

Strategic Management

Jun 29 – 30, 2026

PIM, Karachi

Rs. 41,500/=

Note: The Fee is Exclusive of GST.

Course Description

Since business environments are dynamic, an organization must constantly assess its strategies to stay competitive and meet its long-term objectives. Strategic management involves developing and implementing strategic plan to help a company achieve its strategic objectives. It enables an organization to have a clear understanding of its values that guide its actions, its vision and mission for where it wants to be in the future. Strategic management is an ongoing process of planning, implementation and, monitoring activities.

WHO MUST ATTEND?

Professionals engaged in strategy development or organizational planning at any level, this program will equip you with vital knowledge and hands-on skills. This program is designed for senior management level professionals engaged in strategic management activities.

COURSE CONTENTS:

- Environment trend scanning
- Market dynamics and structure
- Competitor analysis
- Basis of competition
- Industry competitive position assessment
- Scenario analysis and development
- Strategy development, and
- Strategy implementation.

LEARNING OUTCOME:

- Define core ideology, core values, and core purpose of your organization
- Develop or refine the vision and mission statements
- Map the industry
- Determine the basis of competition in the industry-CSF
- Develop a BHAG, and
- A strategy implementation plan

FOR DETAILS AND REGISTRATION

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