



School of Professional Advancement
University of Management and Technology



*In the name of Allah,
the Most Beneficent,
the Most Merciful*



Message from the Director

On behalf of the School of Professional Advancement (SPA), I am delighted to introduce you to our dynamic, multi-disciplinary and participant-centered learning community. At SPA, we offer professional education programs specifically designed for mid-career professionals and job seekers. The SPA has been established to provide a technological and professional base for upward mobility and professional growth of individuals who are engaged in various professional fields.

According to studies, all professionals need to continuously learn new knowledge and skills in order to retain their jobs in the present day fast paced corporate sector. Information technology has transformed both life and the work environment to the extent that a new breed of human resource is required to survive in a highly vibrant and competitive economic environment. The ever changing nature of the job market exerts tremendous socio-psychological pressure on professionals to adapt to changing job requirements. We are proud to say that SPA is ideally placed for fulfilling the professional needs and requirements of the industry.

The School offers customized and specialized programs for the corporate sector tailored according to organizational needs. It equips the participants with the critical and analytical skills and competencies required to sustain themselves in the dynamic corporate environment.

Naveed Yazdani
Director SPA

School of Professional Advancement

The School of Professional Advancement (SPA) is a subsidiary of UMT. It is a dynamic sub-unit of UMT catering for the lifelong educational needs of participants and professionals. SPA's core activities revolve around the theme of "building professionals for the future". It has been established to provide a base for upward mobility and professional growth of individuals across various sectors.

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. SPA pursues a three-pronged mission:

Instructional Mission

- To serve as a source of knowledge and expertise for the students' education and professional development through designing state-of-the-art programs and courses.
- To continuously experiment in developing new programs and instructional models which enhance educational quality for SPA students.
- To provide high quality research-based master degree programs.
- To pitch the same level of intensity by all faculty members (permanent and visiting) in all classes and all courses.

Pedagogical Mission

- To ensure that 'learning by doing' approach, underpinned by the philosophy of reflection-change-action, is demonstrated by the faculty throughout all SPA programs.

- To encourage students to think critically about their academic as well as personal frames of references and to provide them the skills and abilities to challenge their own and others' habits of mind and points of view.
- To ensure provision of technology supported learning environment in and off the classes.

Curricular Mission

- To transform SPA students into better individuals and members of society.
- To serve as a liaison and a resource between industry and academia.
- To enable all SPA staff members to increase their academic and professional knowledge as a means of constantly improving the school and its activities.

Degree Programs

SPA offers job-specific, skill focused, market oriented master degree programs that impart cutting edge knowledge and practical skills to meet the ever changing corporate demands. Currently, the following master degree programs are being offered.

- Master of Human Resource Management
- Master of Management Consulting and Organizational Development (MMC&OD)
- Master of School Management
- Master of Fashion and Luxury Management
- Master of Marketing Management
- Master of Sales Management
- Master of Supply Chain Management
- Master of Transportation Logistics Management
- Master of Project Management
- Master of Real Estate and Urban Planning
- Master of Banking and Finance
- Master of Agri-Business
- Master of Computer Science

- Master of Information and Communication Technology

Diplomas

- Swinburne IT Diploma
- CIM Chartered Diplomas:
 - Professional Certificate in Marketing
 - Professional Diploma in Marketing
 - CAM Diploma in Digital Marketing
 - CAM Diploma in Marketing Communication
 - CAM Diploma in Managing Digital Media

It is worth mentioning that participants have the option of opting for certifications in their area of interest in any of the programs offered by SPA.

Program Duration

- 45 credit hours (1 year) for 16 years of relevant education
- 72 credit hours (2 years) for BA / BSc / BCom



Master of Human Resource Management (MHRM)

Rationale

Human resources are the real assets for any organization. Even more today than in the past, an organization's efficiency is impacted by the effectiveness of its human talent. The Master of Human Resource Management (MHRM) program is designed for professionals who are seeking a career in HRM. This program seeks to inculcate HRM skills and capabilities in the participants. The major thrust of the program is to train a group of professionals who are academically strong and judicious in their planning to contrive human resource for the best output while possessing the capacity to work in a challenging environment. The program seeks to prepare participants who are well versed in the art of human relations management.

Program Objectives

The Master of Human Resource Management is a highly comprehensive program adapted to glean managerial skills for professionals to deal with the diverse workforce in different organizations. It seeks to develop a proactive focus in the participants. It encourages and prepares them to recognize and utilize the strategic importance of HRM in an organization. Understanding the importance of HRM for human as well as organizational development, this program aims to produce individuals with sound theoretical background and intellectual capabilities which are necessary for executives of modern organizations.

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

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

Applied Courses

- Interviewing Skills Development Workshop
 - Negotiation Skills Development Workshop
 - Team Building Skills Development Workshop
 - Change Management Skills Workshop
- Projects: Two System Synthesis Project

Career Opportunities

Successful completion of this program would lead participants to dynamic careers in managerial capacities in business organizations in both the public as well as the private sector as human resource executives and human resource managers. Under the influence of globalization and the resulting technological changes, the structural evolution of organizations is providing new openings to human resource managers. Most of the organizations understand the importance of human resources and are on the lookout for dynamic and capable human resource managers.



Master of Management Consulting and Organization Development (MMC&OD)

Rationale

Pakistani managers need to break the traditional 'management' mould and to look at their companies through the eyes of a consultant. They need to identify and solve problems rather than manage them in a conservative way in the hope that the 'system' would provide the solutions. The program seeks to break the traditional and functional view of management towards a process view of organizations. It is envisaged that this program will serve as a model to revolutionize managerial thinking from function to process approach. Businessmen cannot just sit back and let their organizations decline due to lack of political will to solve core issues related to power, energy and the economy. They can only respond to the discouraging environment by being proactive and taking charge of their own destinies. Graduates of the Master of Management Consulting and Organizational Development program will help the local industry to renew the skills of their employees so that they may become a part of the industrial revolution, reviving the Pakistani economy through inculcation of competencies, and getting rid of dependence on external and uncontrollable factors.

Program Objectives

The School of Professional Advancement (SPA) offers Master of Management Consulting and Organizational Development Program which aims to inculcate skills in students through which they will be enabled to improve organizational effectiveness by means of a systematic change program. This program seeks to prepare the students for understanding, diagnosing

and mastering change so that they are able to transform their organization's 'products and services in accordance with the changes in economy and environment.

The MOD&C curriculum is designed to educate students towards increasing the effectiveness of individuals and organizations. Three basic modules underpin the sequence of this course: understanding and diagnosing organizational change, developing high performance and mastering change.

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

- Introducing Organizational Change
- Diagnosing Organizational Issues
- Applying Statistical Analysis for Organizational Change
- Managing Strategic Human Resources
- Building a Strategic Organization
- Process Consulting Skills
- High Performance Systems and System-wide Interventions
- Action Research

Applied Courses

- OD Consulting Skills Development Workshop
- Team Building Skill Workshop
- Business Process Re-engineering
- Management Consulting in Pakistani Prospective Projects: Two System Synthesis Project

Career Opportunities

Successful graduates of this program will be ideally suited to take up roles and responsibilities in a broad range of fields such as:

- Organizational Development, Management and Business Consultants (both external and internal consultants)
- Business Development Managers
- Strategic Business Analysts
- Top positions in General Management and Human Resource Development
- Outstanding teachers of Management, Human Resource Management, Organizational Development and Change Management



Master of School Management (MSM)

Rationale

Changes in school administration over recent decades are part of a larger trend in the management of public service organizations that can be characterized as the decline of older public administrative models and the rise of a New Public Management (NPM) model. The ideas and research findings behind the NPM model in public services – flatter management structures, market like mechanisms, decentralization, customer orientation and evidence-based improvement of services – have significantly changed the approach to organizational management. The effectiveness of these changes is still debated in education research and policy circles, but it is clear that these ideas, and the debate surrounding them, have changed the terms of management.

Program Objectives

- Visioning for school improvement
- Creating positive school culture, providing an effective instructional program, and designing comprehensive professional growth plans
- Managing the organization
- Collaborating with families and community, and responding to diverse interests and needs
- Acting equitably and with integrity
- Interacting and influencing the larger political, social, economic, legal, and cultural context

Foundation Courses

- Management of Organizations
- Management Application of ICT
- Statistical and Economic Analysis in Management Decision
- Communication for Managers



- Financial Accounting Analysis
- Marketing Management
- Entrepreneurship in Education
- Building Sustained Competitive Advantages

Core Courses

- Educational Leadership
- Teaching Methodologies
- Curriculum Management
- Educational Psychology
- Staff Development
- Assessment Techniques
- Standards and Quality Assurance in Schools
- Research Methodologies

Applied Courses

- Strategic Management in Montessori School

- School Resource Management
- School Effectiveness and Improvement
- Behavior Management in School

Projects: Two System Synthesis Project

Career Opportunities

Effective managers are needed at all levels of education - from first line administrators to top executives - to plan and direct the work of the organization, set policy, establish channels of communication, and evaluate the work that is done. The MSM program is a transformational experience. You will develop deep knowledge and skills in the key areas of the education sector, and the self-awareness and sense of perspective to make smart choices about your future. This program is geared to help you gain the knowledge and understanding needed to advance your leadership career in the education sector.

Master of Fashion and Luxury Management (MF&LM)

Rationale

The Master of Fashion and Luxury Management is designed to provide national and international companies in these sectors with the profiles they need to perform globally in a competitive manner. Students acquire the specific know-how of the unique factors involved in building fashion, design and luxury brands in these highly competitive and global sectors. The fashion and luxury sectors are amongst the fastest growing in Pakistan. For this reason, companies in these industries are seeking to recruit experts who are able to manage and grow their brands.

This program has generated a varied and adaptable workforce for the apparel and sewn products industry. Graduates have been employed by apparel manufacturers, designers, wholesalers, importers and many of the major and independent retailers; some graduates have become entrepreneurs. Graduates are employed in positions leading to careers as product developers, fashion buyers, production managers, quality control managers, and costing analysts, work measurement engineers, purchasing agents, visual merchandisers, store managers and transportation/distribution managers.

Program Objectives

The program's objective is to enable students to achieve their career ambitions by giving them regular access to experienced fashion and luxury specialists who have both strong academic skills and practical in-company experience, improving and expanding participating students' career prospects by providing

them with training in fashion and luxury management as well as understanding the issues in international trends and working across cultures. For those who may be working or studying outside the field of art, fashion and luxury, this program provides the opportunity for a change in career direction.

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

Projects: Two System Synthesis Project

Career Opportunities

The Master in Fashion and Luxury Management opens opportunities to pursue careers in a wide range of fashion and luxury fields. Whilst having a strong disciplinary base in national and international luxury brand management, its range is such that graduates will be able to work with specialists in other areas, getting involved in creative, marketing or finance positions. Graduates can go on to work at top level management, designing, sourcing, merchandising, budgeting, advertising, product development, product management, public relations, events management, store design, retail management, and people management in the fashion and luxury goods sector.



Master of Marketing Management (MMM)

Rationale

There is a direct relation with the growing market of products and ever-increasing number of consumers. To make an estimate of the actual demand of the market and to understand the relation between consumers and manufacturers, it is important to explore diversified dimensions of different markets. The participants enrolled in the Master of Marketing Management program are geared for this purpose. Successful graduates of this program can be an inspirational source of change and success for marketing and advertising as they gain a sound grasp of the principles of marketing and consumer behavior.

Master of Marketing Management is a complete program structured to thrash all areas required for the vivid conception of marketing and advertising which are core areas of business. At SPA, the detailed aspects of business studies with the core subjects of marketing and advertising procures a team of highly skilled people aware of even the minute details of marketing and capable of launching modern techniques with frequent use of new concepts and technology. The progressive approach of SPA sets a solid platform for the participants to become independent learners by recurrent analysis of marketing, advertising and promotion. Therefore, graduates of the program find themselves at ease as exposure about the practical situations in the different fields of marketing makes them willing to accept challenges with eager anticipation. The use of modern technology and teaching aids nurtures talent and trains participants by developing insight that turns tough trials of reality into a pleasant learning experience.

Program Objectives

The program has been structured to envisage random changes in the field of marketing and advertising, and gives complete awareness about:

- Formulating a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations, and evaluation criteria.
- Developing pricing strategies which take into account perceived value, competitive pressures, and corporate objectives.
- Determining strategies for developing new products and services that are consistent with evolving market needs.
- Communicating marketing information persuasively and accurately in oral, written, and graphic formats.
- Evaluating the viability of marketing a product or service in an international market or markets.
- Developing strategies to establish working relationships with clients, customers, and consumers which maintain and strengthen their loyalty to the organization.

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

- Marketing Planning Process
- Delivering Customer Value through Marketing
- Marketing Research
- Managing Marketing
- Strategic Distribution Network
- Advertising and Integrated Media
- Strategic Brand Management
- Services Marketing

Applied Courses

- Retailing and Merchandising
- Project Management in Marketing
- Export and International Marketing
- Customer Relationship Management

Projects: Two System Synthesis Project

Career Opportunities

Graduates of the program will find prominent roles in different institutions that are directly or indirectly attached with aspects of sales and marketing. This program is specifically tailored for business sectors that rely heavily on sales and marketing strategies and equips them for evolving the best sales and marketing teams in view of financial dynamics and challenges. The successful completion of this program would lead participants to dynamic careers in the public and private sector as brand managers/executives, marketing managers, sales managers, and executives in financial institutions and limited companies.

Master of Sales Management (MSMgt)

Rationale

The Master of Sales Management is a unique program designed to develop professionals to handle the complex and difficult job of sales. As the number of commercial organizations and their products are increasing day by day, the pressure on sales people is mounting as well. In these turbulent times, sales do not just require disposing off the products; rather it involves more technicalities and sound market and people knowledge in order to pursue long term profitability and success of the organizations. Selling is now a full-fledged distinguished discipline which takes steering positions in organizational success. That is why growing organizations are now paying much attention to the qualifications and training of their sales people. This master degree has been designed keeping in view the sales training related needs of commercial organizations. It promises highly efficient and skilled sales executives capable of analyzing and handling most complex selling situations and lead the success of the organization in competition.

Program Objectives

This unique program is the first of its kind in Pakistan and UMT takes pride in offering this market driven degree. The program has the sole objective of catering for the ever expanding needs of commercial organizations that are involved in consumer and industrial selling. The program focuses on inculcating advanced selling skills, sales planning, sales analysis and feedback system and e-selling. The graduates of this program will be capable of executing large scale sales projects locally and internationally.

Foundation Courses

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

Core Courses

- Sales Management Concepts
- Legal, Ethical and Social Values in Sales
- Dynamics of Industrial Selling
- Sales Client Account Management
- Sales Promotion Techniques
- Technology Supported Selling
- Negotiation Skills Development Workshop
- Personal Selling and Sales Force Management

Applied Courses

- Neuro-linguistic Programming
- Warehousing and Inventory Management
- Retailing and Merchandising
- Integrating Marketing Skills

Career Opportunities

Graduates of this program will be able to find jobs in pharmaceutical sector, FMCGS, banking sector, event and tourism sector, telecommunication sector and in organizations involved in industrial selling. After completion of the degree, the graduates of this program can apply for the following positions as per their relevant experience:

- National Sales Manager (NSM)
- Area Sales Manager (ASM)
- Territory Sales Manager (TSM)
- Key Accounts Manager
- Industrial Sales Manager
- GM Sales
- GM CRM

Projects: Two System Synthesis Projects



Master of Supply Chain Management (MSCM)

Rationale

Master of Supply Chain Management is a complete program structured to thrash all those areas required for the vivid conception of supply chain management. People at all levels in organizations require broader perspectives combined with the ability and motivation to manage change. Existing management must constantly develop their competencies to manage the supply chain from strategy through implementation to competitive operation. There is also a prime need for the best professionals to provide a fresh, innovative impetus. To support the thriving need, this program provides training and education of a high academic standard that is relevant to modern industry.

Program Objectives

Master of Supply Chain Management is an exceptional program structured to envisage the random changes in the field of supply chain management. The overall learning outcomes of the program are to:

- provide participants with a detailed knowledge of the theory and practice of supply chain management;
- develop graduate-level staff from all functions to initiate and manage multi-discipline teamwork aimed at radical improvements in supply chain capability; and
- prepare graduates of all disciplines for upward job mobility and provide personal development opportunities for staff parallel with meeting their job requirements.

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 Advantages

Core Courses

- Principles of Project Management
- Managing Supply Chain
- Research Methodology
- IT applications in Projects
- Data Modeling and Decision Making
- Total Quality in Supply Chain
- Inventory Control and Production Systems
- Operations Management

Applied Courses

- Contracts Management
- Retailing and Merchandising
- Distribution Management
- Enterprise Resource Planning

Projects: Two System Synthesis Projects

Career Opportunities

Master of Supply Chain Management provides the solution to those who want to link up offer and demand for services. Graduates from the SCM concentration receive the necessary theoretical as well as methodological foundation that is needed to solve

the manifold supply chain problems. This includes a set of socio-economic theories which are necessary to understand the supply chain as a set of institutional collaborations as well as quantitative and qualitative methods for working out specific management problems.

Graduates are able to analyze the competitiveness of a firm seen from a network's point of view and are capable of analyzing the design of logistics structures. They also become proficient in generating SCM strategies including the establishment of partnership arrangements with customers and suppliers. They are able to work in supply chain management as:

- Supply Chain Analysts and Consultants
- Area Managers in Logistics and Transportation
- Heads of Logistics and Planning Departments
- Business and Infrastructure Development Managers
- Sales Representatives in the Key Sales Channels
- Operation Managers - Import/Export Departments
- Senior Supply Chain Managers
- Value Chain Management Instructors
- Senior Buyers
- Purchasing Managers
- Plant Managers
- Supply Chain Managers
- Contract Administrators

Master of Transportation Logistics Management (MTLM)

Rationale

In developing countries, problems of infrastructure development in the field of transportation are emerging. As a developing country, Pakistan is facing severe problems in management and administration of transportation. So far, no efforts have been made to inculcate the skills, expertise and abilities aimed at finding solutions to the challenges posed in the management of the transportation system. This program aims to develop the skills to make strategies for countering the problems, challenges and issues in the field of transportation. It incorporates all the transportation methods, i.e., roads, railroads, air traffic and sea traffic. The most important aspect of this program is to look at the rules and regulations governing the transportation system in Pakistan by abiding laws that make possible efficient and effective practices leading to successful transportation logistics system in the country by imparting training in governance aspects.

Program Objectives

The Master of Transportation and Logistics is a specialized program designed to build skills and abilities in the field of logistics. The aim of this program is to enrich the students with the skills and abilities for handling efficient logistics through resourceful transportation.

The program intends to obtain the following objectives:

- Develop skills in the students to assess problems regarding complex transportation, traffic control and logistics planning, especially in Pakistan.

- Build the environment for the application of logistics information system so as to contribute in the modern development, planning, design simulation and analysis of underlining issues in logistics and transportation.
- Classify a planning problem in the sector as strategic, tactical or operational
- Impart thorough knowledge of international transport regulations and practices for efficient logistics system.
- Analyze the transportation problems in Pakistan. There is lack of development and standardization of logistics related regulations in Pakistan. This program will enable students to analyze policy problems in the design and implementation of transportation and logistics policies, and identify complex issues in the field of logistics.
- Enrich students with cost control techniques so as to prevent extra costs in transportation and logistics management.

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 Advantages

Core Courses

- Introduction to Transportation Logistics
- Managing Supply Chain
- Research Methodology
- Strategic Network Planning in Transportation Logistics

- Operations Management
- Adaptive Planning in Logistics
- Transportation Policy and Regulation
- Railroad Planning and Operations

Applied Courses

- Transportation System and Environment
- Transportation System Planning
- Enterprise Resource Planning
- Economic Analysis of Transportation System

Projects: Two System Synthesis Projects

Career Opportunities

The Master of Transportation and Logistics is a specialized course program to develop graduates in transportation logistics for efficient allocation of resources in transportation and modeling the routes and track that are effective in terms of cost, equity and feasibility. Graduates of this program are able to serve in leading logistics organizations, transportation organizations, and transportation businesses and transport development in Pakistan. In addition to this, graduates of this program may serve in all modes of transportation like road, railways and sea transportation organizations. As such, they have a specific specialized job market in Pakistan. They can serve as:

- Logistics and Distribution Managers
- Transport/Logistics Managers
- Logistics Management Consultants
- Logistics Documentation Assistants
- Senior Managers / Regional Manager Transport
- Transport Demand Modelers
- Transportation Administrators & Warehouse Incharge
- Transport and Logistics Supervisors

Master of Project Management (MPM)

Rationale

Project management is required in all sectors of the modern economy-industry, the public and private sector, commerce (including e-commerce), business analysis, product development, marketing, human resource management, information technology, engineering and construction. It presents challenges in managing the technical, cultural, political and financial aspects inherent in all ventures. Today, companies are employing project managers increasingly to help improve productivity and cut costs by utilizing their expertise in restructuring current processes to increase efficiency and help the business to grow.

The School of Professional Advancement (SPA) provides training and education in meeting the highest professional standards and relevance through the Master of Project Management program which is a specialist program that aims to develop project management leaders through broad-based training and education. The program provides a thorough understanding of the key elements of project management such as decision- making, risk and value management, financial management, project economics, procurement and business strategies, law and project information systems, project management and people management. Knowledge of these key areas is developed within the context of different project environments and the importance of people and project teams in achieving success. The program helps the participants to develop a set of specialist skills in theory, research and methods of critical evaluation.

Program Objectives

The program presents a unique opportunity to combine a broad knowledge of business and management principles with specific knowledge of working out and evolving project-based strategies. The program prepares participants to:

- have a detailed knowledge of the theory and practice of project management;
- write project definitions, its requirements, associated risks and other specifications, identify possible problems, quality requirements and decision- making criteria;
- generate ideas in order to solve problems, and seek expert advice including outsourcing;
- plan and control all project activities and resources;
- communicate and work effectively along with different levels of organizations;
- evaluate complex situations, draw upon concepts and ideas and act decisively; and
- make appropriate judgments where data is partial or lacking.

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

- Operations Management
- Project Costing and Reporting
- Project Bidding and Negotiation
- Principles of Project Management
- Project Planning and Control
- Project Evaluation
- Project Risk Management
- Total Quality Management

Applied Courses

- IT Applications in Projects
 - Construction Project Management
 - Enterprise Resource Planning (ERP)
 - International Project Management
- Projects: Two System Synthesis Projects

Career Opportunities

Successful participants are able to operate with increased authority within their areas of core expertise, manage others in a team environment, and obtain promotions within or outside their organization of employment. Opportunities in the field of project management abound in industry and the corporate sector as high competition calls for increased productivity and efficient management of organizational processes. The successful graduates of the program are able to secure employment as project managers, project planners, managing consultants, business project managers, project controllers, project coordinators, business analysts, client service managers, technical project managers and project analysts.



Master of Real Estate and Urban Planning (MRE&UM)

Rationale

As the economy of Pakistan evolves from an agricultural base to industry and the services sector, towns and cities are increasingly assuming the role of engines of economic growth and social change in the country. This provides a perfect opportunity to launch an impressive program of Real Estate and Urban Planning for real estate professionals, urban developers and fresh graduates who want to enter this profitably enriched field of real estate development.

The Real Estate and Urban Planning Program brings future industry leaders together with real estate practitioners to examine our country's current scenarios, best practices, and alternative ways to add value in real estate projects and better position of different firms for short-term stability and long-term growth.

Program Objective

This program develops real estate professionals in a comprehensive manner, equipping them with precise skills that will develop them along the following lines:

- Management of housing constructions, commercial offices, retail and industrial set-ups, and large infrastructural projects such as roads, bridges, dams, etc.
- Develop stronger relations, manage productive brokerage services and become smart property consultants, dealers, property managers, etc.
- Develop precise intellectual and practical knowledge in managing real estate finances and mortgage banks, real estate investment trust (REITs) to counter poor management of financial services in the real estate sector.

- Manage and evaluate different operations, architects' designs and develop effective and profitable urban plans, etc.
- Learn techniques to reposition the physical aspects of buildings and developments to maximize long-term value of the project.

Foundation Courses

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

Core Courses

- Principles of Real Estate and Urban Planning
- Research Methodologies in Real Estate and Urban Context
- Regulatory Frame Work and Documentations
- Project Construction Management
- Building Architecture and Urbanization
- Principles of Project Management
- Land Development and Utilization
- Urbanization and Environmental Sustainability

Applied Courses

- Project Financing and Investments
- Pro Poor Housing Development
- IT Application in Projects
- Emerging Trends in Real Estate

Projects: Two System Synthesis Projects

Career Opportunities

The intellectual framework of the Real Estate and Urban Planning program is partially designed in accordance with the needs of the Planning Commission which is assigned the task of productive, effective and efficient planning of urban development in the country by the Government of Pakistan. A task force on urban development was constituted in June 2010 by the Planning Commission to review the prevailing conditions and establish principles that provide sound underpinning for a consensus national urban policy. By framing some of our courses in accordance with the requirements of the Planning Commission and the rest with best real estate practice around the world, program graduates will be the first-rated choice of different government bodies such as:

- Ministry of Planning and Development
- Ministry of Tourism
- Ministry of Privatization
- Ministry of Housing and Works
- Ministry of Commerce

Our program graduate will possess the exact knowledge and set of skills that will be required by these government sectors and other private real estate contractors and builder in the following sectors:

- Major Commercial Sector
- Major Buildings and Construction Sector
- Major Residential Areas developers
- Industrial Sectors
- Major Developments and Investment Opportunities Sector

Master of Banking and Finance (MBF)

Rationale

Currently the banking and finance sector in Pakistan is facing unprecedented transformation towards modernization, liberalization, innovation and integration with the global financial markets. The challenges for the banking sector have become ever more complex and convoluted and demand mentally sound and inquisitive human capital. There is an increasing demand for highly specialized executives capable of understanding the complexities that govern the financial sector. The Master of Banking and Finance (MBF) presents a unique opportunity to undertake specialized postgraduate studies in the areas of banking and finance.

Program Objectives

The MBF program is designed to develop advanced skills and knowledge base required for the contemporary banking and financial world. The program presents an excellent blend of theory and practical version of banking, finance and economics. It provides extensive knowledge of Pakistani financial institutions and markets, and the participants can fully comprehend the complexity, uncertainty and risks of the financial market. The program also emphasizes the development of analytical skills through case studies and regular project work relevant to the needs of a dynamic financial market. The participants are equipped to meet the challenges of the private and public sector organizations' financial functions. The participants are facilitated to acquire internships in reputed organizations to gain practical experience. The courses are structured to enable participants to attain JAIBP Diploma alongside completion of the MBF program for their job assurance and career growth.

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
- Macro Economics and Monetary Policy
- International Trade and FOREX
- Corporate Finance

Applied Courses

- Financial Risk Management
- Investment and Portfolio Management
- Branch Operations and Credit Management
- Banking Law and

Corporate Regulatory Framework

Projects: Two System Synthesis Projects

Career Opportunities

Successful graduates of this program can find placements in public and private organizations' financial functions, banks, insurance and leasing companies. They can also be employed as teachers, trainers, financial analysts and consultants in the educational and consultancy sectors.



Master of Agribusiness (MAB)

Rationale

Pakistan is a major producer of several key agricultural commodities but the agricultural sector continues to suffer from poor agricultural output, inadequate market infrastructure and policy reforms. However, modern methods of cultivation are now being employed to cater for the demands of exponentially increasing population. In view of the emerging competitive agribusiness market, UMT is focusing on future needs of the agribusiness sector by preparing agribusiness professionals with the capacity, vision and insight to develop the field in line with the contemporary and future demands and market-focus. The Master of Agribusiness presents a unique opportunity to prepare professionals who have the abilities to manage agribusiness, assimilate changes occurring in the sector and strengthen the natural comparative advantage in Pakistan.

Program Objectives

The need for launching a Master of Agribusiness is evident from the demographic, geographic and climactic challenges of Pakistan. This program will help to produce new generation of agricultural executives who will have the capacity to change the business landscape of agriculture.

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

- Economics Analysis and Business Decisions
- Agri Supply Chain Management
- Agricultural Economics
- Food Processing, Preservation and Packaging
- Agricultural Commodities and Future Markets
- Business Research
- Development Economics
- Export Markets and International Trade

Specialization

Livestock and Dairy Management

- Livestock and Dairy Management
- Meat Processing and Hygienic Standards
- Animal Health and Welfare Standards
- International Standards and Compliance for Agri Products

Farm Management

- Farm Management and Operations
- Farm Production Planning
- International Standards and Compliance for Agri Products
- Livestock and Dairy Management

Career Opportunities

The Agribusiness Master program entails rich employment opportunities in MNCs as well as in local agricultural related SMEs. Depending upon the specialization of the students, they may join any agribusiness firm or start their own business. At the core of agribusiness jobs are those that are directly associated with agricultural production and marketing. Jobs in agri-farming also present a big opportunity along with consulting positions in the sector at national and international levels.



Master of Computer Science (MCS)

Rationale

The Master of Computer Science program seeks to prepare the participants in applying the latest computer technology to the real world business organizations. The program prepares participants with an in-depth understanding of core and advanced topics in computer sciences and trains them to use the latest tools to represent, model and solve real world business problems. The curriculum provides a solid foundation and training for practicing computational scientists, computer specialists or software engineers in business, industry or government. The program also offers applied algorithms and data structures, artificial intelligence and intelligent systems, cognitive modeling, computer graphics, computer science education, computer vision, distributed systems, high performance computing, human-computer interaction, networking and security, scientific computation and software engineering.

Program Objectives

Graduates of the Master of Computer Science program would be able to:

- Select appropriate numerical computation techniques, operating systems, and programming language for specific development requirements along with identifying constraints
- Apply networking and database development concepts in programming solutions
- Identify appropriate software engineering principles and methods for different development projects

- Apply concepts of compiler design and parallel processing to software development
- Integrate ethical principles into personal practice
- Integrate concepts, tools, and theories to find and formulate problems, think analytically, and recommend technology-based solutions to problem

Foundation Courses

- Fundamentals of Algorithms
- Introduction to Computer Programming
- Database Systems
- Web Programming
- Software Engineering-I
- Technical and Business Report Writing
- Data and File Structure

Core Courses

- Digital Logic Design
- Object Oriented Programming
- Software Engineering-II
- Computer Organization and Assembly

- Advance Object Oriented Programming
- Compiler Constructions
- Theory of Automata
- Operating Systems
- Computer Architecture
- Computer Networks
- Programming Languages Concepts

Applied Courses

- Distributed Database Systems
- Visual Programming
- System Programming
- Artificial Intelligence

Projects: Two System Synthesis Projects

Career Opportunities

Successful completion of this program leads participants to dynamic careers in business organizations in both the public as well as private sectors as software solution consultants, software engineers, network solution consultants, network engineers, programmers and system administrators.



Master of Information and Communication Technology (MICT)

Rationale

The fundamental educational objective of MICT is to provide broad technical understanding of latest and emerging technologies in the field of information technology. Due to rapid worldwide dependency on software application and IT related products, the requirement for trained and experienced IT specialists is in great demand. The program provides a unique edge in the current complex marketplace. The technological understanding and skills presented in the MICT are in high demand throughout the computing industry as society is being transformed by the emergence of highly connected, high speed high capacity networks, and a knowledge-based global economy.

Graduates combine IT skills with those of their previous knowledge in a professional application-oriented setting and prepare themselves for the technological challenges and opportunities of the future arising in all fields including banking, telecommunications, defense, commerce, government, health, education and many other areas. Graduates develop the skills in the field of computer programming, software design, database management, networking and information system control and audit; demanded by the cyber space employment market

Program Objectives

Information Technology (IT) in its broadest sense encompasses all aspects of computing technology. IT, as an academic discipline, is concerned with issues



related to advocating for users and meeting their needs within an organizational and societal context through the selection, creation, application, integration and administration of computing technologies. Therefore, the challenging field of IT needs creative and knowledgeable professionals committed to do quality work. MICT program aims to provide IT graduates with the skills and knowledge to take on appropriate professional positions in Information Technology upon graduation and grow into leadership positions or pursue research or graduate studies in the field. After the completion of MICT students will be able to:

- Explain and apply appropriate information technologies and employ appropriate methodologies to help an individual or organization achieve its goals and objectives

- Grasps the principles and theories underling applied information technology.
- Manage the information technology resources of an individual or organization
- Anticipate the changing direction of information technology and evaluate and communicate the likely utility of new technologies to an individual or organization
- Apply IT best practices to productivity and competitive advantage.
- Discuss the role of information awareness and literacy in organizational decision making
- Live and work as a contributing, well-rounded member of society.

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

- Management Information Systems
- Web Programming
- Introduction to Computer Programming
- Object Oriented Programming
- System Analysis and Design
- Data and File Structures
- Computer Architecture and Networks
- Database Systems Design

Applied Courses: (Select 4 courses)

- Human Computer Interaction
- Ubiquitous Computing
- Mobile Computing
- Enterprise Resource Planning

Projects: Two System Synthesis Projects

Career Opportunity

Its uniqueness of being domain independent makes this field so special. Its applicability is universal. Graduates of this program have an edge over others that they have enormous job opportunities virtually in every industry.

The program provides an opportunity for the graduates to understand technical, organizational, social and economic issues involved in the management of IT resources that includes an overview of networks, the internet, databases, human factors and software development; There is also an in-depth study of the management of IT, the applications of IT in business and industry and software project management; therefore, graduates will be able to work in any of the above area. Graduates of MICT can acquire the following job titles:

- IT Manager
- Network Engineer
- Network System Administrator
- Programmer
- Applications Engineer
- Database Administrator
- Network System Administrator
- IT Support Manager
- Web Developer
- IT Project Manager
- Business Analyst
- Systems Analyst
- Data Warehouse Analyst
- Data administrator
- Office Automation Specialist
- IT Trainer
- IT Educationist
- IT Consultant
- Business intelligence specialist
- Enterprise content manager



Swinburne IT Diploma

UMT is offering International Diploma in Collaboration with Swinburne University (Australia). This one-year diploma comprises of 12 courses. Successful graduates have an opportunity to pursue higher studies in the field of Information Technology in Australia. If they do not opt to go to Australia, they can enroll themselves in programs of Master of Computer Science or Master of Information and Communication Technology at UMT to complete either of these degrees in one year and get a dual qualification.

Course Titles

- Management Thorough ICT
- Introduction to Programming
- Database Management Systems
- Object Oriented Programming
- System Analysis and Design
- Web Programming
- Management Information System
- Software Engineering
- Strategic Information Technology
- E-Commerce
- Software Project Management
- Enterprise Recourse Planning

CIM Chartered Diplomas

By gaining a CIM qualification, you demonstrate that you have achieved the internationally recognized professional standard for marketers. The syllabus content for all qualifications has been developed in cooperation with employers who have highlighted the specific knowledge and skills they require from their marketing professionals. That means that by undertaking a CIM marketing qualification, you can develop best practice, boosting your confidence and helping to deliver greater return on investment for employers.

Accredited Study Centre of CIM In Pakistan

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 centre has been quality-audited and approved to teach CIM qualifications and that tutors have access to essential teaching resources and information. CIM Accredited Study Centres 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 Centres, which have all been quality-audited and approved.

Why study at SPA?

Our taught Chartered Institute of Marketing (CIM) programmes are delivered face-to-face by experienced practitioners in our purpose designed campus, with a wide range of study modes for complete flexibility. As one of the leading professional education providers in Pakistan, SPA equips you with the best possible tools for success – whatever stage of your career you are at.

Professional Certificate in Marketing

The Professional Certificate in Marketing is for those in tactical marketing positions who are looking to progress, and gives in-depth knowledge of everything from understanding customers and collecting and analysing data.

The Professional Certificate in Marketing gives you the practical skills and knowledge to devise and execute marketing activities and gain marketing credibility. It also aims to provide a practical insight into the principles and application of marketing at a tactical level. The syllabus has been updated recently to reflect the changing issues and practices within marketing and to Professional Certificate in Marketing (Level 4) reflect employers' views of marketing in today's business environment. The Professional Certificate in

Marketing is ideal for Junior Marketers, those working in marketing support roles (like marketing assistants); or if marketing plays some part in your current job description.

What is it?

This qualification gives you the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

Ideal for...

Junior marketers, those working in marketing support roles (like marketing assistants); or if marketing plays some part in your current job description.

What will you learn?

By the end of this qualification you should be able to:

- Understand the function and fundamentals of marketing in some depth.
- Know the many different ways of understanding and communicating with customers, and the function these methods serve.
- Understand your organisation's marketing environment, its many constituent parts, and how they work in unison.
- Apply practical knowledge – including the collecting and analysing of data, and the establishment of marketing budgets.

Assessment

Modules are assessed by either a three hour examination or assessment.

Module	Assessment
Marketing Essentials	Examination
Assessing the Marketing Environment	Examination
Marketing Information and Research	Assignment
Stakeholder Marketing	Assignment



Eligibility and Admission Criteria

Applicants must have Bachelor's degree in order to be eligible for admission in Professional Certification and Diploma.

Professional Diploma in Marketing

Marketing is for marketers with operational responsibility and an eye on management. You'll learn how to plan, implement and measure marketing activities at an operational level, and understand the impact of marketing decisions on other functions within the business.

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at Professional Certificate level with a future marketing management role in mind. The content of the course has been put together following consultation with employers to ensure that they gain relevant competencies for various stages of their marketing career. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development.

The Professional Diploma in Marketing is ideal for Marketers with operational, supervisory or

management responsibilities and an eye on management – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

What is it?

This qualification provides the knowledge, skills and 'ability to do' in relation to marketing planning and develops the 'marketing professional' across a range of areas. The qualification is a hybrid of marketing with a considerable emphasis on management as marketers move from specialist aspects of marketing into either a functional or departmental role.

Ideal for?

Marketers with operational, supervisory or management responsibilities and an eye on management – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

What will you learn?

By the end of this qualification you should be able to:

- Evaluate the role of the marketing planning process and implementation in a range of marketing contexts including organisational strategy, culture and the broader marketing environment.
- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives.
- Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success.
- Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects.

Assessment

Modules are assessed by either a three hour examination or assessment

Module	Assessment
Marketing Planning Process	Assignment
Delivering Customer Value through Marketing	Examination
Managing Marketing	Assignment
Project Management in Marketing	Assignment
Eligibility and Admission Criteria	

Applicants must have Bachelor's degree in order to be eligible for admission in Professional Certification and Diploma.

CAM Diploma in Digital Marketing

The Diploma in Digital Marketing gives you essential knowledge, the buzz words and the main trends of the online marketing arena.

This dynamic qualification provides the knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning. The qualification covers Search Engine Optimization (SEO), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice.

You will have the opportunity to gain skills and knowledge to understand the fundamental planning concepts for an online organization as well as key factors in implementation, measurement and evaluation of successful campaigns. Digital marketing has evolved from a peripheral element of organizational marketing to one which is at the hub of customer-centric communications in an increasingly.

CAM Diploma in Digital Marketing (Level 4) multi-

channel environment. Our qualifications ensure that you are equipped to deal with this shift and make the most of new business opportunities. The Diploma in Digital Marketing is ideal for those working in marketing who want to ensure that they maximise opportunities in digital marketing.

What is it?

The CAM Diploma in Marketing Communications will give you an in-depth understanding of the range of communication methods you can use to meet business objectives – from marketing, advertising and public relations to direct marketing and sales promotion.

Ideal for?

Anyone currently working in, or aiming to work in, marketing communications or digital marketing (including both client and agency side marketing roles). You could also progress from this qualification by taking two units from the CAM Diploma in Digital Marketing or CAM Diploma in Managing Digital Media or two units from the Diploma in Hospitality and Tourism Marketing to gain these diplomas in specialist areas of marketing.

What will you learn?

By the end of this qualification you should be able to:

- Develop marketing communications and brand support activities based on your understanding of market and consumer behaviour.
- Demonstrate the skills needed to devise, execute and analyse a PR plan.
- Explain the roles of direct marketing and sales promotion, as well as manage and maintain a marketing database.
- Demonstrate good all-round knowledge of the advertising industry, and how good advertising is applied in practice.
- Understand the role of all media (including digital) in effective marketing.

Assessment

Modules are assessed by either a three hour examination or assessment

Module	Assessment
Digital Marketing Essentials	Assignment
Digital Marketing Planning	Assignment
Marketing and Consumer Behaviour	Assignment
Eligibility and Admission Criteria	

Applicants must have Bachelor's degree in order to be eligible for admission in Professional Certification and Diploma.

CAM Diploma in Marketing Communications

The Diploma in Marketing Communications gives you an in-depth understanding of the range of communication methods you can use to meet business objectives – from marketing, advertising and public relations to direct marketing and sales promotion.

The CAM Diploma bridges the gap between the academic and the practical. As one student remarked, "The course is immediately relevant to my work the next day in the office!" CAM is kept up-to-date by leading communication experts and the majority of tutors are practitioners in the industry. It is flexible and relevant, making it eminently suitable for anyone's continuing professional development.

The Diploma in Marketing Communications is ideal for anyone currently working in, or aiming to work in, marketing communications or digital marketing (including both client and agency side marketing roles).

What is it?

The CAM Diploma in Marketing Communications will give you an in-depth understanding of the range of communication methods you can use to meet business objectives – from marketing, advertising and public

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- Explain the roles of direct marketing and sales promotion, as well as manage and maintain a marketing database.
- Demonstrate good all-round knowledge of the advertising industry, and how good advertising is applied in practice.
- Understand the role of all media (including digital) in effective marketing.

Assessment

Modules are assessed by either a three hour examination or assessment

Module	Assessment
Marketing and Consumer Behaviour	Assignment
Public Relations	Examination
Direct Marketing and Sales Promotion	Examination
Advertising	Examination
Integrated Media	Assignment
Eligibility and Admission Criteria	

Applicants must have Bachelor's degree in order to be

eligible for admission in Professional Certification and Diploma.

CAM Diploma in Managing Digital Media

CAM Diploma in Managing Digital Media (Level 4) The Diploma in Managing Digital Media is all about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This qualification also looks at the fast changing landscape of social media and emerging trends.

Media planning has become increasingly difficult in recent years. There has been an explosion of the ways in which consumers are contacted both digitally and through conventional media such as print, radio and television. Convergence of media creates new problems and opportunities for brands.

This new and exciting qualification looks at digital channels and their suitability for inclusion in a media plan. Search Engine Optimization (SEO), display advertising, email marketing, viral marketing, online PR, affiliate marketing and social media are all explored in detail. It also looks at digital metrics and related legislation, regulation and codes of practice. This diploma provides invaluable knowledge and skills to manage digital marketing and communications campaigns.

What is it?

The Diploma in Managing Digital Media is all about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This qualification also looks at the fast changing landscape of social media and emerging trends.

Ideal for?

People whose role might involve working with digital media and implementing strategies that involve digital media. You can also progress from this qualification to

the CAM Diploma in Marketing Communications and you are exempt from Public Relations and Advertising units.

What will you learn?

By the end of this qualification you should be able to:

- Explain the changes that have been brought about by the advances in digital communication techniques.
- Explain contemporary digital concepts and identify how these changes challenge and compliment the conventional forms of communication.
- Apply the tools available to measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation.
- Plan and execute digital campaigns.
- Evaluate the likely developments in the sphere of digital communications.
- Evaluate the importance of integrating diverse media in communications.
- Discuss the new role of social media and networks in communication.
- Evaluate the role of key performance indicators in integrated marketing communications.

Assessment

Modules are assessed by either a three hour examination or assessment.

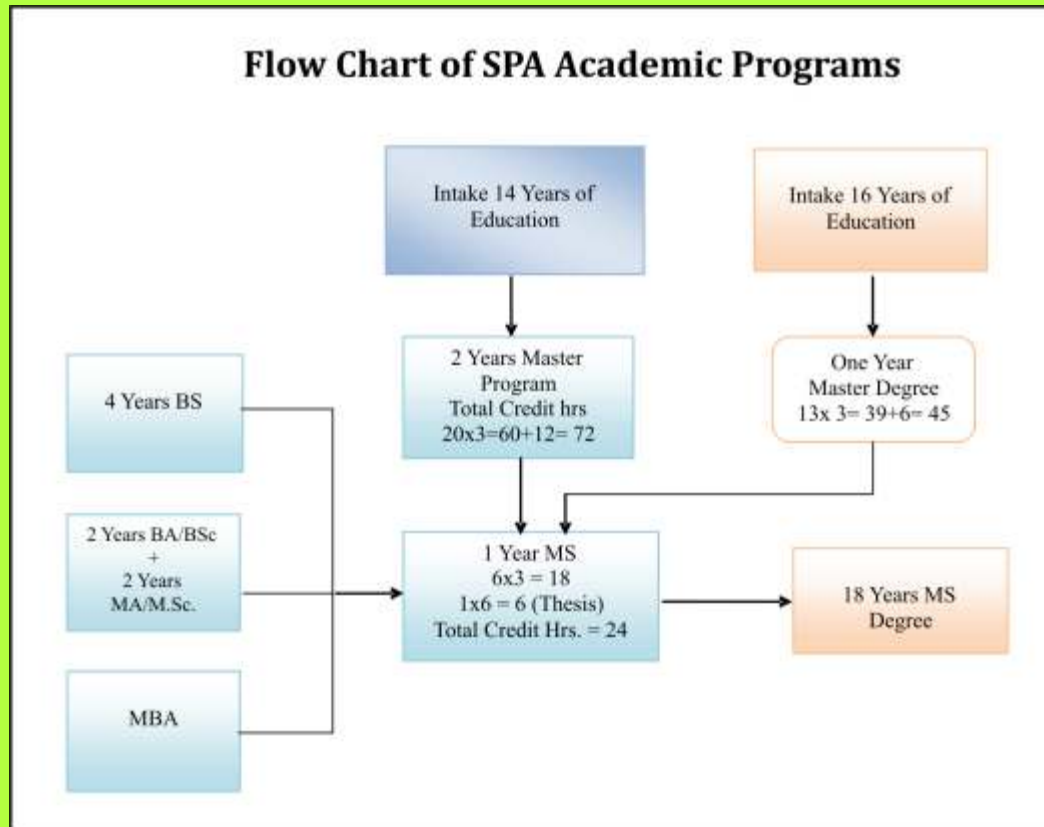
Module Assessment

Integrating Digital Media and Branding	Assignment
Implementing Digital Campaigns	Assignment
Advertising	Examination
Public Relations	Examination
Eligibility and Admission Criteria	

Applicants must have Bachelor's degree in order to be eligible for admission in Professional Certification and Diploma.

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