

TRACK

LEARNING SOLUTIONS

TRACK Learning Solutions

(Exclusive provider of the Certified Professional Programs in the Middle East and North Africa-MENA)

IBTA Arabia

● **TRACK Learning Solutions:**

TRACK IBTA-Arabia specializes in providing certified professional programs, is the only licensee committee to grant IBTA (International Business Training Association) accreditation for centers and entities in the Middle East and North Africa to deliver **CBP & CYBP** (Certified Business Professional) & (Certified Young Business Professional) certifications, the programs that tops the list of soft-skills certification programs for the administrative and economical professional in the world. It works on providing the best quality educational products with international certification in several areas of trade, businesses and international technology. It also works to provide its partners constant communication with their clients in the region through ongoing support.

● **The CBP & CYBP Programs:**

Develop critical business and life skills that go beyond the work environment in many aspects of life that include workshops, lectures and practical training courses in order to help trainees enhance training and learning environment, so that they can achieve the training utmost as per the international standards and requirement of the local work environment.

● **International Business Training Association- IBTA:**

The International Business Training Association **IBTA** specializes in providing professional vocational accreditation through **TRACK** Learning Solutions in MENA region for training institutes and universities that qualify trainees -who wish to obtain business certifications- through more than 18 programs in English and Arabic Languages beside the customized\tailor made certifications as well as hosting the international exams.

● **Some Projects Undertaken By TRACK Learning Solutions:**

- **Ministry of Interior – MOI (UAE):** The” Client Service Excellence Professional Diploma”. This is to introduce a diploma on client service excellence. It aims to improve the skills of MOI front-desk employees in UAE who provide services to the public and elevate them to international standards.
- The "*Emirates' Government Service Excellence Program for UAE Federal Government*". Trained more than 5000+ Federal government Employees from different Ministries and Departments in the UAE on a newly developed product by TRACK\IBTA Arabia.
- Designed and Developed the Basic Skills Program to prepare the job seekers in coordination with "*The National Human Resource Development & Employment Authority*" (*TANMIA*).
- Developed and equipped a program for the Emirati job seekers in coordination *with Abu Dhabi Emiratization Council*.
- *Franklin University* equips the CBP in its learning hours of the university program.

● Objectives of obtaining the CBP Certifications:

- Investing in obtaining international certifications that are scientifically, materialistically and morally valuable.
- Altering the training evaluation pattern and subject, them onto real objective assessment criteria of which it refers to the proportion of benefiting from those course and measure the learning outcome through **ROTI** System.
- Anticipating the non-sufficiency in only obtaining attendance certificate that cannot demonstrate the real benefits of the training dose.
- CBP Program is the first accreditation program in Arabic language to be delivered by *Prometric Prime*, which is considered a revolutionary entry to the international certification systems that consider the Arabic Language now an official exam language.
- There is a committee overseeing the Arabic developed programs, an academic committee includes a group of specialists, to ensure the training quality materials that always adopt the best practice system, and the Benchmarking System in the process of curriculum development, question designing and workshops.
- Obtaining International certifications in Arabic and English -like IELTS, ICDL or TOEFL Exams.
- All programs presented by **TRACK** and **IBTA** are updated, developed and modulated according to the Authorized Training Providers' (ATPs) feedback all over the world, as well as the trainees' satisfaction.

TRACK Learning Solutions and the International Business Training Association **IBTA** have developed state – of – the art materials for their ATPs by analyzing the requirements and considering the cultural and community factors, rules and regulations that govern the governmental and semi-governmental organizations, for instance; the *Emirates' Government Service Excellence Program for UAE Federal Government* which was exclusively developed for the Prime Minister's Office in UAE to train 5000+ Federal Government employees.

Taking everything into considerations, there is a clear difference between getting a degree certificate and a professional certification such as the CBP that focusses on altering the acquired skills that assist in entering the real business world, or enhance the trainees' academic acquired capabilities in different educational levels.

TRACK has overtaken the responsibility to develop and facilitate accessing the scientific materials and training to candidates through a series of workshops and real world examples provided by the International Business Training Association IBTA in addition to the PowerPoint files that cover the course contents. There is also a portal server from which candidates can practice the preparation exams and measure their capabilities, which in turn gives them self-confidence to score 70% and above.

Besides, **TRACK** authorizes prestigious centers with extensive expertise and capacity to provide the **CBP & CYBP** programs and ensure qualifying trainers that are nominated to demonstrate their international standards before they get certified.

● **Course Categories and Tracks:**

One of the Program's important objectives – during the application of its tracks - is to meet the needs of the three target groups as per the intensive studies conducted by the International Business Training Association **IBTA** in order to sharpen the obtained academic skills and provide the modern skills and ways to utilize the knowledge as per the international standards. Accordingly, the three tracks of the certified business professional program meet the particular needs of the target group. For instance, the Business Improvement Series Program **BIS** of **CBP** targets the middle and upper management, where it focusses on the ability of managers to interact and deal with different work environment, as well as the ability to make decisions properly and thoughtfully through secrets of success in management, leading through change, motivation and leadership, ...etc.

On the other hand, **CYBP** is targeting a new segment in the Education, Training and development Market. This program is targeting the Youth and Teenagers segment through three different channels:

1. High Schools

2. After-Schools

3. Summer Camps

● Training and Trainers' Qualification:

To become a qualified trainer candidate must:

- Have relevant teaching experience to the desired certification.
- Have professional training skills along with relevant degree; or attend the workshops and pass the interview.
- More importantly, they must pass the **CBP\CYBP** International Exam and score 90% and above.

● Training Hours Per Program:

All programs could be covered according to TRACK & IBTA's International Standards, (Preparation and Final Exams are not included).

Track	Recommended Training Hours	Recommend Duration	Course
CBP Foundation	15 hours	3 days	
CBP Master Executive	25 hours	5 days	
CBP Business Improvement Series	10 Hours	2 days	
CYBP	120 hours	School timetable	

● Final exam duration: 120 minutes

All questions are multiple choices, based on knowledge, skills and competencies acquired during the training process and workshop.

● Certified Business Professional Programs:

CBP Foundation Track

- CBP Sales
- CBP Customer Service
- CBP Business Etiquette
- CBP Business Communication
- CBP Leadership

CBP Master Executive Track

- CBP Project Management
- CBP Business Management
- CBP tourism & Hospitality
- CBP Technology Specialist
- CBP Marketing
- CBP Human Resources Specialist

CBP (Business Improvement Series) Track

- CBP Conflict Management
- CBP Dynamic Decision Making
- CBP Motivating Employees to be Their Best
- CBP Secrets of Management Success
- CBP Leading Through Change

CYBP Track

- CYBP After School Program
- CYBP High School Program
- CYBP Summer Camp Program