

Curriculum Vitae

Muhammad Shafiq

Deputy Director Academics

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Career Goal

To contribute to the growth of academic institutions by implementing innovative teaching methodologies, managing academic operations efficiently, and fostering a culture of learning and integrity. I aim to advance my career by taking on more leadership roles and further enhancing my expertise in educational software systems, accreditation processes, and academic resource management.

Profile Summary

A seasoned academic and administrative professional with over 9 years of experience in academic management, teaching, and event coordination at Riphah International University and currently serving in Pakistan Airport Authority (PAA). Specializing in exam supervision, admissions, accreditation management, and event planning, I have extensive experience working with HEC regulations and implementing educational software such as SAP HANA and UNITIME for academic operations.

Professional Experience

Deputy Director Academics

**Civil Aviation Training Institute (CATI),
Pakistan Airport Authority**

July 2025—Present

- Leading academic planning, curriculum development, and instructional design aligned with national and international aviation training standards.
- Supervising the implementation of training programs for aviation personnel in compliance with ICAO and PCAA requirements.
- Coordinating with regulatory bodies, internal stakeholders, and faculty to ensure academic excellence and accreditation readiness.
- Developing and enforcing academic policies, SOPs, and quality assurance frameworks for training effectiveness.
- Supporting the institute's transformation roadmap toward becoming an Aviation University.
- Managing academic audits, performance evaluations, and continuous improvement initiatives.
- Overseeing ERP/LMS integration and reporting for academic and training operations.

Deputy Manager Academics/Lecturer

Riphah International University

September 2023 – June 2025

- Manage academic processes, faculty coordination, and policy implementation, ensuring compliance with HEC standards.
- Supervise exams as Deputy Superintendent.
- Lead admission campaigns and accreditation processes.
- Spearhead the implementation of UNITIME and OBE software.
- Act as Secretary for the Board of Studies and Board of Faculties.
- Prepare agendas for academic council meetings.

Assistant Manager Academics/Lecturer

Riphah International University

March 2021 – August 2023

Managed academic programs and supported accreditation preparation. Assisted in coordinating with faculty for HEC compliance. Delivered lectures in Marketing, Business Communication, and Human Psychology. Supervised the admission campaign and managed event organization.

Academic Program Coordinator/Lecturer

Riphah International University

March 2018 – February 2021

Coordinated academic programs, ensuring alignment with HEC accreditation standards. Managed faculty-student interactions and supported program reviews. Taught courses in Marketing and Business.

Assistant Program Coordinator

Riphah International University

February 2015 – February 2016

Supported program coordinators in maintaining academic quality and compliance with HEC guidelines. Assisted in preparing for accreditation reviews and managing faculty records. Organized academic and extracurricular events.

Teaching Experience

September 2019 – June 2025

Courses Taught

- Human Psychology: Explored psychological concepts and their application in everyday life.
- Marketing Theory and Practices: Provided comprehensive understanding of marketing theories and business practices.
- Business Communication: Focused on communication skills and strategies essential for business success.

Additional Areas of Expertise

- Consumer Behavior: Analyzing consumer decision-making processes and purchasing behaviors.
- Digital Marketing: Utilizing online platforms for marketing strategies and consumer engagement.
- Logic and Critical Thinking: Developing reasoning, argument analysis, and problem-solving skills.
- Advertising: Creating and evaluating effective promotional campaigns.
- Strategic Marketing: Formulating long-term marketing strategies to achieve business goals.
- Brand Management: Managing brand equity, positioning, and growth in competitive markets.

Education

- MS in Management Sciences (Marketing), Riphah International University, September 2017 – January 2019
- Master of Science in Business Administration (Marketing), Riphah International University, February 2016 – January 2018
- Master of Business Administration (Marketing Management), Riphah International University, 2012 – 2014
- Bachelor of Business Administration, University of Wah, 2006 – 2010

Skills

- Academic Administration: Expertise in managing academic processes, including program coordination and student-faculty communication.
- Exam Management: Supervised and ensured the smooth conduct of university examinations with adherence to HEC standards and policies.
- Accreditation Management: Led the preparation and submission of reports and documents for HEC and other accreditation bodies.
- Campus Coordination: Managed scheduling and timetabling for multiple faculties, ensuring optimal resource allocation.
- Event Management: Organized curricular and extracurricular events, fostering student engagement and campus culture.
- Admission Campaign Leadership: Led successful student recruitment efforts for undergraduate and graduate programs.
- UNITIME Software Implementation: Spearheaded the campus-wide implementation of UNITIME for efficient resource management.
- SAP HANA: Utilized SAP HANA for academic data management, improving data accessibility and analysis.
- OBE Software: Leading the implementation of Outcome-Based Education (OBE) software to enhance educational quality.

Certifications

- Personal Productivity, Time Management, and Prioritization, Starweaver , [Link to verify](#)
- Google AI Essentials, Google, [Link to verify](#)
- Improving Customer Retention, Coursera Instructor Network, [Link to verify](#)
- Solving Problems with Creative and Critical Thinking, IBM ,[Link to verify](#)

