



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

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Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
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- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: Eng. Amaal Aburumman

The effect of strategic factors in improving effectiveness

Evaluating the administrative performance of commercial projects

Introduction:

Management is generally defined as the ability to influence others, direct their behavior, and coordinate their efforts to achieve the common goals drawn. Which seeks to implement by studying, following up and evaluating environmental opportunities and threats, and their relationships with the strength and weakness of the organization, and achieving balance between the interests of different parties, "by analyzing a set of strategic factors or variables, internal (organizational structure) and external (competitive environment), which are located within Limits of the organization or outside it, affecting the effectiveness and efficiency of organizational performance.

The concept of Project Management is part of the general concept of the term management and it shares with it the general concept, as it is the art of directing and coordinating human and material resources, throughout the life of the project, through the use of modern technologies, to achieve the set goals, in the way that enables the completion of the project, by implementing The content of what is stated in it, and taking into account the factors of quality, timing and cost (UNPD toolkit: 2007).

Project management as a modern and advanced science and art, and not just fixed rules that are suitable for all projects, are flexible rules that emerge from the nature of the project's work (Abdel-Karim, 2004: p. 156). There is no doubt that each project has specific goals that must be achieved, and here lies the importance of evaluating performance in projects to measure the extent to which the desired goals are achieved, through evaluating goals, procedures and results.

Project evaluation, in addition to one of the stages of the life cycle of any project, is a source of concern for project owners, as assessing the success of any project depends on the strength of the administrative and organizational aspects, regardless of the soundness of its financial and technical structure (Abdel-Karim, 2004: p. 187), where this represents Comparison between the effects of existing projects and approved strategic plans. There is a prevailing trend in the organizations that the evaluation process takes place at the request of the financiers, who are entitled to know whether their money is spent correctly, and whether this spending is efficient and feasible, but the first reason for which the evaluation is conducted should be for the organization and the project, Where the evaluation is a valuable tool in showing the effectiveness of work towards achieving goals, and whether it has an impact and works efficiently, if we do not

evaluate the success of our work, according to the goals and indicators, we may continue to use useful resources for useless things, and thus the problems that lead to accumulating Project management failure (UNPD toolkit: 2007). It is common for the evaluation to focus on the internal dimension, which is the management of human and financial resources, in addition to planning, organizing, implementation, follow-up, monitoring, and evaluation, and the factors that affect the outputs, and the external dimension that deals with the strategic aspect and the involvement of strategic factors in the external environment of the project is neglected. And its impact on the organization, its goals and its strategic components. Therefore, this study came to link a number of variables that can help make the evaluation more effective, considering that the strategic management of projects is one of the important factors for the success of its administrative performance, and to test the extent of its impact on actual performance through operational processes, and thus on the effectiveness of performance evaluation. Administrative.

Literature Review:

By reviewing the available studies that dealt with evaluating administrative performance in projects, it appears that those studies that adopted the evaluation from a strategic perspective are relatively few, and what projects dealt with them is almost rare. It is also noted that its focus in evaluating performance in educational projects is on the five evaluation criteria for quality of performance, for each of the studies of the World Bank, the Asian Bank, the African Bank, UNESCO and the Japan Cooperation Agency. Thus, the additions expected from this study compared to previous studies lie in the following:

Focuses on striving to improve the effectiveness of project management performance evaluation by analyzing the possible impact of strategic factors in evaluating administrative performance in projects.

-This study is characterized by its synthesis of the variables, as shown by the prepared study model, while previous studies that were able to be viewed dealt with only a part of these variables

-The current study is focused on delving into the analysis of the case of the "Developing Mathematics Curricula and Natural Sciences" project, as it is one of the rare educational projects implemented by a (private) company, namely (Obeikan Company for Research and Development). Taking into consideration the competitive issue and the strategic management of the project

-The study tried to find a combination that combines the criteria for evaluating administrative performance (traditional), with comprehensive quality standards and with the competitive position as criteria for measuring the extent to which the company's strategic goals are achieved. Such a combination of criteria deserves research and analysis to assess its ability to improve the effectiveness of evaluating the administrative performance of similar projects

Methodology:

About Al-Obikan Company for Research and Development

A private company that derives its vision to achieve leadership in educational development and cultural publishing in the Arab world. Its mission is to provide support for educational and cultural systems and educational institutions to improve learning and raise cultural awareness. The sample space of the company is represented in the fields of educational development and educational services, educational and cultural publishing, and it seeks to reach educational practices to the highest levels of quality, based on international standards and specifications, and in line with our Arab societies and their cultural, social and geographical characteristics. The company provides integrated educational solutions, including:

Curriculum development

Development of educational and enrichment materials

E-learning

Professional training and development

Educational evaluation and tests

Research and consulting

.Cultural publishing

Among the most important projects implemented by the company:

a. Development of Mathematics and Natural Sciences Curricula The company is currently implementing the largest educational project implemented by the private sector in the Arab world, for the member states of the Arab Bureau of Education for the Gulf States and Yemen, with the participation of specialized companies with international experience

B. The development of English language education The company undertakes several projects in the field of developing English language education in partnership with the most prestigious English language teaching institutions, and Obeikan develops integrated curricula for teaching the English language for the primary, intermediate and secondary educational stages, higher and technical education and vocational training. It has been adapted to suit Arab and Islamic culture

C. Curriculum development with UNESCO and UNICEF The two organizations, UNESCO and UNICEF, have assigned Obeikan Company for Research and Development to develop a comprehensive curriculum in the academic stages from the

pre-school to the third year of high school for a country that is working on restructuring and reforming its educational system

Dr.. Development of Arab schools abroad The company implements comprehensive development programs for a group of Arab schools in foreign countries; In order to achieve the level of learning in it to the highest levels of quality accredited internationally without neglecting the specificity of the Arabic and Islamic language and culture

E. Educational evaluation and tests The company implements a set of projects in the fields of educational evaluation, including a project to prepare standardized achievement tests in the subjects of: Arabic language, English, science, and mathematics for the Arab Gulf states, commissioned by the Arab Bureau of Education for the Gulf States

And the. Training and professional development based on the mission of Obeikan Company for Research and Development to make a qualitative leap in education, as it has made it one of the most important axes of its work, as the company seeks to train more than ten thousand teachers and educational and administrative supervisors to support the development of mathematics and natural sciences curricula that the company is currently implementing. The company is a group of alliances and partnerships with prestigious international educational institutions to achieve its goal of providing training and professional development in accordance with the latest international standards, and to achieve the desired impact on the development of education and its outputs

G. Joint publication with the Ministry of Higher Education The Ministry of Higher Education in the Kingdom of Saudi Arabia has adopted a project for joint publishing with the Obeikan Research and Development Company, in which the company translates and publishes books that focus on developing universities and their management methods, improving their quality and education strategies in them. More than seventy references have now been translated. Scientifically, it has been reported in various educational institutions in the Arab world.

H. Joint publication with the Mohammed bin Rashid Al Maktoum Foundation

The Mohammed bin Rashid Al Maktoum Foundation signed a cooperation agreement with Al-Obeikan Company for Research and Development to publish and translate a group of the most prominent international literature in various scientific, administrative and intellectual fields

To ensure the implementation of projects with a global vision, Obeikan Research and Development works in partnership and alliance with a group of international companies, such as:

a. MacGrew-Hill Educational Company has more than 210 years of experience in curriculum development and specialized publishing for all education stages, including undergraduate and postgraduate education. She also has extensive experience in

educational information management systems, evaluation, testing and professional development

B. University of Cambridge House Publishing is one of the most prestigious scientific and educational institutions in the world, it started its publishing activity in 1584 AH, and won a global reputation in the field of producing advanced educational content, designed with care and professionalism, and provides full support for the educational institution to employ it at the best level

C. Bell Educational Foundation

Bell has provided advanced English language teaching services since 1955 AD, as it is known for its management of English language teaching centers around the world. Bell is headquartered in the United Kingdom, and has 30 English language centers around the world, in addition to running large-scale programs outside Britain

Results and Discussion

General recommendations

Deepening awareness of the role of strategic factors in the performance of project management, especially (private) and the level of importance of their inclusion within the performance evaluation criteria for the purpose of improving their effectiveness in showing the reality of performance and achievement.

Paying attention to conducting strategic analysis and reviewing the strategy = periodically, as it represents a starting point towards proper planning that aims at distinction and excellence, and because it is the most capable means of improving the competitive position

Organizing periodic meetings with customers as they are the focus of the company's interest and the goal of its progress and development, in order to hear their voices and know their desires

Adopting the "continuous improvement" component as a criterion for evaluating employee performance

Focusing on providing employees with empowerment factors by giving them power, authority and information technology that improves their abilities to make decisions and solve problems. And giving the incentive programs the importance they deserve, while increasing attention to their satisfaction and supporting the achievements of the distinguished ones

Work to enhance the culture of quality and encourage employees to participate in continuous improvement processes and provide opportunities for creativity and innovation

Adopting Total Quality Management as a strategy, based on deepening awareness of the role of quality and its importance for the entry of business organizations into the arena of international markets

Obeikan Company for Research and Development can apply the study model to its implemented projects, all of which adopt the strategic dimension in planning

The study deals with a case that can be applied to any project that is strategically planned, as it needs to improve the effectiveness of the evaluation procedures through comprehensive quality standards and competitiveness

Recommendations for future research directions

Given that the current study followed the case study approach, and what that means is limited to generalizing the results outside the framework of (the parent company) Obeikan Research and Development Company, it is worth considering the following recommendations in future research, which are:

Adopting and developing the current study model by focusing on the importance of analyzing strategic factors, whether in the stages of preparation, implementation or review

Applying the model used in this study to demonstrate the impact of strategic factors in improving the effectiveness of the administrative performance evaluation again after a period of time

Working on developing the model by adding some other variables to it and applying it to the project itself or in other educational projects

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