



CENTER FOR
EXECUTIVE EDUCATION

News Bulletin



Center for Executive Education

2017

A Training, HR Assessment
and Consultancy Firm



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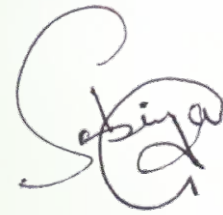
School of
Business and
Economics

Editor's Note

Welcome to the first news bulletin of Center for Executive Education (CEE) for 2017. The objective is to keep our business partners informed of all activities carried out by us. All projects undertaken by CEE in association with our key clients are presented in order to highlight the value added in terms of promoting continuous learning through practical knowledge provision.

Leading firms that operate in different sectors collaborated with us to enhance capacity of their human resource through management trainings and academic certifications. Various government institutions supported CEE in the way to promote sustainable economic development by awarding numerous vocational training programs designed specifically for deserving individuals of society.

Active engagement and dedication of CEE team throughout the life-cycle of all commercial and social sector projects triggered successful completion. Contributions put forth by all of you are highly valuable.



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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, applicative tool-based training programs.

Our 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 stake holders we collaborate with; our employees and the societal constituents we serve.

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.

Our Vision

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 emancipated corporate exposures and experience.



INTERVIEW with EXECUTIVE DIRECTOR CEE Mr. F. Robert Wheeler III

As Executive Director of Center for Executive Education, what has been your inspiration / motivation to start CEE at SBE UMT?

Pakistan is a developing country, and there are a lot of initiatives that can be taken to bring improvements. One of the things that I saw when I came here was that we have tremendous faculty consisting of people who are highly qualified and hold foreign degrees. We were not fully using our faculty. I identified an opportunity and I decided to start an Executive Education Center at UMT. Executive education means that you are training executives instead of students. I have been part of the Executive Education Centers at different institutes. I believe that it is a major way to develop strong connections with industry. It is our responsibility to bring latest trends to industry both at basic level and at strategic level.

CEE was known as Center for Management Development (CMD). How are you differentiating CEE from CMD?

We have introduced a systematic approach at

CEE. We were previously offering training programs with a small group of faculty, so we were not using the resources of our excellent faculty. We have expanded our product portfolio. We have launched new products including CEE Academics, HR Assessments, Consultancy Services and Business Safari Program. At CEE, we are focusing upon enhancing transparency, bringing standardization and developing various quality control measures.

While transforming an organization everyone needs to play leadership role. How do you define leadership and leadership at CEE/UMT?

Leadership is everything from listening to making informed decisions and ensuring proper implementation. A leader must have good listening skills. It's about recognizing ideas of other team members. The true essence of leadership lies in showing people the way instead of telling people the way.

At CEE Mr. Asher Ramish plays a key leadership role in terms of providing his insights and facilitating smooth execution. Director

CEE and Director Outbound hold charismatic personalities. They perform tasks in such a way that team can see what it is all about; what is expected to be performed. The way they interact with each other encourages the team to communicate openly. I think they provide a good example of what leadership should be.

Would you like to share something about organizational culture (core values) of CEE?

One of the things that we promote at CEE is that we work as a team. Doors are always open; people are walking in and out; and talking with each other. I think there is very much team oriented culture. Team members are always willing to help each other in terms of task related matters. Client relationship management is our key focus. Our team has developed close ties with industry. It is very important to acquire new clients and retain existing clients.



Developing (Polishing) soft skills is always critical/difficult. What sort of difficulties are you/CEE facing while dealing with corporate sector?

One of the most interesting things we find in industry is that most of the professionals have the technical skills necessary to do their job. But they don't have the soft skills such as ability to communicate and to work in teams. Soft skills are actually the ability to emit empathy and to understand other people and talk to them in a way that makes them feel that you understand them. It is the most important part of business in terms of dealing and communicating with clients on a routine basis. The major challenge is that the industrial sector is frequently unaware of how these soft skills can increase the bottom line. In most of the organizations people work in isolation; they have silos. This creates a barrier in terms of bringing change and developing close working relationships.



There is an intense competition in the training and development business. What is your strategy to stand out among our competitors?

Our most valuable asset is our trainers that provide us a competitive edge. We use our foreign qualified and highly proficient trainers who teach in the academic sector. But more importantly, they are people who know how to train, as training is different from teaching. When executives attend any of our trainings they know that they can apply learned skills right the next day, as we give them hands-on real life information and experience about what's necessary. We provide complete solution to our clients for their problems through a wide range of product offerings.

What are the prospects and challenges, training and development is facing as an industry/business?

The prospect is good. The academicians in Pakistan have a lot of potential. Their capabilities can be optimally utilized by involving them in training and consultancy. On the other side there is a need for trained human resource in corporations to get an insight and expertise of latest tools and technologies required for sustainable growth both at the individual and organizational level. Training and executive learning are required to overcome existing organizational inefficiencies. It is critical for companies to stay competitive in the market.



OPEN ENROLLMENT and CUSTOMIZED TRAINING PROGRAMS

We believe in facilitating rather instructing

A wide range of Open and Customized Training programs are designed to facilitate professionals in accelerating their career growth by aligning their management skills with requirements of the dynamic corporate environment.



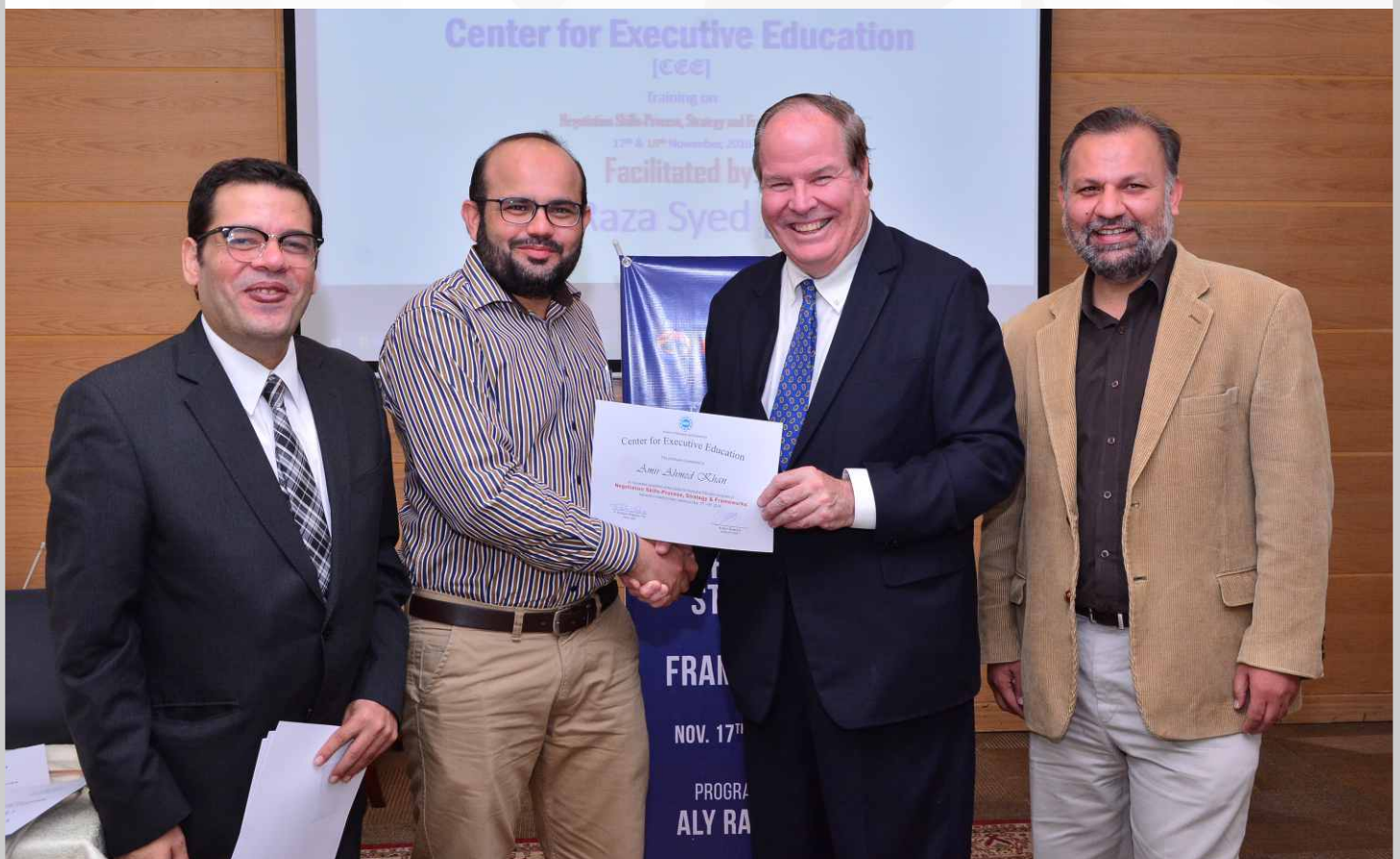
4.95 / 5.00

Overall Rating!

Mr. Aly Raza Syed conducted a two day in-house customized training program on “Negotiation Skills - Process, Strategy and Frameworks” for an MNC that operates in petroleum sector. It was conducted on 17th & 18th November, 2016.

This hands on, applicative training facilitated experienced executives and middle tier managers to develop and further enhance their negotiation skills and abilities. Through experiential learning, participants applied and tested their potential as professional negotiators. It helped put into perspective the strategic importance of the process and stages through which business negotiations pass through, hence providing participants with a strategic approach to tackle negotiations.

Negotiation Skills - Process, Strategy and Frameworks





Inventory and Warehousing - Best Practices

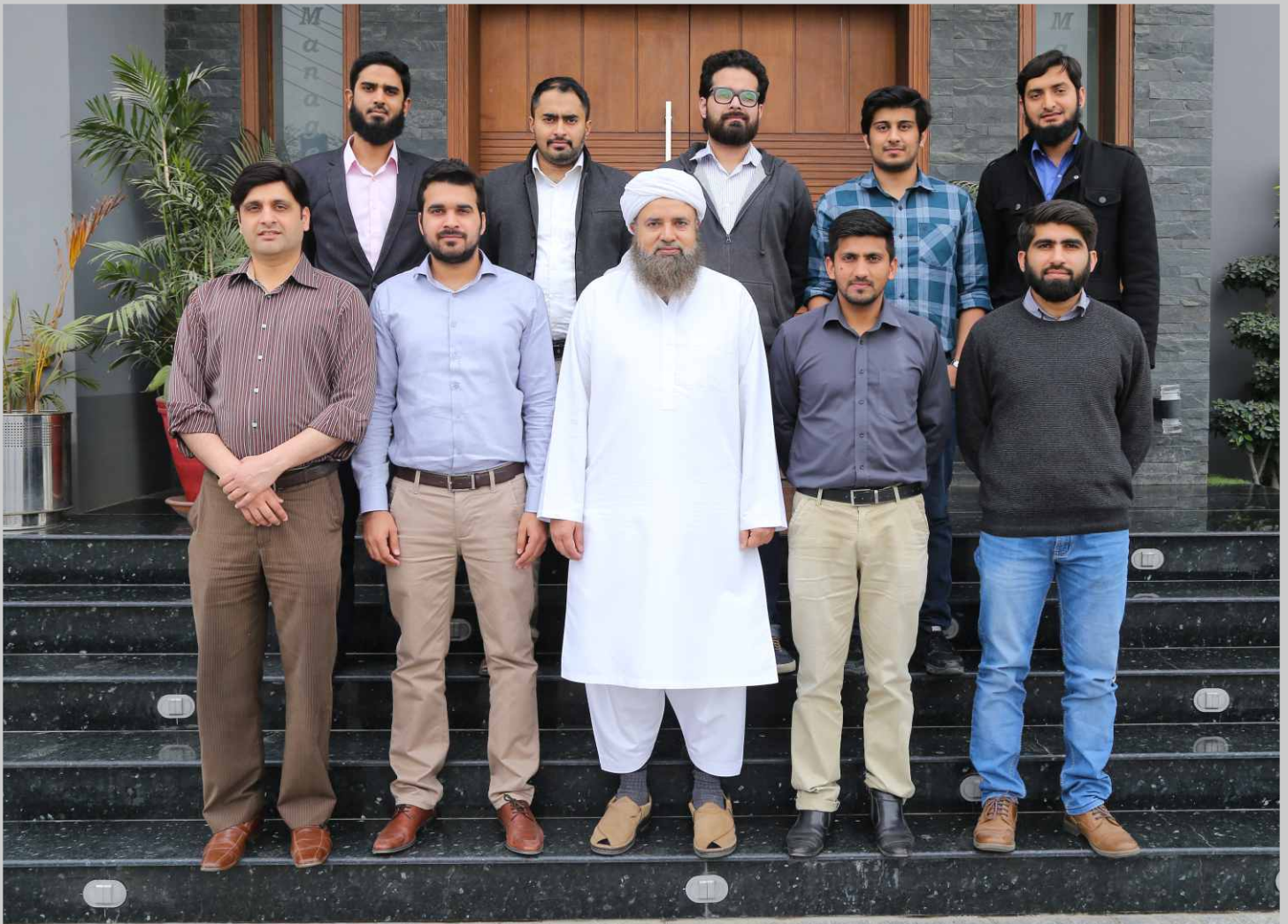
CEE offered two days training program envisioned to cater the need of preparing inventory managers to cope with challenges of dynamic business environment by instructing latest inventory and warehousing trends. The training titled as “Inventory and Warehousing - Best Practices” was conducted by Mr. Ijaz Yusuf on 26th & 27th January, 2017.

State-of-the-art practices, advanced management tools and various frameworks entailing Independent Demand Inventory Models, Fixed Period Model, Periodic Period Model and Probabilistic Inventory Models were taught to trainees. Contemporary teaching techniques including industry examples, games, videos, reflections and skill development exercises were used to allow participants to develop competencies required for applying all practices in real-time situations. By the end of learning session trainees were fully equipped to add immediate and long-term value to their firms.



4.91 / 5.00

Overall Rating!



Project Management



4.68 / 5.00
Overall Rating!

CEE organized an open enrollment training on the topic of “Project Management” on 16th & 17th February, 2017 that was facilitated by Mr. Kamran Rashid. The training was attended by a diversified group of professionals in terms of industrial sector in which they were employed that promoted cross-learning.

The training was designed in a way to provide participants insights of initiatives and activities required to be taken at all the phases of project management. Participants were enabled to develop necessary analytical skills to successfully plan, organize and control projects of varying complexities and to appreciate complex human issues in project management by gaining management skills necessary to resolve these issues.

Multiple interactions including professional games, skill development exercises, interactive group discussions, debrief sessions and simulations based on case studies were used along with lectures.

CEE organized a training on “Key Performance Indicator Development” for Pakistan's leading automobile firm on 23rd February, 2017. The training program was designed and implemented by Dr. Haroon Rasheed.

The training was customized keeping in view the specific requirements of client that were identified through the Training Need Analysis report. The overall aim of the training was to improve the probability of successful application of KPIs within an organization.

Trainees were provided insights regarding philosophy and background of performance measurement, importance of performance evaluation processes, guidelines for establishing Key Performance Indicators (KPIs) and developing implementation plans, interactions of performance factors with cultural aspects. Methods to collect and present data while evaluating performance were also taught.



4.81 / 5.00

Overall Rating!

Key Performance Indicator Development





4.64 / 5.00
Overall Rating!

CEE has taken an initiative to introduce Cluster Focused Trainings as a function of open enrollment training program. A training on “Supply Chain Management - SCM” was designed under this category and was conducted on 7th March, 2017 by Mr. Ijaz Yusuf. While highlighting the importance of SCM, Mr. Ijaz said that “The effective Supply Chain Management (SCM) is a key to cost reduction and achieving greater efficacies within an organization”.

The training aimed to equip participants with modern supply chain management concepts and practical tools and techniques to support them in achieving market and economic value, as well as competitive advantage through strategic alignment of end-to-end business processes. It was attended by CEOs / Directors engaged in Manufacturing, Trade and Services, Small Business Owners, Emerging & Existing Entrepreneurs, Purchase Managers, Operations Managers, Inventory Managers, Logistic & Supply Chain Managers, Store & Material Managers, and Production & Inventory Professionals.

Supply Chain Management - SCM





Reference Management using EndNote Software

Mr. Zeeshan Sheikh facilitated a one day hands-on workshop on “Reference Management using EndNote Software” that was organized by CEE on 24th March, 2017. This workshop was designed to enable research scholars to manage citations automatically and accurately without wasting time in non-intellectual work.

Trainees got familiarized regarding methods and procedures of creating the Endnote library; downloading references into the Endnote library from Google scholar and many other databases of management sciences; attaching PDF files in Endnote library; organizing references and pdf articles in group sets and groups; citing references in MS word file; creating and editing output styles and many more.



4.83 / 5.00
Overall Rating!



4.82 / 5.00
Overall Rating!

CEE organized a one day applicative tool-based workshop titled as “Using NVivo for Literature Review and Qualitative Data Analysis” on 25th March, 2017. The workshop was conducted by Mr. Zeeshan Sheikh. This workshop focused on enhancing participants' efficiency in terms of managing and analyzing qualitative data.

Participants of the workshop comprised of professors and students who had espoused or were intended to adopt qualitative strategy for their research projects. They were trained to set up a literature review in NVivo using their own information; to organize their content and begin to identify themes, topics or ideas using NVivo; to use various tools for working with text and non-text research data. Moreover, the workshop took participants beyond the basics to asking questions of their data and analysis, using grouping tools, coding queries, and visualizations.

Using NVivo for Literature Review and Qualitative Data Analysis





Customer Relationship Management – CRM

A two days training program titled as “Customer Relationship Management – CRM” was devised and conducted by CEE on 28th & 29th March, 2017. The training was delivered by Mr. Rashid Hussain. The training took the participants through an exciting journey of creating Champion Customers, while learning new techniques to keep the organization most distinctive and competitive one.

The training was attended by Directors/ Area CRM Managers (entry, mid and/or director level), Area / Zonal Managers, Store Managers and Senior Store Supervisors belonging to different sectors including pharmaceutical, petroleum and banking. Pragmatic pedagogy techniques including multiple group activities and CRM simulations, participants' presentations, concept building and self-reflection exercises were used to allow participants to develop capacity to apply learned concepts and tools at the right time, in the right situation and in the right manner.



4.77 / 5.00
Overall Rating!



Basic - Advanced Excel 2013



4.80 / 5.00
Overall Rating!

A series of three comprehensive workshops on “Basic - Advanced Excel 2013” was organized by CEE for Pakistan's well-known FMCG Company. These workshops were conducted on 6th & 7th April, 2017; 26th & 27th April, 2017; 17th & 18th May, 2017 respectively. Middle level managers, employed in different organizational departments, participated in these workshops.

The purpose of arranging such events was to allow participants to get command over basic and advanced functions of the latest version of MS Excel in order to make informed decisions through data storage and analysis in a systematic manner.

Hands-on learning experience was created by our highly skilful and dexterous trainer Mr. Tahir Mehmood. He made participants familiar with all the commands of MS Excel by means of practical demonstration and providing soft material, video tutorials and hard copies of shortcut keys.

CEE offered a training on “Production Planning & Control” that was delivered by Dr. Tashfeen Azhar on 18th & 19th April, 2017. This workshop mainly focused on the internal supply chain and flow of materials in a manufacturing firm; application of different techniques available in “Production Planning and Control” literature to optimize the flow, and thereby effectively contribute to a firm's competitive advantage.

The audience of the training encompassed plant managers, production activities planners, production control managers, production staff and industrial engineers. Interactive sessions and open group discussions followed by skill development activities augmented the overall learning outcomes.



4.83 / 5.00

Overall Rating!

Production Planning & Control





Effective Communication Skills



4.75 / 5.00
Overall Rating!

An Open Enrollment Training Program was arranged by CEE on 18th & 19th May, 2017. The training titled as “Effective Communication Skills” was delivered by Dr. Naveeda Kitchlew. The audience comprised of businessmen and other workplace professionals belonging to different sectors.

The two-day training program was devoted to give a much deeper understanding of general and specific types of communication. This workshop concentrated on enhancing the skills of effective communication with special emphasis on written communication. Learning sessions encompassed delivery of four modules, to enhance participants' communication skills, including Business Writing Skills, Presentation Skills, Interpersonal Relationship and Art of Feedback.

CEE designed a customized training program on the topic of “Intermediate - Advanced Ms Excel” for a client functioning in petroleum sector. That training was delivered by Mr. Tahir Mehmood on 17th & 18th August, 2017.

On the first day of workshop trainees were inculcated with various functions that entail summarizing data using formulas; advanced sorting techniques and subtotaling; consolidating and processing multidimensional worksheets; excel database operations & management; scrutinizing data anomalies with conditional tests.

Topics covered on the second day of workshop were relevant to presentation and utilization of results drawn from data analysis. Participants learned techniques to condense and refine data with pivot tables and pivot charts; to create interactive data reports with excel charts (dashboard reports); to optimize solutions with what-if analysis; to automate the work using macros and eliminate errors using the auditing tools.



4.83 / 5.00

Overall Rating!

Intermediate - Advanced Ms Excel





4.34 / 5.00
Overall Rating!

CEE provided a platform to educational institutions to fortify the capabilities of their instructors in terms of using advanced student evaluation techniques and developing effective assessment tools with an aim to support them to enhance the quality of education. The five-day training event titled as “Student Learning Outcomes (SLO) and Item Analysis” was held on 21st & 25th August, 2017.

A team of endowed and highly qualified trainers comprised of Dr. Abdul Hameed, Mr. Sajid Masood, Dr. Seema Arif, Dr. Faisal Anis and Dr. Yasira Waqar facilitated the sessions. Trainees were imparted theoretical knowledge relevant to the aim, goals and purpose of conducting assessments, basics of SLOs and techniques to develop different type of examination papers and test items along with methods to ensure reliability and validity of instrument. Theoretical learning was complemented with hands-on practice by inducing participants to construct objective type test items, objective short answers and essay type questions.

Student Learning Outcomes (SLO) & Item Analysis





Written Communication

A series of two skill based workshops on the topic of “Written Communication” was organized by CEE on the demand of a multinational Oil & Gas company. Dr. Naveeda Kitckew designed the training program that was tailored to the needs of our esteemed client identified through detailed “Training Need Analysis”. Training sessions were delivered by her on 25th & 26th August, 2017 and 28th & 29th August, 2017 respectively.

Such workshops emphasized enhancing the analyzing and writing skills of managers and employees, functioning at different levels of organizational hierarchy, in order to train them to develop better understanding within the enterprise and to maintain effective relations with customers and the public in general. The fundamental principles and practices of business writing were taught to participants by means of having them to produce a variety of documents and to examine the production and reception of business writing in organizational contexts.



4.53 / 5.00

Overall Rating!

CEE SOCIAL and PUBLIC SECTOR Skill Development Trainings

Sponsored skill enhancement training courses are offered to underprivileged citizens of Pakistan to provide them income generation opportunities and to build their self-esteem that is a major indicator of economic development of any country.

Fabric Cutting Expert Course

Under the scheme of Women Focused Skills for Punjab Growth Strategy in collaboration with the Punjab Skills Development Fund, a 3-month Fabric Cutting Expert course, specifically designed for women, has been successfully delivered by CEE and certificates were awarded to students on 31st March, 2017.

That course focused upon making the trainees highly proficient in industrial cutting so that they would be able to contribute to economic growth and support their families by generating revenue either by developing their own entrepreneurial venture or by working in the garment industry as a skillful resource and live reverential life.

Fifty trainees were enrolled in the course. They enthusiastically put their efforts into sharpening their skills in a comfortable learning environment under the instructions of our highly veteran trainers.

Keeping in view CEE's superlative performance, Punjab Skills Development Fund awarded CEE another batch of the same course in April 2017. The second batch of "Fabric Cutting Expert" course was successfully completed in June 2017.



Documentary Ad and Short Film Making

A 6-month training course of Documentary Ad and Short Film Making was conducted in collaboration with National Vocational and Technical Training Commission Pakistan under Prime Minister Youth Skills Development Program. Classes were commenced in January 2017. The services of a foreign qualified trainer were hired for that course. The program was effectively implemented, and certificates were awarded to participants in July 2017.



Fashion Designing Course

A diploma program in Fashion Designing has been introduced that is being offered from the platform of CEE. It is a 3-month program. Classes for the first batch have begun in September 2017.





CHINA BUSINESS SAFARI

The Outbound training wing of CEE has launched “China Business Safari Program” in collaboration with the CPEC Business and Research Center at UMT. China Business Safari is planned in order to facilitate Pakistani businessmen and entrepreneurs to explore business opportunities in the Chinese market. The China Business Safari program usually takes a group of 20 selected businessmen and aspiring entrepreneurs to visit the business setups, industrial parks, chambers and ministries of trade and commerce in the Peoples Republic of China.

With CPEC at the doorstep of Pakistan, coupled with total B2B trade volume of US \$ 10 Billion between Pakistan and China (FCY 2015-2016), endless strategic opportunities are up for the grabs. Now is the time for Pakistani and Chinese businesses to adopt a more aggressive and pro-active approach for sustainable business development.

The objective of this safari is to explore and capitalize the untapped Business to Business (B2B) opportunities for our clients' related industries. Clients will be facilitated to find B2B trading partners and seek international collaborations with Chinese counterparts. CEE will support them to network with businessmen, Chamber of Commerce & commercial attaches as well. They will also be provided an opportunity to showcase their products and find avenues to set up their offices in China.





CEE ACADEMICS

Under the Applicative Learning Programs of CEE Academics, a Diploma in Supply Chain Management (SCM) has been launched in May, 2017. We are offering Diploma-SCM program to prepare industry professionals to take every decision and action in the light of end-to-end supply chain perspective and get understanding of superlative international practices in this regard.

Classes of the first batch of Diploma-SCM program initiated on 16th July, 2017 that has been successfully delivered. The participants include executives who are performing activities relevant to any area of SCM including production, procurement, logistics, distribution, warehousing and transportation in their respective organizations. Certificates of all diploma courses were separately awarded to participants at the end of each workshop.



OUR CLIENTS



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**CENTER FOR
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