University of **KURDISTAN** Hewlêr

peec Professional Executive Education Centre
Business Excellence

Welcome to the

Professional and Executive Education Centre of UKH

17 YEARS OF EDUCATING FUTURE LEADERS

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The Professional and Executive Education Centre (PEEC) of the University of Kurdistan Hewlêr (UKH) embarked on its journey with the aim of becoming a leading hub for education excellence. It was officially launched in September 2022.

Throughout the first year, PEEC remained committed to delivering innovative educational experiences that nurture intellectual curiosity and personal growth. In its first year, PEEC made remarkable steps in providing high-quality training services to both private and public sectors.

"*Continuing education is our top priority*"

Mission

- PEEC's mission is to support, develop, and deliver professional and executive educational programmes that facilitate personal, professional, and community growth and promote innovative and life-long learning- locally, regionally, and internationally.

Vision

- PEEC's vision is to expand the impact of UKH in Kurdistan by providing diverse and transformative learning opportunities to professionals and executives and by building local capacity.

Core Values

- **Excellence:** We incorporate evidence-based approaches to foster high-quality and enriching learning experiences.

- **Collaboration:** We engage community partners in the design and delivery of our programmes.

- **Inclusivity:** We strive to acknowledge and include diverse identities and needs.

- **Accessibility:** We aim to provide cost-effective programmes through flexible mediums and schedules

PEEC SHORT COURSES

Medical	Engineering & Computer Science - IT	Finance, Accounting & Management	Languages & Skills Development
Emergency Basic Life Support and First Aid Training	Introduction to Solar Energy	ACCA -Certificate International Financial Reporting (CertIFR)	Teacher Training Course
Advanced Emergency Department Course	Introduction to Wind Energy	Qualitative Methodology	Business Report Writing
Advanced Emergency Pediatric Life Support	Project Management Using Primavera Expert System	Branding and Brand Management	Professional Communication Skills
Advanced Emergency Cardiac Life Support	A Crash Course in Robotics	Digital Marketing	Business English Mastery
Advanced Emergency Trauma Life Support	Information Security in the Banking Sector	Project Management (PMP)	International Tests Preparation Courses
Joint and Soft Tissue Injection Workshop	A Crash Course in Information Security	Finance Management	ICDL Base Certificate
Basic Musculoskeletal Ultrasound Guided Injections	"3DMAX" for FAÇADE Design Formation	Customer Service Training	ICDL Standard Certificate
Emergency Basic Life Support	"AUTOCAD" Using 3D MAX for Parametric Designs	Organizational Culture Management	

Medical Short Courses

Medical Course Accreditations

Triple – Accredited 'Life Support' Courses from
MOH – UKH– KSEM

Triple – Accredited 'Clinical Skills' Courses from
ASU – UKH – SWLEOC

Advanced Emergency Pediatric Life Support

Advanced Emergency Department Course

Emergency Basic Life Support

Learning Outcomes:

- Master the basic airway procedure.
- Perform good quality CPR for both adults and children.
- Understand the common emergency cases that need prehospital care (First Aid).

Learning Outcomes:

- Perform initial and secondary patient assessments and treatments of multiple injuries.
- Master common emergency cases, such as cardiac arrest, stroke, shock, toxicological emergencies, and asthma attacks.
- Deal with pains and critical wounds, such as head, chest, abdominal and pelvic injuries confidently.

Learning Outcomes:

- Deal with cardiac arrest, respiratory distress or an obstructed airway that suddenly deteriorates.
- Perform initial patient assessment and treatment.
- Stay up-to-date with the latest changes and advances in patient care, which could help save lives.

Learning Outcomes:

o Master primary and secondary patient assessments.

o Deal with traumatic cases in an immediate situation confidently.

o Demonstrate the skills related to ABCD for initial assessments and treatments of patients with multiple injuries.

Advanced Emergency Trauma Life Support

Learning Outcomes:

o Manage cardiac arrest or other life-threatening situations of a deteriorating patient.

o Master post-cardiac arrest care, stroke, and acute coronary syndromes.

o Stay up-to-date with the latest changes in advanced patient care.

Advanced Emergency Cardiac Life Support

Learning Outcomes:

o Perform initial patient assessment and treatment.

o Deal with a range of medical emergencies, such as cuts, scrapes, burns, and traumas.

o Deal with cardiac arrest, respiratory distress or an obstructed airway that suddenly deteriorates.

Emergency Basic Life Support & First Aid Training

Joint and Soft Tissue Injection Workshop

Learning Outcomes:

○ Learn about musculoskeletal anatomy.

○ Master joints and soft tissue assessment and intervene with injection therapy by using anatomical simulation models.

○ Understand safety techniques of injections, complications that may occur, and indications and contraindications for injections.

Basic Musculoskeletal Ultrasound Guided Injections

Learning Outcomes:

○ Describe the fundamental principles and concepts of ultrasound.

○ Understand the normal appearance of common musculoskeletal tissues in ultrasound.

○ Demonstrate an effective examination of the main peripheral joints using ultrasound.

○ Perform basic injection techniques of peripheral joints and soft tissues in a safe manner in the upper and lower limbs.

Engineering, Computer Science - IT Short Courses

Introduction to Solar Energy

Learning Outcomes:

- Understand different types of threats, and prevention and protection methods that provide confidentiality, integrity, and availability of information systems.

- Implement different encryption methods.

- Be able to develop applications with protection features.

A Crash Course in Robotics

Learning Outcomes:

- Be aware of the existing sources of renewable energy.

- Recognize the variety and types of systems.

- Identify the main components of a basic solar energy system.

A Crash Course in Information Security

Learning Outcomes:

- Describe the different physical forms of robot architectures.

- Compute forward and inverse kinematics for industrial robots.

- Design robot workspace.

- Programme industrial robots.

- Use an industrial robot.

Learning Outcomes:

- Protect financial information.
- Apply information security rules.
- Implement the basics of information security.
- Protect financial institutions from cyber-attacks.

Information Security in the Banking Sector

"3dmax" for Façade Design formation

Learning Outcome:

- Design high-rise building façade professionally with standard dimensions.

Learning Outcomes:

- Work with different types of parametric designs and patterns in coordination with AutoCAD.
- Prepare shop drawings with a numbering system for production purposes.

"AUTOCAD" Using 3D MAX for Parametric Designs

Introduction to Wind Energy

Learning Outcomes:

- Be aware of the existing sources of renewable energy.
- Recognize the variety of wind turbines.
- Identify the main components of a basic wind turbine system.

Management Using Primavera Expert System

Learning Outcomes:

- Learn how to effectively plan, execute, and control projects using Primavera software.
- Create tasks, enter details, and assign logical durations to the tasks.
- Master resource management, project monitoring and control.
- Identify and analyze project risks, and learn how to implement mitigation strategies.
- Learn how to integrate Primavera with other software through data import and export.

Finance, Accounting, and Management Short Courses

ACCA Certificate in International Financial Reporting (CertIFR)

Learning Outcomes:

○ Master the steps in the development of an international accounting standard.

○ Understand basic elements of financial statements, and the structure of the IFRS conceptual framework.

○ Discuss the recognition criteria for revenues, expenses, and gains and losses.

○ Prepare a Multiple-Step income statement, a classified balance sheet, and a statement of cash flows.

IFRS Conceptual Framework and Financial Reporting

Learning Outcomes:

○ Learn about the nature and structure of the IFRS conceptual framework.

○ Understand basic elements of financial statements and master the steps in the development of an international accounting standard.

○ Prepare a Multiple-Step income statement, a classified balance sheet, and a statement of cash flows.

Learning Outcomes:

○ Understand basic concepts of brand management in marketing.

○ Learn about different tools of brand management and relevant criteria for building and positioning a brand.

○ Understand emerging trends and practices of brand management and how brands perform in the market.

Branding and Brand Management

Learning Outcomes:

○ Understanding basic concepts of digital marketing for business survival and success.

○ Learn how to develop a digital marketing strategy to manage and grow a business's digital presence.

○ Master implementation of a digital marketing campaign through social media, blogging, and emailing campaigns.

○ Manage performance evaluation of digital marketing tools using key performance indicators (KPIs).

Digital Marketing

Project Management

Learning Outcomes:

- Learn about basic concepts and latest trends of project management.
- Understand how to conduct project costing, resource planning and project scheduling.
- Learn how to select, apply and manage essential PM tools for planning, monitoring, and controlling projects.

Finance Management

Learning Outcomes:

- Learn how to select and apply methods and techniques for planning, monitoring, and controlling financial statements.
- Understand time value of money concepts, their importance in finance, and relevant mathematical functions by using MS Excel.
- Learn how to calculate the present value and future value, ROI, and IRR.
- Master the financial statement life cycle from ledger to statement.

Learning Outcomes:

- Understand basic concepts and methods of qualitative research, its strengths and limitations, and associated issues.

- Know when and how to conduct qualitative research whilst recognising different methods for data collection and analysis.

- Know how to present qualitative data.
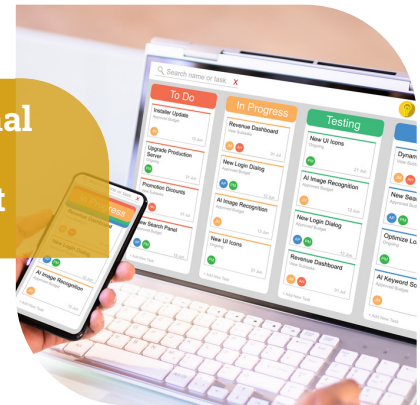
Qualitative Methodology

Learning Outcomes:

- Identify and overcome cultural differences in communication and nonverbal negotiating behaviors.

- Adopt best practices in recognizing and alleviating tensions in multicultural situations.

- Gain insight into various cultures using the Geert Hofstede Model and apply the model to analyze potential differences and evaluate how to best adapt to other cultures.

Organizational Culture Management
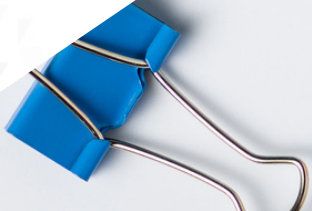
Work Ethics Training

Learning Outcomes:

○ Master professional communication and attitude in the workplace that showcase integrity, respect, and trust.

○ Understand the importance and benefits of ethical practices in the workplace and a company's code of conduct.

○ Have an awareness of corporate social responsibility and ethical practices in business.

Customer Service Training

Learning Outcomes:

○ Be proficient in mastering key customer services skills, such as empathy, patience, clear communication, and the ability to make small-talks.

○ Confidently deal with different types of customers in a pro-active, friendly, honest, and professional manner.

○ Be proficient in handling telephone calls at high standard of integrity and reliability.

○ Know how to handle difficult and unsatisfied customers assertively and professionally.

Languages & Skills Development

Learning Outcomes:

○ Understand the basic principles of Communicative Language Teaching.

○ Be able to plan lessons in a professional and organized way.

○ Have the tools to continue research in ELT.

○ Feel more confident in the classroom environment.

Teacher Training Course

Pathway to English Proficiency

Learning Outcomes:

○ Communicate effectively in everyday situations and in the workplace.

○ Understand and respond to a variety of English texts.

○ Write in clear and concise English.

○ Speak English fluently and confidently.

○ Be ready to take the IELTS exam.

Business English

Learning Outcomes:

○ Learn to describe basic company facts, products, and job responsibilities.

○ Develop basic presentation skills for sharing information about the company or job.

○ Understand common employment-related discussions, such as job interviews and benefits.

Learning Outcomes:

○ Understand different components of effective oral communication.

○ Know how to deliver clear and concise oral messages for presentations, group discussions, meetings, and debates.

○ Have an awareness of appropriate verbal and nonverbal communication techniques.

○ Master the skill of writing clear and concise emails, agendas, and minutes of meetings.

Professional Communication Skills

Learning Outcomes:

- ○ Master computers and devices for carrying out essential everyday tasks.
- ○ Know how to use the internet and emerging technologies to find and use information, and solve problems.
- ○ Master documents, spreadsheets, and presentations.
- ○ Know how to protect computer systems and data from security threats.

ICDL 2022 Certificate (Base)

ICDL 2022 Certificate (Standard)

Learning Outcomes:

- ○ Know how to use computers and devices to carry out essential everyday tasks.
- ○ Use the internet to find, evaluate, and use information.
- ○ Create and present documents, spreadsheets, and presentations.
- ○ Know how to protect computer systems and data from security threats.

What Makes PEEC
Unique?

01 Certification and Credentialing
- Serving as indicators of professional competence that enhance career prospects and credibility within a given profession.

02 Hands-On Learning
- Allowing learners to apply the theoretical knowledge they gain in a real-world setting.

03 Client-Centric Approach
- Tailoring educational and training services to meet the unique needs and goals of individual learners or organizations.

04 Flexible Learning Options
- Offering evening classes and part-time programmes to accommodate the schedules of professionals with diverse commitments.

05 Continuing Education
- Offering continuing education opportunities for professionals to stay updated on the latest industry trends and developments.

06 Industry Relevance
- Updating training programmes to ensure that they remain relevant to the evolving needs of the industry.

Accreditations and Partnerships

Our Accredititations

Leadership & Finance

Medical

Technology

Our Partners

Upcoming Programmes

Banking Academy

BANKING

Executive Mini MBA

Mini MBA

Journalism Academy

JOURNALISM

Customer Satisfaction

★★★★★

We received glowing feedback from our learners, which reinforced our commitment to delivering top-notch education.

EBLS-FAT

ACCA- IFR

Customer Ser.

Business Writing

Business Eng.

Communications

Professionalism.

Empowerment.

Excellence.

Commitment.

Professional & Executive Education Centre

peec@ukh.edu.krd | (+964)0-750 - 213 - 2305

University of Kurdistan Hewlêr (UKH)