

CASE STUDY



UBT
JEDDAH, KSA



Business Requirement

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The Institute is running around 200 classrooms in the boy's campus in Jeddah, Kingdom of Saudi Arabia. Lecturer had to repeat same subject in all classrooms. So PeopleLink identified an economical solution through which Lecturer can deliver lecture to multiple classrooms at same time with Interactive displays.

Apart from PeopleLink UBT was also evaluating Virtual Classroom solutions with several OEMs like, Polycom, Zoom and Cisco.

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Solution Deployed

PeopleLink Virtual Classroom Solution deployed on their premises for 51 classroom in first phase which can be used within their Local Area Network as well Wide area.

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Business Results achieved by using PeopleLink Virtual Classroom solution.

- A) UBT successfully conducts multi-location eLearning classes
- B) Ability to invite expert guest speakers across the globe to train their students.

About UBT

The history of University of Business and Technology (UBT) Jeddah, KSA is one of courage and vision, one that sought to fill the need for specialized and quality business education that would be of benefit to the labour market in Saudi Arabia. Over a short period of 12 years, UBT expanded tremendously by implementing the key factors of effective and courageous leadership while prioritizing a high value for quality education. UBT began as a simple junior college in the year 2000, offering classes to both genders that granted business-related diplomas, and quickly progressed by 2003 into a full-fledged four-year college (CBA) offering six programs. In 2008, the College of Engineering and Information Technology was established, offering five programs, followed by the College of Advertising in 2011.

By the year 2015, the Research and Consultation Centre was in place, adding even more advantage to those who sought Higher Education. Currently, UBT is successfully operated under its governing body which consists of The Board of Trustees (BOT), The University Council (Senate), The Scientific Council, The College Council/s, The Departmental Council/s, all of which are approved by the Supreme Council of Higher Education.

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