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AAU discusses on the Methods of Strategic Plans

Al Ain University of Science and Technology (AAU) represented by the College of Business received Colonel Dr. Faisal Sultan AlShuabi, Head of Strategy and Performance Management in the General Directorate in H.H. The Deputy Prime Minister and Minister of Interior (Mol) General Secretariat, to present a lecture entitled “Strategic Planning in Government Organizations – An Mol Case Study”. It was attended by Dr. Amer Qasem, AAU Vice President, the College of Business (COB) faculty and MBA participants in Abu Dhabi campus. And it was relayed live in Al Ain Campus with COB Al Ain faculties and MBA participants.

At the beginning of the program, Dr. Zafar Husain introduced the speaker and wished that the cooperation relations between Al Ain University and the Ministry of Interior will continue to hold more workshops that will contribute to the exchange of knowledge and experience between the two parties.

Dr. AlShuaibi explained the Strategic Management process adopted by various government organizations in the UAE in general and the Ministry of Interior in particular. Dr. AlShuaibi also

spoke about the challenges faced by the Strategic Planning team and support received from the leadership in carrying forward the process. He, also, emphasized the importance of the strategic direction, leadership, commitment and teamwork in the strategic management process. And, answered the questions of the participants.

Dr. Amer Qasim, AAU Vice President, emphasized the importance of closing the gap between theory and practice in the strategic management process. He also reiterated AAU's commitment to engage with UAE's public and private organizations in order to promote industry-institution interaction. Dr. Amer Qasim presented a memento to Dr. AlShuaibi as a token of appreciation.

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