

# Strategic Management

**Dec 21 – 22, 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.

This is comprehensive program and includes:

- a. Environment trend scanning
- b. Market dynamics and structure
- c. Competitor analysis
- d. Basis of competition
- e. Industry competitive position assessment
- f. Scenario analysis and development
- g. Strategy development, and
- h. Strategy implementation.

## Learning Outcomes

After attending this training program, you will be able to:

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

## Who Should 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.

## Profile of the Resource Person:



Dr. M. Syed ul Haque currently serves as the Executive Director / Chief Executive Officer at the Pakistan Institute of Management, where he oversees institutional strategy, organizational transformation, and executive development initiatives. A highly experienced management trainer and consultant with over 30 years of expertise, he focuses on corporate strategic analysis, planning, and implementation, helping organizations achieve sustainable performance and business excellence.

He holds a PhD in Management and Administrative Sciences with a concentration in Strategic Management. Earlier, he earned a Master of Science from the University of Huddersfield and an MBA from the University of Santo Tomas. With additional graduate qualifications in commerce and electrical engineering, he brings a rare interdisciplinary perspective—integrating operational systems, financial discipline, and strategic leadership into cohesive business solutions. He is also a Certified Lead Assessor for ISO 9000 and ISO 14000, accredited by the British Standards Institution, London.

Dr. Syed commenced his professional career at Citibank before transitioning to PIM, where he progressed through merit-based advancement and demonstrated competence. He effectively managed a Strategic Business Unit for a decade prior to taking on the role of Executive Director in 2021. His leadership is characterized by strategic clarity, institutional reinforcement, and a consistent track record of producing measurable organizational impact.

### **FOR DETAILS AND REGISTRATION**

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