in tandem with industry leaders, thereby enhancing students' comprehension of market trends and necessities.





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In its forward journey, AU is keen on deepening its integration of entrepreneurial activities within the broader market framework. Key to this endeavor is the establishment of legal entities for students to register and manage their IPs effectively. This initiative aligns with the strategic objectives of the Kuwait Australian Holding Company, established in 2022, and is designed to create a nurturing and secure ecosystem for creativity and entrepreneurship at AU. This holistic approach underscores AU's commitment to being at the forefront of academic innovation and entrepreneurial leadership.





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Advantages and main achievements

Australian University (AU) has established itself as a leader in promoting innovation and entrepreneurship, underpinned by its forward-thinking vision and mission.

The university's Innovation and Entrepreneurship Center (CIE) is at the forefront of this initiative, transforming AU into a hub for nurturing creative, innovative, and entrepreneurial talent.

Cultivating an Entrepreneurial Culture:

The CIE's commitment to fostering an entrepreneurial mindset is critical to AU's strategy. Recognizing the significant role of SMEs in economic growth, the center has been instrumental in embedding this culture within the university. This approach prepares students for the challenges of the modern economy and contributes to societal development.





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Bridging Industry and Academia:

AU's efforts to bridge the gap between industrial demands and academic learning have been highly effective. Through strategic partnerships with industry leaders and successful entrepreneurs, AU provides students with hands-on experience and insights into real-world business challenges. These collaborations have enabled the university to align its curriculum with industry needs, ensuring students are well-prepared for future careers.





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Supporting Student and Alumni Ventures:

AU's focus on supporting student and alumni entrepreneurship has led to numerous successful ventures. By assisting in the conversion of innovative ideas into viable businesses, the CIE has played a key role in nurturing the entrepreneurial spirit among the AU community. This support extends beyond just business development; it includes mentorship, access to resources, and networking opportunities.





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Entrepreneurship Centers and Educational Initiatives:

AU's entrepreneurship centers are dynamic environments where students can take specialized courses covering business fundamentals, marketing, finance, and more. The business plan competitions hosted by these CIE have become breeding grounds for innovative and market-ready businesses, offering financial rewards and invaluable exposure and feedback.





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Conclusion:

Australian University (AU) exemplifies the transformative role of higher education institutions in fostering sustainable development through innovation and entrepreneurship.

AU's strategic initiatives, particularly its Innovation and Entrepreneurship Center (CIE), have catalyzed a significant shift towards embedding entrepreneurial culture within the academic milieu, bridging the gap between academic learning and industry requirements. The university's efforts in organizing impactful events like the "Innovation and Entrepreneurship Competition: Lead Your Future" have nurtured entrepreneurial skills among students and fostered a robust culture of innovation.

The collaborations with industry partners and the establishment of strategic alliances with entities like the Kuwait Australian Holding Company have been instrumental in providing students with real-world exposure, mentorship, and necessary financial backing.





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