Charting the Future of IBA

Now that IBA has boldly declared its mission to join the ranks of the top 100 Business Schools of the world by the year 2014, it is time to chart our future plans realistically. The breakthrough question is: How can IBA attain this goal? It is clear that our strategy to achieve this feat must be impactful, substantial, and pressing. The recent South Asian Accreditation is one step in the right direction. IBA must focus on the variables that are assessed by accreditation agencies in arriving at international standards. Foremost are a highly qualified faculty and a well-equipped infrastructure which require a pool of ‘funds’; the ‘size’ of the institution measured by the number of graduate students; and ‘student quality’ determined by test scores (GMAT internationally).

The product or ‘output quality’ also plays a huge role in determining rankings. The perceived quality of graduates is one of the most important resources of business schools in attracting potential students and employees. Percentage increase in the MBA graduate’s salary from graduation to three years after graduation is used as a measure, as it is hypothesized that better quality graduates tend to be paid more.

Another critical component is ‘research productivity’. In fact, the top Business Schools emphasize research strongly and stress its influence on enhancing the reputation of a school. This is measured by the number of publications per faculty member in leading academic and research journals. IBA will need to work towards developing research capacities with at least three groundbreaking research outputs produced in the next three years. This will facilitate the introduction of PhD programs in the near future.

Finally, the ‘degree of internationalization’ is a significant factor in determining the ranking of a Business School. To link the local with the global is a challenge IBA must take up.

For IBA, the students’ experience is the heart of the matter. Everything we do must be aimed at preparing students to become effective business executives. From lectures to mentoring, from corporate to social internship programs, from management of co-curricular events to students working part-time at IBA, every feature has to be stimulating, challenging and intellectually rigorous.

Quite clearly, the faculty’s role is of critical importance in ensuring this. However, taking it a step further, the entire IBA experience, commencing from when a potential student makes an enquiry to when he/she becomes an alumnus, is of supreme importance. This experience is made possible by the collective efforts of the IBA team. Support units and staff, program directors, and counselors are all extremely important in ensuring an overall level of satisfaction which in turn will bring IBA closer to achieving higher accreditations.
A New Haven

IBA Projects Department proudly announces the startup of the construction of 'Student Center at IBA Main Campus'. The Department has successfully completed all pre-construction phases and finalized the design of the 29,701 square feet Student Center. The architecture of the proposed Student Center is an expression of freedom, openness and fun. All the functional units are situated around the central courtyard. This planning integrates the inside with the outside and provides a green view of the central courtyard from all indoor spaces. It has a seating capacity of 500+, a stage, a visually pleasing reflecting pool and an amphitheater that will act as an ideal meeting point and a social events space. Apart from this, the one-story Student Center houses a cafeteria and dining hall for 90, a kitchen, lounge, offices, an indoor play area, badminton court, gymnasium, computer lab, printing room, toilets, etc. The building includes special features such as HVAC System based on package units, fire alarm, fire fighting (hose reel), emergency exits, IT facilities, ramp for the differently-abled, and an intercom system. The Student Center will be the most prominent among the infrastructural developments at IBA. The complex is estimated to be completed by October, 2012.

The Student Development Program

The Student Development Program (SDP) is an initiative which will aid students in meeting their personal and professional goals. It is a distinct new feature in IBA’s approach to a personalized education. At IBA, the focus is the inculcation of high ethical values within our student body. They need to be armed with virtues of integrity, truth, tolerance, discipline and merit to distinguish themselves from their peers in practical life. The SDP, along with IBA’s academic plan and extracurricular activities, strives to ensure this.

Under this Program, faculty members will act as Faculty Advisors, Academic Guides and Developmental Coaches to all students of the freshmen year, thereby offering them academic, administrative, and campus-life related advice and information. They are guided in these matters in terms of values, skills and competencies required to perform well in a job. The aim is to increase students’ self-awareness, so that they may work at improving their overall leadership, teamwork, and interpersonal skills.

A Special Orientation to SDP session was held for the incoming BBA, MBA, BS classes on September 4, 2011, where they were introduced to the program details and were assigned Faculty Advisors. Meetings were held between the two to get the ball rolling. Subsequently, Developmental Coaching Sessions are being held for all entering students every Saturday which have been received very well by the students. Our faculty and alumni, who are acting as Coaches, have been trained by Mr. Jami Moiz, Ms. Maheen Ghauri and Ms. Lalarukh Ejaz in a special half day session. These three faculty members had visited the Babson College in the US as part of their training for entrepreneurship teaching. There they observed that coaching was an effective way to raise self-awareness among students. Our ICT Department, specifically Mr. Imran Batada and his team, played a vital role in the execution of the SDP by the timely development of supporting applications that have made the system user friendly.

Under this Program, students will also be offered Career Counseling as well as Personal Counseling services. Specially trained in Personal Counseling, Ms. Nyla Ansari will act as the key resource person. This service is another first at IBA and will give students the opportunity to resolve, in a professional manner, personal concerns that may impact their studies.

The Career Development Center (CDC) is the operational unit responsible for execution of the SDP. Physically located at the IBA City Campus, the CDC offers a focal point for graduating students to seek career guidance. Ms. Nyla will be supported by the CDC in the area of Career Counseling for all students. With this Program, IBA has once again blazed the trail in adding a whole new dimension to teaching.
Tradition for a Cause

The Class of 1986 has commemorated its 25th anniversary by setting the tradition of presenting meaningful class gifts.

Batch of 1986 has pledged to generate Rs. 6 million for an Endowment Fund out of which Rs. 2.1 million have already been raised. The Fund is expected to support two to three full student scholarships every year.

The Class of 2011 also took off as proud alumni of IBA; the 56th graduating class has presented a graduating class gift to support the education of worthy students at IBA. Each student has donated Rs. 5,000 to raise a total of Rs. 1.5 million. The amount contributed shall help at least 7 deserving students gain 100% scholarship for 2 Semesters.

This is a great way to thank the Institute, and at the same time make it possible for meritorious students to study here despite financial constraints. IBA is proud to have an alumni base that so actively connects itself to its alma-mater.

Renovation, Refurbishment, Revival

IBA is on a journey of revitalization of its academic and infrastructural assets. This expansion has necessitated a reform in its physical structures. At the IBA City Campus, the challenge was to renovate an occupied administrative building and to simultaneously maintain uninterrupted utilities to the people working there.

This project represents just a fraction of the mega plans in store for giving IBA a whole new look and providing the best infrastructural facilities to its students, faculty and staff.

The entire Projects’ team, comprising of engineers, project managers, consultants and contractors rose to the challenge of constructing a new block simultaneously to ensure working space for the staff and met targets in the face of an unfavorable law and order situation in Karachi.

It is with a note of pride that we commend the well coordinated teamwork with which the entire building was completed by September 30, 2011. The building now has an increased number of offices and various additional facilities including prayer areas for men and women, Examination Department, Computer Lab and Data Center.

A Visit by Professor Ayesha Jalal

Professor Ayesha Jalal of Tufts University and famous author of 'The Sole Spokesman' spent two days at IBA. Ms. Jalal is amongst the most prominent American academics who writes about the history of South Asia. She interacted with the students and the Faculty of Social Sciences. The main purpose of her visit was to advise on the content, coverage and curriculum of the Social Sciences subjects that are being introduced as part of the revamped BBA program.

Executive Education Enterprises

The Center for Executive Education (CEE) at IBA conducted a 'Transformational Leadership Program' from July 18-21, 2011 for senior managers and top level executives from various organizations. Held at Avari Towers with a total of 27 participants, this workshop was led by Dr. Nasir Afghan. Other trainers included Dr. Sajjad Haider, Dr. Shahid Qureshi and Mr. Mir Azfar. The Program was well received and will be repeated in due time.

A Workshop on Customer Service was conducted for the staff of IBA. A total of 47 staff members participated. Led by Mr. Syed Saifdar Mehdi Jafri, the objective was to train the staff to better understand customers’ requirements. Participants were encouraged to develop a greater insight into their own behaviors and to explore the effect it may have on others. Mr. Jafri conducted several individual and group activities to highlight the existing pattern of services and ponder over further improvement.
IBA Uses Cloud Computing

The Information and Communications Technology (ICT) Department has implemented Cloud Computing for the deployment of its information management software, PeopleSoft ERP - CMS Module, making IBA the first university in the entire Asia-Pacific Region to do so.

Cloud Computing enables the virtualization and sharing of data and resources more efficiently. Since both of our Data Centers are under construction, the Cloud will be under operation till they get reconstructed in the next few months. This will ensure that the ERP software runs smoothly.

For feedback and suggestions, write to us at current@iba.edu.pk

Opinion Poll

The Current values the views of its readers. Just recently, we went on a drive to find out what you think about this publication. Readers unanimously wished that The Current should increase its circulation. It is heartening to know such a desire exists and hopefully we will stretch our reach to a greater number of our stakeholders.

On interviewing some members of the faculty, the following came up:

- This quarterly publication is an effective platform to endorse the changes at IBA.
- It serves not only as a promotional tool but keeps one updated about the developments at IBA.
- Some members of the faculty felt that the pictorial representation of The Current should be more IBA-centric; a more holistic approach to IBA's representational platform should be adopted.
- Perhaps the magazine should include opinions of its stakeholders - where they feel IBA is going.
- Lastly, a general sentiment that the magazine was doing well was shared.

The Success of National and Sindh Talent Hunt Programs

The National Talent Hunt Program (NTHP) was launched in 2004 and the Sindh Talent Hunt Program (STHP) in 2009. Both ventures aim to prepare high-achieving students from the less-privileged regions of the country for IBA's aptitude test for BBA and BS degree programs.

Last summer, 72 students who were selected under the NTHP and STHP received two months of orientation at IBA. It is a matter of great satisfaction for IBA that 28 students cleared the IBA entry test for their complete four-year stay at IBA. This success rate of 38 percent is much higher than the 23 percent achieved last year. One of the students, Uzma Ameen, also secured the 31st position on the merit list.

Nobody is able to achieve this completely, but the striving for such achievement is in itself a kind of liberation and a foundation for inner security.

- Albert Einstein

A human being is a part of the whole, called by us 'Universe,' a part limited in time and space. He experiences himself, his thoughts, his feelings as something separated from the rest - a kind of optical delusion of his consciousness. This delusion is a kind of prison for him, restricting us to our personal desires and to affections for a few persons nearest to us. Our task must be to free ourselves from this prison by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty. Nobody is able to achieve this completely, but the striving for such achievement is in itself a kind of liberation and a foundation for inner security.

- Albert Einstein

- Dr. Zeenat informing about the program
Scaling New Heights

IBA wins South Asian Accreditation

IBA joined the selected group of seven other top Business Schools in South Asia - six from India and one from Pakistan (LUMS) as it was awarded the coveted Accreditation by the South Asian Quality Assurance System (SAQS).

The SAQS developed by the Association of Management Development Institutions of South Asia with its headquarter in Hyderabad, India, evaluates Business Schools in the region against a rigorous criteria and quality parameters of the European Quality Assurance System (EQUAS).

The Big Rocks

One day, an expert was speaking to a group of business students and, to drive home a point, used an illustration I'm sure those students will never forget. After I share it with you, you'll never forget it either.

As this man stood in front of the group of high-powered over-achievers he said, "Okay, time for a quiz." Then he pulled out a one-gallon, wide-mouthed mason jar and set it on a table in front of him. Then he produced about a dozen fist-sized rocks and carefully placed them, one at a time, into the jar.

When the jar was filled to the top and no more rocks would fit inside, he asked, "Is this jar full?" Everyone in the class said, "Yes." Then he said, "Really?" He reached under the table and pulled out a bucket of gravel. Then he dumped some gravel in and shook the jar causing pieces of gravel to work themselves down into the spaces between the big rocks.

Then he smiled and asked the group once more, "Is the jar full?" By this time the class was onto him. "Probably not" one of them answered. "Good!" he replied. And he reached under the table and brought out a bucket of sand. He started dumping the sand in and it went into all the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?"

"No!" the class shouted. Once again he said, "Good!" Then he grabbed a pitcher of water and began to pour it in until the jar was filled to the brim. Then he looked up at the class and asked, "What is the point of this illustration?"

One eager beaver raised his hand and said, "The point is, no matter how full your schedule is, if you try really hard, you can always fit some more things into it!"

"No," the speaker replied, "that's not the point. The truth this illustration teaches us is: If you don't put the big rocks in first, you'll never get them in at all."

What are the big rocks in your life? A project that you want to accomplish? Time with your loved ones? Your faith, your education, your finances? A cause? Teaching or mentoring others? Remember to put these Big Rocks in first or you'll never get them in at all. Taken from Stephen R. Covey's writings

SAQS Accredited, the highest standard of achievement for management schools, is a quality label which assures that the institution has benchmarked itself with leading global schools in the world with respect to continuous quality improvement.

Quality parameters required to receive the SAQS Accreditation include: institutional mission and its alignment, faculty capability and composition, curricula quality, admission and delivery system, research and executive education, global and regional network, promoting connections with the corporate world and making contributions to the community, and academic and physical infrastructure.

Commenting on the award of this distinctive honor, the Dean and Director of IBA, Dr. Ishrat Husain said, "This is just the beginning of a long journey upon which we have embarked. The following hurdles such as securing the European and American accreditation are more stringent and arduous to cross. But we will continue to do our utmost to move in that direction."

At present, the WSN equipment at IBA consists of IRIS motes with integrated processing and communication modules; sensor boards with temperature and light sensing capabilities; and Gateways (base station) to receive wireless sensor data from various motes that provide an interface to PC via a USB port for processing and analysis. All the WSN equipment is manufactured by Crossbow Inc. of USA and supplied with customized software to configure and program these sensor motes.

FCS at IBA had been busy adding another lab to its name this Fall. A Wireless Sensor Network (WSN) Lab has been established at the FCS to conduct state-of-the-art research in various areas of WSN technologies. Wireless sensors are tiny devices called motes that sense various environmental parameters in their close proximity and relay the sensed data to a nearby base station for further processing and analysis. Examples of sensor data include temperature, light intensity, humidity, seismic activities, habitat monitoring, structural monitoring, surveillance, industrial controls, military applications, etc.

A new course is also being offered to PhD and MS students at IBA this semester where hands-on research in various areas pertaining to WSNs is being conducted using the WSN equipment. Areas of research include Clustering Models and Algorithms using Bayesian Networks, Fault Tolerance Analysis in Heterogeneous WSN and Routing Issues in WSNs.
New Appointments

Muhammad Ather Rana
Executive - Administration
Joined on August 8, 2011
Registrar’s Office
MBA (Marketing-In process), KASBIT; B-Com, University of Karachi.

Muhammad Anwar
Head Librarian & Incharge Research Data Center
Joined on September 19, 2011
Library, FBA & FCS
Masters (Library and Information Science), International Islamic University, Malaysia; Masters (Library Science), Punjab University; B.Sc (Statistics and Mathematics), Bahauddin Zakaria University, Multan.

Maryam Atti-Ur-Rehman
Program Office-MBA
Joined on July 20, 2011
MBA, Govt. College University, Lahore; B.Sc, Govt. Kinnaird College for Women, Lahore.

Dr. Huma Amir
Assistant Professor
Rejoined after completion of Study Leave on July 25, 2011
Marketing Department
PhD (Marketing), Warwick Business School, University of Warwick, UK; MBA (Marketing), IBA, Karachi; B. Com, Karachi University.

Muhammad Hanif
Purchase Executive
Joined on September 27, 2011
Registrar’s Office
MBA (Marketing), Al-Khair University; B-Com, University of Karachi.

Dr. Muhammad Ather Elahi
Assistant Professor & Research Fellow
Joined on September 5, 2011
Economics and Finance, FBA, PhD (Finance), MPhil Business (Finance), Tilburg University, The Netherlands; MBA (Finance), IIBM Karachi; MSc (Economics), University of Karachi; B.Sc (Hons) (Economics Mathematics and Statistics), University of Karachi.

Maryam Atti-Ur-Rehman
Program Office-MBA
Joined on July 20, 2011
MBA, Govt. College University, Lahore; B.Sc, Govt. Kinnaird College for Women, Lahore.

Ms. Maria Hassan
Lecturer
has been promoted as Assistant Professor w.e.f. August 25, 2011.

Faculty Promotions

Ms. Maria Hassan
Lecturer
has been promoted as Assistant Professor w.e.f. August 25, 2011.

Mr. S. Imran Saqib
Lecturer
has been promoted as Assistant Professor w.e.f. July 22, 2011.