



SCHOOL OF PROFESSIONAL ADVANCEMENT

Transforming by learning
& learning by doing





Director's Message

It is my pleasure to welcome you to the School of Professional Advancement. SPA aims to be an institute of professional education dedicated to providing innovative higher education programs specifically designed for professionals and job seekers. For this purpose, SPA provides the platform to synthesize field experiences with theoretical knowledge to foster mutual enhancement between academic study and practice.

During your stay at SPA you will be able to interact with highly qualified and experienced faculty who takes on the role of facilitators rather than traditional instructors. They share your enthusiasm for knowledge and are specifically trained to offer blend of teaching pedagogies to cater for your dynamic needs. Many of you will make professional networks with those who are related to your area of interest. In addition, you will be exposed to the domain of applied research, engage in real time consulting projects, participate in variety of different national and international seminars relevant to your field of interest, and get introduced to our vast corporate-institutional linkages while working in parallel with other professionals, trained faculty and staff.

By offering a broad range of market oriented educational programs, SPA addresses the concerns of dynamic business environment and changing interests of prospective employers and organizational needs. Our career development programs have gained considerable reputation among professionals and employers and continue to work proactively towards their goals. This mission aligns with our passion to promote a culture of trust, collaboration, knowledge, and transformation. We are committed towards bringing excellence in professional education through innovation in learning, knowledge sharing, and professional development. Thus at SPA, we are committed towards developing a vibrant community of value creators. Therefore, it is my heartiest pleasure to welcome you to become a part of this community.

Dr Naveed Yazdani

PhD Management Sciences Scholar

MS Management

University of Management and Technology, Lahore, Pakistan

SPA Faculty

Assistant Professors



Khalil A Arbi (PhD Scholar)

MSc in Economics, University of Bonn, Germany

MBA (Marketing), Hamdard University (ILM), Pakistan

Mr Khalil A Arbi is a renowned consultant, academic researcher public speaker for motivation and organizational development and author with immense corporate experience. He possesses intense linkages with the industry and public sector, and has multidisciplinary experience of working with international as well as national organizations. He has evaluated the competitiveness on 13 different sectors of Pakistan for Trade Development Authority of Pakistan (TDAP).

At SPA, we provide excellent environment to our students for learning, growing and leading in their personal and professional lives. We are committed to deliver quality education which can transform our graduates into successful citizens. We offer Master of Banking and Finance which is designed to cater for the personnel needs of the banking sector as well as financial institutions. The program is one of the premier programs of SPA. Our graduates are working in local as well as foreign banks and organizations of excellent repute.

The School also offers multidisciplinary program like Master of Professional Studies (MPS) in Agribusiness and MPS in International Business and Export Marketing (MPS IBEM). MPS IBEM is elite degree program for meeting the immediate challenges of country for competitiveness and export performance. Master in Supply Chain is another highly demanded program offered by SPA. This program has been designed after having detailed analysis of the job market where we see there are lots of supply chain related jobs each day. The students of supply chain are taught latest supply chain modeling techniques on experiential learning mode. The graduates are provided with excellent teaching environment where most of the teachers have corporate back ground and impart hands-on skills to the students.

Imran Saleem

MS in Software Engineering Management

Southampton Solent University, UK

MS in Software Engineering

University of West, Sweden



Mr Imran Saleem has more than 3 years of corporate experience at leading international as well as national organizations like Huawei Telecom UK, Greenwoods Communication UK, Descon Information System Pakistan. His specialized areas are software quality assurance, testing, software architecture, object oriented analysis and design, requirement reviews and walkthroughs.

SPA at UMT offers a broad range of programs consisting of practical implications in the corporate world for professional development of the individuals. Our major concern is not to impart knowledge alone but to help you become professional. SPA offers industry specific specialized master programs with the emphasis to develop professionals. SPA pedagogy is state-of-the-art, i.e., "Learning by doing". The blend of theory and practice makes SPA programs unique and most sought in the industry. The curriculum focuses on real time industry issues that help participants to acquaint themselves with the current trends and requirements of the specific industry. SPA graduates finds jobs easily and those who already hold jobs have greater opportunities in career progressions.

Lecturers



Syed Ali Hussain Bukhari

MBA in Marketing Management

Mr Ali Bukhari has over 05 years experience of managing and developing programs by combining his extensive experience and practice in industry. He has extensive lecturing experience at Masters, post graduate, undergraduate and professional levels in private and semi-government educational institutions in Pakistan. Ali is a member of the Marketing Association of Pakistan (MAP) and Chartered Institute of Marketing (CIM), UK.

Our master degree programs are designed to help you advance to the next stages of your professional career. Designed for mid-level to C-level executives from for-profit, non-profit, and government organizations, these degrees will give you the leadership skills and the hands-on tools you need to propel your career forward.

Zakee Saadat

MPhil in Public Policy, National Defence University, Islamabad

MSc in Government & Public Policy, National Defence University, Islamabad

Mr Zakee Saadat has more than 03 years of experience in academic program development and excellence. He has taught various courses of Economics and Statistics at Masters Level. Besides teaching he has an additional experience of developing, promoting, evaluating, and managing several undergraduate level programs. His core area of interest and expertise are public policy, development economics, poverty, international trade and policy analysis. He has conducted research in the areas of poverty international trade and development economics. Now, he is associated with SPA, UMT. SPA, offers multi-disciplinary, professional and skill focused master degrees for mid-career and fresh participants. These degree programs are tailored according to the needs and requirements of the corporate sector for bridging the gap between academia and the real world. It is especially focused to empower the participants with specialized hands-on skills to cater for organizational needs in their respective fields.



List of Programs

Master Programs

- Master of Human Resource Management
- Master of School Management
- Master of Marketing Management
- Master of Project Management
- Master of Banking and Finance
- Master of Supply Chain Management
- Master of Computer Science
- Master of Information and Communication Technology
- Master of Fashion and Luxury Brand Management

MS Programs

- MS School Leadership and Management
- MS Project Management

MPS Programs

- MPS Organization Development and Consultancy
- MPS Advertising and Marketing Communication
- MPS International Business and Export Marketing

Master Programs

16 Years Degree Programs

Program Summary

Program Requirements	20 courses (60 credit hours)
Project	(6 credit hours)
Total Credit Hours	66

Master of Human Resource Management

Anum Arshad



I have had a very positive learning experience throughout my studies in MHRM. The faculty and staff have been very supportive of the students and their personal interests within the program. I had the opportunity to gain valuable human resource experience from number of corporate people and various seminars. The positive classroom experience has made the transition into practice much easier. The University of Management and Technology and the School of Professional Advancement have always promoted a tight-knit atmosphere among students and faculty. Everyone strives to achieve great things, and the support is endless.

Muhammad Husnain Ali

As a human resource professional, I learnt a lot about the relationship between theories and current organizational practices. I can apply the knowledge that I gained from SPA at strategic and operational level. I am able to integrate information technology into the operational areas of human resource management. The MHRM program is offered in an accelerated executive format for working professionals and is specifically customized to equip human resource managers with the tools necessary to effectively meet the challenges of an ever-changing business climate.



Foundation Courses

- Management of Organization
- Management Application of ICT
- Statistical Methods for Management Decisions
- Communication for Managers
- Financial Accounting Analysis
- Marketing Management
- Entrepreneurship and Managing SMEs
- Building Sustained Competitive Advantage

Core Courses

- Succession Planning and Mentoring
- Organizational Behavior
- Training and Development
- Performance Management Systems
- Compensation and Benefit Management
- Human Resource Information System
- Industrial Relation and Labor Laws
- Psychometric Testing

Applied Courses

- Recruitment, Selection and Interviewing Skills
- Negotiation Skills Development Workshop
- Team Building Skills Development Workshop
- Diversity and Change Management
- Final Project



Master of School Management

Tehmina Tahir



I opted for MSM degree because I wanted to gain better understanding of school management and how the education system works. Because of this degree, I was able to implement the skills and knowledge through training teachers in their research work, teaching methodologies, communication skills and mentoring sessions. Now I have been promoted as a teacher trainer in The City School – a definite career advancement.

Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management Decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Comparative Advantage

Core Courses

- Education Management and Leadership
- Learning Theories
- Teaching Methodologies

- Curriculum Management
- Culture and Climate in Schools
- Educational Philosophy
- Staff Development
- Assessment Techniques

Applied Courses

- Standards and Quality Assurance in Schools
- Education Research
- Strategic Management in Montessori School
- School Resource Management
- School Effectiveness and Improvement
- Behavior Management in School
- Final Project



Master of Marketing Management

Uzma Qaiser Ali



The decision to join SPA for a master degree in Marketing Management was the right one. I believe this degree is very informative regarding the current trends and practices in the field of marketing. The quality of education helped me a lot in my professional development. I am applying all that I learned at my workplace.

Adnan Khan

It was a wonderful experience to be guided and taught by highly professional and skilled teachers throughout my degree program. SPA is not only providing professional advancement in studies but also enhancing communication skills and building character of the students. This has a major impact on their personal as well as on their professional lives. Students are being provided up to date and latest knowledge in the marketing field. It is more focused on practical implementation of things rather than theory oriented knowledge.



Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management Decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Competitive Advantage

Applied Courses

- Managing Sales Force Workshop
- Marketing Communication and Brand Management
- Export and International Marketing
- Relationship Marketing and CRM
- Final Project

Core Courses

- Science of Marketing
- Digital Marketing Communication
- Marketing Research
- Retailing and Merchandising
- Contemporary Consumer Behavior
- Advertising, Sales Promotion and Integrated Marketing Communication
- Managing Supply Chain
- Services Marketing Management



Master of Project Management

(New Program)

Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management Decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Comparative Advantage

Core Courses

- Principles of Project Management
- Operations Management
- Project Bidding and Negotiation
- Total Quality Management

- Project Scope, Time and Cost Management
- Project Planning Management and Control
- Project Risk and Procurement Management
- Project Stakeholders, Communications and Integration Management

Applied Courses

- IT Applications in Project Management
- Construction Project Management
- Enterprise Resource Planning (ERP)
- International Project Management
- Final Project



Master of Banking and Finance

Ali Zafar



The Master of Banking and Finance (MBF) program from SPA has really developed my personality in a way that now I am more confident and groomed a professional. I believe in being passionate about learning and have strong opinion that SPA-UMT has catered to my learning needs in the best possible manner.

Ali Sikandar

SPA-UMT gave me a challenging and enjoyable learning environment. The MBF program is a market driven program and truly provides an environment which is quite close to practical life.



Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management Decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Competitive Advantage

Core Courses

- Economics Analysis and Business Decisions
- Cost and Management Accounting
- Business Research
- Analysis of Financial Statements
- Financial Management and Corporate Finance
- Macro Economics and Monetary Policy
- International Trade and FOREX
- Banking Operations and Credit Management

Applied Courses

- Financial Risk Management
- Capital Budgeting and Long Term Planning
- Islamic Banking
- Financial Derivatives
- Investment and Portfolio Management
- Money and Capital Markets
- Managing Financial Institutions
- Micro Financing
- Investment Banking
- Enterprise Resource Planning
- Final Project



Master of Supply Chain Management

Safee Saadat



I am proud to be a part Supply Chain Management program because I am getting professional education from qualified and experienced teachers of SPA, UMT. In the modernized era, effective Supply Chain Management is critical for organizational development.

Hafiz Saif ur Rehman

Firms operating in a fiercely competitive environment have been increasingly focusing on an efficient supply chain network managed by dedicated professionals with inter-disciplinary skill set. The Master of Supply Chain Management offered by SPA is a targeted and career oriented degree for students as well as for professionals for this emerging field in Pakistan and all over the world."



Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Competitive Advantage

Core Courses

- Economics Analysis and Business Decisions
- Operations Management
- Total Quality Management
- Managing Supply Chain
- Business Research
- Inventory Control and Production System
- Data Modeling and Decision Making
- IT Application in Project Management

Applied Courses

- Contract Management
- Retailing and Distribution Management
- Enterprise Resource Planning (ERP)
- Logistics Systems
- Final Project



Master of Computer Science

Muddasser Naseer Alvi



After an amazing year at UMT, I felt confident and motivated. My work had a focused direction, and most importantly, I had a strong portfolio that helped me get accepted and win scholarship. MCS Program expanded my horizons in computer sciences. I was able to hone quantitative analytical skills, master the fundamentals of computer theories, and understand the constraints and limits of information technology models and circumstances under which they are applicable. The teaching staff at UMT is truly exceptional. They give me passion. They inspire. They dazzle one with their compassion and knowledge of the art world. What does UMT mean to me now? The beginning of a long journey."

Muhammad Saqlain Ali Khan

SPA instilled in me a great sense of strength, value, desire to achieve, and of course leadership. After two years of exposure to Computer Science - from the theory to implementation and beyond - I am proud of myself that I made the right decision to pursue this degree. I am fully confident that the skills I acquired not only will enhance my professional career in the Information Technology domain, but also have prepared the ground work for me to embark on a new venture to pursue the international market. This program leads me to my true calling and gave me the confidence to work, grow and excel in my current job. My ultimate goal is to be successful, both in personal and professional lives, and my master degree from UMT is playing a huge part in helping me obtain that goal.

Foundation Courses

- Introduction to Computer Programming
- Database Systems
- Computer Networks
- Software Engineering-I
- Digital Logic Design
- Basic English
- Communication for Managers

Core Courses

- Object Oriented Programming
- Software Engineering-II
- Operating Systems
- Web Programming

- Computer Organization and Assembly Language
- Fundamental of Algorithms
- Data and File Structure
- Computer Architecture
- Theory of Automata

Applied Courses

- Distributed Database Systems
- Human Computer Interaction
- Android Application Development
- Software Quality Assurance
- Artificial Intelligence
- Programming Language Concepts
- Final Project

Master of Information and Communication Technology

Mahnoor Hussain



MICT program is indeed helpful for professionals who are serving in IT related departments as MICT program is especially designed to help mid-career people to progress further in their careers. The emergence of SPA-UMT is highly appreciated due to its unique way of polishing skills and expertise of its students who seek a distinguished place on the horizon of IT field not only in Pakistan but also around the globe. Another unique and significant feature of SPA is that not only one resource person but all the members have true difference in the styles and method of teaching according to the need of the subject being studied.

Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical Methods for Management decisions
- Communication for Managers
- Financial Accounting Analysis
- Entrepreneurship and Managing SMEs
- Marketing Management
- Building Sustained Comparative Advantage
- Object oriented Programming
- Web Programming
- IT Infrastructure
- Computer Networks
- Management Information System
- System Analysis and Design

Core Courses

- Introduction to Computer Programming
- Database System

Applied Courses

- Wireless and Mobile Communications
- Software Quality Assurance
- Software Project Management
- Enterprise Resource Planning
- Android Application Development
- Network Optimization
- Final Project



Master of Fashion Design and Luxury Brand Management

Foundation Courses

- Management of Organization
- Management Application of ICT
- Statistical and Economic Analysis in Management Decision
- Communication for Managers
- Financial Accounting Analysis
- Marketing Management
- Entrepreneurship and Managing SMEs
- Building Sustained Competitive Advantage

Core Courses

- Introduction to Fashion Industry
- Social Psychology of Fashion
- Research Methods
- Fashion Sketching and Illustration
- Fashion Boutiques Management
- Fashion Advertising and E-Marketing
- Luxury Brand Management
- Fashion Event Planning

Applied Courses

Fashion Merchandising

Interior Design

Jewelry Design

Fashion Export Management



18 Years Degree Programs

Program Summary

Program Requirements	8 courses (24 credit hours)
Thesis	(6 credit hours)
Total Credit Hours	30

MS School Leadership and Management

Ikramullah Oureshi



Being an entrepreneur of an educational institutions chain I think this program is tremendously helpful for my career development. As a research scholar here, I was taught how to think and solve problems. SPA transformed me from an ordinary human being to a person who wants to contribute to the society. SPA filled a void in my professional life by instilling the thirst for lifelong learning.

Saima Ashraf

I feel privileged to be a part of the very first badge student of MS (SLM) which is full of knowledge and exposure to professional skills. I opted for this course with a vision to enhance my knowledge and groom my skills in School Leadership and Management. And now I feel that this degree has really contributed to my knowledge and it will help me extensively in the process of planning, organizing and managing the educational institutions more effectively and efficiently.



List of Courses

Any 10 courses will be taught, depending upon the requirement of the time. Four (04) research courses are compulsory.

Foundation Courses

- Research Methodology I
- Research Methodology II
- Empirical Methods: Introduction to Statistics for Research
- Seminar in Research
- Educational Leadership, Management and Organizations
- Quality Assurance in Education
- Essential Foundations of Curriculum
- Educational Planning and Management System
- Thesis

Core Courses

- Advanced Educational Psychology
- Advanced Philosophy of Education
- Educational Measurement and Evaluation System
- Economics of Education
- Curriculum Process Issues and Problems
- Education Policy Planning and Implementation
- Organizational Behavior in Education
- Teacher Education in Comparative Perspective
- Philosophical, Psychological and Sociological Foundations of Curriculum
- Educational Context, Policy and Organization in Education
- Effective Coaching and Mentoring Skills
- Leading Change in Learning Organizations
- The Consultancy Project
- School Reform: Curricular and Instructional Leadership
- Education Policy Analysis and Research in Comparative Perspective
- Educational Effectiveness: Examining Influences on Student Achievement
- Leadership in Social-Change Organizations
- School Reform from the Outside In: The Roles of External Partners and Funders

MS Project Management (New Program)

List of Courses

Any 10 courses will be taught, depending upon the requirement of the time. Four (04) research courses are compulsory.

Foundation Courses

- Research Methodology I
- Research Methodology II
- Application of Empirical Research
- Seminar in Research
- Seminars in Project Management
- Project Risk Management (Integration, Scope and Risk Management)
- Management of Project Based Organizations
- Systems Dynamics for Project Management
- Thesis

Core Courses

- Strategic Delivery of Change
- Current issues in Project Management
- Leveraging Customer Relationships
- Project Management Constraints
- Project Review, Assurance and Governance
- Software Project Management
- Project Communication Reporting and Presentation Management
- Project Innovation and Technology Management
- Managing Complex Projects

MPS PROGRAMS (Newly Launched)

18 years Degree Programs

Program Summary

Program Requirements 8 courses (24 credit hours)

Project (6 credit hours)

Total Credit Hours 30

For the first time, School of Professional Advancement (SPA) is launching Master of Professional Studies from Fall 2014.

Master in Professional Studies (MPS)

What is Master of Professional Studies (MPS)?

MPS is an 18 years Master degree program grounded in pedagogy of learning it by doing fields. While other Master degrees programs tend to focus on research and theory, Master of Professional Studies tend to emphasize imparting applied and practical skills, and require extensive degree of fieldwork to complement classroom learning. The MPS ensures and enhance lifelong learnings for midcareer professionals and working students.

International Universities offering MPS programs

The MPS programs are renowned internationally and all those universities which are engaged in the continuous learning education programs are offering such innovative programs. Following international universities have already running MPS programs:

- George Town University School of Continuing Studies (Washington USA)
- Carnegie Mellon University Pittsburgh (Pennsylvania USA)
- The University of Minnesota (Minnesota USA)

The Purpose

The MPS Programs are specifically designed to enable the mature learners to create a customized plan of graduate study tailored to their personal and professional needs. This degree offers students the opportunity to gain the advanced knowledge and skills necessary to respond successfully to new and emerging career opportunities.

The MPS programs are for the professionals who wish to specialize in the subjects of their interest to put their career on fast track. The faculty engaged in the MPS programs brings the latest research and industry practices.

The MPS programs equip the students to have lead in their professional career by following ways:

- Generating creative ability to make a difference in competitive situations
- Improve their employability
- Gain skills for success
- Put themselves on the career fast track
- Studying while they work

Target Audience

These programs are aimed mainly at:

- Working professionals with a 16 years master degree or
- Graduates with 16 years bachelor's degree and relevant work experience

The recent trends of the business world suggest that professionals will continuously need to learn new knowledge and skills in order to retain their jobs in a highly competitive business environment. SPA not only understands these trends but also makes periodic estimates for future developments which provide professionals a dynamic platform to equip themselves for the mounting competition. Professionals who wish to excel in their fields and be internationally recognized for their work need to advance in these degrees.

MPS Organization Development and Consultancy

- Action Research
- Leadership Skills Development Workshop
- Organization Development and Change
- The OD Practitioner
- Organizational Systems and Cultural Design
- Leadership Development and Coaching in Organizations
- Strategic Thinking, Planning, and Organizational Design
- Organization Theory and Diagnosis
- Group Theory and Change Facilitation
- Applied Research Methods
- Organization Analysis and Strategy
- Consultation and Coaching Theory and Skills
- Capstone Project

MPS Advertising and Marketing Communication

- Leadership Skills Development Workshop
- Marketing Communication and Branding
- Public Relations and Reputation Management
- Promotional Marketing and Event Management
- Marketing and Media Research
- Advertising: Commerce and Creativity
- Action Research
- Strategic Marketing Management
- Buyer Behaviour for Marketing Communications
- Media, Law and Ethics
- Brand & Innovation Management
- Contemporary issues in Marketing Communications
- Marketing for Global Competitiveness Project
- Fashion and Luxury Brand Management
- Capstone Project

MPS International Business and Export Marketing

Core Courses

- WTO and the Trade Agreements
- Action Research
- International Financial Systems
- International Marketing Strategies Simulations
- Competitiveness and Macro Business Environment
- International Trade Modelling
- Project- (6 credit hours)

Elective Courses

- Global Strategic Management
- Pakistan and South Asian Trade Dynamics
- Cooperation and Conflict in World Trade
- Global Corporate Governance
- International Business Negotiations
- Global Corporate Strategy
- Culture and Business Ethics
- International Commercial Arbitration

CIM Chartered Diplomas

The Chartered Institute of Marketing (CIM), the largest and oldest marketing organization in the world. In our experience, there's no such thing as an unqualified success, and our unique set of qualifications will make a real difference to your career – whether you're a student, marketing assistant, or responsible for an entire marketing department. Our specialist arm, the CAM Foundation (CAM), was established as a registered charity in 1970. In 2000, the CAM Foundation formed an alliance with CIM, and since then CAM qualifications have been awarded by CIM. The University of Management and Technology (UMT) and the School of Professional Advancement (SPA) have been accredited by The Chartered Institute of Marketing, UK, to deliver diplomas and certification in marketing. Accreditation means that each center has been quality-audited and approved to each CIM qualification and that tutors have access to essential teaching resources and information. CIM Accredited Study Centers ensure that you are booked onto the correct level of qualification. The CIM global network means that you can choose from around 300 Accredited Study Centers, which have all been quality-audited and approved.

- Foundation Certificate in Marketing
- Certificate in Professional Marketing
- Diploma in Professional Marketing
- CAM Diploma in Digital Marketing
- CAM Diploma in Marketing Communication



Center for International Trade and Marketing Simulation (CITMaS)

Why This Center?

Rapid changes in the arena of international trade and marketing has widened the opportunities, scope of work for the local as well as international organizations. The international presences of Pakistani business firms is facing great challenges of competitiveness, growth and sustainable margins. Pakistan has eroding competitiveness in many exporting sectors and lacks value added performance. The recent and old international trade policies of Pakistan failed to deliver desired results which is evident through declining export orders. The country is still away from proven way forward for unleashing the full export potential and building competitive export sectors. Pakistan is facing two major problems in international trade; one the Pakistani business community lack real knowledge about where to sell and second how to sell. The first part is about understanding the international market dynamics and second part is about understanding the international marketing techniques. This center has been conceived to cope these both challenges through policy infrastructure development and where the researchers in the center by use of sophisticated ICT tools will uncover the export potentials for Pakistani produce and also provide first hand training guides to the export executives to successfully launch their products in international markets.

How the center will work

Unlike the traditional way of educating the executives the center will use Simulation technology to guide and train the business professionals. In this regard the center will work in close association of Swiss based International Trade Center (ITC) for international trade analytics policy framework and with French based Organization StratX-Simulations for marketing strategy simulations.

1. ITC Trade Analytics tools will help the Pakistani business executives to comprehend the international trade dynamics and opportunities for their products to be marketed internationally.
2. StratX-Simulations will provide simulations for real time virtual marketing business environment where different business firms with their all sorts of marketing mix play around and the participants of these simulation will be able to act as CEOs/CMOs executing various marketing strategies to have needed results viewable on computer screen like a marketing dashboard.

Center's Core Offerings

The center has plan to launch following deliverables:

- MPS International Business and Export Marketing (May be launched in Spring 15)
- One Week Simulation Experience Certificate through use of ICT facilities of StratX-Simulations by getting licenses for each participant. Price for each student is 50 Euros and for executives 200 Euros. This certification course can be declared mandatory for each master of marketing management students
- Periodic international trade Sectoral Reports explaining policy guides for governments and international trade opportunities for business community.

Requirements for the Center

After initial investment soon the center will be self-sustainable through its own revenues from licensing and training fee as well as through various international trade projects in the long run. However for the successful and smooth functioning of the center following initial level requirements are needed:

- A comprehensive advertising campaign about MPS and certification program in the corporate and academic circles is required.
- Two days trainings offered by StratX-Simulations is required for the facilitator. The details of the trainings is attached.
- Subscription of ITC website with full benefits
- Executive class rooms for the regular classes and simulation activities.
- Participants of the programs will require laptops for effective participation in the simulation programs.

SPA Staff



Assistant Manager Coordination

Attiya Bashir

Master in Computer Science

Bahauddin Zakariya University, Pakistan

Master in Economics

Bahauddin Zakariya University, Pakistan

Attiya Bashir has a varied interest and experience of teaching, research and administration. She taught for 2 years in a reputable school before joining UMT as a Research Associate and later worked as coordinator. Being a core team member of SPA, she is very enthusiastic in ensuring smooth functioning of diverse activities and projects undertaken at SPA.

Web Coordinator

Aleem Akhtar

Master of Computer Science

University of Management and Technology Lahore

Aleem Akhtar possesses three years post master experience in the area of computer languages and web development. He has done many online projects for different clients.



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