



EUROPEAN COMMISSION

Directorate-General Education and Culture

Joint European Project

***MODERN MANAGEMENT TRAINING
PROGRAM IN HEALTH CARE QUALITY
MANAGEMENT (HCQM)
IN
EGYPT, MOROCCO AND JORDAN***

**2nd Workshop/meeting – at Al Akhawayn University
26 – 31 March, 2006
Morocco**

Welcome

***Professor Driss Ouaouicha - Al-Akhawayn University in Ifrane
Professor Mosad Zineldin - Växjö University***

Agenda

March 27th, 2006

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| 08:15- 9:00 | Breakfast | Faculty Dining Room |
| 09:00- 9:10 | Opening remarks | Dr. Driss Ouaouicha, Vice President for Academic Affairs, Al Akhawayn University in Ifrane |
| 09:10- 9:25 | Welcome and project presentation | Prof. Mosad Zineldin, Project Manager, Växjö University - Sweden |
| 9:25- 9:35 | Welcome note | Dr. Wafa El-Garah, Assistant Professor and Undergraduate Coordinator School of Business Administration |
| 9:35- 10:45 | Presentation I: Needs oriented approach and collaborative actions and tools for defining and prioritizing of Healthcare quality improvement in the context of a specific national Healthcare system. | Dr. Ales Bourek, MD, PhD., University Center for Healthcare Quality, Medical Faculty, Masaryk University - Czech Republic |
| 10:45-11:00 | Coffee break | |
| 11:00- 12:00 | Presentation II: Quality Management in the Health Sector in Morocco | Ministry of Health- Morocco |
| 12:00 -14:00 | Lunch (VIP Room) and University tour | |
| 14:00- 15:00 | Presentation III: October 6 University project activities and course modules. | Dr. Alaa El-Sawy, MD, Deputy Director of October 6 University Hospital-Egypt |
| 15:00- 16:00 | Presentation IV: Marketing of Health Care Services | Dr. Stig Johansson, School of Management and Economics, Växjö University |
| 16:00-17:00 | Health Management/Azrou Perspective (Discussion) | Dr. Hicham El Berri, MD. Al Akhawayn University |
| 19:00 | Reception and Dinner | Project team and AUI Executives |

March 28th, 2006

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| 08:15- 09:00 | Breakfast | Faculty Dining Room |
| 09:00-10:00 | Presentation I: Marketing of Health Care Services (cont.) | Dr. Stig Johansson, School of Management and Economics, Växjö University |
| 10:00-11:00 | Presentation II: Yarmouk University Project Activities and Future Expectations | Prof. Hussain Al-Talafha, Dean , School of Business Administration, Yarmouk University |
| 11:15- 11:45 | Presentation III: AUI and Distance Education: Realities, Potential and Limitations | Dr. Swapan Kumar Majumdar Assistant Professor, School of Business Administration |
| 11:00– 11:15 | Coffee break | |
| 11:15-12:45 | Management and Committee Meeting: course modules, activities, achievements, e-learning-glossary, manuals, quality centers, etc. | Prof. Mosad Zineldin |
| 13:00-14:30 | Lunch | |
| 14:30 – 19:00 | Field Visits: hospitals and medical clinics | |

March 29th, 2006

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| 08:15- 09:00 | Breakfast | Faculty Dining Room |
| 9:00-10:00 | Presentation I: Course Module | Dr. Loay, School of Business Administration, Yarmouk University |
| 10:00-11:00 | Workshop on Reflections on Management | Dr. Ales Bourek, MD, PhD. |
| 11:00– 11:15 | Coffee break | |
| 11:15-12:15 | E-learning Activities: a proposal by October 6 University | Dr. Alaa El-Sawy, MD |
| 12:15-14:00 | Lunch | |
| 14:00-15:00 | Al-Akhawayn University Expectations: Contributions to the project | Dr. Wafa El-Garah |
| 15:00-16:30 | Management and Committee Meeting (cont.) | Prof. Mosad Zineldin |
| 16:30-17:30 | Dinner Reception | VIP Room |

March 30th –31st, 2006

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| Establishing the HCQM center at Al-Akhawayn University and Equipment identification | Prof. Mosad Ziendin, Project Manager Dr. Wafa ElGarah, Coordinator |
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