

CENTER FOR
EXECUTIVE EDUCATION

CUSTOMIZED TRAINING PROGRAMS

**Center for
Executive Education**

A Training, HR Assessment & Consultancy Firm



**School of
Business and
Economics**

VISION

CEE is striving to become the most innovative capacity building and organizational development firm. We aspire to lead our industry by offering the most diversified portfolio of intervention techniques to enhance the intellectual capital of our clients.

CENTER FOR EXECUTIVE EDUCATION

The Center for Executive Education (CEE) aims to play an integral role in the long term development of corporate firms. CEE intends to help the corporate sector in achieving sustained competitive advantage by adding value to their human capital through cutting edge, and applicative tool-based training programs.

We incorporate a pragmatic transformation in the corporate world by applying innovative and invigorating andragogy and techniques. With a rich and diversified blend of service offerings that include trainings, consultancies, assessments, social project initiatives, and certifications, we seek to create a positive impact on society and the stakeholders associated with us.

We are identifying new and unexplored areas for the 21st century executive development. We believe in quantifying the learning outcomes through on the job applicability for our client organizations. Our competitive edge lies in our intellectual capital that consists of a highly diversified and large pool of internationally qualified trainers and consultants who have proven track records of successfully executing industry projects coupled with liberated corporate exposures and experience.

GOALS AND STRATEGIC OBJECTIVES

- Fulfill executive development requirements at the regional and national levels
- Focus on specific, innovative and emergent regional areas for training
- Focus on tool-based, skill-oriented interventions through experiential learning
- Adopt customized problem solving approaches through partnering with the client

SERVICE PORTFOLIO

- Customized Training Programs
- Open Enrollment Programs
- Outbound Training Programs
- Consultancy Services
- Public / Social Sector Initiatives
- CEE Academics / Certifications
- HR Assessments for Succession Planning

MISSION

CEE's mission is to offer an eco-system of outcome-based solutions to its clients. CEE will incorporate industry best practices which lead to transformational learning. Our team will deliver purpose-oriented intervention programs based on the latest scientific approaches that result in the learning and development of our clients' human resources, giving them the required competitive advantage. We will continue to bring about a pragmatic change in the environment we operate in; the stakeholders we collaborate with; our employees and the societal constituents we serve.



DIRECTOR'S MESSAGE



Welcome to the Center for Executive Education (CEE) at School of Business and Economics (SBE), University of Management and Technology. CEE has a track record of exerting profound efforts in the way of supporting the learning culture of the corporate sector through provision of trainings and consultancy services and acting as a facilitator of knowledge management.

Our aim is to revolutionize contemporary training practices prevalent in industry by developing an environment of pragmatic erudition through personification and tool-based learning. Our programs enable the corporate and public sector to optimize their capacity and meet the dynamic requirements of industrial modernization through their interaction with CEE.

We are offering “Customized Training Programs” (CTPs) designed to meet all the training needs of our clients by adapting best practices in their industry that best fit their philosophy, business goals, and learning objectives through providing custom-made trainings organized in a systematic manner. Flexibility is an inherent feature of our CTP. We tailor our program for each client in alignment with in depth training need analysis, and conducting the learning sessions at the time and place decided by our client.

Our vigorous and diversified team comprising of highly experienced and competent mentors and trainers is inspired to support industry in meeting the standards of the industry. We work closely with our business partners to facilitate them to maintain their uniqueness and achieve sustainable growth by enhancing the knowledge and proficiencies of their employees.

Our philosophy is to achieve enduring customer satisfaction and retention. I invite you to join us in the journey of improvement and learning that is directed towards sustainable growth to meet the prevailing demands of the new era of the corporate world characterized by modernization and constant change.

A handwritten signature in blue ink, reading "Asher Ramish". The signature is stylized and includes a horizontal line underneath the name.

Asher Ramish
Director, CEE



CUSTOMIZED TRAINING PROGRAMS

CEE offers “Customized Training Programs” which are tailored according to our clients’ needs and based upon in-depth Training Need Analysis. We emphasize on the quality of our executive development programs. The program’s relevance and rigor is the key to making a difference for our clients’ organizations in helping them to realize their goals and true potential. We are dedicated to identifying the issues faced by the company and we work to resolve their problems with the highest effort, dedicated to identifying the roots of issues and working together to develop strategic and effective solutions.

CEE’s Customized Training Programs are led by a dynamic team of Business Development Managers, qualified Research Associates, empathetic Service Coordinators and Dynamic Training Facilitators. These programs are designed as integrated elements of our clients’ goals and broader leadership initiatives. Our team works closely with clients at an ownership level; as both partners and advisors, to create high-impact custom programs.

KEY GOALS

- Partnering with corporate players in their journey to achieve sustainable growth and development by supplementing the knowledge and skills of their workforce in order to fine-tune organizational practices
- Leading towards augmenting productivity, profitability and market penetration that are key measures to boost organizational performance
- Supporting our clients to maintain their uniqueness in terms of their business philosophy, corporate goals and learning objectives, by providing dedicated trainings
- Our trainings are designed in alignment with our clients’ distinctive needs, identified for the purpose of facilitating optimal utilization of their human resources by sharpening their professional expertise through providing high quality trainings

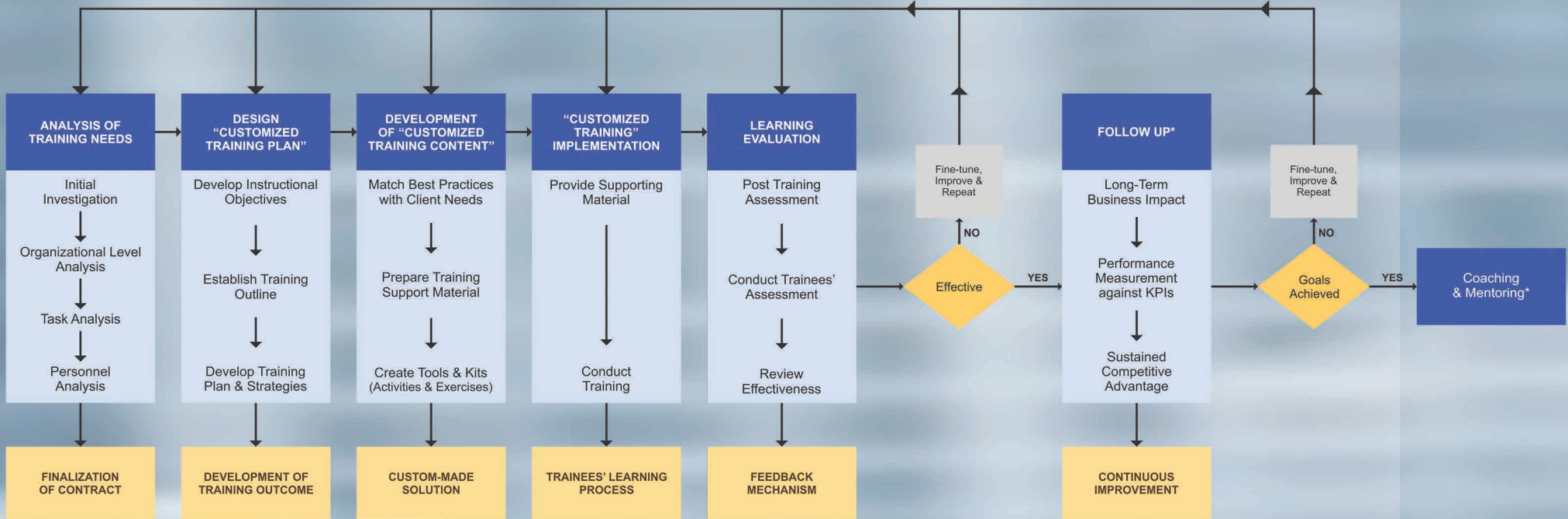


VALUE ADDITION

- Modify training content and techniques according to specific needs and goals of each client based on cogent TNAs in order to optimize results and benefits both at the individual and at the corporate level
- Facilitate in producing well-trained workers that will serve firms as a source of their competitive edge
- Flexibility in terms of training content, time, location, audience and budget
- Hands-on learning opportunity provided to organizations keeping in view their specific requirements
- Providing an opportunity to participants to get an insight of key issues directly influencing a firm's bottom line
- High level of confidentiality allowing exchange of thoughts and ideas openly in order to know more about problem areas and root causes without fear of information leakage
- Allowing firms to cope up with challenges of the dynamic nature of the corporate world by keeping them up to date
- Train our clients' workforce to adapt to the latest tools, technologies and industry best practices that will



CUSTOMIZATION PROCESS



*Optional (extra charges)



OUR LEARNING METHODOLOGY





Template Based Exercises

Frameworks and Models

Case Study

Group Discussions

Reflective Approach

Training Sessions

Skills Development Exercises

Simulations

Mini Projects

Presentations

Group Work

Games and Activities

Role Plays

Developing Personal Action Plans

Debriefs by Master Trainer



CUSTOMIZED TRAINING AREAS

We provide customized trainings in various areas keeping in view analysis of clients' needs and their training demands. Major areas are mentioned below:

MANAGEMENT AND STRATEGY

- Problem Solving and Strategic Decision Making
- Business Strategic Plans
- Crafting Business Strategy
- Strategy Framework and Analysis
- Developing Balance Scorecard
- SMART KPIs Development
- Managerial Leadership Grid
- Effective Delegation and Empowerment
- Innovation and Creativity for Managers
- Professional Excellence for Executives
- General Manager's Competencies and Leadership
- Reaping Most out of Meetings
- Knowledge Management Tools and Applications in Organizational Setups
- Conflict Resolution and Management
- Feedback Mechanism
- Implementing Change Management
- Business Ethics and Professionalism
- Monitoring and Evaluation of Projects
- Managing Successful Business Relations with Chinese Businesses
- Negotiation Skills: Process, Strategy and Frameworks
- Work Life Balance
- Management of Self and People in Organizations
- Dealing with Crises and Stress Management – Strategies and Tactics
- Design of Risk Management System (Risk Analysis, Risk Assessment, Risk Evaluation and Risk Reporting)
- Risk Management Audit System

LEADERSHIP AND TEAM BUILDING

- Leadership Safari - (Skills for Top Management)
- Entrepreneurial Leadership
- Transformational Leadership
- Stakeholder Management
- Iconic Supervisory Skills
- Team Building and Effectiveness
- Leading Innovative Teams
- EQ for Leaders and Management of EI
- Personal Leadership Workshop
- Developing Change Leadership Model
- MBTI© Leadership and Change
- MBTI© Leadership and Coaching
- MBTI© Leadership Advantage
- MBTI© Leadership Assessment

HUMAN RESOURCE MANAGEMENT

- Organization Structures Streamlining
- Knowledge Worker Management
- Employee Engagement
- Employee Recruitment and Retention
- Interviewing Techniques
- Performance Management and Documentation
- Performance Appraisal and Compensation Management
- Training Need Analysis
- Personnel Competencies Analysis
- Advanced Corrective Action
- Discipline and Termination
- Workforce Motivation
- Facilitation Skills
- Handling Workplace Pessimism
- Legal Employment Issues
- Managing Workers' Compensation and Health Insurance Costs
- Precluding Workplace Violence
- MBTI© Conflict Management
- Train-the-Trainer
- Balance Scorecard for HR
- Coaching and Mentoring
- HR for Non-HR Professional
- Succession Planning
- HRM for Line Managers

INFORMATION SYSTEM

- MS Office
- Excel for Beginners
- MS Excel –Advanced Level
- Electronic Business for Everyone - A Practical Approach
- ERP through Simulation
- Interpersonal Excellence

COMMUNICATION SKILLS

- Presentation Skills
- Advance Presentation Skills
- Effective Interpersonal Skills
- Influencing and Negotiation Skills
- Effective Business Report Writing and Communications Skills
- Writing and Managing Emails

SALES AND MARKETING

- Building Customer Base
- Developing Marketing Plan
- E-Marketing Solutions
- Testing your Business Idea
- Creative Advertisement
- Optimal Pricing Strategies
- Branding and Competitive Strategies
- Secrets of Selling
- High Performance Customer Services
- Strategic Brand Management
- Key Account Management
- Selling and Negotiation Skills
- Power Selling
- Digital and Social Media Marketing
- Sales Management Excellence
- Regional Sales Management
- Experiential Marketing
- Sales Force Management
- Web Marketing and Analytics
- Customer Relationship Management
- Optimizing Retail Management
- Idea Creation Studio
- Retail Customer Service

ACCOUNTING AND FINANCE

- Finance for Non-Financial Managers
- Corporate Governance
- Financial Planning and Forecasting
- Finance for Marketing and Sales Professionals
- Fundamentals of Break-Even Analysis
- Financial Management for Small Business
- Cash Flow Management
- Cost Reduction Programs
- Tax Issues for Small Business
- Profitability and ROI Analysis
- Financial Statement Analysis
- Audit and Compliance
- Corporate Finance for Managerial Decisions
- Working Capital Management
- Financial Modeling
- Financial Reporting with Excel
- Strategic Financial Decisions
- Project Appraisal with Financial Modeling
- Capital Budgeting and Long Term Investment Decisions
- Financial Forecasting with Sensitivity and Decision Tree Approach
- Sustainable Financial Growth
- Credit Risk Analysis
- Anti-Money Laundering
- Basics of Taxation for Salaried Class
- Designing Effective Budgetary Systems and Performance Reporting
- Designing and Implementing Effective Internal Control Systems
- Preventing and Investigating Corporate Frauds

SUPPLY CHAIN OPERATIONS AND QUALITY MANAGEMENT

- Supply Chain Management
- Logistics Management
- Supplier Selection Strategies
- Plans for Strategic Sourcing
- Contract Negotiation and Management
- Materials Management in Supply Chains
- Designing Demand Collaboration/CPFR Strategy
- Designing Vendor Managed Inventory Strategy
- Designing 3rd Party Logistics Strategy
- Supply Chain Finance
- Radio Frequency Identification (RFID)
- Quality Assurance in Supply Chain
- Reverse Logistics
- Enterprise Resource Planning (ERP) for Supply Networks
- Designing Supply Networking Strategy
- Supply Chain Performance Measurement through KPIs System Dynamics
- Designing a Business Process Outsourcing Strategy
- Designing a Vendor Development Strategy
- Planning to Implement 5S
- Six Sigma
- Production and Operations Management
- Freight Forwarding Best Practices
- Developing Sustainable Supply Chains
- Balancing Supply with Demand
- Project Management
- SCM Simulations
- Total Cost of Ownership
- Inventory and Warehousing Management Best Practices
- Business Process Improvement – Assessment and Design
- Supply Chain ERP Implementation
- Network Optimization Strategy
- Process and Technology Improvement Plans
- Facility Related Decisions
- Statistical Process Control (SPC)

PERSONAL EXCELLENCE

- Demonstrating Ownership and Initiatives
- Professional Grooming and Etiquettes
- Winning Mindset
- NLP for Managers
- MBTI Stress and Time Management
- Essentials of Management
- Enhancing Supervisory Skills
- Effective Goal Setting



OUR CLIENTS



OUR TRAINERS TALENT POOL

Our trainers have vast and diverse industry experience and are specialized in providing customized trainings. Some of our facilitators are as follows.



ADEEL S. SHAIKH

Mr. Adeel is a seasoned resource in the area of Finance. He has conducted trainings with LCCI, FBR and multiple corporate firms in the areas of Finance, Risk Management, Capital Budgeting and Evaluations. He has earned his CPA and CMA from Canada. Prior to that, he completed MS in Finance from Virginia Commonwealth University, USA. His exposure to Canada, USA, and Pakistan academically and professionally makes him approach all issues with an international outlook.



ALY RAZA SYED

Aly works as a bespoke trainer, intervention specialist & strategic consultant. He holds a Master's degree in International Business from Finland, and has over two decades of corporate experience. He is CFERT Certified from the George Mason University, USA. As an intervention coach, Aly has successfully delivered trainings on Seamless Team Building, Negotiations Strategies, Leadership Echo Systems, Iconic Supervisory Skills, Leadership Adventure, Strategy Safari, etc. His clients include Total Parco, Zeitgeist, Pepsi Cola Pakistan, Lotte Kolson, Coca-Cola International, Nestle Pakistan etc.



DR. AMMAR AFTAB RAJA

Dr. Ammar has done his PhD in Finance from The London School of Economics and Political Science (LSE). He is a Disruptive Data Scientist, and believes in using the power of Big Data Analytics to disrupt everything from the Banking sector to the Government. His areas of expertise include Game

Theory, Gamification, Mathematical Thinking, Statistical Data Analysis, Time Series Analysis, Quantitative Analytics, Hadoop Apache Spark, Machine Learning, PostgreSQL, MongoDB, IBM Watson Analytics, Version Control Tools, Git, Github, Gitbucket, Gitlab, User Acceptance Testing and all aspects of data scraping, cleaning, visualizing and deploying Data products using R Statistical Programming Language.



ASHER RAMISH

Asher has conducted numerous workshops in Pakistan in the areas of Supply Chain Management, Logistics Management and related areas. Employees from CocaCola, Pepsi, ICI Chemicals, Bata, Service Industries, Berger Paints, PSO, Shell, Total Parco, Packages and Agility Logistics have attended his trainings. His last consultancy project was regarding the development of supply chain procurement process for a multinational footwear organization. Asher has done an MS in Production Management from Germany.



FATIMA MANZAR

Fatima is gold a medalist in teaching of English as a second language and qualified expert in Honey and Mumford Learning Styles Questionnaires from Pearson UK. She is also a qualified assessor of IQ and Personality for young and adult students. Her training style is need-driven which ensures meaningful transfer of training. Fatima is a stakeholder driven and interactive English Language Trainer with an informed teaching experience. She has worked for clients in the IT, Service, Retail, Pharma and other industries.



DR. HAROON RASHEED

Dr. Haroon Rasheed earned his PhD Marketing in 2012 from Wuhan University of Technology, China and joined CAA China as Marketing Consultant. He has 16 years of experience as corporate trainer in the fields of Communication Skills, Interpersonal Skills, Time

management, Organizational Development, Sales and Sales Force Management, Service Failure and Service Recovery. Currently, he is associated with the Chinese Embassy in Pakistan as a Social Media Strategist and as Director of the CPEC Research and Business center at UMT.



IJAZ YUSUF

Ijaz earned his Master of Engineering degree in Industrial Engineering and Management from Asian Institute of Technology (AIT), Bangkok, Thailand. He has conducted many training workshops for NPO, PNAC, SMEDA, LCCI, MCCI, FCCI, SCCI, GCCI, FPCCI, TDAP, PREGTTI, PAAPAM, PEFMA,

PIQC, QCI and IEP. He is the Vice chairman of Quality and Productivity Society of Pakistan, the President of Pakistan Chapter of System Dynamics Society MIT, USA.



IMRAN SADIQ

Imran is a highly skilled business professional with over 14 years of experience in Customer Management and Business organizations with some of the best organizations in the world. He has worked at Taco Bell, PepsiCo, USA, as a training manager. During his tenure at Unilever Pakistan, Imran achieved new

milestones by giving 121% growth on sales targets. He has also conducted training for the sales staff at Unilever Pakistan on retail planning.



DR. IMTIAZ MAHMUD

Dr. Imtiaz has been conducting Training, Meditation and Therapy sessions for a wide cross section of people. He is Master Practitioners of Neuro Linguistic Programming (NLP) and PhD in "Time Lines" of NLP. He is also Reiki Master (Usui and Kundalini), Certified Hypnotherapist, Silva Method

Practitioner, Acupressure Specialist, Health Palmist, Numerologist, Astrologer, Counselor and Spiritual Healer. He is founder of One Minute Wonder (OMW) and Turbo Reiki. He has been presenting papers in The World Congress on Alternative Medicine and Pain Management and has been awarded the Award of Excellence



KAMRAN RASHID

Kamran Rashid earned his Master in Manufacturing Systems Engineering from University of Wisconsin-Madison, USA. He has more than twenty years of professional experience in the manufacturing industry in Pakistan. Kamran is also actively involved in training corporate professionals and entrepreneurs

in the areas of Project Management, Supply Chain Management, Operations Management, Decision Analysis, and Quality Management.



MANZAR BASHIR

Manzar is a BPS qualified occupational psychologist who uses scientifically reliable international assessments with senior executives and leaders to prepare them for greater challenges ahead. Manzar graduated from NUST Business School with MBA in HR, later went to London for his Masters in Human

Resource Development from Middlesex University, UK. With extensive international experience of working as a management consultant and intervention coach, Manzar is trained and certified in the use of Ability tests including Seville, SHL, Able®, Pearson and world's top personality tools including BIG-FIVE, MBTI®, Giotto, Orpheus, and is a certification provider of Trait Personality Inventory



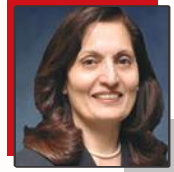
MUBASHAR HUSSAIN

Mubashar has 20 years of hands-on experience in implementation and coaching. He is an exceptional trainer in Facebook marketing, Social media platform creation, Digital Strategy, Email marketing, Website Design and Search Engine optimization (SEO).



MUHAMMAD MAHMOOD SHAH

Mr. Mahmood Shah holds an MA in Economics and Master of Business Economics from Punjab University and an MS in Finance from COMSATS Institute of Information Technology (CIIT), Lahore, Pakistan. He has worked in the corporate sector as director and advisor to national and international education institutions. He is leading various development projects at the Institute of Islamic Banking. His research focuses on the need for an education module that supplement the growth of Islamic finance through trained human resources.



DR. NAVEDA KITCHLEW

Dr. Naveda earned her Doctorate in Business Administration from University of BATH, UK. Prior to that she holds an MA degree in Industrial Organizational Psychology from National Louis University, USA. Naveda has conducted several trainings in areas like Diversity in the Workplace, Leadership in a Changing World, and Professional Motivation and Performance. She offers practical skills and develops in participants an analytical ability necessary to identify competencies for success, to create development plans, write assessment reports and revitalize the overall quality of the client relationship.



DR NAUMAN SHAH

With extensive experience in using simulations to make training more immersive, engaging and motivating, Dr Nauman aims to bring an innovative change in the education system by providing an interactive and immersive teaching environment. His research interests include gamification of Information Systems training modules to provide simulation based experience to the students. He has done his PhD in Computer Science from University of Hertfordshire where he worked as a research associate for a European Commission-funded project, Supervised Care and Rehabilitation Involving Personal Tele-Robotics (SCRIPT).



RASHID HUSSAIN

Rashid Hussain is a Chartered Marketer, certified and licensed by Asian Federation of Marketing, in Singapore. He holds MS degree from Maastricht University, The Netherlands. He is associated with USAID and the British Council, as Technical Advisor and External Evaluator. He also served as "Director

Programs" at Institute of Knowledge and Leadership (IKL), having offices in both Dubai/UAE and Ankara, Turkey.



DR. RUBEENA TASHFEEN

With vast experience in the field of Finance & Accounting, Dr. Rubeena has conducted various trainings and provided consultancy in the areas of Financial Management, Risk Management and Corporate Governance. Her key clients include Coopers & Lybrand, Lahore, Pakistan and Ford

Rhodes Robson Morrow (Representative of Ernst & Young), Chartered Accountants, Lahore, Pakistan. She did her Ph.D from Victoria University of Wellington. She also holds the degree of MBA Finance and MS in English Literature.



SADIA ASIF

Ms. Sadia has delivered training in communication skills to various companies of Pakistan; for example, Highnoon Laboratories, Hi-Tech Lubricants, Jaffer Brothers, IKAN Engineering services, Technology Up-gradation. She includes a variety of exercises and presentation materials to help learners practice and

strengthen their communication skills. She customizes and tailors the content of the workshops to the needs of the intended participants. She is the first ISW certified facilitator in Pakistan. She has MA Applied Linguistics from Canada and MA English Literature from Pakistan. She also holds Post-Graduate Certificate in Teaching and Learning in Higher Education.



SAMI ULLAH BAJWA

Sami Ullah Bajwa is a development practitioner and scholar, having a rich combination of over 12 years of experience of working with UNIDO, and SMEDA. Sami has also worked as Evaluation Consultant with the Asian Development Bank, World Wildlife Foundation (WWF), Solidaridad Netherlands, Better Cotton Initiative (BCI) and Pak Lite (Pvt) Ltd. He is also an affiliate of George Mason University, USA.



TAHIR MAHMOOD FAZAL

Mr. Tahir Mahmood Fazal, ACFE, MBA (Finance & IT), Certified MS Office Specialist Associate Certified Financial Accountants, has more than 17 years diversified industry exposure. He is a Professional Trainer of Skills Development Council of Pakistan (SDC), Pakistan Industrial Technical Assistance Centre. He has involved in corporate Trainings, workshops, seminars & in regular bases for Data ANALYSIS, Dashboard Reporting, Excel Spreadsheets techniques advanced Charting techniques and Advanced Reports Development. Mr. Tahir possesses special skills in MS Excel building Financial Modeling using Excel Dynamic Dashboards in Excel.



DR. TASHFEEN M. AZHAR

Dr. Tashfeen has earned his PhD in Industrial and Management Systems Engineering with a focus on Production Planning and Control, Supply Chain Management, Fuzzy Mathematical Modeling, Computer Simulation, and Expert Systems from University of South Florida, USA in 1993. He has vast corporate experience in Operations and Supply Chain Management. Dr. Tashfeen has conducted numerous training workshops on Supply Chain Management, Production Planning, Forecasting, and Inventory Control.



USMAN SATTAR

Usman has more than ten years of training and consultancy experience in the fields of Information System and System Security. He has conducted several trainings in his area of interest for national & multinational clients with respect to industrial focus. He has done his MS in Information Technology

Management from University of Sunderland, United Kingdom. He is very successful in motivating participants to develop and enhance their analytical abilities and use IT resources intelligently for the solutions of day to day problems.



USMAN KHALID

With a Masters in Information Systems, Usman has gained a unique perspective on how to implement technology in the corporate sector. He has trained different companies to take steps that are beneficial to the organization as well as the environment. He has also helped make customized MRP software and

Inventory Control Systems (ICS) for companies seeking to enhance their technology platform. His latest venture was with an Australian firm, Tandou, in which he used a multiple-regression model to help predict fluctuations in water entitlements. His interest areas include Information Systems, Enterprise Systems, Knowledge Management System, Decision Support Systems, Data Mining and Data Warehousing.



DR. YASIR RASHID

Dr Yasir is MIT certified Digital and Social Media Marketing specialist in Pakistan. He has over 8 years of corporate trainings and academic teaching/ research experience. He has trained over 2000 corporate executives over the years and worked for multi billion dollars organizations in Australia, New

Zealand and Pakistan.



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For further details, please visit our website: www.cee.org.pk

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