

## DIPLOMA IN SERVICE QUALITY (AN HR INTEGRATED APPROACH)

### INTRODUCTION

In the immortal words of Tom Peters **“Modern organizations can only achieve excellence if they adopt a strategy that fulfills customer requirements through Quality, Speed, and Innovation.”** To achieve the desired standard of service and Quality, a work force with Qualitative set of skills is the key.

The Qualitists® a UAE based training & consultancy firm in technical collaboration with the Chartered Institute of Logistics and Transport (UK) offers a 100 credit hours **Diploma in Service Quality (An HR Integrated Approach)** which duly approved and endorsed by Pakistan Society for Quality Management® .

CILT International with its head office in United Kingdom was established in 1919 and received Royal Charter from British Parliament in 1926. CILT’S worldwide membership exceeds 33,000. This unique training program provides an effective professional foundation to Quality, who wants to learn and apply the art and science of Quality Management.

### WHO SHOULD ATTEND?

Those organizations who are dedicated upon improving and maintaining the highest level of quality service can benefit from this diploma course. The course helps to build foundation for excellence by providing participants the in-depth knowledge of Quality concepts and its management system.

The principal target audience is the executives, senior supervisors, managers & senior managers who want to learn the concepts and applications of Quality, HRM & Management for optimizing the benefits of the business and carry out continual improvement in their products and services in a competitive business environment.

The course is also a great help to young entrepreneurs aspiring to enter the business world with the set of qualitative skills that is globally accepted in the marketplace.

## WHO HAVE ATTENDED THIS TRAINING?

More than 50 Quality focused organizations have benefited from this course such as United Bank Limited, Nestle' Pakistan Limited, Islamic Investment Bank, Globe-Link Shipping, Pak Shaheen Group of Companies, Agha Khan University Hospital, University of Karachi, Karachi Luminar, FIA Govt. of Pak., MultiNet Broad Band, UNIX Shipping, MALI Apparels, Mahan Air (Iran), SUPARCO, Alasr International, Sigma Motors, Geo TV Networks, Habib Bank Limited, Union Bank Limited, Pakistan International Airlines Corporation, Mobilink, Hinopak Motors Limited, Karachi Port Trust, Pakistan Petroleum Limited, IGI Insurance Limited, Arif Habib Investment Bank, Pakistan Army, Agility Logistics, TNT Express, BOC Pakistan Limited, Siemens Pakistan Limited, Thal Engineering Limited, National Shipping Company of Saudi Arabia, World Trans Pakistan, Cyber Internet Services and many other Entrepreneurs.

## CURRICULUM

The curriculum is based on the guidelines and body of knowledge provided by American Society for Quality's Certified Quality Manager's examination ([www.asq.org](http://www.asq.org)) and American Society of HRM with special focus to indigenous Industry. Due considerations are given to the utility of the subjects and field applications. Furthermore this course is duly approved and endorsed by Pakistan Society for Quality Management®.

## FACULTY

This Course is taught by PhDs, IRCA (UK) registered Lead Auditors, Certified Quality Managers, Business Management Professionals and lead consultants from industry and academia.

## METHODOLOGY

Facilitation, Presentations, Case Studies and Course work & Assignments.

## CERTIFICATION

Successful candidates shall be awarded Diploma in Service Quality by Chartered Institute of Logistics and Transport duly approved and endorsed by Pakistan Society for Quality Management®.

## TRAINING DATE, TIME AND VENUE

Three days of intensive training is provided each week during the sessions from 1800-2100 Hrs on Tuesday, Thursday and Friday at **PIA Training Centre, Terminal # 1, Karachi Airport.**



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## BODY OF KNOWLEDGE

### **Principles of Management, HRM & Service Quality**

*Principles of Management, Management Theories, Styles & Tools, Interdependence of Functional Areas, HR Mgmt, Principles of service quality, scope of services functions and industries, Communication Process-Basics, Effects of IT & Global Economy, Leadership Theories & Definitions, Organizational Leadership, Characteristics Of Quality Leaders, The Deming Philosophy and Customer Care, Change Management, Motivation Tools & Techniques-Conflict Management, Team Dynamics & Team Processes-Facilitation Techniques, Organizational Cultures, Leadership Roles & Challenges, Empowering, Quality and Business Ethics*

### **Quality Management System**

*Quality & Its Perspectives, Quality Guru's Principles, Quality Management System, Quality Philosophies, Quality Mission & Policy, Strategic Quality Planning, 8-Principles Of ISO9000 QMS, Quality Standard Of ISO9000:2000, Management Responsibility in Quality Effort, Quality Objectives, Quality Improvement, Elements of a Quality Manual & Preparation, Procedure Writing & Documentation.*

### **Quality Auditing Principles and Techniques**

**(A separate certificate will be issued by AIB VINCOTTE of Belgium, a member of IQNET Systems)**

*Principles of Quality Audits, Auditors attributes, planning & executing Internal Auditing, Auditing and QMS effectiveness conducting internal Auditing.*

### **TQM concepts in HRM**

*Conceptual framework of TQM, Quality Driven Organizations, Focused Quality, Organizational Excellence, Company wide Quality programs.*

### **Continuous Service Quality Improvement**

*Fundamentals of Quality Improvement, CQI & ISO900 Process Improvement, Techniques of Quality Improvement, Deming-Shewhart's PDSA Cycle, KAIZEN Tools and Techniques, Application of KAIZEN management, Japanese Five-S model, Statistical Tools for Quality Improvement, 7-Modern Quality Improvement Tools and their application.*

### **Customer Relationship Management**

*Customer Identification, Customer Perception of Quality, Principles of CRM, CRM cont'd. Customer Satisfaction Tool Kit, ACSI Voice of Customer and Techniques, Multiple and Diverse Customer Management, Complaint Management.*

### **Management of Service Quality**

*Scope of Service Industries, Vectors of Quality of services, Quality Characteristics of Services, Determinant of Service Quality, Human Factors in Service Quality, Characteristics and Measurement of Service Quality, Service quality Improvement, Vision, Values & Mission, Imperative to Service Quality.*

### **HR Performance Management, goals settings & growth planning**

*Job Analysis, Goal setting theories and deployment, Performance appraisals, Tools and techniques of performance appraisals, HR growth planning, career development and talent management*

### **Human Resources Training & Development**

*Framework of Training and Development for Quality outputs, Training and Development Concepts, Feedback loop and Evaluation.*

### **Supply Chain Management**

*Principles of Customer Supplier Relationship, Sourcing, Supplier Selection, Supplier Rating, Supplier Certification, Supplier Communications, Supplier Performance, Tools & Techniques, Supplier Improvement, Partnering and Alliances, supplier logistics, ISO9000 on supplier-organization-customer.*



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## SPECIALS

During the course, the participants will be enlightened by guest speakers invited from the industry who will share best contemporary Quality and Business practices in vogue.

## HOW TO ENROLL?

To enroll for the program please fill in the attached form and send us the nominations from your organization with Bank Draft / Cheque of **Rs. 22,500/=** per delegate excluding any taxes in favor of **CILT, Pakistan**. **A 10% discount applies for more than three nominations from same organization/professional group.** Fee inclusive of tuition cost, copyright protected course material, hand outs, books, daily refreshments and award of diploma to successful delegates. Minimum qualification is graduation with good grades and passion to excel through learning. The registration form can also be downloaded from [www.ciltpakistan.com](http://www.ciltpakistan.com).

**A special discount will be given to members of Pakistan Society for Quality Management® &/or the Chartered Institute of Logistics and Transport.**

## CONTACT US

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**To know more about our affiliations, please visit:**

**Pakistan Society for Quality Management®**

[www.psqmpk.com](http://www.psqmpk.com)

**CILT International - UK**

[www.cilt-international.com](http://www.cilt-international.com)

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