

Objectives of Strategic Planning Unit, Faculty of Nursing, Benha University 2023/2024

- **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. Ebtisam Mohamed Abdel Aal

Prof. Dr. Ebtisam Mohamed

Dean of the Faculty

Prof. Dr. Marwa Mustafa Ragheb

Dr. Marwa Mustafa

