



Hospital Strategic Planning & Marketing Standalone Course

January 19 – May 22, 2026 | Contact + Distant learning-2 Weeks on Campus classes

The Master of Science in Health Care Management (MSHM) Programme is pleased to announce the standalone course scheduled for January 19 – May 22, 2026. This course is part of the programme curriculum but can also be taken without enrolling in a degree programme.

Course Description

The course will highlight the importance of understanding corporate culture, the institutional arrangements, and the governance in healthcare setting. The dimensions of governance and practices for proper hospital governance will be explored. Participants will be familiarized with essential components required for the development of positive organization climate including transparency, timely communication, trust building and teamwork.

The course will introduce the concept, components, and steps of strategic planning. Participants will be acquainted with the significance of hospital strategic plans for achieving healthcare institution's vision and mission. Emphasis will be given to identifying key-success factors in achieving the hospital's strategic goals relying on an effective mobilization of key stakeholders. Core components of a hospital's marketing plan will be presented. Opportunities will be provided for participants to develop a hospital's strategic plan transforming vision into healthcare service operations and designing a marketing plan for achieving the objectives outlined in the overall strategic plan.

Audience

- Current hospital managers working in private or public sector hospitals.
- Graduates from diverse disciplines (medicine, nursing and allied, finance, management, and business administration) interested in pursuing career in healthcare management.

Enrolment Criteria

- Sixteen years of education or four-years education (130 credit hours) after HSSC/FA/FSc/Grade 12 equivalent from an accredited/recognized university in Sciences/Health Sciences including but not limited to:
- BSc (Biology, Biological Sciences, Physics, Physical Sciences)
- Doctor of Physical Therapy (DPT), MBBS, BDS, BScN, DVM, D Pharm, B Pharm (or equivalent)
- Master of Business Administration, Marketing, Financing, System Management
- At least one year of work experience after graduation, preferably in a hospital- or health-related field at the time of application (part-time and voluntary work is not included). Fresh medical graduates with one year house job and demonstrated interest in public health will also be considered.

Important Information:

Submit the form via e-mail by **Friday, December 26, 2025**, at visiting.application@aku.edu along with the following as a PDF file:

- Completed and signed application form along with a photograph
- Attested copy of degree and marks sheet of sixteen years of schooling in the relevant field as mentioned in the criteria.
- Attested copy of CNIC / Passport
- Attested copy of work experience letter

Interested candidates are encouraged to ensure their applications are duly completed, as incomplete applications will not be processed.

AKU may request additional documentation or an equivalence certificate to clarify your qualification.

Course Director:
Dr Narjis Rizvi

Course fee: PKR 247,500
Register by: December 26, 2025