

Who Should Attend

Vice Chancellors, Rectors, Deans, Directors,
Department Chairs, Associate Deans
Degree Program Directors



Day 1: 24th April 2018

Session No	Topic	Time
I	Essential Features of a "Business School" Strategic Plan	09:00 to 10:00
	Tea Break	10:00 to 10:30
II	SWOT and Competitive Analysis	10:30 to 12:00
III	Planning for People, Processes, Priorities and Progress	12:00 to 13:00
	Lunch Break	13:00 to 14:00
IV	Metrics and Strategies of a Business School	14:00 to 15:00
	Tea Break	15:00 to 15:30

Day 2: 25th April 2018

I	The Business School Ethics, Social Responsibilities and Decision Making	09:00 to 10.00
II	Accreditation or Reaccreditation Process of NBEAC	10.00 to 11.00
	Tea Break	11.00 to 11.30
III	Strategic Audit of sample "Business School" Strategic Plans	11.30 to 13.30
IV	Closing Discussion	13.30 to 14.00
	Lunch	14.00

Facilitators



Facilitators

Dr. Shahid Raza Mir

Director QEC,
Institute of Business Administration, Karachi

Dr. Zaki Rashidi

Director Quality Enhancement & Associate Dean,
IQRA University Karachi

Dates
April 24-25 2018

Learning Investment
15,000/- PKR

Duration
2 days
(9 am to 3 pm)



National Business Education
Accreditation Council



Strategic Planning of a Business School

Venue

IBA-Main Campus , Karachi

April 24 - 25, 2018

Contact Us:

National Business Education Accreditation Council Secretariat
201, 2nd Floor, HRD Building, Higher Education Commission, Sector H-8, Islamabad.
Phone: +92 51 90800206-09 | Email: nbeac@hec.gov.pk
www.nbeac.org.pk

Strategic Planning

of a Business School



The strategic planning process help the business school understand the essence of a locally and globally competitive marketplace. The procedure assist the institutions build a strong understanding of the key business and management principles. Also, the process help the school develop a rigorous, relevant, rewarding and competitive degree programs, executive education courses, research, consulting, linkages and community outreach enterprises.

Course Contents



- Essential features of a strategic plan;
- Strengths, weaknesses, opportunities and threats for a business school;
- The value of ethics, social responsibility, organizational efficiency and decision making;
- Planning for people, processes, priorities and progress; and
- Strategic audits of some sample “Business School” strategic plans.

Learning Outcomes



- Learn to design, develop and implement the “Business School” strategy;
- Review the strengths, weaknesses, opportunities, threats and resource requirements of the school in the context of the current economic and managerial environment;
- Recognize the value of incorporating ethics, social responsibility, organizational efficiency and decision making framework for strategic priorities;
- Perform strategic audits of plans to redesign performance measures to improve strategic implementation.