



The Hebrew University of Jerusalem

Syllabus

STRATEGIC PLANNING - 3492

Last update 14-09-2022

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Non profit Management and Leadership

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Yoel Siegel

Coordinator Email: Yoels214@zahav.net.il

Coordinator Office Hours: By Appointment

Teaching Staff:

Dr. Yoel Siegel

Course/Module description:

Presentation of the basic concepts of strategy formulation in the for social and community development

Course/Module aims:

To understand strategic thinking
To understand management by strategic objectives

Learning outcomes - On successful completion of this module, students should be able to:

The capacity to formulate community, economic and urban/rural development strategies to achieve social goals

Attendance requirements(%):

95%

Teaching arrangement and method of instruction: Lectures, discussions and student presentations

Course/Module Content:

- There is no such thing as "strategic planning"
- What is the connection between strategy and policy
- Promoting a social agenda - positioning social and NGO agencies
- Case study - setting up Municipal Strategic Planning Units
- Developing a strategy of action in a social agency
- Strategies for sustainable development
- Strategies of cooperation and game theory
- Using statutory regulations for achieving social goals

Required Reading:

Rise and Fall of Strategic Planning : Reconceiving Roles for Planning, Plans, Planners. Chapters1, 2, (6 optional)

Call Number: HD 30.28 M56

Located: Mt. Scopus

Henry Mintzberg – Rise and Fall of Strategic Planning
<https://hbr.org/1994/01/the-fall-and-rise-of-strategic-planning/ar/1>

Berger, Peter. (1967). *The Social Construct of Reality (summary of concepts)*
[http://scholar.google.co.il/scholar_url?url&eq=http://staff.bath.ac.uk/ssxlw/berger.doc&hl&en&sa&eq;X&scisig&eq;AAGBfm0J8s_eOYIV8eT_aSUnvwhbtTUb0g&nossl&eq;1&oi&eq;scholarr&ei&eq;hb78VPPxGlnwUPDbg4AK&ved&eq;0CBoQgAMoADAA](http://scholar.google.co.il/scholar_url?url&eq=http://staff.bath.ac.uk/ssxlw/berger.doc&hl&en&sa&eq=X&scisig&eq;AAGBfm0J8s_eOYIV8eT_aSUnvwhbtTUb0g&nossl&eq;1&oi&eq;scholarr&ei&eq;hb78VPPxGlnwUPDbg4AK&ved&eq;0CBoQgAMoADAA)

Dudley Lynch, Paul L. Kordis. (1988) *Strategy of the Dolphin: Scoring a Win in a Chaotic World* . Chapters 1,6

Dixit, Avinash K. (1991). *Thinking Strategically : the Competitive Edge in Business, Politics, and Everyday Life* Chapters 2,4,6
Call Number: HD 30.28 D59

Cowley, Michael and Domb, Ellen. (2011) . *Beyond Strategic Vision* Chapters 5,6
Robert, Michael. (1997). *Strategy Pure and Simple* Chapters 2,3,6

הונת, אקסל. (2008). *זלזול ומתן הכרה פרקים עד עמוד 60*

בהם, אמנון. (2009) . "תכנון אסטרטגי של שרותי הרוחה והשרותים החברתיים ברשויות המקומיות..."
Call Number: 361.450099 B841

נוי, שלמה. (1986) . "תכנון אסטרטגי בארגונים שלא למטרת רווח..."
Call Number: 361.70099 N69

בן-אליא, נחום (2008) *השלטון המקומי ומדיניות שמירת השטחים הפתוחים*
"ניתוח מדיניות, תכנון וניהול אסטרטגי..."
Call Number: QH 77 I75 B46

Additional Reading Material:
None

Grading Scheme:

Additional information:
None