# Al-Balqa Applied University

## Embedding Ethical Leadership and Institutional Values through Performance Development at BAU

Al-Balqa Applied University (BAU) maintains a strategic long-term dedication to building an institutional environment with values by integrating ethical principles and good governance measures throughout its operational structure. **The Performance Development Program** for Senior Leadership operates through the Collaborative Initiative of the Consultation Studies and Training Center, supported by administrative and academic units. The university leadership development initiative aims to train personnel at all levels for effective ethical behavior and institutional responsibility as they lead their domains.

The training delivered under this program employs ethical, administrative, and developmental principles accepted internationally. This program features immersive values about leadership practices combined with crisis preparedness and strategic development alongside organizational openness to participants who learn through teachings of equity and integrity, along with service principles. The Performance Development Program training programs align with SDG 4 Quality Education through continuous education development and leadership development, while supporting SDG 16 Peace, Justice, and Strong Institutions through ethical governance commitment and the partnerships of SDG 17 through joint institutional development initiatives.

The institution has established an ethical compliance office to fulfill its commitment to international sustainability and ethical governance frameworks. The office has designated leadership to supervise ethical standards in all units, including academic, administrative, and operational functions. The ethical oversight mechanism demonstrates BAU's dedication to

developing an encompassing organizational culture grounded in human rights respect, managerial accountability, and inclusiveness.

BAU is building its status as a regional education governance model through systematic value-based coaching that strengthens the professional abilities of senior administrators while improving inclusive sustainable education practices. This approach demonstrates how the institution stands with vital sustainability evaluation pillars of the QS ranking and works toward advancing the UN Sustainable Development Goals. BAU will permanently change how institutions govern and interact with their communities through its dedication to performance development and ethical training. The university achieves transparent, responsible decision-making through ongoing staff empowerment, learning about moral values and organizational tools. The organization develops into a culturally strong entity that handles future obstacles and preserves public confidence and academic achievement. The educational programs created by BAU will generate multifaceted impacts that touch national improvement and collaborative relationships beyond its physical boundaries, making the institution a premier educational leader in regional sustainability and ethical leadership.

# Al-Balqa Applied University

**The following are sample initiatives and training programs provided by BAU that align with the objectives of the Performance Development Program for senior administrative, department heads, academic leaders, and professionals.**

| Center for Consultation, Studies and Training | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 8, SDG 10** |
| 2- | **Target Audience** | Senior administrative personnel, department heads, academic leaders, and professionals in leadership and management positions at Al-Balqa Applied University. |
| 3- | **Title** | Training of Trainers (TOT) Program |
| 4- | **Objective** | The Training of Trainers (TOT) course provided by the Center for Consultation Studies and Training at Al-Balqa Applied University teaches advanced train-the-trainer capabilities to its participants. The program enables university capacity development by giving trainees the skills required to plan delivery and assessment of training workshops across different academic subjects. Through the initiative, BAU demonstrates its dedication to developing essential career skills while improving employment opportunities and lifelong education, specifically for its staff members and eligible family members, who receive discounted tuition support with flexible payment choices. Through the TOT program, BAU ensures better educational opportunities and specialized training that nurture employable proficiency. It enables the entire staff and their family members to participate by paying reduced fees. |
| 5- | **Link** | Training of Trainers (TOT) Program |


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| Consultation, Studies, and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 16, SDG 17** |
| 2- | **Target Audience** | Senior university administrators, department heads, and key decision-makers at BAU. |
| 3- | **Title** | Leadership Development and Ethical Governance Training for Senior University Management |
| 4- | **Objective** | The program created an initiative that advanced specialized skills and administrative abilities for BAU's top management team members and administrators. University managers received instructions to adopt contemporary management approaches, leadership methods, and crisis response strategies. Through this initiative, the program enables BAU to advance its mission of promoting an ethical institutional atmosphere that follows international educational governance approaches. |
| 5- | **Link** | https://shorturl.at/WpUfG |



| Consultation, Studies, and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 8, SDG 16** |
| 2- | **Target Audience** | Senior university administrators and department heads across different job categories and functional levels. |
| 3- | **Title** | Professional Performance Development Program for BAU Administrative Staff. |
| 4- | **Objective** | The training initiative dedicated its efforts to boost the efficiency and productivity levels and professional abilities of administrative workers at Al-Balqa Applied University. The program utilized specialized course modules for advanced computer applications, electronic library services, English communication, official report writing, and senior management training to match employee skills with university objectives. This initiative helps develop an adaptive work environment by fostering innovative approaches, which lead to the development of competent administrative staff who will meet future workplace demands. |
| 5- | **Link** | https://shorturl.at/lFBZP |



| Consultation, Studies, and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 8, SDG 17** |
| 2- | **Target Audience** | Mid-to-senior-level administrative and academic staff |
| 3- | **Title** | Enhancing Professional Capacity through International Collaboration: The Advanced Career Development Program at BAU |
| 4- | **Objective** | The Consultation Studies and Training Center at Al-Balqa Applied University works with the Career Development Center, KOICA, and DONG-EUI University in South Korea to deliver their Advanced Career Development Program for university staff to enhance performance support and career development knowledge. The program teaches essential tools and strategies covering practical needs analysis, performance evaluation, digital training applications, and professional growth plan development. The initiative illustrates BAU's strategic human resources development plan, which uses the best international practices from its global partnership network. The program consists of two sequential phases for 100 hours of training that build an organizational learning culture while developing modern administrative competencies for university staff members. The program generates multiple SDG contributions by enhancing continuous learning according to SDG 4 and skill enhancement to boost employment competitiveness in line with SDG 8, while promoting international development through meaningful partnerships in alignment with SDG 17. |
| 5- | **Link** | https://shorturl.at/Voxe1 |



| Consultation, Studies, and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 16, SDG 17** |
| 2- | **Target Audience** | Senior university administrators and department heads at Al-Balqa Applied University |
| 3- | **Title** | Strengthening Administrative Communication: Official Reports and Correspondence Writing Training at BAU |
| 4- | **Objective** | The training program targets BAU staff to build their administrative communication abilities by instructing them to write reports with official character and build skills for internal and external correspondence, together with formal documentation creation. The broad performance development strategy includes this 30-hour training program, which Dr. Suleiman Washah leads for administrative personnel to teach essential structured writing techniques. The instructional program enables BAU to reach its objective of implementing standardized communication standards that promote transparent administration and maintain consistency with worldwide sustainable development principles. |
| 5- | **Link** | https://shorturl.at/rnrGC |



| Consultation Studies and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 8, SDG 16** |
| 2- | **Target Audience** | Administrative and technical staff from colleges, departments, and operational units across Al-Balqa Applied University. |
| 3- | **Title** | Promoting a Safer Work Environment: Occupational Health and Safety Training at BAU |
| 4- | **Objective** | The Occupational Health and Safety course, operated under the Employee Performance Development Program, provides staff members with enhanced safety management capabilities. The training program was operated through a partnership between the Consultation, Studies and Training Center and the Human Resources Department at BAU with Civil Defense Directorate support. During five consecutive days, participants from different BAU units completed a training course that combined public health and occupational safety education, both in theory and through practical application. The training contributes to BAU's ongoing work of building a proactive safety culture through hazard minimization efforts for university resource security. |
| 5- | **Link** | https://shorturl.at/Qgjvl |



| Consultation Studies and Training Center | | |
|---|---|---|
| 1- | **Alignment with (SDGs)** | **SDG 4, SDG 8, SDG 3, SDG 16** |
| 2- | **Target Audience** | BAU's administrative, technical, and laboratory staff, particularly those responsible for workplace health, safety, and operational performance across regional campuses. |
| 3- | **Title** | Launching the First Phase of Performance Development Program at BAU |
| 4- | **Objective** | Enhance workplace performance and safety through the Performance Development Program, which provides targeted training for staff across all campus locations, focusing on emergency protocols and response techniques for laboratory supervisors and health safety officers. |
| 5- | **Link** | https://shorturl.at/y547X |
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