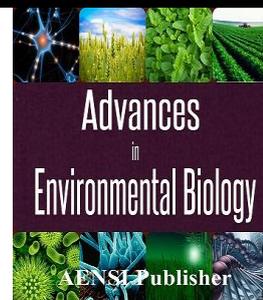




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To Codify a Strategic Plan of Physical education in the Department of Khuzestan Education

¹Shahram Alam, ²Alireza Zarbakhsh, ³Mojdeh Zarea, ³Seyed Amir Pour Madah, ³Alireza Mehri Shah Abadi

¹Department of physical Education, college of Arts and Architecture, Yadegar - e - Imam Khomeini (RAH), shahre-rey Branch, Islamic Azad University, Tehran, Iran

²Department of Sport Management, Faculty of Physical Education and Sport Sciences, Islamic Azad University, Dezful Branch, Dezful, Iran.

³Education of Dezful

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ABSTRACT

The aim of this study was to design and develop a strategy for the development of sport in Khuzestan province. In order to collect information was used from the analysis of documents, background literature, surveys and meetings strategic. Statistical sample were excellent experts and specialists exercise of Khuzestan (total 95). The sampling method was census. All 95 questionnaires were returned correctly. This measurement tool was a questionnaire which respondents were asked to list the strengths, weaknesses, opportunities and threats in the exercise of this department. The Steering Committee of the coefficient of determination and rank the importance of each of these factors and identified the strategic position of the organization and implementation of internal and external strategies, than converted into operational programs. Department of Education and the Caspian region Strategic SO. The strategy needs to be further developed and expanded activities.

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INTRODUCTION

Strategic management is a systematic approach to the great task of increasing responsibility in the field of public administration. So that the program ensures continued success of the institution, prevent from sudden events, associated institutions with the move, and it's ready to be accountable. This program ensures all actions which would define the objectives and strategies to achieve the goals of the organization [1]. For Pierce and Robinson the diversity and complexity of organizational decisions and dynamic business environment requires strategic management process, both to confront and deal with the internal and external to the organization it is inevitable.

The strategy and have defined goals, about how to achieve long-term goals of the organization, which is critical in a competitive environment, led the discussion. The strategy as a science and an art to employ the forces of political, economic, psychological and military of a nation or group of nations for maximum protection policies are defined in war or peace. However, the strategy of the plan, the unit has been fully considered to achieve the objective, using the strategic advantages, which deal with environmental changes [1]. In this context, studies have shown that to achieve success, organizations need to choose appropriate strategies to respond to environmental changes [2].

The basis of strategic planning is located on Industrial society on and business. During the 1960 General Electric factory several times for being the pioneer in the application of strategic planning is encouraged. In addition, other companies have also found that changes in the external environment has a significant effect later in their yard and their importance is less than the internal affairs of its land.

In the late 1970s, government centers realized the importance of strategic planning and use it as a regular scientific tools and methods adopted to meet their needs and also, a number of educational planners and

Corresponding Author: Shahram Alam, Department of physical Education, college of Arts and Architecture, Yadegar - e - Imam Khomeini (RAH), shahre-rey Branch, Islamic Azad University, Tehran, Iran

practitioners has been used the important decisions at different levels of school education and achieved some success in this area is relatively good [3].

One way of Strategy, SWOT analysis is used. In this way, an appropriate strategy, strengths and weaknesses, opportunities and threats to the maximum and minimum supplies and strategies are linked to the four strategic options from which to choose [4]. These guidelines are based on four types of strategies WT, WO, ST and SO are described. The purpose of the move from any position in the SWOT matrix in this case the strategy is SO. If organizations are able to identify your weaknesses and trying to fix the outcome, can even convert them into benefits [5]. In addition, managers try to reach such a position and business strategies use to SO, strategies ST, WT and WO [7].

Accordingly, education and training, which are exposed to global developments And the specific issues they face, to counter this development, to develop a strategic plan to identify strategic components such strategies have been attempted.

Now, recall documents education system, is including: "The general policy change in the education system," "comprehensive scientific plan," "philosophy of education and public official", "document the fundamental transformation of education" and "Program the fifth five-year development of the social, cultural and economic development of the country " And align them together put a valuable opportunity for the senior executives and specialists and teacher education and other organs involved and effective, until the establishment of the Islamic Republic's education system compatible with a competitive advantage in the region in 2025 provided the horizontal perspective.

Under the provisions of the above-mentioned documents, for the first time in the formal education system, legal institutions in charge of policy, certain legal obligations on the fundamental transformation of the education system have been undertaken. Hence, the program aims to provide all the guidelines and documents used.

In this program has been analyzed the most important challenges facing the country's education system and the results of studies conducted in the field of pathology.

Sports organizations in the country to have discovered the need for strategic planning of the procedure, and few studies have been conducted in this area, especially at the macro level to which they are mentioned. Ghalibaf [7] sees the way out of the circle of underdevelopment to a program of action and on the development of the sport in program development and strategic document refers justice strategies, consist of: Increase the budget required, voluntary cooperation of the people, improve public attitudes to sport, provision of public sports grounds, thought leadership in sport, exercise the functions of educational development, the role of exercise training, development of scientific- software, talent management, diversification of the resources required to interact effectively with international organizations, strengthening the independence of the National Olympic Committee and sports federations, systematic pattern in sports coaching, reviewing the organization and structure of sport, Professional development in sports management, fair play and clean sport, legal support and strengthen the club.

Khosravizadeh [8] the design of the strategic plan, National Olympic Committee, to assist in the development of strategies, including institutional athletics association with the ruling establishment and strengthening of the independence of the Committee, the development of women's sports, the sports science, participation in international activities, evaluate competitors, development of clean sport, division of labor between the national sports organizations, spread throughout the country and expand the activities of the Committee, the use of television rights, increased financial resources and strengthening the independence of the committee, improved human resource management, organizational structure and processes to achieve continuous improvement. Goudarzi and Honari [9] developed a comprehensive system of wrestling, factors such as the Federation of scientific principles in the administration and staff, procurement and optimal use of facilities and infrastructure, ship, linking people, government and media competition at different levels and trends of meritocracy it has raised. Hamidi *et al* [10] in planning strategies for the development of student sport, establishing a national non-governmental organizations to exercise inter-university, creating provincial governments, international relations and seats, the strengthening of public relations, structural changes, attracting skilled manpower, improve the structure of sport and physical education in schools, universities and interaction with non-overlapping functions as a student exercise has identified strategies.

Sayfpanahi [11] to develop a strategic plan for athletics Kurdistan, establishment of talent, holding provincial leagues, use of experts, coaches and referees increase, schools, sports, employment of graduates of physical education field, completion of unfinished projects, interacting with companies to support the teams of the Premier League, winning support from the public and private sectors and planning short and long-term development of the sport has to offer.

Given the importance of strategic planning in the development of various categories including sports, the attention to this matter in our country is more than ever necessary and doubtless one of the reasons for our development in the field of exercise, attention deficit and stylish function is responsible for this important issue. Although in recent years the country's macro-level steps in this direction, but the major prerequisite for the success of the program is that education programs in each country to take action. In order to achieve success in the field of sport, physical education programs regulate should be in line with the administration of the sport's

major programs. In this regard, the province as a province that has always had a considerable role in the sport And athletes has been introduced many famous heroes and champions of the sport community, must the context of continuity and development of these skills more than ever provide. Therefore, this research aims to develop a strategic plan for the Department of Khuzestan province's Education in Physical Education.

Methodology:

This research aims to consider how practical and descriptive data. The sample was composed of managers, assistants, and experts Department of Education province (10 peoples), Heads of departments of Education, cities (20 peoples), Experts in charge of Physical Education (45 peoples) and university professors and experts in Sport Management (20 peoples). In total there were 95 peoples.

The sampling method was census. The sample was equal to the population. Finally, All 95 questionnaires were returned correctly. During the first 4 separate sessions, one class of respondents familiar with the concepts and detailed justification for training and strategic planning, such as vision, mission, goals, values, strengths, weaknesses, opportunities, threats, strategies and action plans were held and they were asked to listed strengths, weaknesses, opportunities and threats of the Department of Khuzestan Education in the field of physical education and health. To analyze the data, the questionnaires were reviewed, coded views and opinions that were more than three times, were divided into groups of similar concepts. The strengths, weaknesses, opportunities and threats were identified and approved by the Research Steering Committee. The Steering Committee identified the coefficient and rank the importance of each of the strengths, weaknesses, opportunities and threats.

Results:

Education is a fundamental transformation document macro and long-term program of education, which is considered in this study with the goal of integration, coherence and coordination in the implementation of the "theoretical foundations of the education system."

Table 1: Evaluation Matrix of internal factors Department of Khuzestan Education.

		Internal factors	Coefficient of important	Rank	Coefficient of Rank
Strengths	1	There are plenty of sports talents in the education of province	0.05	4	0.2
	2	Effective interaction and communication with the provincial government	0.05	4	0.2
	3	Rule-oriented programming approach	0.05	4	0.2
	4	Massaging variety of local methods	0.03	3	0.09
	5	All provinces and cities of sporting activity	0.03	3	0.09
	6	Back income from rent Sport	0.04	4	0.16
	7	There are educated and experienced administrators in the management body of Education	0.04	4	0.16
	8	Success in some sports in recent years die Education	0.02	3	0.06
	9	here are plenty of elite sport in education and having patterns of championship	0.02	3	0.06
Weaknesses	1	Financial dependence on government agencies, and lack of education and financial independence	0.04	1	0.04
	2	Having the Strategic Plan for Education in Physical Education	0.04	1	0.04
	3	Low job motivation of human resources Physical Education	0.03	1	0.03
	4	The lack of a comprehensive system of support 5for elite athletes and coaches.	0.03	2	0.06
	5	Cronyism and Management of Physical Education	0.03	2	0.06
	6	Weaknesses of ICT in Education in Physical Education	0.05	1	0.05
	7	The lack of a comprehensive system of identifying and nurturing sporting talent in the provincial education	0.04	2	0.08
	8	The lack of precise control and evaluation of physical education	0.05	1	0.05
	9	The lack of a proper selection, retention and promotion of teachers elite	0.04	2	0.10
	10	Lack of meritocracy in Physical Education in Education	0.04	2	0.05
Total			1		2.6

Based on the SWOT analysis (Table 1 & 2, Figure 1) and evaluation QSPM matrix (Table 3) sum scores of internal and external factors, the Department of Khuzestan Education located in a strategic area. This status indicates that the external factors of organizational strengths and social opportunities that should be utilized in the program. Due to its strategic position to further the development and expansion activities, entering new markets and increase market share and less in order to maintain or reduce their activities. Based on the SWOT analysis and opinions of experts and the Steering Committee, a total of 12 Strategy, 6 Strategy SO, 3 strategy WO, 2 strategy, ST and WT strategy was developed.

Table 2: Evaluation Matrix of external factors Department of Khuzestan Education.

		External factors	Coefficient of important	Rank	Coefficient of Rank
Opportunities	1	There is an official program of physical education in school curricula	0.04	4	0.12
	2	Access to institutions of higher education in the field of physical education at various levels	0.06	4	0.21
	3	Low cost sport in society	0.03	3	0.10
	4	Advised to exercise in national culture and religious teaching	0.03	4	0.08
	5	There is adequate space and natural conditions and climatic variation for the sport in the province.	0.03	3	0.09
	6	Growing ICT	0.04	3	0.12
	7	Young population and rich talent in the country.	0.04	4	0.16
	8	Media interest in the visual, auditory, written and electronic sports	0.04	4	0.16
	9	There is a sports organization structure of education	0.05	4	0.16
	10	Interest and positive attitude of the people to exercise	0.03	4	0.12
Threats	1	Lack of coherence and cooperation among organizations of sports	0.04	2	0.04
	2	The risk of falling due to exercise moral and cultural aspects of cultural invasion	0.04	1	0.04
	3	Inactivity and interests of children and adolescents in computer games	0.02	1	0.02
	4	Expanding urbanization and lack of green space standards and Sport	0.02	1	0.02
	5	Social and cultural barriers to women's participation in sport	0.03	1	0.03
	6	Inflation and relative economic poverty	0.04	1	0.04
	7	Environment of sports media and media attention as football	0.02	2	0.04
	8	Entertainment unhealthy and unhelpful increase among adolescents and young people	0.04	1	0.04
	9	Attention Deficit and sports facilities of students	0.02	2	0.04
	10	The lack of qualified teachers in primary schools	0.02	2	0.03
Total			1		2.9

(O)	Conservative strategy (WO)		Aggressive strategy (SO)
2.9			
2.5	Defensive strategy (WT)		Competitive Strategy (ST)
(T)	2.5	2.6	(S)

Fig. 1: The strategic location of the Department of Khuzestan Education.**Table 3:** QSPM matrix for comparison of internal and external factors and Strategies extracted.

	S1- S2- S3- S4- S5- S6- S7- S8- S9- S10- S11- S12- S13	W1- W2- W3- W4- W5- W6- W7- W8- W9- W10- W11- W12- W13- W14
O1 O2 O3 O4 O5 O6 O7 O8 O9 O10 O11 O12 O13 O14 O15 O16	<p>Strategies SO:</p> <p>Develop a strategic plan for the education department of the city of Khuzestan and departments of education in the field of physical education and health (O2,S3,S8)</p> <p>Sports prioritization, focus on successful sports and land-use systems in the field of Physical Education (O14, O8, S4, S11, S9)</p> <p>Knowledge-based and knowledge-based education in the physical education (S8,S3,O2,O7)</p> <p>Tournament host of national and international sports camps and Organizing the deployment of national and provincial competitions (S12,S9,O11,O11,O9)</p> <p>Promote and institutionalize a culture of sport, Mobility in Society and Increase sport participation (S2,S6,S13,O1,O3,O4,O6,O7,O10,O16)</p> <p>Development and support of sport associations as encouraging progress in sport (S1,S11,O13,O14,O15,O16)</p>	<p>Strategies WO:</p> <p>Diversification into sports capita provincial education (W2,W1,W14,O10,O13,O14,O15,O16)</p> <p>Quantitative and qualitative development of sports infrastructure, especially the Department of Education in collaboration with other organizations, sports organizations and the development of joint operation (W1,O5,O6,O12,O14,O15)</p> <p>Commissioning and mechanization of information systems at the provincial education department (O7,W12,W7)</p>
T1/ T2/ T3/ T4/ T5/ T6/ T7/ T8/ T9/ T10/ T11/ T12/ T13/ T14	<p>Strategies ST:</p> <p>Cooperation with and support of schools and institutes (S2,S13,T13,T14)</p> <p>Special attention to the issue of ethics and culture in sport and the development of local sports (T12,T6,T3,S10,S2)</p>	<p>Strategies WT:</p> <p>Implementation of a comprehensive system of identifying, recruiting, training, assessment and support specifically for key human resources (athletes, coaches, managers and employees) the Department of Khuzestan Education (T5,T4,W14,W12,W8,W6,W4)</p>

Conclusion:

The strategies ST, maximum utilization of the inner strength to deal with threats, bottlenecks and environmental damage and to minimize them. For this purpose, the organization of its strengths Use in terms of technology, finance, management, operations and production, engineering and marketing to deal with the threats and problems that the organization will be competing at the area of new products .WO strategies aim of reducing and minimizing the weaknesses and vulnerable aspects of the organization and to maximize opportunities, situations and demand. Therefore, organizations should be able to weaknesses and vulnerabilities within the organization resolve and setting out the benefits of such new technology, upgrading and rehabilitation of existing technology or technical personnel with high skills to solve your problems to recruit. The strategies WT, reduce and minimize the weaknesses of vulnerable and external threats and pressures. At worst, in this case, the need to restructure and re-assessment, self-reinforced, liquidated or merged with another organization (Hamidizadeh, 2003).

Policy implementation is the result of this research include the following:

Create a shared concepts and national commitment to the goals of fundamental transformation of education

Codify an integrated plan with emphasis on taking maximum advantage of the capacity of the rules and instruments upstream

Employee empowerment and enhancing professional skills and expertise of teachers

Strengthening the technical knowledge, motivation and participation of the family

Gradual implementation and smart programs

Attention to the Economics of Education

Reducing the concentration and delegation of authority to departments of education and schools

Continuous monitoring and evaluation of programs, activities and results

The relatively short time has elapsed the introduction of strategic planning in educational systems. In total it as a way to improve the results of the operation of a system or organization in the face of obstacles or threats are used. Strategic planning is a learned response or action. Planning is to seek a solution to the pressures of the changing world and its crisis. According to the current problems of education, Managers and planners at all levels of our country, and those who have a role in determining the policies or in the preparation of plans or programs, require to strategic planning to identify and solve problems of current education and take steps to improve the effectiveness and progress further.

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