



PROGRAMME

Entrepreneurial Universities: An Approach to Renovate Palestinian Universities

Date: September 06, 2018

Event Location: An-Najah National University - New Campus (Korean Institute Hall)



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Erasmus+ Programme
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In a setting where unemployment is amongst the highest in the world, investigating the role of universities in innovation and entrepreneurship becomes imperative. Universities can generate and apply knowledge to development challenges. They can play a central role in creating employment and generating income through entrepreneurship and innovation skills development, leading to more economic growth.

Therefore, including innovation and entrepreneurship as part of the university's educational strategy is necessary. Nevertheless, innovation and entrepreneurship cannot be the sole responsibility of universities. A comprehensive approach should be adopted which includes coordination and partnerships with different stakeholders and national authorities.

The current programme will assist universities formulating proper policies and procedures, and in adopting frameworks and best-practices to encourage innovation and entrepreneurship (develop student's entrepreneurship mindsets). It will also facilitate a dialogue between universities and policy makers to create a clear vision and agreed upon national strategies (and an innovation and entrepreneurship system), while aligning agendas, taking into consideration the Palestinian context.

More specifically, the programme will:

1. Fostering the role of HEI in the development of entrepreneurial mindset and spirit.
2. Strengthening entrepreneurship education across HEIs in the Palestine (e.g. blended teaching methods, approaches to integrate entrepreneurship in teaching methods, teaching culture)
3. Fostering cooperation between universities and policy makers in order to establish a common agenda for change.



Agenda

08:30 - 09:00

Gathering

09:00 - 09:15

Opening and Welcome

*Dr. Maher Natsha- Acting President, An-Najah National University
Dr. Nidal Jayosi -Director of the National Erasmus+ Palestine*

09:15 - 09:45

Developing an entrepreneurial culture in Palestine: The role of universities

Dr. Theodore A. Khoury (EU Expert)

09:45 - 10:00

Coffee break & Networking

10:00 - 10:30

Approaches to integrating entrepreneurship into teaching methods

Dr. Theodore A. Khoury (EU Expert)

10:30 - 11:15

Roundtable event on fostering cooperation on entrepreneurial pursuit (Part 1)

*Interactive Session,
will be led by Dr. Theodore A. Khoury*

11:15 - 11:30

Coffee break & Networking

11:30 - 13:00

Roundtable event on fostering cooperation on entrepreneurial pursuit (Part 2)

*Interactive Session,
will be led by Dr. Theodore A. Khoury*

13:00 - 13:30

Concluding Remarks

Dr. Theodore A. Khoury is an Associate Professor of Management and Strategy at Portland State University in Portland, Oregon and is a Visiting Professor at Vlerick Business School in Brussels, Belgium during 2017 — 2019.

His research focuses on the role of institutions and social forces within entrepreneurship and innovation processes. With the motivation to understand how entrepreneurship can contribute to the relief of societal challenges, he explores how legal and political systems and social and cultural institutions enable or constrain entrepreneurial actors within developing countries, refugee/diaspora situations, and nascent market environments. His work has been published in *Strategic Management Journal*, *Journal of Management, Research Policy*, *Entrepreneurship Theory & Practice*, *Journal of World Business*, *Management Decision*, *Business & Society*, and *Global Strategy Journal*.

He teaches the undergraduate senior strategy capstone and the MBA social innovation field study courses at PSU, and has worked with non-profit, non-governmental, and entrepreneurial organizations all over the Portland community and throughout Europe, Latin America, and Africa. He has also provided entrepreneurship and design workshops at the African Diaspora Youth Forum of Europe at the United Nations Industrial Development Organization and the European Commission's UniMED project. As the co-founder of the first start-up weekend event in Marrakech, he is conducting studies of nascent entrepreneurship in North Africa, diaspora entrepreneurship, and separate projects on the emergence of informal economies in Jordan's Syrian Refugee Camps.

He holds a PhD in International Management Studies from the University of Texas at Dallas, a B.S.E. from the University of Michigan and an M.S.E. from the University of Texas at Austin, both in mechanical engineering, and an M.B.A. from the University of Illinois at Chicago. Prior to pursuing his doctorate, he worked for over 12 years in the area of micro-nanotechnology development in various senior management and consulting roles related to research and innovation strategies and is the inventor of 42 U.S. patents and over 70 patents issued in other countries. He is on the Board of Advisors for *Womenpreneur*, a Brussels-based incubator for female entrepreneurs based in the MENA region, the *Oregon Translational Research and Development Bioscience Incubator*, and a former board member of the *Community Music Center* in Portland, Oregon.

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