

## **Instructional Seminar on Organizational Excellence through Customer Satisfaction at IBM, UET**

### **Course Trainer:**

**Prof. Ali Sajid**

### **SEMINAR SCHEDULE:**

#### **Part One:**

- ❖ 8:00 – 8:15 am : Registration of Seminar
- ❖ 8:15 – 10:15 am : What is Quality and Who is Customer
- ❖ 10:15 – 10:45 am : Tea Break

#### **Part Two**

- ❖ 10:45 am – 1:30 pm: KANO Model, Customer Delight, Customer Satisfaction Measurement, Impact of Customer Satisfaction on Profit

## **Trainer's Background**

### **Prof. Dr. Ali Sajid**

Dr. Ali Sajid is the Director of the Institute of Business and Management, UET Lahore. He has a vast teaching experience in different educational institutes and is extensively involved in Human Resource Development in both, public and private sectors. He is a graduate Mechanical Engineer and has done his Masters and PhD from Washington DC, USA.

He has conducted various consultancies and has supervised more than 100 studies on Pakistani Industry at MS and PhD level. Dr. Sajid also has to his credit numerous national level achievements and has also been awarded with the Tamgha-i-Imtiaz by the President of Pakistan.

As founding faculty, he held various academic and administrative assignments at NUST Institute of Management Sciences (NIMS). He was also the founding Chairman of Engineering Management Department at the Center for Advanced Studies in Engineering (CASE) where he also served as the Director of Strategic Affairs.

Dr. Sajid has also been an advisor to the Planning Commission, Government of Pakistan on Quality Management and Productivity.

Since last 17 years he is involved in the training of Quality Management, Management of Change, Industrial Management, Productivity Management, Project Management, Human Resource Development, Leadership and Engineering Management" etc. He is official trainer of CDA, USAID, IST, SUPARCO, NESPAK, DESTO and dozens of other multinational organizations.



**IBM FREE SEMINAR REGISTRATION FORM**

Date: July 24, 2009

Seminar Topic: Organizational Excellence through Customer Satisfaction

First Name: .....Last name: .....  
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Kindly mail or hand deliver this form dully filled in to:

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Please register me for the seminar on” Organizational Excellence through Customer Satisfaction” on Aug 12, 2009