



**Talal Abu-Ghazaleh Organization**

# **TAG Qualifications Program For The Market Place**

**Comprehensive solutions for equipping  
future leaders to the job market**

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# Introduction

In order to assist governments in transitioning to “diversified and knowledge-based economies”, Talal Abu-Ghazaleh Organization is advancing the proposed project “TAG-Career Development Program” which aims to qualify graduates for entering the labour market. A key challenge in seeking to prepare graduates for the changing workplace lies in attempting to identify what skills and talents will be required by the employer.

Since education is a fundamental element for the development of a nation and the best investment in its youth, the design of this program is based on TAG-Org’s experience and expertise across the Middle East in the design of innovative training programs by the use of smart systems and devices, targeted at developing the youth’s capacities and competencies in order to serve their country and achieve their personal professional goals and aspirations.

## Project Objective and Business Model

TAG-Org, the largest group of professional service firms, aims to establish in governments a new unit, “TAG-Career Development”, that is directed at better preparing graduates for the emerging world of work. The unit will specialize in equipping these graduates with the right set of skills for the local labour market through providing both general and specialized professional certifications to minimize attrition and maximize work placement.

Matching skills and jobs has become an issue of policy concern. The mismatch occurs when there is a gap between the skills required on the job and those possessed by individuals. This is, in turn, costly for employers, workers and society at large.

As such, the realization of this program requires the participation of all stakeholders’ efforts in providing in-put data about the needs and requirements of employers on a sector-specific basis. TAG-Career Development will take on the responsibility of conducting a national market study so that the unit can accordingly tailor its programs and services to provide the country’s labour market with a youth that is both, professionally trained and qualified, thereby matching university supply to employment demand.



# Student Enablement for Job Seeking

## Talal Abu-Ghazaleh Recruitment & Human Resources Development (TAG-Recruit)

Talal Abu - Ghazaleh Recruitment and Human Resources Development (TAG-Recruit) is a firm specialized in offering distinctive recruitment services to organizations and individuals through our staff trained and prepared for this purpose. Our company not only recruits those qualified to fill available positions, but also goes beyond that to utilize the optimal selection methods along with assessment, provision of advice and guidance and assistance in the explanation of their job duties to new staff.

We provide high-quality selection and recruitment services to attract, develop, motivate and retain a diverse workforce within a supportive work environment. We do this with an emphasis on customer service based on consultation and communication with our clients.

### Services offered:

#### 1. Full Recruitment Services:

TAG-Recruit utilizes advanced methodologies to ensure a selection of perfect candidates to fill potential vacancies.

We offer a unique combination of strategies to find the appropriate candidate for the appropriate position.

The following is the methodology of the recruitment process:

- Screen all potential candidates.
- Match appropriate candidates with available vacancies.
- Examine candidates.
- Conduct interviews.
- Shortlist qualified candidates.
- Evaluate candidates.

#### 2. Headhunting:

The world is experiencing a fierce competition for recruiting highly qualified staff to fill job positions that exist in a growing business environment.

Many companies are facing challenges in locating and attracting this specific caliber of candidates. However, TAG-Recruit offers the headhunting service where it targets high-level executives that are difficult to reach. The headhunting process we follow is simple yet effective. TAG-Recruit's headhunting service is tailored exactly to the client's requirements. The process involves :

- Information Gathering: Defining the recruitment brief, organization culture and business drivers.
- Research: Identifying companies in the same sector, and identifying and profiling the best candidates according to the criteria and mandate of the client.
- Targeting the most suitable candidates: Short-listing the candidates and companies to enable clients to select the best candidate for their businesses within the available pool of talent.

# Capacity Building Certificates

## Talal Abu-Ghazaleh Academy (TAG-Academy)

Talal Abu-Ghazaleh Academy for Capacity Building (TAG-Academy) is a member of Talal Abu-Ghazaleh Organization (TAG-Org), and provides total training solutions and professional training in more than 20 sectors and through 500-plus training programs. Our core competencies include comprehensive training consulting in areas of training needs assessments, training plans, organizational structures reengineering and system design. In addition, TAG-Academy provides, in cooperation with leading governmental and non-governmental agencies and organizations from around the globe, highly desirable, flexible and business-oriented accredited executive programs. Furthermore, TAG-Academy offers contractual programs that are designed to meet the training needs of a specific institution in the light of the objectives which it seeks and challenges it faces. Usually such programs are designed after complete training needs assessments are performed or according to client's specific needs.

TAG-Academy adopts an integrated and inclusive approach to the techniques of presentation, delivery, assessment that responds to the environment and the direct needs of our clients. Our training philosophy is based on collaboration through various training techniques, such as case studies, individual exercises, working in groups, brainstorming, organized dialogue, role acting, study visits, etc. In addition, TAG-Academy holds its courses in technologically advanced settings using modern aids and facilities.

### **We offer more than 500 training programs within the following training sectors:**

- Management Development.
- Management Technology.
- Marketing.
- Human Resources Management.
- Bank Credit.
- Financial Sciences, Accounting and Auditing.
- Information and Communication Technologies.
- Islamic Accounting
- Intellectual Property
- Licensing.
- Media.
- Soft Skills.
- Languages.
- Talal Abu-Ghazaleh-SME's Program: A computer-based program that was designed under the supervision and funding of UNDP. The program is aimed at training young people on how to develop their own businesses instead of seeking a job opportunity.

# Professional Qualifications Program

## The International Arab Society of Certified Accountants (IASCA)

### International Arab Certified Public Accountant (IACPA) Certificate

An Arab accredited professional certificate aims to provide Arab accountants with the highest qualifications. The curriculum for the qualification of an Arab public accountant has been developed to comply with the international curriculum issued by the United Nations Conference on Trade and Development (UNCTAD). IACPA certificate consists of four papers: Economic and Finance, Accounting, Auditing and Regulations. IACPA has been licensed by a group of Arab countries to practice the profession including UAE, Yemen, Sudan, Syria, Lebanon, Kurdistan Region (Iraq), Oman and Qatar.

### The International Arab Certified Management Accountant (IACMA) Certificate

The International Arab Certified Management Accountant (IACMA) certificate aims to qualify the participants to the highest levels in the field of management accounting to enable them to analyze the financial statements in accordance with financial reporting standards, risk management and increase knowledge in many fields of management, financial accounting, cost accounting and finance. IACMA certificate consists of two papers: Financial and Cost Accounting, and Managerial Accounting and Financial Management.

### International Financial Reporting Standards (IFRS) Expert Certificate

International Financial Reporting Standards (IFRS) Expert Certificate aims to build and develop the necessary knowledge capacities related to the theoretical and conceptual aspects of the International Financial Reporting Standards, and be able to professionally apply the IFRSs in accounting.

### CIMA Diploma in Islamic Finance (CIMA – IF)

It is the first global qualification to be offered by a professionally chartered accountancy body (Chartered Institute of Management Accountants - CIMA). The diploma is developed to meet the fast growing demand for a globally recognized qualification in the Islamic finance sector. It is designed to equip students with the knowledge and skills needed in this dynamic and exciting market area.

## The Arab International Society for Management Technology (AIMICT)

### Professional Quality Manager (PQM)

The Professional Quality Manager (PQM) is a professional program providing participants with the necessary knowledge and skills to conduct effective quality assessments in order to illustrate the essentials of Quality, Quality Assurance (QA) and Quality Control (QC).

PQM program is endorsed by the Institute of Leadership and Management (ILM).

### Program Objectives

- Help participants acquire a range of skills to analyze and then solve quality-related problems.
- Encourage participants to promote a quality culture.
- Develop and enhance researches in the field of quality management principles and practices.
- Support employers' requirements for qualified employees in the field of quality management.
- Contribute to the success of individuals by providing a recognized qualification that leads to better prospects and career development.

## **The Arab Society for Intellectual Property (ASIP)**

The Arab Society for Intellectual Property (ASIP) is a non-profit organization that was established on February 23, 1987 in Munich Germany, by some of the top practitioners of the many fields of intellectual property (IP) in the Arab region, headed by Dr. Talal Abu Ghazaleh. ASIP works to foster the development of intellectual property laws and systems, in the Arab region, and the building of capacities among Arab practitioners.

Additionally, ASIP offers The Arab Certified Intellectual Property Practitioner Program “ACIPP”. Through a combination of teaching and training tools, which include real work experience, the ACIPP Program is designed to give participants a solid base and real understanding of IP principles, tools and their applications. The program focuses on the four main IP disciplines with an option for advanced learning of other selected IP subjects, as well as practical legal and business skills and systems.

## **Arabic Fluency Certificate**

The Arabic Fluency Certificate is designed by Talal Abu-Ghazaleh Digital University to enhance the value of the Arabic language globally and to ensure the standardization of the language level for non-Arabic speakers as well as native speakers, and to make it easier for professional and academic institutions to know the level of candidates through a standardized exam that includes all Arabic language skills with credibility and high quality. Since we are committed to provide all the tools and methods that help the professional and academic institutions to reach the best levels, we have developed and designed this exam to be the most powerful and professional tool in the field of determining the level of Arabic language with utmost accuracy and objectivity. Furthermore, the Arabic Fluency Exam consists of five parts; Reading, Grammar & Vocabulary, Listening, Speaking, and Writing.

Furthermore, we offer a training system that qualifies for the exam through the accredited centers which offers the skills required to be learnt and mastered before entering the exam. Also we can coordinate to hold Arabic language courses for all levels, ages and for all purposes.

# Academic Programs

## Talal Abu-Ghazaleh International University (TAGI-UNI)

Talal Abu-Ghazaleh International University (TAGI-UNI) is a global educational alliance, established in 2012 to facilitate distance learning by working in partnership with international professional associations, training providers, and educational institutions. To that end, TAGI-UNI has secured partnerships with very reputable universities and training institutions such as University of Liverpool, Thunderbird School of Management and many other providers of online learning that deliver accredited programs, certifications, and degrees to learners across the globe.

Therefore, TAGI-UNI offers the following services in cooperation with its partners:

- Academic Programs: a wide range of academic online qualifications in all levels: BA, MA, and Doctoral programs. all offered in English language.
- Training Programs: several online training courses, programs and executive certificates in many fields.
- Languages and Art: offer languages online courses, as well as interesting music teaching courses.
- TAGIMetric: a proctored testing center equipped with web accessed monitoring services and students authentication facilities.

# On the Job Training

## Bawabati for Employment Initiative

Bawabati for Employment is an initiative by Talal Abu-Ghazaleh Organization and the Ministry of Labor in Jordan, which focuses on providing a unique training opportunity to fresh graduates of Jordanian universities in order to become equipped with skills that meet labor market requirements. The same initiative can be replicated between TAG-Org and the Ministry of Labor in any country.

### Mechanism of Implementation

**First:** Companies shall be jointly selected and approved as partners in the project by TAG-Org and the Ministry of Labor.

**Second:** The program shall include initial training for a period of three weeks followed by practical training from six months to one year. Training shall be based on several subjects covering scientific, personal and soft skills which assist in shaping personality, expanding horizons and enhancing self-confidence.

**Third:** The program shall give trainers the opportunity of productive work and to obtain a certificate of experience, accredited by the Ministry or TAG-Org; thus, helping them find a job in any company or sector.

**Fourth:** The company hosting the trainee shall pay allowances according to the nature of the qualification and job to cover basic requirements and transportation expenses under a special internship contract.

**Fifth:** The training shall focus on performing actual, useful and practical tasks, thereby productively contributing to the business of the company.

**Sixth:** The trainee may be appointed as a full-time employee if the company decides so.

## **Basic Education Advisory Services**

As education is crucial to shaping young people's mindsets, abilities and culture, it is essential that education on entrepreneurship is taught from an early age. A productive economy, which is inventive and able to create the jobs that are needed, will need a larger number of youth who are eager and able to become entrepreneurs; youth who will start and successfully create their own businesses, or who will become pioneers in the wider institutions in which they work.

TAG-Org has long supported and helped advance the cause of integrating creativity, innovation and entrepreneurship in schools' curricula. However, education reform is not only an issue of changing the curriculum. It often necessitates a paradigm shift among all stakeholders: the higher education institutions, the teachers, the students, and the business community.

As such, we can offer our basic education advisory services to Arab governments and aid them in designing particular strategies and policies aimed to incorporate entrepreneurship, creativity and innovation into primary and secondary education. Such strategies will focus on involving all relevant stakeholders, developing and adapting schools' curricula to make them more relevant to the changing needs of the country's labour markets and industries and help improve the employability of graduates. Additionally, our career guidance and capacity building services can play an important role in facilitating smooth and seamless learning opportunities, encompassing not only formal but also non-formal and informal learning.

Research and quality of education are other fundamental aspects that governments should particularly focus on. To this end, the Arab Organization for Quality Assurance in Education (AROQA), and the Arab States Research and Education Network (ASREN), which were founded by HE Dr. Talal Abu-Ghazaleh, will significantly contribute to the research and quality of education in the Arab world. More information on AROQA and ARSEN is found in the below section.

### **AROQA**

The Arab Organization for Quality Assurance in Education was founded in Belgium in 2007 by HE Dr. Talal Abu-Ghazaleh and launched in the Arab League as an independent non-profit organization whose primary objective is to improve the quality of education in the Arab world. The mission of the organization and its objectives are to contribute effectively to improving the quality of education,

providing quality services in education and academic accreditation in accordance with comprehensive international standards. Standards include quality and excellence in governance, education, teaching, creativity, resources, communication, documentation and improvement, and are measured by more than 100 indicators. The organization has worked with a number of educational institutions in order to achieve outstanding educational levels through the application of quality systems, accreditation and capacity building. The organization includes more than eighty members of Arab educational institutions, provides quality and accreditation services, holds its annual conference on quality education and specialized workshops, and publishes the Arab Journal of Quality in Education as a research journal.

**The most important activities of the organization are:**

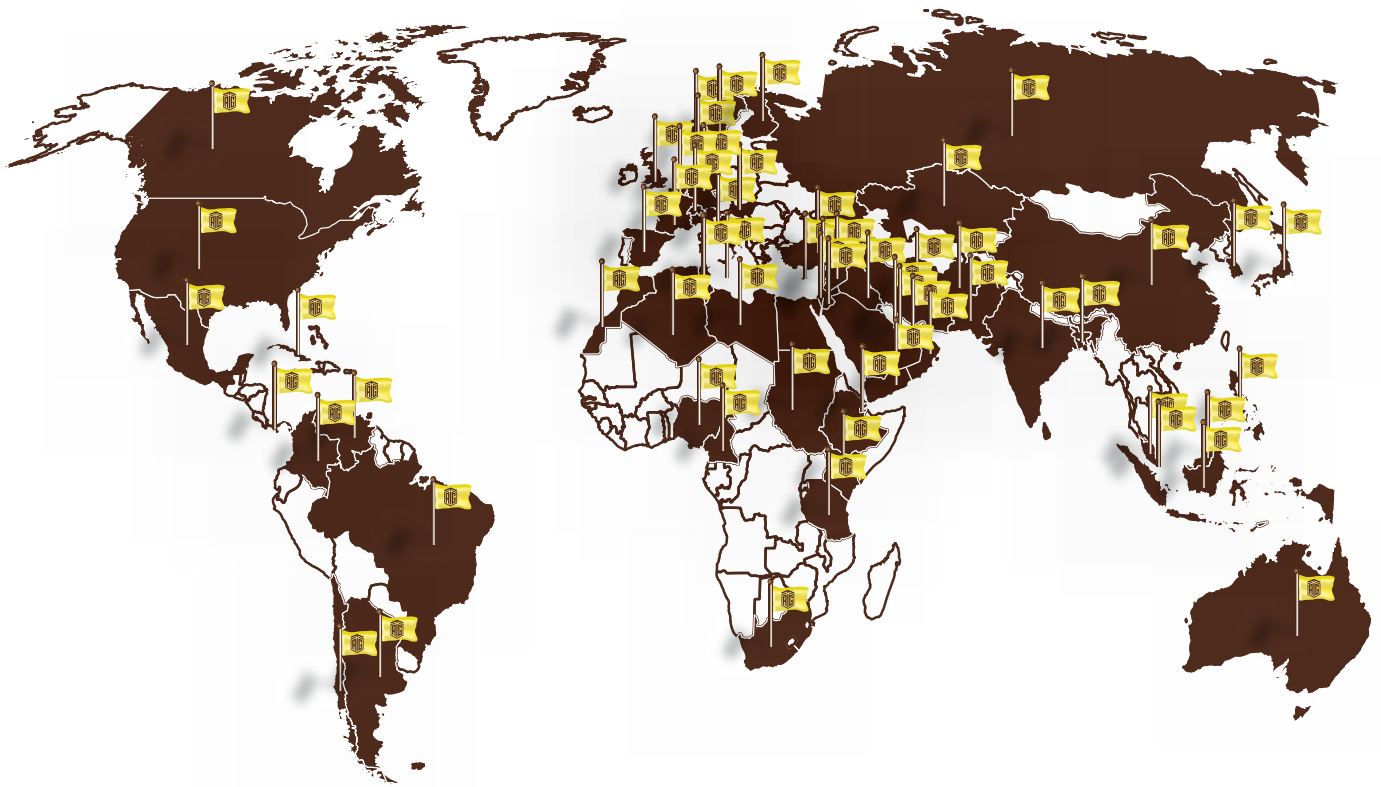
- Providing quality control and certification services to Arab educational institutions;
- Establishing linkages and working closely with Arab and international accreditation bodies for standard setting, measurement and mutual learning;
- Raising awareness through workshops and annual conferences on the quality of education, accreditation and excellence in educational institutions in the Arab world;
- Establishing a network of quality education that allows for interaction and regular meetings between peers to share and evaluate experiences; and
- Spreading mutual learning and quality practices and accreditation across the Arab world.

## **ASREN**

ASREN, the Arab States Research and Education Network, is a nonprofit international organization, registered in Dusseldorf, Germany, in 2011, under the umbrella of the League of Arab States. ASREN is the association of the Arab region National Research and Education Networks (NRENs), as well as their strategic partners, that aims to implement, manage and extend sustainable Pan-Arab e-infrastructures dedicated for the research and education communities and to boost scientific research and cooperation in member countries through the provision of world-class e-infrastructures and e-services.

The goal of ASREN is to connect Arab institutions among themselves and to the globe through high-speed data-communications networks. Such networks will enable sharing and access to a variety of research services and applications in addition to utilization of highly sophisticated and technologically advanced computing resources available only at very few institutions in the world. ASREN aims to boost pan-Arab collaborative research and education projects and activities, as well as to contribute to promoting scientific research, innovation and education across the Arab region.

ASREN facilitates collaboration and cooperation among the researchers and academicians in the Arab region by increasing the availability and accessibility of knowledge resources for students and researchers. Additionally, it promotes the development of Arabic contents and its availability, facilitating knowledge exchange and transfer processes across the region and with relevant partners in Europe and worldwide and promoting the adoption and usage of e-Infrastructures and services among the scientific community, also through training and tutoring activities and strengthening regional partnerships and encouraging joint scientific research at all levels.



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