Virtual Classroom
Executive Diploma in Human Resources Management
About

**Excelerate**

At Excelerate Private Limited, our team possesses comprehensive knowledge and diversified experience in the field of Human Resource Management. We have successfully carried out various assignments for renowned organizations in the past and thus, carry an in-depth knowledge, understanding and hands on expertise working at Senior Leadership positions, engaged in responsibilities of Organization Restructuring, Change Management, Strategic Management, Recruitment / Executive Search, Performance Management System, Compensation, Training & Capacity Building, Learning & Development, Employee Motivation, Regulatory Compliance, Industrial Relations, etc.

We have extensive experience in conducting customized trainings for various organizations and institutions in the government and private sectors, which includes SBP, SBP–BSC, HBL, SCB, Bank Alfalah, IBP, Khushali Bank, PTCL, BISP, DESCON Engineering, OMV, Berger, Gatron, AKES, Brainchild, Lotte Chemicals, HRS (Global) etc.

HR needs to rapidly adapt to stay ahead of markets just like products, sales, marketing and IT. It needs to understand the pulse of workforce dynamics, economic trends and changes in business to remain competitive.

**EMEC**

Entrepreneurship and Management Excellence Center (EMEC) is the executive education wing of the Institute of Business Management (IoBM).

At EMEC, we believe it is of utmost importance to create an entrepreneurial mindset among the upcoming business leaders so that they aspire to be job creators rather a job seeker and contribute positively in the economy of our beloved country and lift the living standards of theirs and the society on the whole. For the very purpose IoBM offers to coach & mentoring from seasoned experts and also provide incubation spaces with state of the art facilities to the budding and aspiring entrepreneurs.

EMEC offers you a wide range of open enrollment and customized programs lead by industry experts and senior IoBM faculty which enables the business professionals to learn, apply positively and create a lasting impact. Our approach is highly collaborative, practical by nature and underpinned by practice, theory and research. We empower people to become exceptional business leaders, increasing personal impact and organization performance.
The diploma offers excellence in the following areas:

<table>
<thead>
<tr>
<th>Program Modules</th>
<th>Date</th>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aligning HR with Business Strategy</td>
<td>Saturday, 7th Aug 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Leading HR in Change</td>
<td>Saturday, 21st Aug 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Competency Based People Management</td>
<td>Saturday, 4th Sep 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Recruitment, Interviewing &amp; Selection</td>
<td>Saturday, 18th Sep 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Results Driven Performance Management</td>
<td>Saturday, 2nd Oct 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Compensation and Benefits</td>
<td>Saturday, 16th Oct 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Managing L&amp;D Effectiveness</td>
<td>Saturday, 30th Oct 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Leadership Development</td>
<td>Saturday, 13th Nov 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Employer Branding and Talent Management</td>
<td>Saturday, 27th Nov 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
<tr>
<td>Developing Future Leadership Competencies</td>
<td>Saturday, 11th Dec 2021</td>
<td>3:00 PM to 9:30 PM</td>
<td>Rs. 6000/-</td>
</tr>
</tbody>
</table>

Total Fees: Rs. 60,000/-

Disclaimer: Fees excludes 5% SRB Tax
Aligning HR with Business Strategy

Program Overview

Organization dynamics are changing, and competition is increasing exponentially in the world today. Realization has set in that the key to success of any organization is its Human Resource. HR is responsible to ensure that organization vision, mission and values are shared, especially at all the leadership levels. HR must integrate all departments and play its leadership role. The key to success for an organization is the alignment between HR and Line functions. This program will help explain the concepts as well as tools for alignment.

Program Objective

- Understand Business Strategy and Goals
- Understand HR Strategy Concepts and Framework
- Enhance Efficiency in Partnership with Management by Aligning Business Objectives
- Identify Value Creation Opportunities towards Achieving Organizational Goals
- Develop Strategies and Solutions for Optimizing People Value Creation

Key Learning Outcomes

- Understanding HR / Organization Strategy and Goals
- Importance Of Partnership with Line Management And Leadership for the Success of HR Role in the Organization
- Ability To Build Effective Relationship with Top Management for Defining Organization Strategies and Adding Value in the Process from HR Point of View
- Learning to Break the HR Silo Style of Management Leading Towards a Common Vision, Mission and Goals
- Work as an Integrated Team and Add Value to Organizational Success
Program Overview

During last few decades’ relative importance of HR has increased greatly in progressive organizations. Based on the dynamics of economies of scale, organizations are adopting restructuring, seeking mergers and making acquisitions of similar or complementing organizations; hence the role of HR has become critical for success. HR has to take ownership of organizational culture and management and find ways to bridge the cultural gaps for improvement in the processes. It needs to be able to manage the morale and motivation of the employees during any transition.

Program Objective

- Acknowledging The Reality of HR & Change Management
- Understand The Impact of “Change” On Business
- Understand HR Challenges During Organizational Change
- Creating HR Value For Successful Change & Work Culture Integration
- To Evaluate the Impact of Technology and HR Restructuring
- To Successfully Align Organizational Strategies with the Changing Market Conditions
- Learning New Organization Practices and Adopting Customized Solutions for Successful Management of Change

Key Learning Outcomes

- Conceptual Understanding of Change In the Context of Organization
- Evaluation of Current and Desired HR Strategies
- Developing Options, Strategies and Solutions for Bringing Successful Change
- Applying Various Methodologies During HR Restructuring and Change In the Organization
Competency Based People Management

Program Overview

Competency framework is the foundation for all functions in the organization. It serves as the linkage between Individual Performance and the Organization Results. Competencies impact systems that actively support the organization’s vision, strategy, key capabilities and also provides a basis for evaluating how people accomplish results in an organization.

This module will help in understanding the concepts and application of ‘Competency Based People Management’ at all levels.

Program Objective

- Understanding CBPM Conceptual Framework and Its Linkage with HR Organization’s Goals
- Learning to Develop CBPM Models
- Understanding the Challenges during Organization Transformation & Solutions
- Developing Transformation Plans
- Understanding of Competency Based Recruitment & Selection

Key Learning Outcomes

- Ability to Define Competencies and Understand their Role In HR And The Organization
- Conducting Analysis of Key Components of Competency and Their Relevance
- Designing Competency Frameworks and Models
- Application of Competencies In Recruitment and Selection Process
- Use of Competencies for Identifying Training Needs
- Link Performance with Career Development on Competency-Based Method
Recruitment, Interviewing & Selection

Program Overview

Recruitment and Selection is a primary function of HR department. Right person for the right job is to be selected at the right time for the organization's growth and employees' motivation. Role of HR is to improve the hiring process and ensure that the right person is hired for the right job. This program will give an understanding of the current market practices related to Recruitment and Selection and progressive training of Line Managers by the HR.

Program Objective

- Understanding the Concepts of Recruitment and Selection
- Review the Key Steps Involved in the Process of Recruitment
- Identifying Significant Challenges in Recruitment and Selection Process
- Understanding the Concepts of Job, Job Analysis and to Write Job Descriptions
- Identifying the Technical and Interpersonal Skills Required For a Job
- Understanding the Concept of Competencies
- Developing Competency Matrix For Interviewing Process
- Developing Recruitment, Interviewing And Selection Process

Key Learning Outcomes

- Understand The Importance of the Recruitment & Selection Process
- Analyze the Job / Position Before Potential Candidates
- Identify Best Interviewing Techniques
- Recognize The Importance Of 'Proactive' Recruitment
- Competency Based Selection for Internal and External Hiring
Program Overview

Performance management aims at building a high-performance culture for both the individuals and the teams so that they jointly take the responsibility of improving the business processes on a continuous basis and at the same time raise the competence bar by upgrading their own skills within a leadership framework. Performance Management Systems is the linkage between employees and the organization’s success. Employees are motivated if they are timely rewarded for their good performance.

This module will help explain the concepts of Performance Management System and how the entire system can be improved so that both employees and organizations can benefit from it.

Program Objective

- Understanding The Concepts Of The Performance Management System
- Examine The Modern Processes And Best Practices Of PMS
- Enhance The Existing Performance Management System Of Organization
- Learn The Performance Management Cycle Where Smart Goals And Objectives Are Established
- Recognizing Performance Gaps & Devising Improvement
- Application Of Techniques For Measuring Performance
- Observing /Providing Feedback And Rewarding Performance

Key Learning Outcomes

- Describing The Key Stages Of A Performance Management Process
- Implementation Of Performance Management Process
- Reviewing Performance Challenges That Employees Face And Eliminating Them
- Developing Methods To Improve Performance
- Identifying Action Plan With Key Deliverables To Measure Performance
Program Overview

This program focuses on the basic building blocks of effective compensation and benefits administration and then goes on to explore the strategic dimensions - how the whole process can add real ‘value for money’ and help the organization achieve its strategic objectives. In all organizations it is important that the administration and management of compensation and benefits is of the highest quality.

This program will further explain the Compensation Philosophy and Policy framework and how the compensation and benefits can be linked with performance. The objective of this module is to help Organization achieve strategic success while ensuring internal and external equity.

Program Objective

- Understand The Compensation Philosophy And Framework
- Understand Market Pay Practices And Aligning With Company
- Understand The Reward System And Its Linkage With Performance
- Aligning Compensation And Benefits Structure Of Organization With Market Best Practices
- Planning Compensation Survey - Purpose, Techniques, Types, Market Practices And Result Compilation
- Understanding & Establishing The Internal Equity
- Application Of The Concept Of Fixed & Variable Compensation

Key Learning Outcomes

- Align The Reward Strategy With Organization Strategy
- Best Market Pays Practices At Organization
- Be Able To Identify the Components in the Rewards System Such As Direct, Indirect & Non- Financial Compensation, Etc.
- Linking Pay To Performance
Leading Learning Organizations

Program Overview

The business environment has changed generating a lot of pressure on organizations, to become ‘Learning Organizations’ to stay ahead of their competition. This is by bringing innovation/reinvention in the learning cycle, which includes leadership accountability, work unit accountability, strategic initiatives and aligned vision. This would be achieved through training and development strategy while emphasizing on planning, designing, implementing and evaluating the training programs. A learning organization is one that acquires knowledge and innovates fast enough to survive and thrive in a rapidly changing environment. A culture should be developed that encourages and supports employees learning so that the organization can benefit from it. This program will help identify organizational challenges and opportunities including that of the individuals and how best to manage learning and development of workforce.

Program Objective

- Conducting Organizational Assessment For Analyzing The Strengths And Weaknesses
- To Be Able To Develop A Learning & Development Strategy For Your Organization
- Developing A Learning And Development Strategy For Providing A Framework To Identify Key Factors Affecting The Workplace Productivity
- Carrying Out Training Need Analysis For Identification Of Performance Gaps By Isolating The Difference Between Current And Future Performance

Key Learning Outcomes

- Defining Organization Core Competencies
- Evaluation Of Current Employees Competencies
- Identifying Gaps Leading To A Training Needs Analysis
- Developing Innovative Solutions For Bridging Competencies Gap
- Identifying Both Internal And External Learning Solutions And Resources
- Measuring And Monitoring The Impact Of Training Investments
Leadership Development

Program Overview
A good leader is a lifelong learner. This program is designed for managing change, which calls for adult learning and personal development. Leaders learn how to build an effective team, coach employees to do their best and appreciate difference in the workplace.

Program Objective
- Understanding Corporate Values
- Application of 5C’s of Credibility
- Performing Leadership Style Completion Analysis
- Building a Situational Leadership Model
- Ability to conduct Leadership Style Analysis

Key Learning Outcomes
- The Distinction Between Leadership And Management
- Identification Of Pros And Cons Of Different Leadership Styles
- The Factors That Enable You To Build Productive Teams
- How To Evaluate And Increase The Effectiveness Of Your Team
- The Reality Of Team Life — The Good, The Bad, And The Paradoxical
- Leading Diverse Teams — Getting The Most Value From Differences
- Maximizing Creativity Within Groups

Date: Saturday, 13th Nov 2021 | Time: 3:00 PM to 9:30 PM | Fee: Rs. 6000/- (Per Module)
Talent Management & Employer Branding

Date: Saturday, 27th Nov 2021 | Time: 3:00 PM to 9:30 PM | Fee: Rs. 6000/- (Per Module)

Program Overview

Acquiring, retaining and managing talent is another key success factor for HR in all organizations and markets these days. It sounds simple in classical HR challenge but with the complexities arising due to fast changing business world, talent management has become a key priority and requires focused approach now.

Program Objective

- Understanding Talent Management & Employer Branding Conceptual Framework
- Build Competitive Advantage And Organizational Agility Through Attracting, Retaining And Leveraging High Quality Talent
- Developing A Talent Management And Employer Branding Strategy For Your Organization

Key Learning Outcomes

- Talent Management Tools
- Talent Acquisition Strategies
- Talent Management Process
- Career Progression Plan
Program Overview

Organizations has been performing successfully during several decades. Going forward responding to the domestic and international changes in business dynamics, technology and opportunities for growth, Organizations needs to gear up to continue its good performance and work on aggressive business growth strategy supported by technology and high quality of talent. These elements necessitate developing readiness for the change and building leadership competencies with focuses on adaptability, creativity and innovation.

Therefore, we need to proactively identify the core managerial competencies and build capacity of its team members based on competencies which could ensure success in coming times. The need for Organizations is to meet new business challenges with innovation, creativity, adaptability and flexibility.

This program has been designed based on McKinsey’s competencies matrix to build desired skills for the current managers.

Program Objective

- Building Managerial Skills
- Individual Assessment
- Identify Opportunities for Future Growth
- McKinsey’s New Matrix
- Organization’s Assessment SWOT
- Assessment of Current Managerial Competencies
- Business Initiative’s Development Activities

Key Learning Outcomes

- Individual Assessment Tools
- Organization’s Assessment Strategies
- New Leadership Competencies
Information

Methodology

The course duration is Fourth months. The program is highly interactive based on lectures, group exercises, case studies and presentations.

Eligibility

This Diploma program is aimed towards fresh Graduates and mid-career level professionals who have entered the field of HRM in their organizations. It is also recommended for individuals who plan to develop a career in HRM.

Course Duration

The program is spread over a period of approximately Four-month duration. The program requires one Pre-Session Assignment consisting of Pre – Workbook and Case Study, which can be completed with faculty support a day before the session. Class timing will be 9:00 am. to 5:00 pm.

Individual Module Certification

Each module, focusing on a specialized area in HR, is a complete certification program. Candidates can either opt for individual module and get a certificate for each or complete all ten modules and earn a diploma.

Program Fee

The fee for the entire program (10 Modules) is Rs. 60,000/-
Each module Rs.6,000/-.

Diploma Award

Upon successful completion of the program, participants will be awarded Executive Diploma in Human Resources Management by IoBM.
Zafar Aziz Osmani
President & Managing Director
Omar J Qureshi
Key Qualifications
- Founded Excelerate Private Limited in 2010
- Prior to Excelerate, Zafar served as COO Karachi Electric Supply Co.
- He has also served as SEVP Habib Bank Ltd.
- Prior to HBL, Mr. Osmani served as SEVP Meezan Bank & Pak Kuwait Investment.
- He is also a part of the Central Board of Revenue (HR Management)

Education
- Master in Arts in International Relations and Political Science. Bachelor of Law
- Human Resources Management Program - Cornell University, USA

Employment Record
- Central Board of Revenue, GoP– Restructuring of Government department and implementation of modern HR practices
- Habib Bank Limited / KESC – Leading strategy development and implementation of new Human Resources programs
- Saudi Pak Investment Company - HR strategy, organization structure and other HR processes
- State Bank of Pakistan - HR capacity building, designing market based HR policies, supporting selection of fresh and experienced professionals
- Alfalah Insurance - Employee culture audit, HR strategy, compensation survey and HR policies
- Al Baraka Bank - Complete process of merger with Emirates Global Bank Dubai
- Burj Capital Dubai - Developed organization structure, job descriptions and HR policies
- KASB Bank - Employee culture audit, HR strategy, compensation survey, organization structure, job descriptions and HR policy manual

Languages
- English – Fluent Urdu – Fluent

Honors:
- Global HR Excellence Award - Asia Pacific HRM Congress in Mumbai 2006
- HR Leadership Award - Times- Ascent group in Mumbai 2008
- Life Time Achievement Award - Asia Pacific in Bangalore HR Congress 2012

Key Qualifications
- Chief Operating Officer at Excelerate (Pvt.) Limited
- General Manager of Defsig Pvt Ltd - Responsible for contract management, software development, technical support and managing relationships
- Served as an officer in the Pakistan Army Aviation
- Certification in management employee related legal issues

Education
- Graduate of the Command and Staff College, Quetta, Pakistan
- Certification in management employee related legal issues

Professional Experience
- State Bank of Pakistan - HR capacity building, designing market based HR policies
- PTCL - Capacity Building of Field Management / Leadership All over Pakistan
- Conduct of HR Due Diligence prior to privatisation of Faisalabad Electric Company Ltd (FESCO) and Northern Power Generation Company Ltd (NPQCL)
- Conflict Resolution, Negotiation Skills and Team Building for OMV
- Assisted the Ministry of Defence and DCN Log of France in negotiating and finalizing the technical and professional support contract
- Qualified as an Aviation Instructor and Instrument Flight Examiner from Fort Rucker, USA
- Leading and facilitating various operational support services to the Cabinet Division, Government of Pakistan
- Extensive interaction and relationship management with Ministry of Defence, GoP
- Associated with Management Excellence Center of Institute of Business Management conducting management and leadership related training programs

Languages
- English – Fluent Urdu - Fluent

Honors:
- Received French Award ‘Chevalier de l'Ordre National du Merite’ for his leadership role
- Awarded 3000 hours Aviation Flight Safety Wing
- Awarded Chief of Army Staff Commendation Cards

Omar J Qureshi
Chief Executive Officer
**Fawwad Ahmed**  
Executive Director Projects & Consulting

**Key Qualifications**
- Director PC
- Prior to Excelerate, Fawwad served as AM Karachi Electric Supply Co.

**Education**
- Master in Business Administration.
- Bachelor of Science
- Human Resources Management Program – CHRP and HR Diploma from IoBM.

**Languages**
- English – Fluent
- Urdu – Fluent

**Employment Record**
- As a part of KE HR team he was engaged in Payroll activities including performance appraisal, Comp and Ben and HR Services
- Conduct of HR Due Diligence prior to privatization of Faisalabad Electric Company Ltd (FESCO) and Northern Power Generation Company Ltd (NPGCL)
- Negotiation Skills and Team Building for OMV
- Conducted compensation and benefits surveys for proposing pay structure in line with best practices
- Conducted HR manpower surveys and analyzed the data for developing critical narrative and graphical reports
- Conducted Salary Surveys and Conducted Job Evaluation for IBP
- At Hub Power Company Limited (HUBCO), was carried out salary survey of the benchmark positions.
- Conducted Salary Survey, Develop JD’s and Conducted Job Evaluation for IBP
- As a part of Team Carried out assignment of Workload Analysis of SBP BSC in collaboration with Mazars Consulting Pakistan
- Conducted more than 500 trainings on Advance and Intermediate Excel
- Successfully carried out companywide retrenchment of 4500 staff
- Successfully implemented Org. Management Module SAP HCM

**Languages**
- English – Fluent
- Urdu – Fluent

**Sana Pirzada**  
Executive Director Legal & Business

**Key Qualifications**
- Legal Research
- Drafting
- Good communication skills (verbal & written)
- Pakistan & UAE Employment Law

**Education**
- Enrolled as an Advocate of the High Court in Pakistan (2013)
- Called to the Bar at Lincoln’s Inn (2008)
- Master of Laws (LLM), London School of Economics & Political Science (2007)
- Bachelor of Laws (LLB), King’s College, London (2006)

**Professional Experience**
- Sana Pirzada studied Law at King’s College, London and did her LLM from the London School of Economics (LSE) specializing in Criminology & Criminal Justice. She did the Bar Vocational Course from BPP Law School and was subsequently called to the Bar at Lincoln’s Inn in 2008.
- She has a diverse professional background - she is enrolled to the High Court of Sindh and regularly provides legal advice on civil matters. She is also affiliated with Excelerate Pvt Ltd whereby she deals with contractual and employment/ labour related issues.
- At Excelerate been involved in Developing Union Management Relations Strategy along with GHS implementation plan for Faisalabad Electric Company Ltd (FESCO) and Northern Power Generation Company Ltd (NPGCL) – HR Due Diligence prior to privatization Developed NIFT union management plan for implementing of GHS scheme

**Languages**
- English – Fluent
- Urdu - Fluent
- Sana is also a Trainer and conducts sessions (for professionals) on Gender Equity Laws, Employee Grievance Management, and Corporate Legal Skills and has conducted sessions on Procurement Laws on behalf of USAID. Previously she taught Jurisprudence to LLB students at the Themis School of Law.
- Sana is also a fiction writer. Her novel, “The Rose Within” was published in the UK earlier this year.