

Course Name: Strategic Planning in Educational Institutions.

Course No. : (701721).

Credit Hours: (3) Hours.

Course Description:

This article deals with the concept of strategic planning, its importance, steps, and implementation. It also deals with the internal and external environmental factors and their analysis, the vision its concept, formulation and characteristics, the mission its concept, formulation and characteristics, objectives, types, formulation and characteristics, executive plans, components and follow-up, and analysis of models of strategic plans for educational institutions, their installation and evaluation.