On 1st March 2010, four students from the Institute of Business Administration Karachi took on the journey to bridge the gap between theory and pragmatism, by traveling to the prestigious Copenhagen Business School Case Competition.

The team comprised of Mahad A. Hamza, Faria Sami, Danish Amjad and Qurat ul Ain Sattari joined by faculty advisor, Ms. Hameedah Sayani.

The team would like to mention the benevolent support of its corporate partner, Engro Corp, whose support ensured participation at the global forum which is sure to lay the foundation of IBA’s endeavors to appear as a top business school in Asia.

The competition was attended by top business schools from around the world. From the far-east representatives from Tsingua University China, National University of Singapore and Chualongkong University and their European counterparts from Stockholm School of Economics, University of Maastricht took on the ivy leagues of University of Southern California – Marshall School of Business and Georgetown University – Foster School of Business, host Copenhagen Business School, the University of Melbourne and of course the Institute of Business Administration Karachi.

A grueling 32 hours of case solving ensued as teams worked on the live case of Tivoli, the oldest amusement park outside Europe. The teams were entrusted with the task of restructuring Tivoli to enable year round operations, creating a new seasonal attraction and reevaluating their financial structure to establish a consistent revenue stream.

IBA students managed to outshine the competition to secure a fantastic showdown in the finals before a highly decorated 17 member jury, which included partners from McKinsey & Co., CEO of Maersk Denmark, CEO of Morgan Stanley Denmark, renowned Danish business tycoons, senior professors from CBS and the entire top tier management of Tivoli.

After four more hours of grueling competition and a final presentation in front of an exuberant audience of 600 people, the competition finally came to a close. The competition was won by the Univer
FROM THE DESK OF THE EDITOR

Perspectives 2010 is back, and this time, it’s even better. With the numerous changes that are being brought to the system and management of IBA, this year saw a marked increase in the autonomy given to the Student Societies. The plethora of events that IBA has seen this semester has largely been the work of these very Societies. They have provided the student body with a variety of events, ranging from theatre to camping, conferences to concerts, and much more. Putting together this issue of Perspectives was a rewarding experience, as it gave the team a sense of pride and achievement in all that the student body has accomplished in only the past few months, which is the focus of this issue of Perspectives: For the students, by the students. Be it the passion for entrepreneurship or excellence at international events, their skills at music and theatre or the ability to pull off mega, large-scale nationwide events, the student body of IBA really does have it all. As the Editor for this newsletter, I couldn’t be prouder to present this issue. IBA – indeed, leadership and ideas for tomorrow. Happy reading!

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Editor-in-Chief, Perspectives

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The IBA Adventure Club hosted the much awaited major event of the calendar year: “CAMP NIGHT 2010”.

The event was, without any doubt, one of the highlights of this year. The objective for holding the event was to provide the students an opportunity to have a fun filled and exciting night out to rejuvenate them after all the hard work and stress that they face during the course of the semester. This helped them approach the first term examinations with a refreshed mind, ensuring better results.

The event spanned 19 hours of uninterrupted fun and relaxation at the Dream world Resort, where students, faculty and their families, availed hundreds of facilities ranging from indoor and outdoor games to water sports.

Following a scrumptious 3-course dinner, the students enjoyed the chilly winter night under the wide open sky, with a beautiful bonfire and pleasing acoustic performances by the IBA students. The late screening of blockbuster “3 IDIOTS” late was a fabulous close to the night.

The next day started off with a superb breakfast followed, once again, by the water slides, wave Island, boating, rowing, horse riding and various indoor and outdoor facilities.

The overall response for the event was phenomenal and we hope that such extra-curricular events are organized more often at IBA.

The efforts of the IBA ADVENTURE CLUB, the Management team and the office bearers made this event a success and we hope that they are back with another grand event soon.

IBA BOYS HOSTEL

It’s a scary word in IBA- the BOYS HOSTEL. Even I was scared to enter it on my first day and I remained in that state for the next month as I was ragged beyond belief. An eight year association with this institution however, made me realize its importance in my life and it was only the cherry on the cake to be selected as Hostel Manager for my last year.

Managing the residence of 135 rowdy boys is no mean task, and my team and I are thankful for all that we have been able to achieve. While IBA continued to be plagued by rumors of budget cuts, suspensions and what not, for the hostel the semester started off with a bang! A special new year’s bonfire with live music and barbeque turned out to be a great ice breaker for the newcomers.

Sports as usual were a major highlight. Inter-wing futsal and night cricket tournaments were organized and the hostel team even played the admin team, beating them by 160 runs. Online gaming is just as big. It’s almost impossible to pass by a room in the hostel and not hear gun shots from counter strike, chanting crowds of FIFA or spell casting during a DOTA match.

The most anticipated event of the year is the Annual Hostel Alumni Dinner. With guests flying in from Lahore, Islamabad and Dubai and live teleconferencing with alumni in London, South Africa and the UAE, this year’s dinner promises to be a memorable one.

Why do you think we look sleep deprived all the time? It’s not the heat but the fun that keeps us up. True to tradition, IBA Hostel remains the Institute’s best kept secret.
IMC’S REPERTOIRE OF CHERISHED MOMENTS

Farah Farooq

Slow and steady? Not for members of the IBA MARKETING CLUB (IMC). This year’s marketers were first in the history of IBA to embark upon the year long journey with the idea of organizing an innovative and creative marketing conference.

With the guidance of Mr. Jami Moiz (IMC Patron), Chair person Mr. Hamayun Saeed and a very competent marketing faculty, the team members were able to organize brand and consumer research seminars all year round with speakers from prestigious organizations sharing their marketing insights and experience regarding current marketing issues of Pakistan.

The highlight of IMC’s achievements is without a doubt Brandorama, a first of its kind Marketing Conference which brought together future visionary marketers and eager masses from well-reputed business institutions at Marriot. The event was divided into three constructive and informative sessions with reputable mentors and Gurus of marketing, namely the key speaker sessions on Brand Speaks, then Brand Debate between heads of MNC’s which sparked the heated argument on Brand Extension or Extinction. Lastly the ‘Premium Branding Workshop’ conducted by the energetic Mr. Mehmood Nanji was a thrilling experience that provided useful tips on How To Do Marketing.

This year has indeed proved very fruitful for the IMC and its members without whom none of the successes that the Club has met with would have taken shape and we hope only to climb greater heights with each passing year.

THE IBA IQRA SOCIETY

Maryam Zahoor

Does arranging a guest speaker session with an internationally acclaimed journalist and human rights activist, covered by above 6 media channels, with over 250 attendees on a public holiday sound difficult to conceive? Apparently, not for IBA’s Iqra Society.

Iqra Society also organized the edifying guest speaker session with Sheikh Hashim Hafizullah, former Jew and Hollywood musician who accepted Islam in 1970, thereafter becoming an Alim and devoting himself to the cause of Islam. Other sessions like ‘Muslim Youth in Turbulent Times’ with Sheikh Kamaluddin, a man with worldly accomplishments and a humble and enlightened soul never cease to charm the students of IBA.

On a more personal level, ‘The Purification of the Heart Series’ by Sobia Qasim, a LUMS graduate has been conducted for girls throughout the year with over six discussions on Love for Allah, Love for our Prophet (SAW) and Curing our Hearts of Arrogance. Its not all talk; Iqra Times, Iqra Society’s newsletter has published two issues.

The workshop conducted by TimeLenders Inc. in collaboration with Iqra Society and the visit to Edhi Old Home, along with Iqra’s unprecedented endeavours not only speaks for the passion of the society’s members but also exemplifies a platform of service to Islam and in the name of Allah.
As a result of IBA Leadership Club’s efforts, on February 13th a DLS was organized with Engro CEO Mr. Asad Umer as the guest speaker. Engro’s prosperity has resulted largely due to its emphasis on ethics and values. Mr. Asad told the audience how the organization takes care of their employees in order to provide a safer environment where productivity is comparably higher.

March 6th marked the return of an IBA graduate to address the current students at a DLS. Mr. Amir Adnan, spoke about his journey as an entrepreneur sharing his experiences with the IBA populace. His easy to adopt practices were received well by the students who shared their own experiences; successes and failures, and sought advice. The session came to an end with the crowd rising to its feet to applaud the young entrepreneur, clearly showing he was much appreciated.

An inspirational lecture was delivered by Mr. Hussain Dawood, Chairman of Dawood Group, on April 10th. Organized by the Marketing Club, the DLS was adequately titled “For Success, Wisdom or Bizdom?”. The speaker began by interacting with the audience, seeking their definitions for success and what they considered to be critical success factors. The audience came to know that the most important pre-requisite for success is self confidence. He guided the students by telling them how best one can hone their self confidence, i.e. by remaining steadfast to commitments, being honest and practicing integrity.

One of the most eye-opening points was his explanation of how our responses to various situations can affect the way we feel about ourselves. He pointed out that between receiving a stimulus and responding to it, there’s the critical point where we have to make a decision about how to respond. It is what we choose to do at this point that determines to which side the scales of self confidence will shift. A positive response helps us feel at peace internally, whereas a negative response may cause discomfort later on, both leaving an impact on our personality. The lecture concluded with a question/answer session. The speaker was duly appreciated for the time he took out to speak to the young crowd.
SHAHZEB SAEED
The pret line started off with the vision of providing the finest shirts to a range of people from a young executive to the CEO of an organization. Shahzeb Saeed has now become an essential part of every man’s wardrobe.

HASSAAN AINUL YAQIN
A cricket website (www.pointcricket.com) which offers features like the popular fantasy cricket contest, real-time live scores, up-to-date news, and discussion forums. Among cricket websites, PointCricket is currently ranked third in Pakistan and 16th worldwide.

RAFAY GADIT
It was two years ago that Rafay Gadit started an IT firm with six others. With eleven people working with Gaditek, its offerings have increased from three to twenty and it currently provides services to clients based in US, UK, and Middle East.

UMAIMA HANAFI
The confectionery’s business is a venture based on not only her love for baking but also market dynamics. The sudden surge in the demand and the premium on decorated encasing and customization made this the perfect idea.

SADAF ALI
SADAF YACOOB
SIDRA SOHAIL
It started off as simply a way of adding a little personal touch to the mass produced paper accessories. Encouraged by requests, this idea manifested into a business venture.

QURATULAIEN,
MARYAM & RIMSHA
HueZ is a clothing line that combines both style and comfort. The focus is a range of casual and semi-formal long kurtas for women. They aim to provide clothing worth spending on
The idea for The Verve was a very crude concept in the beginning. A small fragment scribbled on the board in one of our first society meetings with the patron read: a forum to recognize IBA student entrepreneurs. We all recognize the importance of acknowledging the efforts of IBA students who had already taken such a huge step forward into the professional world (whom we call student-entrepreneurs). The idea was to promote the spirit of entrepreneurship among the IBA students, and show them that it was actually not very hard to launch a venture.

With the creative input of the society, we soon witnessed the metamorphosis of the event into something really grand. We invited established entrepreneurs, the big guns of Pakistan who run their own successful businesses. These prominent guests featured the likes of Mr Sardar Ra-him, the owner of BBQ Tonight; Ms Sabeen Mahmud, the force behind The Second Floor; and Mr Ahmed Kapadia of Synergy Advertising. To ensure that the student-entrepreneurs got to share their own stories, we asked them to make documentaries of their ventures which were screened at the event.

A lot of thought was put behind planning the ambience of the event. We tried to find the correct aura which would boost the audience’s participation. The decision was to host a formal dinner, with a grand, corporate feel to it. The word “verve” literally means a drive of enthusiasm and vigor, and was an ideal name for such a magnanimous evening.

The much anticipated evening began with an engaging workshop on networking by Mr Faisal Qureshi on how to get the best out of the evening by interacting with the guests. The main event was conceptualized as a typical forum, with a creative twist. Relevant questions were addressed to each entrepreneur on their type of business and industry by the two event hosts before the floor was opened for Q&A.

What made the success of The Verve unique was that we made sure that every student got a chance to interact with an entrepreneur of their industry of interest. After the Q&A session was over, two entrepreneurs from each industry were led to every table where they were able to provide more individual attention and give more detailed insight about their businesses and industries.

The society believes that The Verve was a strong way to enlighten the IBA students about the fruits of entrepreneurship. And surely enough, two recent student business ventures were launched with some degree of influence gained from The Verve: HueZ, a designer brand for female clothing and Chocumentary, which specializes in baked chocolate delicacies. Such a positive result shortly after The Verve has served as a strong motivational factor for us, and we continue our run to bring quality initiatives about entrepreneurship on the IBA events roster.
To commemorate 50 years of The All Pakistan Music Conference, a voluntary organization aspiring to revive the lost but rich and glorious heritage of our classical music, the Institute of Business Administration Music Society (IMS) in collaboration with The Arts Council of Pakistan and Rauf Ansari Foundation presented a three-day music extravaganza featuring exceptional musicians from all over Pakistan.

The event that took place at The Arts Council of Pakistan on the 16th, 17th and 18th of February gave IBA a platform that no other previous musical event has given. Its popularity can be gauged by the fact that it had a massive turnout and received recognition from both print and electronic media.

The event was an eclectic mix of the country’s best classical music performers and what they had to offer, from instrumentals to Eastern classics, and pure renditions of Ghazals and Qawwals.

A popular IBA band called RPG made opening performances during the three day event presenting original as well as cover compositions. Band members include Mehdi Maloof (vocals, guitar and flute), Sohaib Ahmed (keyboard), Shahzeb Hassan (darbuka) and Hassam Khawaja (bass).

The first day of the event presented Salman Alvi, sitar players Turab Ali and Sajjid Ali and Abu Ayaz, and Farid Ayaz qawwal. The remarkable performances on the second day began with Abdullah Khan’s performance with the Shehnai, an instrument that seems to be losing the recognition it merits. He played ‘Raag Durga’, using the inherent melancholy of the Shehnai to evoke reverence in the audience.

Shabbir Husain tabla nawaz came up with an experimental item and known singer Salamat Ali sang several famous numbers. As expected, the best of the day was saved for last. It was the legendary sitar player Ustad Rais Khan’s masterful recital of raag kalyan that sent music buffs into raptures. He was accompanied on stage by his son Farhan (sitar) and Shabbir Husain (tabla). The father-and-son pair, with the tabla played with tremendous synchronization, made the melodic notes sound like a cascade.

The third and final day of the classical music conference ended on a high note. Akhtar Husain, a known ‘sarangi nawaz’ performed ‘raag andeshveri’. He was joined on stage by Asif Ali (tabla) whose unusual left-handed style earned tremendous applause. Then, known singer, Ijaz Qaiser turned out a few neatly turned but relatively unheard ghazals.

But it was Sarod player Asad Qizilbash’s remarkable recital that really lifted the evening to higher levels of artistic finesse. His raag malkuns in 10 and 16-beat cycles were an embodiment of passion, alacrity and control. Alia Rasheed, visually impaired but with a consuming passion for music next delighted the audience with her dhrupad style of singing.

The last piece of the evening was Shafqat Salamat Ali’s pure rendition of the raag and was very well received by the audience.

Listening to the passionate, cultural performances at the APMC was a highly rewarding experience for any person who attended it.

MUSIC MAKES MELODY | Areej Arif

APMC would not have been this successful without the support of IMS’s Patron Mr. Humaeyun Ansari and the untiring efforts of the IMS team that includes Omer Mukhtar Ahmed, Munib Agha, Khurram Kidwai, Ramish Hasan, Areej Arif and a host of first year students.

The Musical Maestros of Pakistan at the 50th APMC

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**THE COMMUNITY WELFARE SOCIETY**

A society that envisions improving the community and raising funds for the destitute. The CWS is one of the largest and most pro-active societies at IBA. The year 2009-10 is a proof of the effort and dedication of its team as it produced a string of successful events.

**Bake Sale and Internships**
*Nabeeha Saleem*

CWS started the year with bake sales at both the main and city campus. Over 500 students enjoyed at the various stalls which ranged from offering home-made delicacies to challenging games. A revenue of Rs.25,000 was generated for the benefit of charity.

The CWS also provides opportunities for IBA students to volunteer their time towards various socially inclined organizations. This year there were three internships open for IBA students; the Sindh Institute of Urology and Transplant, The Citizens Foundation summer internship and The Zindagi Trust internship. Volunteering in different capacities at these organizations, CWS members reinforce the society’s vision to work for the betterment of the community.

**IDP Relief Fund**
*Muhammad Suleman Khan*

Pakistan has faced a tragedy in the form of the internally displaced people of FATA. Rendered homeless in the strife, these 46000 families have borne blistering cold weather, and are now vulnerable to the scorching heat of the summer season. Lacking even the basic necessities of life, they raise a silent appeal for help. The CWS society deemed itself responsible to conduct a relief program for their unfortunate brethren. The drive was a culmination of the tireless efforts made by the team and the enthusiasm of the students of IBA. Daily usage non-perishable items were collected and transported to D.I.Khan; the delivery of the donations was facilitated by Pakistan Army, thus ensuring prompt transportation.

**Charity Carnival 2010**
*Sahar Hasan*

The charity carnival was the culmination of the efforts of the entire society. This mega-event in addition to tempting food, fun-filled games and delightful activity stalls, also featured a concert by the popular band “Strings”. The proceeds worth Rs. 500,000 of the carnival were donated to SIUT. Warid, Dalda, The Music (media partner) and TCS were the esteemed sponsors, while coverage of the event was provided by the IBA radio society. The concert was also covered in the images section of Dawn. The carnival has so far been the highest budgeted event at IBA.
IBA Literary Society envisions providing a constructive arena for interaction and discussion on literary subjects. It aims to enable students to broaden their intellectual horizon and gain a fuller perspective through values imbibed in literature. The vigor to read, the passion to write and bringing to life the creative flairs of the world around, is what the society stands for.

Activities performed under the literary banner include “Aik Shaam Urdu Kay Naam” – An Urdu Mushaira, which featured renowned poets like Mr. Jazib Qureshi, Ms. Khalida Uzma, Mr. Azm Behzad, Mr. Hakim Nasif (an alumnus poet who was the favorite amongst the crowd), and Ms. Shahnida Hasan. Several Students of IBA also presented their Kalam at the event, and ghazals marked the closure of the evening.

The society then followed on with ‘A Tribute to Dr. Nabi Bakhsh Baloch’ to celebrate the invaluable contributions of the legend Dr Nabi to Sindhi and Urdu Literature. His success story includes collection and analysis of folk literature, interpretation and comparative study of poetry of Shah Abdul Latif Bhittai and the initiation of establishment of Islamic University Islamabad. He has numerous awards like the Kamal-e-Fan to his credit. In his lecture he shared his endeavors with the audience, delighted them by reciting a part of Bhittai’s poetry, followed by an interactive Q&A session.

The society is all set to wrap up the year with its mega event ‘Wicked’, in May. Drama being one of the most powerful expressions of literature, the society has chosen this musical as a platform to exhibit the literary spirit of IBA.

The play tells the story of Elphaba, the future Wicked Witch of the West and her relationship with Galinda, the Good Witch of the North. Their friendship struggles through their opposing personalities and viewpoints, rivalry over the same love-interest, their reactions to the Wizard’s corrupt government, and, ultimately, Elphaba’s public fall from grace. A city-wide event which perceives students from universities, IBA alumni and literary enthusiasts as its audience, “Wicked” will surely be a delightful experience for all involved.

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With that resounding motto, the Institute of Business Administration (IBA) introduced its first annual Model United Nations. The event was titled MUNIK 2010 i.e. Model United Nations IBA, Karachi.

Held at the Marriott Hotel from 20th – 23rd March, the IBA Public Speaking society through MUNIK provided a platform to the over 250 enthusiastic participants to come together to address issues of international importance and the chance to put their oratory, diplomacy, creative writing and networking skills to the test through the simulation of the UN. The president of MUNIK Mahad Hamza, had this to say about the efforts of his team:

"MUNIK has become synonymous with MUNs due to its organizers. Their diligence and steadfastness speaks volumes about their passion for diplomacy."

Not only were delegates at this three day event given the opportunity to work hard; they were also given the opportunity to party harder. Almost all delegates agree that the beach party (titled “Tides of Peace”) and the Masquerade (at Royal Rodale) were two nights of their lives they will never forget.

Dean and Director IBA, Dr. Ishrat Husain and CEO Abbott Laboratories Mr. Asif Jooma graced the awards ceremony and gave out medals to ‘Distinguished Diplomats’.

Salman Haroon, the Secretary-General, when bringing MUNIK’10 to an official end at the award ceremony, said:

“We promised to give IBA its first MUN, and the city its finest. Today, we stand proud for bringing MUNIK to life.”

Mustafa Afreedi, one of the participants, said, “IBA, job well done! Thank you for giving others and me an experience and memories of a lifetime.”

IBA students stated that MUNIK 2011 would be bigger and better. Let’s hope that they live up to their promise, and continue the tradition laid by this grand event.

In December 2008, a couple of IBA students embarked on the remarkable journey of IBLC – IBA Leadership Conference: the first multidisciplinary conference at IBA that enables leadership development. This year the IBA Leadership Club made the 6 day event even better by inviting over 40 speakers, UNDP trained cluster facilitators and scintillating day champions.

Two and a half months of sheer hard work went into making the conference a reality. Umair Jaliawala of SOL and Fauzia Kerai Khan of I&B Consulting provided invaluable help in the conceptualization process. Credit also goes to the sales and marketing team that succeeded in attracting students from other cities like Sukkur, Lahore, Islamabad.

The conference showcased all facets of leadership under four day themes titled Khudi: Know Thyself, Abundant Thinking: Winning & Succeeding, Social Initiatives: The Pleasure of Giving and Surviving & Thriving: Change Management. Some memorable speakers from the conference were Mr. Abbass Husain, who philosophised on ‘Earning In and Burning Out’; Ms. Shireen Naqvi, who spoke about purpose-oriented living; Adil Moosajee, who shared his story of entrepreneurial success and Ms. Sidra Iqbal, who led the panel discussion on expanding social conscience. It also featured a social business plan contest and a provoking survival stimulation by Mr. Robert Wheeler.

The essence of Leadership Conference is to provide the attendees a 4 day rigorous environment that promotes initiative taking, learning, negotiation, communication and articulation. The participants’ engagement in the activities and their brilliant performance in the sub contests is reflective of the success of the conference.
Aye Farewell, and Then for Ever! | Saad Warraich

Every time I walked on to the field wearing the black jersey and armband, I felt the huge pressure and responsibility. I knew that being on the field playing for IBA was a lot more than enjoying the game. It was a battle every minute with immense physical and mental toll, and the best moments were when I’d realise there are ten other individuals with the same passion for this team. They would give it their all, with flying tackles and unstoppable runs. It was beautiful.

Being captain of this team for four years has given me the chance to experience more than most people do in a lifetime. I’ve had the opportunity to play alongside some remarkably passionate and committed individuals. I have learnt a lot from many people but winning is what the team has really taught me. It has been a privilege and a pleasure.

With my departure, Athar Khan takes charge of the team as the captain and I believe he is a great fit for what the team stands for and what the players seek. Game after game, he has carried IBA United on his back, time and time again winning matches when it has mattered the most. In the coming months I am sure that he will further improve the team and I hope all of IBA extends to him the same support as I got. I am certain that they will see IBA United and know what perfection is.

Hail IBA United!

Perspectives is a project facilitated by the Media & Publications Society at the Institute of Business Administration. We would like to thank the Patron, Office Bearers and all our members for their commitment and contribution.

Picture Courtesy

Ali K. Ahmed