

ICSPBT 2026

MCBS Successfully Hosts the International Conference on Sustainable Practices in Business and Technology 2026



International hybrid conference attracted more than 370 research papers and participation from over 25 countries

Muscat, Sultanate of Oman — The Modern College of Business and Science (MCBS) successfully hosted the **International Conference on Sustainable Practices in Business and Technology 2026 (ICSPBT 2026)** on **11–12 February 2026**. Conducted in a hybrid format, the conference brought together academics, researchers, industry professionals and other stakeholders from across the world to exchange knowledge and explore sustainable developments in business and technology.

The conference was held under the patronage of **His Excellency Dr. Ali bin Amer Al Shidhani, Undersecretary for Communications and Information Technology**. His patronage underscored the importance of sustainability, technological advancement and responsible innovation in supporting Oman's knowledge-based and digitally enabled development.

ICSPBT 2026 provided an international platform for the presentation and discussion of research addressing contemporary issues at the intersection of sustainability, business and technology. The conference encouraged interdisciplinary dialogue and enabled participants to share research findings, emerging practices and innovative approaches to addressing economic, technological, social and environmental challenges.

The event generated significant academic interest, receiving **more than 370 research papers** and attracting participation from **over 25 countries**. This strong international representation demonstrated the conference's growing reach and highlighted the global importance of developing sustainable and technology-enabled solutions for businesses and societies.

The conference was associated with internationally recognised academic publishing, indexing and knowledge-development organisations, including **Springer Nature, EuroMid Academy of Business and Technology, Elsevier, Scopus, Emerald Publishing and PRIME**. Their presence within the conference's academic context reflected the event's emphasis on research quality, international visibility and scholarly dissemination.

Through keynote contributions, research presentations and professional discussions, ICSPBT 2026 facilitated the exchange of knowledge among participants from diverse academic and professional backgrounds. The hybrid format also expanded access to the conference, allowing international contributors to participate both physically and remotely.

The conference contributed to strengthening relationships between academia, industry and the wider professional community. It also provided participants with opportunities to expand their research networks, explore potential collaborations and engage with different perspectives on sustainable business and technological development.

Hosting ICSPBT 2026 reflected MCBS's continued commitment to promoting research, innovation, sustainability and international academic engagement. The event further supported the College's efforts to create platforms through which researchers and practitioners can collaborate, exchange knowledge and contribute to solutions addressing current and future challenges.

The conference held additional significance as MCBS marked its **30th anniversary**, celebrating three decades of contribution to higher education, professional development and socioeconomic advancement in the Sultanate of Oman. ICSPBT 2026 formed part of this continuing institutional journey by reinforcing MCBS's role as a platform for international academic exchange and knowledge creation.

The successful conclusion of ICSPBT 2026 strengthened MCBS's position within the regional and international research community and demonstrated its capacity to convene large-scale academic events involving participants from diverse countries and disciplines.

EduTex 2026



The College engaged with visitors, education stakeholders and prospective students during the three-day exhibition

Muscat, Sultanate of Oman — The Modern College of Business and Science (MCBS) participated in the **EduTex Exhibition 2026**, held from **21 to 23 July 2026**, as part of its continued efforts to strengthen community engagement, promote its academic offerings and expand its visibility within the higher education sector.

Throughout the three-day exhibition, the MCBS booth welcomed visitors seeking information about higher education opportunities, academic programmes, student development and future career pathways. College representatives engaged directly with prospective students, parents, education professionals and other stakeholders, responding to enquiries and providing guidance on the academic and support services available at MCBS.

The exhibition provided MCBS with an important platform to showcase its institutional achievements, educational strengths and commitment to academic quality. Visitors were introduced to the College's diverse academic portfolio, student-centred learning environment and emphasis on preparing graduates with the knowledge, professional competencies and practical skills required by a rapidly evolving labour market.

MCBS representatives also highlighted the College's growing commitment to **research, innovation and sustainability**. Information presented at the exhibition demonstrated the institution's engagement with the United Nations Sustainable Development Goals, international research collaboration and partnerships connecting academic research with industry and society.

The College's participation further created opportunities for meaningful interaction with representatives from educational institutions and organisations participating in the exhibition. These discussions supported professional networking, the exchange of knowledge and the exploration of potential areas for academic and institutional collaboration.

During the event, visitors engaged with MCBS representatives in detailed discussions concerning programme selection, admission requirements, student experience and employment opportunities. The direct interaction enabled the College to better understand the expectations and educational interests of prospective students and their families while communicating the value of an MCBS education.

Participation in EduTex 2026 reflected MCBS's commitment to remaining accessible and connected to its stakeholders. By participating in prominent education exhibitions, the College continues to promote

informed educational decision-making and strengthen relationships with students, families, industry representatives and the wider community.

The event also enabled MCBS to present its institutional identity and achievements to a diverse audience, reinforcing its position as an established higher education institution committed to academic excellence, innovation, international engagement and sustainable societal impact.

The successful conclusion of EduTex 2026 provided MCBS with valuable opportunities to enhance its public visibility, build new relationships and communicate its educational mission to prospective students and education stakeholders.

Finance for Non-Finance Executives



Three-day professional development workshop strengthened participants' practical understanding of financial concepts and managerial decision-making

Muscat, Sultanate of Oman — The Modern College of Business and Science (MCBS) successfully conducted the **"Finance for Non-Finance Executives"** workshop from **12 to 14 July 2026**. The three-day programme was open to members of the community and formed part of the College's commitment to professional development, lifelong learning and meaningful community engagement.

The workshop was designed for executives, managers, entrepreneurs and professionals whose responsibilities involve financial decisions despite not having specialised backgrounds in accounting or finance. It provided participants with an accessible and practical introduction to the financial knowledge required to interpret business information, evaluate alternatives and contribute more effectively to organisational decision-making.

Through interactive presentations, practical exercises and applied business examples, participants explored essential financial and managerial accounting concepts. The workshop translated technical financial information into clear, decision-oriented knowledge that could be applied across different organisational roles and professional settings.

One of the areas addressed during the programme was the **make-or-buy decision**, through which participants examined how relevant costs, opportunity costs and available organisational capacity influence managerial choices. Practical scenarios enabled participants to compare alternative courses of action and understand the financial consequences of producing goods or services internally rather than obtaining them from external providers.

The workshop also encouraged participants to consider the wider role of financial information in operational planning, resource allocation, performance assessment and strategic decision-making. By

connecting financial concepts with realistic workplace situations, the programme supported the development of greater confidence in engaging with budgets, costs and other financial information.

The learning environment promoted discussion and active participation, allowing attendees to exchange professional experiences and examine how financial principles could be applied within their respective organisations. Participants were encouraged to evaluate business decisions not only from an operational perspective but also in terms of their financial implications and potential contribution to organisational sustainability.

Opening the programme to the wider community reflected MCBS's commitment to extending its academic and professional expertise beyond the classroom. The initiative provided professionals and community members with access to structured learning opportunities that respond to evolving workplace requirements and support continuous skills development.

The successful completion of the workshop further strengthened MCBS's role as a provider of executive education and community-focused professional development. It demonstrated the College's commitment to connecting academic knowledge with practical organisational needs while supporting individuals in making more informed, responsible and evidence-based business decisions.

English Summer School 2026



Five-week programme provided an interactive and supportive environment for developing practical English-language skills

Muscat, Sultanate of Oman — The Modern College of Business and Science (MCBS) successfully conducted its **English Summer School** from **28 June to 30 July 2026**, offering young learners an engaging opportunity to develop practical English-language skills during the summer period.

The programme was designed for young learners seeking to strengthen their confidence and ability to communicate in English within an interactive, structured and supportive learning environment. Through classroom instruction, guided practice and learner-centred activities, participants were encouraged to use English actively and apply their learning in realistic situations.

Throughout the programme, learners developed essential competencies in speaking, listening, reading, writing, vocabulary and grammar. Lessons combined formal language instruction with practical exercises, discussions, multimedia resources and individual support, helping participants improve their understanding and use of English.

Particular emphasis was placed on communication and active participation. Learners were encouraged to express their ideas, respond to questions, engage with their classmates and practise English without fear of making mistakes. This supportive approach helped create a positive learning atmosphere in which participants could gradually build confidence and become more comfortable using the language.

The use of videos, visual materials, classroom discussions and written exercises made the learning experience more engaging and accessible. Instructors provided direct guidance and individual feedback, enabling learners to recognise their strengths, address areas requiring improvement and progress at an appropriate pace.

In addition to developing language proficiency, the English Summer School supported broader personal and academic skills, including concentration, collaboration, critical thinking, self-expression and independent learning. These competencies are important for learners as they progress through their education and prepare for future academic and professional environments.

The programme also provided participants with a productive way to use the summer period by combining learning with interaction and personal development. The extended duration of the programme allowed learners to practise consistently, reinforce newly acquired knowledge and demonstrate gradual improvement over several weeks.

The successful completion of the English Summer School reflected MCBS's commitment to supporting education beyond its regular undergraduate and postgraduate programmes. By offering learning opportunities to younger members of the community, the College contributed to lifelong learning, community development and the preparation of future generations for increasingly global academic and professional environments.

The initiative further demonstrated MCBS's commitment to creating inclusive educational opportunities that connect its academic expertise and learning resources with the wider community. The positive and interactive classroom environment helped ensure that learners remained engaged and motivated throughout the programme.