

# **Four Months Professional Development Course for Executives**

## **(Continuing Education Program at IB&M UET, Lahore)**

### **One Evening of Three Hours per Course for 16 weeks**

#### **Starting from January 4, 2010**

- **Contemporary Management Practices in Business**

This course offers a thorough grounding in the basics of management and follows it through the current state of affairs in local and global economy. The course offers case studies and real-life industrial issues for participants to gain a solid understanding of the management systems and how they are implemented practically and consequently their affect of organizational efficiency. It also focuses on strategic leadership practices and its implementation within the context of business operations.

- **Business Communication (Weekend Only)**

This course offers written and oral business communication as a management strategy critical to success in the workplace by introducing a communication model useful to identify objectives, analyze of audience, choose information, and create the most effective arrangement and channel for written and oral messages. It also explores the functions, elements and types of communication that are important in business settings.

- **Supply Chain Management (Weekend Only)**

This course analyzes the role and activities of those involved in supply chain management decision-making. It emphasizes the importance of transportation planning, inventory control, warehouse management, development of customer service standards, and procurement in the design and operation of supply and distribution systems. Attention is also given to the importance of information systems and the Internet in supporting such activities.

- **Project Management (Two Sessions: Weekday & Weekend)**

This course is intended to help participants improve their approach to planning, organizing, managing and controlling projects by helping them through practical management method that has been used successfully for

over 25 years in small to large-scale projects and in a wide variety of sectors. This course examines the identification, selection, and planning of projects.

- **Marketing**

This course provides an in-depth understanding of basic marketing concepts and applies those concepts to a variety of management situations. The course offers working knowledge of marketing tools - product policy, pricing, distribution, promotion and consumer behaviour and the ways in which these tools can be effectively employed. The course builds practical skills in analyzing marketing problems and opportunities, and in developing marketing programs.

- **Business Economics**

Understanding of factors which affect the overall economy is essential for the business managers. This course provides a basic foundation to carry out such an analysis. It is divided into micro and macro economics. Microeconomics concentrates on individual parts of the economy - consumers, business markets and industries. Examining the issues surrounding these units allows assessing their influence on managerial decision-making. Macroeconomics helps to evaluate macroeconomic policy and economic prospects within economies – to analyze the future path of microeconomic variables which are important to a firm.

- **Managing People for High Performance: (Accelerated Intensive Weekend Session Only)**

Leadership involves influencing others in a non-coercive manner to direct their efforts toward shared goals. This course encourages students to explore issues and develop personal skills implicit to leadership. By exploring their self-perceptions, students will be well placed to broaden their understanding of others. Topics include written and oral communication skills, team skills, decision-making and negotiation.

- **Organizational Behaviour**

The ability to manage people is a critical managerial skill. All managers have to manage people as individuals, to discipline and to maintain commitment.

Manager has to manage people in a group setting where he has to lead and to inspire. He has to manage inter-group relationships within an organization where he has to integrate the work of different groups to achieve organizational goals.

- **Financial Accounting for Business Leaders**

Accounting systems provide financial information useful in managing, valuing, and regulating all types of organizations around the globe. Despite their many differences, all accounting systems are built on a common foundation. They use economic concepts such as assets, liabilities, and income to convey financial information.

- **Corporate Financial Management**

Recent events underscore the importance of this course, in which students learn how to glean information about a firm's current and past performance from financial statements. Students will also gain a deeper understanding of specific financial management skills from a user's perspective, particularly focusing on issues of learning quality, as well as more advanced topics related to mergers and acquisitions and consolidated financial reporting.

- **Organization Excellence Through Quality Management**

This course addresses the issues surrounding the development and implementation of quality management initiatives. Well-known approaches to quality management are covered, along with the tools of quality improvement, the cost of poor quality, quality in product design, the role of quality awards and certifications, ascertaining customer needs, supplier relationships, employee involvement and training, and the strategic role of quality in competitive performance.

Note:

- a) All weekdays classes will be held in the evening (from 6:15- 9:15 pm)
- b) All weekend classes will be held on Saturday or Sunday
- c) Classes will start from Jan 04, 2009
- d) One class is per subject per week

- e) All classes will be held at IB&M, UET Main Campus unless mentioned otherwise
- f) All “**Accelerated Intensive Courses**” will be held on Weekends for 6-9 hours duration and classes will meet after 2-3 weeks
- g) Corporate Discount is available for nomination of 7 or more students from same institution
- h) Details are available on website (<http://www.ibm-uet.edu.pk>) or call Mr. Maqsood at 042-9902-9494, email: [info@ibm.edu.pk](mailto:info@ibm.edu.pk) or visit us at UET Main Campus, GT Road, Mughalpura, Lahore
- i) Credit earned may be used, if you get formal admission in EMBA within five years of taking the courses