

Strategic Management

Sep 02 – 03, 2024

PIM, Karachi

Rs. 33,000/=

Nov 04 – 05, 2024

PIM, Lahore

Rs. 33,000/=

Course Description

All organizations operate in fluid, complex and dynamic environments which continually challenge existing organizational capabilities, processes, strategies and tactics. For operating successfully in dynamic environments the key to organizational success is an ability to correctly understand emerging environmental and market trends, great envisioning, robust strategizing and above all effective implementation. In today's global and indigenous environment which is dominated by fast paced change, an international financial contagion, an emergent recession, spiraling cost of inputs, food inflation, growing unemployment, nascent protectionism and serious terrorism and law and order issues the challenge facing all strategists is to correctly envision the future and develop competitive but flexible strategies.

WHO MUST ATTEND?

This program is designed for top level managers who are involved in Strategy Formulation and Implementation. This course would be particularly useful for CEO's and top-level managers of organizations needing a review/updating of their present strategic posture which has been necessitated by adverse operating conditions or inherent structural limitation.

COURSE CONTENTS:

- Environmental Trend Scanning
- Market Dynamics and Structure
- Organizational Capability Assessment
- Organizational Business Model Evaluation
- Competitor Analysis
- Basis of Competition
- Industry Competitive Position Assessment
- Scenario Analysis and Development
- Strategy Development
- Strategy Evaluation
- Strategy Implementation

FOR DETAILS AND REGISTRATION

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