

Objectives of Strategic Planning Unit, Faculty of Nursing, Benha University 2025/2026

- **Strategic Alignment:** Ensure all departments, units, and centers in the faculty align with the overarching faculty vision, mission, and core values.
- **SWOT & Situation Analysis:** Systematically evaluate internal strengths/weaknesses and external opportunities/threats (via frameworks like SWOT, PESTEL, or Scenario Planning) to inform decision-making.
- **Goal Setting & KPI Definition:** Formulate measurable short-term, medium-term, and long-term targets, establishing Key Performance Indicators (KPIs) to track success.
- **Resource Optimization:** Guide the efficient allocation of financial, human, and technological resources toward high-impact strategic initiatives.
- **Performance Monitoring & Evaluation:** Continuously measure organizational performance against strategic goals, providing data-driven recommendations and corrective actions when deviations occur.

Director of the Strategic Planning Unit

Prof. Dr. Hedya Fathy Mohy Eldeen

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Dean of the Faculty

Prof. Dr. Marwa Mustafa Ragheb

Dr. Marwa Mostafa

