

COMMITTED TO EXCELLENCE DRIVEN TO SUCCEED



New
Milestones -
IBA & CIMA

Events &
Happenings
at IBA

Rejoicing
the Spirit of
Ramadan

National
Talent Hunt
Program

IBA in the
Spotlight



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DEAN'S MESSAGE



It has now been a year since we launched two new academic programs at IBA, BS in Accounting and Finance (A&F) and BS in Social Sciences and Liberal Arts (SS & LA). I am happy to note that the response to these programs has been overwhelming from all the stakeholders – students, their parents and the employers. BS A&F attracted a much larger group of applicants and we had to admit twice as many students as we had originally anticipated.

The popularity of this program can be gauged from the fact that many bright and talented students from BBA stream applied and opted for BS A&F. Parents were pleased that their children would attain both academic degrees as well as professional qualifications. Employers, particularly in the Accountancy profession, were excited that the quality of intake into their profession would be enhanced substantially.

BS SS & LA was hailed, as it is the only program that offers a multi-disciplinary degree in Social Sciences and Liberal Arts in Karachi. The brand equity of IBA and induction of high-calibre faculty members have enabled many parents to

keep their children at home. Otherwise they had to incur heavy expenses for sending them abroad or to Lahore for their studies in this area. Many media houses have expressed their satisfaction that they will be able to access academically well-trained professionals to work in the industry. Other development-oriented and non-governmental organizations are also feeling the scarcity of high-quality social scientists. IBA graduates are likely to fill in these gaps.

The unique value proposition of these two programs is that the whole array of core courses, non-specialization courses, specialization electives, Personal Effectiveness course and Experiential Learning form an integrated chain of the whole learning process. Not only are breadth and width of knowledge, technical skills and techniques sharpened but other soft skills are inculcated. The ultimate purpose is to equip them for the challenges they will face as leaders in their respective fields.



MESSAGE FROM HUMA BAQAI



Greetings,

First and foremost, a very warm welcome to all who have become a part of the IBA family. This is the beginning of a new journey, where you get groomed 'to make it big' and that's a promise.

The Current this time is a bit behind schedule, for which we apologize. The compensation is that it is more in-depth, livelier & revamped; covering IBA's successes and milestone achievements. It covers all that has happened at IBA, the most happening place, from March to August.

My department, along with your valuable cooperation, which was very forthcoming this time, has worked diligently to put this issue together. A glance through the Current tells you that our theme for this edition, 'Committed to Excellence, Driven to Succeed', truly represents the progress currently taking place at IBA.

And last but not least, we at The Current want to initiate a new page, 'Talk to The Current', which will be based on your input and suggestions for further enhancements. We can only make this happen if you write to us. Please do so as this forum represents you, the esteemed members of the ever prospering IBA family!

Happy Reading,

Huma

FROM THE EDITORIAL DESK



New Beginnings

It is with great pleasure that the Communications Department welcomes Ms. Maryam Touheed on board.

According to our theme of 'Committed to Excellence, Driven to Succeed', The Current has been showcased in a new light; exploring new ways in terms of its graphical representation, we followed a theme using traditional tools of 'vision & education'. These tools played an integral role in the development of education, thus they depict IBA's commitment towards attaining excellence. The content of this edition is also more comprehensive and extensive.

We hope that you like this comprehensive and vibrant issue of The Current.

Acknowledgements

We would like to thank our readers for their frequent contributions and feedback. To provide feedback, please email us at: thecurrent@iba.edu.pk

We thank members of faculty, students and administrative departments for their continuous contributions, which make this newsletter an exclusive publication. In particular, we would like to thank the following for their guidance, contributions, photos & features:

- Registrar Capt. (Retd.) Ahmed Zaheer & the Administration Office
- Head of HR, Mr. Adnan Hameed & his team
- Dr. Huma Amir, Chairperson Marketing, IBA
- Mr. Jami Moiz, Assistant Professor Marketing
- Ms. Maheen Ghauri, Director IBA Summer School
- NTHP / Sindh Foundation Program
- The Faculty of Computer Science
- The Alumni Affairs Department
- The EMBA Program
- The Center for Entrepreneurial Development (CED)
- Student Societies and student contributors
- The Al Rashid Studio & the IBA Photography Society
- Mr. Muhammad Sohail Khan, Manager Purchase & his team



Maryam Touheed



Syed Imtiaz Ali



IBA ACHIEVES ANOTHER MILESTONE

IBA & CIMA — REACHING NEW HEIGHTS

Upholding the momentum of excellence and innovation in education, Institute of Business Administration (IBA) signed a Memorandum of Understanding (MOU) with the Chartered Institute of Management Accountants (CIMA), to enable mutual co-operation between the two institutes. The alliance was signed by Dr. Ishrat Husain, Dean and Director IBA, and Mr. Bradley Emerson, Regional Director (MESANA Region), at the IBA Main Campus, University Road, Karachi on Friday, 20th June, 2014.

This is an immensely favorable collaboration between CIMA, the world's leading professional body of Management Accountants and IBA, the most prestigious business school of Pakistan; the students of IBA will benefit tremendously in terms of not just acquiring academic qualifications, but also by gaining professional expertise through this partnership.

At the event, Mr. Sharjeel Hassni, Coordinator BS Accounting & Finance Program (AF) said, 'This is a very favorable alliance as merging professional skill development with academic qualifications will produce phenomenal management accountants.' He also said that the most favorable outcomes of this alliance will be maximum exemptions by CIMA

for students enrolled in the BS (AF) program, scholarships for the students and a joint collaboration in developing case studies.

Addressing the audience, Mr. Bradley Emerson, Regional Director CIMA, said that he was very impressed with the quality of teaching, faculty & the students at IBA. He also said that presently employers look for more than just knowledge and experience in a student; instead they are searching for people who are competent. He said competency is something that this collaboration will ensure. He emphasized that Pakistan needs to look beyond the Pakistani borders and this partnership between CIMA and IBA will help provide global talent for employers all over the world.

Dr. Ishrat Husain, Director IBA, commented that, 'IBA aims to be the choice school for global employers & this collaboration with CIMA will ensure global employment avenues for IBA's students and also help turn them into entrepreneurs rather than just employees. Thus a high caliber and a diverse crop of management accountants will be produced as a result of this alliance.'

Key Benefits

- To provide a faster track for university graduates to acquire both an accounting degree & CIMA professional qualification.
- CIMA to provide maximum exemptions to students registered for the BS (AF) program.
- CIMA to provide 10 free seats / year for IBA lecturers to attend the regular CIMA Continuing Professional Development (CPD) programs.
- Provision of funding for the development of local case studies, relevant to the CIMA / IBA BS (AF) program by CIMA.
- CIMA to assist BS (AF) students with internship and permanent employment.
- Support by CIMA to improve and further enhance the standards of IBA's teaching facilities.
- To enhance the quality of accounting education by incorporating professional requirements and needs in the program structure.
- To enhance the collaboration between university and accounting professional bodies, such as CIMA.



EVENTS & HAPPENINGS



AAP AND IBA INTEGRATE TO EDUCATE & EMPOWER CHILDREN FROM UNDERPRIVILEGED BACKGROUNDS

Institute of Business Administration in collaboration with Academic Achievement Plus, (AAP) a Karachi based NGO, held a show-case event at the IBA City Campus, Garden Road, Karachi on July 19, 2014. Over the summer, volunteers from IBA & AAP worked diligently to improve the English skills of children from underprivileged areas. In this event, the students of Abdullah Shah Ghazi Government School, TCF School Garden West & TCF School Qayumabad presented short plays, skits & speeches with great fervor and that too, all in English!

The event was attended avidly by Chief Guest Mr. Nisar Khuhro, senior faculty members of IBA, TCF & AAP representatives & proud parents. The audience was thoroughly entertained and impressed. This event highlighted the remarkable talent and potential of children from the less privileged segments of our society.

The event was well covered by the media, with one prominent news website stating that IBA made prominent people like Mr. Nisar Khuhro sit up and take notice of the plight of the underprivileged schools. Addressing the audience, Chief Guest Mr. Nisar Khuhro said, "I want to congratulate all the volunteers for their tremendous efforts and commend what AAP and IBA are doing for the nation by teaching these kids much needed communication skills in English – a global language. If we work together, we can improve the education in government schools all over Pakistan!" When Sara Ghulam Rasool, an 8th grade student from the TCF Qayyumabad campus, won the Spelling Bee Competition, an overwhelmed Mr. Khuhro awarded her with Rs. 5,000.

The children performed skits & musical segments on many integral issues of our society such as

'honesty', 'respect for others', 'tolerance', 'knowledge is power' & 'discipline'. They sang & performed songs like 'the earth is my mother' and how to save resources like water, plants and energy. The students gave various powerful speeches on the importance of receiving quality education & the need for women emancipation. A Spelling Bee Competition was also held, where the students spelled many difficult words correctly & confidently.

Mr. Arif Irfanullah, Trustee, AAP, said it was a tremendous effort on behalf of IBA volunteers & students alike, who had worked with utmost passion for the past 5 weeks. He thanked the parents for allowing their children to be a part of this favorable initiative, he also thanked the TCF schools' management for allowing AAP to work with their students to bring a positive change to the students' lives.

"I want to congratulate all the volunteers for their tremendous effort & commend what AAP and IBA are doing for the nation by teaching these kids much needed communication skills in English – a global language. If we work together, we can improve the education in government schools all over Pakistan!"
– Nisar Khuhro



MR. FAKHAR IMAM AT IBA KARACHI



An interactive session was held at the IBA Karachi City Campus with a prominent politician, ex-Federal Minister, and ex-Speaker National Assembly Mr. Fakhar Imam. In this informative session, he talked about the Parliamentary system of Governance in Pakistan, its development from the time of British rule and the time of independence to modern-day governance. He discussed the various changes to our Constitution and consequently its impact on various aspects of our society. He compared our socio-political and economic development with that of other emerging economies and regional powers.

Students asked many pertinent and pressing questions, to which Mr. Imam replied with his own analysis of the current situation and where the nation is headed economically, politically and socially.

WHEN WRITERS SPEAK



AUTHOR BINA SHAH ENTHRALLS AUDIENCE AT IBA

'Literature can be a 'powerful tool to heal Pakistan's identity crisis', Bina Shah.

As part of the activities at IBA Karachi's Ardeshir Cowasjee Centre for Writing, an interesting discourse has been initiated, engaging acclaimed authors and writers. 'When Writers Speak' is a series of talks by writers of repute, who share their views on different topics and ideas.

The first talk of the series was by Bina Shah on Saturday, 15th March, 2014 at the IBA Karachi Main Campus. Mr. Javed Jabbar, Chairman of the Writing Center, was also present at the session. Bina Shah is a famous Pakistani author with

notable scholarly and creative works to her credit, including 'Slum Child' & 'The 786 Cyber Café'. In her talk, she shared her thoughts on 'Literature: The antidote to the Pakistani identity crises'. She shared her research & ideas on the effect of Pakistani writers, writing in English on the contemporary and postcolonial environment. She talked about the formulation of the 'Pakistani identity' & the 'identity crisis' that stems for a modern Pakistani living in a nation of 'a myriad of ethnicities, histories, languages, religions, experiences', saying that she truly believes that literature can be a 'powerful tool to heal Pakistan's identity crisis'.



WRITER UZMA ASLAM KHAN CAPTIVATES AUDIENCE AT IBA

As part of the series "When Writers Speak," the IBA Karachi Ardeshir Cowasjee Centre for Writing presented another renowned author to its students & faculty. Uzma Aslam Khan discussed aspects of her writing and read excerpts from her works at the IBA Karachi Main Campus. Mr. Javed Jabbar, Chairman of the Centre, also spoke at the session.

Ms. Khan is a renowned writer with the incredible capacity of letting her readers become a part of her imagination that are shaped around the sights and sounds to which, most of us can relate. Her book 'Thinner than Skin' claimed the French Embassy Prize for "Best Fiction" at the Karachi Literature Festival 2014.

Ms. Khan not only discussed her writing, but also read selected pieces from her works. Most notably, she read excerpts from 'Thinner than Skin' & 'Trespassing'. She also talked about her use of what she calls "the holy trilogy," elements that help her shape her work, namely: surprises,

research and immersion. "Wonder and research go hand in hand and you just stumble upon [a story]," said Ms. Khan. She talked about her personal experiences inspiring her novels; 'Geometry of God', voted the Best Book of 2009 by Kirkus Review, she used her personal experience of living near a site where fossils were discovered as the setting to shape the story.

The readings were followed by a Q&A session. Upon being asked about the importance of staying in or leaving one's comfort zone as a writer, she said, "It can be really fulfilling to find one's comfort zone," while adding, "But it can be dangerous to stay in that shell." According to Ms. Khan, "I don't want to write the same book again. If two characters are similar, I have failed." She was asked about her favourite authors and she named Patrick Chamboiseau, George Orwell and Virginia Woolf, as few of the writers she admired. Concluding the session, she talked about the importance of extensive reading and the need for writing fearlessly.

The Ardeshir Cowasjee Centre for Writing is a unique initiative by IBA Karachi to enhance the writing skills of students. According to Dr. Framji Minwalla – Chairman of the Department of Social Sciences & Liberal Arts – and Ms. Maria Hassan Siddiqui, Professor at the Department, the Centre has been fittingly dedicated to the memory of Ardeshir Cowasjee, one of Pakistan's most renowned columnists, social activists and philanthropists.



WORKSHOP ON ENTREPRENEURIAL FINANCE



IBA CED conducted a workshop on Entrepreneurial Finance on 27 - 28 June, 2014 for entrepreneurs, executives from SMEs and non-finance managers. The workshop started with an overview of financial management, costing, managerial accounting and decision-making process. The trainer, Mr. Masoud Ali Khan, FCMA and a C-level professional, elaborated on the significance of finance in any business, along with differences in conventional and entrepreneurial finance. Other pertinent topics like risk-reward relationship, importance of Accurate, Relevant and Timely (ART) information, budgeting, forecasting, independent review and sensitivity analysis were also thoroughly covered during the two-day workshop.

CED collaborated with IBA's Center for Executive Education (CEE) and SMEDA for marketing of the

workshop with an aim to benefit a greater number of participants. The workshop ended with a note of thanks from Dr. Shahid Qureshi, Program Director CED, and a certificate distribution ceremony.



IBA DELEGATION ADDS ANOTHER FEATHER TO IBA'S CAP

The IBA Public Speaking Society (IBA - PSS) is immensely proud to share another milestone achieved by the four member delegation representing IBA at the Paris International Model United Nations (PIMUN) 2014, held from 22-25 May, 2014.

PIMUN brings together 700 international students for four days of intensive debates held at the United Nations Educational, Scientific and Cultural Organization (UNESCO) headquarters in Paris. Delegates participating in the Conference play the role of diplomats at the UN and other international organizations, and defend the interests of the country they represent. The future leaders tackle the difficult task of international negotiations & experience the intricacies of international politics.

The IBA delegation won the following awards at the conference:

Nabeel Shaikh
– Outstanding Delegate, UNESCO

Ramsha Wasti
– Honorable Mention, UNESCO

The IBA-PSS would like to extend their gratitude towards the Dean & Director, Dr. Ishrat Husain, for his support & Ms. Nadia Saeed, Patron of IBA-PSS, for her constant guidance & encouragement to the students. We hope the IBA PSS continues to bring glory to the institute.



HOISTING THE FLAG OF SOVEREIGNTY

The 68th Independence Day was celebrated with great zeal & fervor on Thursday, 14th August 2014, at the IBA main campus. A large number of IBA faculty & staff gathered for the occasion. The ceremony started off with the National Anthem, followed by the hoisting of the Pakistani flag by Dr. Ishrat Husain, Dean & Director IBA. Recitation of the Holy Quran and a Dua-e-Khair for the country's prosperity was offered.

Addressing the audience, Dr. Talat Wizarat reminded the audience of the struggles we had gone through to get an independent country, Pakistan. She emphasized that to keep our country flourishing, we all need to keep up our struggle towards promoting education, strengthening institutions & uniting the masses for a prosperous Pakistan.

Dr. Ishrat dedicated the day to our forces, stating that our forces & soldiers are fighting for our safety by combatting terrorism and it is because of them that we can sleep peacefully at night, so as a nation we should stand behind our forces for the sovereignty of our country. The attendees were in a very patriotic mood and the event was thoroughly enjoyed with clicking of happy pictures and an assortment of refreshments being sampled.



ATELIER 2014

The IBA Marketing Club has always focused on celebrating new ideas and creating events that instill innovation & creativity into the minds of our participants. It was with this in mind that Atelier was conceptualized. Atelier 2014 took place on June 24-25; a simulation-based marketing competition, where the participants, competing in teams of five, acted as the marketing departments of KFC and McDonalds. There were five rounds and two guest speakers. Round one focused on researching the current market situation and the brand's standing, and was judged by Dr. Zeeshan Qader.

The 2nd round involved the creation of a new product. The participants were required to think out-of-the-box and invent a variety of new ideas. The products were introduced via a presentation, and judged by Mr. Mohsin Nizam Zaheer & Mr. Mustafa Ramzan. An amazing and interactive session was also conducted by Mr. Amin Nasrullah on the 1st day. The 2nd day started with a crisis round for the participants, requiring them to think on their feet and come up with a media strategy to limit the damage. The 3rd round was

judged by Mr. Syed Salman Ali. The next round was an extension to the crisis situation, along with a surprise update in the middle of the round. The participants were judged on their quick thinking and the ability to handle pressure by Mr. Muntazir Haider.

The second speaker session was conducted by Mr. Shamyil Mooraj (CEO Black Betty), in which he emphasized the importance of entrepreneurship in the current scenario of Pakistan. The event was also graced by the presence of Dr. Shahid Qureshi (Program Director CED) followed by the final round of the competition; first the participants had to come up with a proposal for a celebrity endorsement and negotiate with their agents, and then come up with new ways to promote their brand, which were judged by Mr. Waqas Durrani & Mr. Obaid Rehman. The cumulative scores of all the five rounds resulted in Team 02 and Team 05, from City School PAF Chapter and Al-Hamd Academy, respectively, emerging as winners of Atelier 2014. Later on shields and certificates were distributed among participants. The Organizing Committee of

Atelier is thankful to the patron Mr. Jami Moiz & all others, who helped make this event a resounding success. We are proud of all our participants, and we hope to see them all next year.



SECOND INTERNATIONAL CONFERENCE ON MARKETING AT IBA KARACHI



After successfully conducting the first International Conference on Marketing in 2012 (IBAICM 2012), the 2nd International Conference on Marketing (ICM) was held on 3-4 May, 2014 at the Main Campus, IBA Karachi.

The objective of the Conference was to understand the ever-changing & diverse field of Marketing. IBAICM 2014 presented a blend of academic & corporate tracks under the theme of 'Changing Marketing Paradigms'. IBAICM 2014 opened with the address of Conference Convener, Ms. Yasmin Zafar who discussed that the marketing environment is changing and thus challenges marketers to gear up for the new market demands. In his address, Dr. Ishrat Husain, Dean & Director, IBA Karachi, advised marketers to '...assess the impact of marketing on vulnerable consumers, especially those at the bottom of the pyramid - a segment that may not

have the means to fulfill their aspirational needs of brand consumption.'

The Conference featured keynote academic speakers, marketing experts and paper presenters from the international and the national marketing arena. Some notable international speakers, who shared their research on the first day of the Conference included Dr. Hartmut Holzmüller, Chair of the Marketing Dept., Dortmund University & Dr. Khurram Sharif, Associate Professor Marketing, University of Qatar. A panel discussion on the topic of "Marketing to Millennials" was also a noteworthy session of Day 1 of IBAICM 2014 and panelists included renowned marketing experts, Ms. Yasmin Hyder, Mr. Jamil Mughal, Mr. Taher A. Khan, Mr. Omar Abedin and Ms. Arshy Ahmed. Day 2 had enriching paper presentations & panel discussions on "Marketing in Real Time". Notable

speakers included Ms. Roma Balwani (one of the top 100 global influential communicators), Dr. Jawed Ghani (KSBL), Mr. Aziz Jindani (P&G Pakistan) and Ms. Maliha Subhani, Marketing Director of PepsiCo, Pakistan.

With attendance from students, corporate delegates & research presenters from around the globe, IBAICM 2014 carried forward its ambition of identifying the key developments in the Marketing field and actively holding conferences of international stature. With the advent of digital platforms and an emergence of a borderless world, marketing practices are seeing a shift in paradigm. Hence, in this dynamic & challenging world of Marketing, it is imperative that the current marketers equip themselves with the latest knowledge about the markets they operate in. International conferences like IBAICM are an effort in this direction.



ON THE PRAGMATICS OF POETRY



The first lecture from the Poetic Reconstruction Series was organized under the aegis of the Department of the Social Sciences & Liberal Arts and the IBA Social Sciences Club at the IBA Karachi Main Campus. While Dr. Noman Ul Haq delivered his keynote address, "On the Pragmatics of Poetry," Mr. Rahat Kazmi participated as an honorable discussant.

Dr. Noman's signature poetic narrations and his lecture on the pragmatic aspects of poetry were informative and engaging. He initiated the session by discussing the practical and personal impacts on the personality of a typical poet. According to him, "a piece of good poetry can completely engross and develop immersion in a person." He presented the idea that a piece of poetry develops an eye for detail and the ability to identify the conceptual differences in the matrix present in the body of any poem.

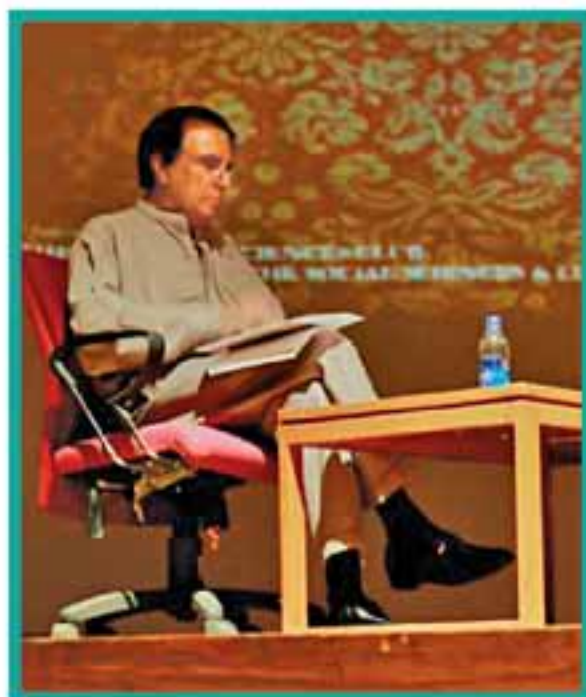
Mr. Kazmi later addressed the audience and spoke on the prevalence and pertinence of poetic art in society. Meanwhile, his knack for sarcasm and wit also served the purpose of entertaining the audience. The lecture ended with an

interesting Q&A round, where both speakers engaged with the attendees.

The second lecture was held on May 21st, 2014 at Ghani Tayyab Auditorium, IBA Karachi. The session, titled, "At the threshold of Ghalib" was lead by Dr. Noman Ul Haq, while Mr. Zia Mohyeddin honored the event as a discussant.

The subject poet for the talk was the man who has charmed generations with Urdu and Persian poetry, and indeed whose work is to remain eternal: Mirza Asadullah Khan Ghalib. The theme highlighted the imagery, metaphors, rich sound patterns and the masterly linguistic constructions of Urdu and Persian mélange in his poetry. The event observed a jammed chamber witnessing Dr. Haq's insightful discourse, and Mohyeddin Sahib's enactments and anecdotes. The series is an effort to revive our society's touch with its literary roots.

Poetic Reconstructions is a series sponsored by the Social Sciences Club and the Department of Social Sciences and Liberal Arts.



REJOICING THE SPIRIT OF RAMADAN



GRAND IFTAR 2014

Commemorating the Holy spirit of Ramadan, a lavish Iftar Dinner was held on Friday, July 11, 2014 at the Alumni Student Center, IBA Main Campus. The event was attended with tremendous zeal and fervor by almost all faculty members, head of departments and numerous staff members. Around 300 members of the IBA family graced the occasion with their presence.

The Alumni Student Center was decorated aesthetically for this grand affair. Senior members like the Dean & Director IBA, Dr. Ishrat Husain, Registrar IBA, Capt. (Retd.) Ahmed Zaheer, Associate Dean, Dr. Mohammad Nishat and various HoDs participated actively at the occasion to boost the morale and to promote a spirit of unity & harmony amongst the IBA employees.

The upper & lower floors of the cafeteria were laid out meticulously to accommodate the large and thriving IBA family. For Iftar, the attendees sampled sumptuous Ramadan delights, consisting of Pakoras, Samosas, Chat and for dinner, they enjoyed a hearty meal of Chicken Karhai, Barbecued Meat & Biryani.

The Maghrib prayers were lead in a congregation at the state-of-the-art prayer hall.

The Iftar was enjoyed tremendously and the attendees were seen happily posing for the pictures. The event ended amidst cheer and joy. IBA aims to arrange more such events for its employees to promote an air of goodwill & harmony amongst all.



TAQWA ALL THE WAY — SESSION BY IBA IQRA SOCIETY



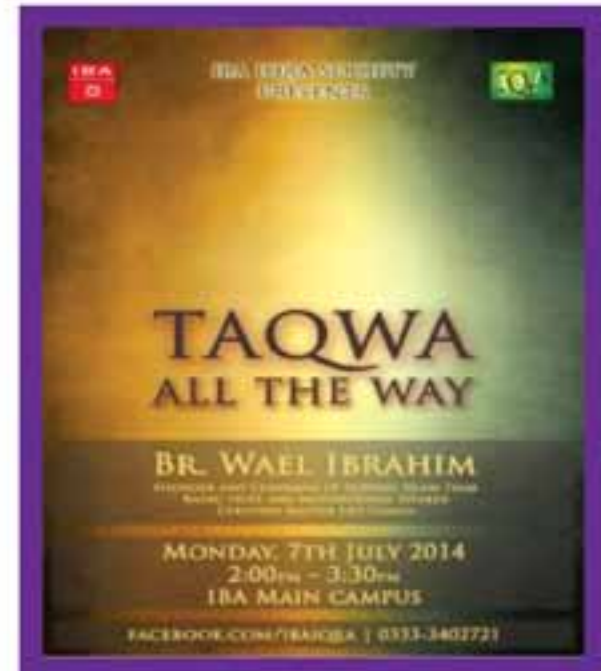
The Holy Quran states: "Fasting is prescribed for you as it was prescribed for those before you, that you may attain taqwaa." (Q2:183)

Celebrating the auspicious month of Ramadan, IBA Iqra Society arranged an interactive session in relevance to the Holy month and its blessings. This 1.5 hour session commenced on 7th July, 2014, Monday at IBA Main Campus Seminar Room, and revolved around the topic "Taqwa All the Way", delivered by Brother Wael Ibrahim from Hong Kong. Approximately 60 - 65 students, as well as some of the IBA Faculty, attended the session.

The speaker shed light on the true meaning of Taqwa, quoting a number of verses from the Quran, where the muttaqeen have been addressed by Allah SWT, defining the actual attributes of muttaqeen, as well as their final abode. He explained how Taqwa meant fearing Allah and creating a barrier between oneself and Allah SWT's wrath. He also talked about different social, societal, financial, psychological and

relational sins, which are prevalent in today's society, such as divorce, backbiting, riba, usury, etc. which invite the wrath of the Almighty Allah. He emphasized upon the purpose of the month of Ramadan and what each Muslim is expected to develop, taking this as being a month of training. Islam is not just a religion restricted to worship and there needs to be a balance between worship (Huqooq-ul-Allah) and between relations / dealings (Huqooq-ul-Ibad). The session ended with a commitment and a written promise by each of the audience to commit to one thing and stick to it even after Ramadan, followed by a short Q&A session.

The talk was inspirational and interactive, with frequent feedback from the audience. The speaker used stories to generate energy and interest among the audience. Brother Wael Ibrahim, being of Egyptian origin, is the Founder and Chairman of 'Serving Islam Team', a Radio Host, a motivational speaker and a certified master Life Coach, residing in Hong Kong.



RIWAJ CULTURAL AND FOOD FESTIVAL



A vibrant, full of life, food & cultural festival was held at the IBA main campus in May. This festival was a result of an MBA project for the course 'Integrated Marketing'. The main reason to initiate this festival was for the students to practice applying marketing tools for the use of brand activation. The festival / mela was a huge success, attended by a large number of students and faculty. There were many food stalls offering desi delicacies, as well as many fun rides, an opportunity to ride a "Qingqi (auto)" and to participate in fun competitions like tug-of-war, arm wrestling, etc.



IBA SUPERSTAR 2



The biggest game show in IBA's history, SUPERSTAR 2 was held at the IBA main campus in May. An MBA project for the course 'Integrated Marketing', it was about the implementation of the four P's of Marketing. Sponsors for this event were Nokia, Burger King & Shan Spices. Different competitions like quizzes, Facebook likes and eating competitions were held.

Students were asked to arrange these events in order to provide them with an opportunity to lead from the front, generate / manage resources and to inculcate leadership behavior in them. The finances for the events were purely raised through sponsors by the competent IBA students.



IBA IN THE SPOTLIGHT



NATIONAL CONFERENCE, BENAZIR BHUTTO - A NATIONAL ICON

Institute of Business Administration (IBA) in collaboration with Shaheed Mohtarma Benazir Bhutto Chair, University of Karachi, held a **National Conference, 'Benazir Bhutto - A National Icon'**, at the IBA City Campus, Garden Road, Karachi on Saturday, 21st June, 2014.

The Conference commemorated the 61st birth anniversary of a visionary leader & the first female Prime Minister of Pakistan, Shaheed Mohtarma Benazir Bhutto (BB).

The Conference was divided into two sessions, Session 1 was on 'Benazir Bhutto as Prime Minister; Her Foreign Policy & Politics of Reconciliation' & Session 2 focused on 'Benazir Bhutto as an Icon for Women, Youth & the Common Man'.

This conference highlighted BB's political prowess and her many achievements as a revolutionary leader, the eminent guests that spoke of her had all worked in close capacity with her and each of them was a witness to what a charismatic leader she was.

The Conference was a very successful event and was attended largely by many prominent guests from all walks of life, including:

Chief Guest – Senator Aitzaz Ahsan, Keynote Speaker – Mr. Hussain Haroon, Pakistan Peoples' Party Provincial Secretary - General Taj Haider, Senator Farhatullah Babar, Senator Raza Rabbani, Prof. N. D. Khan, Mr. Mahmood Sham, Mr. Fahim Zaman, Ms. Shahnaz Wazir Ali, Dr. Suleman Shaikh, Dr. Muhammad Ali Sheikh, Dr. Shuja Ahmed, Prof. Shahida Kazi (Director Shaheed Mohtarma Benazir Bhutto Chair, University of Karachi), Prof. Dr. Muhammad Qaiser - Vice Chancellor, University of Karachi, Dr. Ishrat Husain, Dean & Director IBA and Dr. Huma Baqai.

The event also received major media coverage by prominent TV channels, newspapers and news websites. Representatives of renowned media organizations such as PTV, Geo, Samaa, Express News, Dunya, Aaj, Dharti, Jaag TV, Express Tribune, Dawn, Daily Times, Business Recorder, Pakistan Observer, Regional Times, etc., covered the event in depth.

Keynote speaker, Mr. Hussain Haroon, former Pakistan Ambassador to the United Nations, highlighted the distinguished & personal characteristics of BB, telling the audience that she was an outstanding leader who connected with women of Pakistan in a very personal manner.

While, Prof. Dr. Muhammad Qaiser, Vice Chancellor, University of Karachi, emphasized how BB possessed immense talents as a great leader and was a role model for women, as well as an ardent women's rights activist.

Expressing his views, Senator Aitzaz Ahsan touched upon BB's resilience in the face of adversity, her work for women's rights and her strong stand on resolving international issues such as the Palestine, Bosnia and Kashmir conflicts.

Shedding light upon her political prowess, Dr. Ishrat Husain, Dean & Director IBA said that BB wanted to shape the destiny of the country; her vision was progressive & moderate, looking towards economic prosperity of the region. He further added that she was a strong advocate for making education accessible to the masses.

Distinguished speakers, such as Mr. Fahim Zaman & Mr. Taj Haider, expressed how she was a herald of peace who preached peace, unity & democracy.



PTV'S 'SUBHE NAU' FEATURES IBA KARACHI'S NTHP INITIATIVE



PTV, the channel with the largest reach in Pakistan, held an exclusive program dedicated to IBA's National Talent Hunt Program (NTHP) & Sindh Foundation Program (SFP) initiatives. Dr. Ishrat Husain and Mr. Iqbal Ghazi, appeared as guests on PTV's live morning program 'Subhe Nau' on 18th March, 2014, accompanied by two students of IBA's NTHP program, Faiza Shafqat (BBA IV) & Nadeem Hussain (BS (CS) VIII).

The show started with Dr. Ishrat's description of how the program functions, the admissions process, the features and benefits of the initiative, as well as IBA Karachi's instrumental role in discovering and then nurturing the hidden talents of the country. He talked about the Sindh Talent Hunt Program (which later became the Sindh Foundation Program) and the expansion of the

initiative to include students from Pakistan's other provinces, emphasizing his desire to expand this Program even further to the province of Balochistan and to make it a truly national initiative. Later, Mr. Ghazi shared his plans regarding a more long-term solution for financing the Program through a permanent Endowment Fund Reserve for the cause.

This show generated a lot of interest and many live calls were received and addressed personally by Dr. Ishrat Husain; answering the questions of the callers on these initiatives. A documentary on IBA Karachi was also showcased on this show.

Ms. Samra Arsalan, the host of the show, asked the students about their academic journey to IBA Karachi and their experiences at the institution.

Faiza said, "IBA's NTHP has given me a lot and IBA Karachi has given me hope, it has paved mine and other underprivileged students way towards a better future." She also said, "Initiatives like these allow underprivileged students to study at any prestigious institution with utmost confidence."



EXTRAORDINARY PAKISTANIS — III

"I am humbled by the piece that appeared in The Express Tribune. Although it appears as a recognition of an individual but it is in fact a collective tribute to all the IBA family, faculty and staff. I couldn't have accomplished this alone, without your support and assistance. Thank you very much and I look forward to your continued cooperation." — Dr. Ishrat Husain

Dr. Ishrat Husain shatters every negative stereotype we have of Pakistani leaders today. As the Dean and Director of IBA, Dr. Ishrat has quietly raised a large amount for the transformation of one of Pakistan's finest institutions of higher learning. Dr. Ishrat throws the full weight of his credibility to build the profile and step change the performance of every institution he serves. Prior to IBA, Dr. Ishrat ushered in a similar era of transformation as Governor of Pakistan's Central Bank, leading an internationally-recognized program of restructuring at the Central Bank. I interviewed Dr. Ishrat to understand his leadership style and explore what all of us could learn from him.

"Hard work is number one," shares Dr. Ishrat, as he reveals the drivers of his success. "There are no short cuts to success. Second, I try to be adaptable and constantly learn new ways of doing things. It's important to know about new developments taking place in your country and the rest of the world. For example, when I was working at the World Bank, I kept a close eye on the macroeconomic landscape in Pakistan, which gave me a head start when I joined as the Governor of the State Bank. Meanwhile, most boys and girls today are so narrowly focused on their grades that they don't even take the time to read newspapers

to understand what's happening around them. This has to change."

Sometimes we give Pakistani leaders an easy pass for working in such a difficult, politically-charged environment (let's face it, we're a difficult nation to govern). I know of friends who argue that it's okay for leaders to be a little corrupt as long as they're effective and get the work done. Dr. Ishrat is a striking example of why these are false and unnecessary moral dilemmas. Pakistanis can be honest, successful and well-respected at the same time. "One of my nephews flunked the entrance test at the State Bank and the Human Resource department recommended an exception to hire him as he was a foreign qualified MBA," shares Dr. Ishrat. "I refused to make an exception and when word got around, people realized I would walk the talk. I keep telling my graduating classes that they'll have lots of temptations to take short cuts. But even if you tell yourself you'll only take a short cut once you'll open a Pandora's box for yourself. Your integrity should be impeccable. There should be no double standards."

When I ask Dr. Ishrat how he manages to keep such a diverse group of stakeholders (donors, students, faculty and administration) happy and still be so well-respected, even when it's almost impossible to keep everyone with competing interests satisfied, he shares the following philosophy: "With donors, it's transparency and credibility that's enabled us to raise a large amount. I keep donors regularly updated on where their money is being spent. For students, faculty and the administration, it's basically an 'open door policy' and the fact that they'll be treated fairly, which enables me to gain their trust. Frankly, all of these

stakeholders are partners in our success. The leader simply gets the credit but I couldn't do this without them."

Dr. Ishrat's proudest accomplishment isn't his prestigious Hilal-e-Imtiaz award or the Asian Banker Lifetime Achievement Award, but instead it's IBA's National Talent Hunt Program. "When sons of chhaprasis and fishermen can attend IBA and break the cycle of poverty, that's my proudest and happiest moment."

What advice does Dr. Ishrat have for young IBA graduates? "It's easy to blame others, find fault or wait for a messiah to save us," he says. "Instead, we have to have confidence in ourselves, a 'can do' attitude and make our best effort for Pakistan. Sometimes we will succeed and sometimes we will fail. But if we don't try, we have already failed." IBA graduates are already known for their excellence in Pakistan and around the world. If they (and the rest of us) can follow Dr. Ishrat's advice, together we can become an unstoppable force for the good of Pakistan.

The purpose of this article is to find and share inspirational stories about everyday Pakistani heroes (if you know someone who should be profiled, send me a tweet @Mbilalakhani). If we don't share these stories about Pakistan, no one else will.

By
M. Bilal Lakhani

Published in Express Tribune, July 17th, 2014
A graduate of Columbia University's Graduate School of Journalism

IBA — NATIONAL TALENT HUNT PROGRAM 2014



ORIENTATION PROGRAM — BATCH 2014

On May 16, 2014, students belonging to Sindh, Punjab, Khyber Pakhtunkhwa, Gilgit Baltistan & Balochistan provinces joined the NTHP Orientation Program — Batch 2014. The training classes commenced on May 17, 2014 and ended on June 21, 2014.

These students were taught English Grammar & Composition, Mathematics and Presentation & Communication Skills during the one month orientation program by IBA's faculty. During the orientation classes, IBA's CED Entrepreneurship conducted a 15-hour Workshop on Entrepreneurship for the NTHP students. During this workshop students were introduced to the concept of Entrepreneurship and its benefits to the economy of Pakistan. They were also familiarized with the IBA Cowasjee Writing Center, to improve their writing skills, which are necessary for the aptitude test. Around 57 students of HSSC LEVEL-I & HSSC Level-II have appeared in the

Aptitude Test of BBA / BBA [Entrepreneurship] / BS (Acc. & Fin) / BS (SSLA) from Karachi, Lahore & Peshawar Centers, which was held on June 22, 2014. Some of the students with engineering backgrounds appeared for the BS (CS / Economics & Mathematics) test, held on July 20, 2014.

The Coordinator, Dr. Zeenat Ismail, met the students after their aptitude test and wished them best of luck for the upcoming results.



IBA — NATIONAL TALENT HUNT PROGRAM 2014

The academic year 2014 has been very successful for the National Talent Hunt Program. This success wouldn't have been possible without team effort and diligence. We would like to thank our sponsor, IHSAN TRUST for sponsoring the National Talent Hunt Program and encouraging the talented

students of HSSC Level-I & II from all over Pakistan to become a part of IBA and thus changing their lives and outlook accordingly.

This year, from the NTHP, 06 students have successfully been admitted in the BBA program, 10

students in the BS (CS), 04 students in BS (ECO & MATHS) and 02 students in the BS (SSLA) program. Therefore, altogether, 22 students have provisionally been admitted in the undergraduate programs, under the National Talent Hunt Program 2014.

IBA — SINDH FOUNDATION PROGRAM — BATCH 2014

The academic year 2013 was quite fruitful for the SINDH FOUNDATION PROGRAM. This success was due to the teams' efforts and dedication. We would like to thank to our sponsor, COMMUNITY DEVELOPMENT PROGRAM — CDP, Planning & Development Department, Government of Sindh, for sponsoring the Sindh Foundation Program and encouraging the talented students of HSSC Level-II from all over Sindh to become a part of

IBA and expand their horizons with the foundation training program. This year 01 student has successfully been admitted in the BBA Program, 04 students in the BS (CS) program and 01 student in the BS (ECO & MATHS) program. Therefore, overall 06 students were provisionally admitted in the undergraduate programs, under the Sindh Foundation Program 2014.

The NTHP and SFP teams would like to thank Dean & Director IBA Karachi, Dr. Ishrat Husain for his unprecedented support and our gracious donors, as without them the above initiatives would not have been possible.

The NTHP and SFP teams congratulate the inducted students and wish them success in their future endeavors.

"NTHP STUDENT FACILITATOR" DEVELOPED BY AN NTHP SCHOLAR OF BATCH 2010



NTHP Student Facilitator is a Social Entrepreneurship website that aims to aid online learning and test preparation for aspiring NTHP Program candidates (<http://nthpstudentfacilitator.com>). The project was supervised by Mr. Ali Hashmi.

The website aims to help the students of National Talent Hunt Program to search useful content online, including:

1. Online Quizzes of English & Mathematics based on the IBA Test Pattern
2. Past Papers of the NTHP Assessment Test
3. Past Papers of the IBA Aptitude Test (BBA / BS Programs)
4. Books on Test preparation, SAT Level-I & II, GRE English, Presentation & Communication Skills
5. Online Forums

Though designed primarily for NTHP students aiming to get admission in IBA, the website (like www.coursera.org) will have a global reach and aims to attract students with an internet access, from all over Pakistan. Finding the right content for preparation is a major problem faced by these students. Our focus is to provide students with content that will guarantee a good learning and understanding of the entry test paper.

The NTHP Student Facilitator was designed and developed by Lubna Shamsher Khan, student of BS (CS) an NTHP Scholar Batch 2010 and Sundas Alvi, Student of BS (CS) program.

The Coordinator, Dr. Zeenat Ismail, encouraged the students for their valuable contribution to the NTHP Program, which will help the new NTHP students to

prepare & use the NTHP Student Facilitator website for preparation purposes.



NTHP SCHOLAR SHINES IN THE INTERNATIONAL ACADEMIC SPHERE

The Washington Centre: Internships and Academic Seminars - Washington DC

Syed Shahaiz Shahid Gul, BBA-6, NTHP – Batch 2011; acquired a 5 month long internship at The Washington Centre, where he experienced intense learning, social activities engagement and also attained a first-hand experience of the corporate world.

"During these 5 months, I studied International Marketing & Business Strategies academic course with Mr. Stephen Hall, under one of the most diversified academic environments, amongst students of more than 30 nationalities. Students sharing their country's business / market experiences, provided me with insights to grip the core concepts of the academic course. I enjoyed my classroom activities and held a distinction by

achieving the only 'A' grade in my class," said Shahaiz.

Finally, the major chunk of the program was the internships. "I interned at the The Union of Turkish Chambers of Commerce and Commodity Exchanges. It was a governmental organization, with more than 213 business councils. So meeting business delegates and assisting them in their trade deals was my key role as an internee at this organization. This internship was my first exposure to the corporate world and working with people from organizations, as that of Morgan Stanley, was no less than a dream come true for me."

Shahaiz said that he was really honored to represent IBA & National Talent Hunt Program on an international platform and that IBA was highly regarded at the Commencement Day after listening to the struggle stories of NTHP students like him.



NTHP STUDENTS TO SHINE AT THE GLOBAL ARENA!



GLOBAL UNDERGRADUATE EXCHANGE PROGRAM FOR PAKISTAN 2014

S. No.	Name of Student	Enrolment Program & Equivalent Semester at IBA During Fall 2014	Donor	Batch	University to be Attended
1.	AMJAD KHAN	BS (CS) - VII	IHSAN TRUST	2011	Missouri State University
2.	IRUM RAZA	BS (CS) - VII	IHSAN TRUST	2011	Xavier University in New Orleans, LA
3.	HASEEB FAKHAR AKHUND	BS (Acc. & Fin.) - V	IHSAN TRUST	2012	Concord University WV, USA
4.	ZEERAK ZUBDAH	BBA - V	IHSAN TRUST	2012	Winona State University, Minnesota

NTHP proudly announces that four of our exceptional students from the National Talent Hunt Program have been selected for the 'Global Undergraduate Exchange Program for Pakistan 2014'.

PROGRAM DETAILS:

In 2010, the Global Undergraduate Exchange Program - Pakistan (Global UGRAD-Pakistan) was launched by the Bureau of Educational and Cultural Affairs (ECA) of the United States

Department of State. The program in Pakistan is administered by the United States Educational Foundation in Pakistan (USEFP) and in the United States by the International Research & Exchanges Board (IREX).

The Global UGRAD Program is designed to award undergraduate Pakistani students enrolled at a university in Pakistan. The Global UGRAD - Pakistan program offers cultural / academic exchange through a non-degree program for a semester at a university in the U.S.

PROGRAM GOALS:

The program is intended to promote mutual understanding between the people of the United States and the people of Pakistan and provides full-time undergraduate students from Pakistan with the opportunity to enrich their education and experience through one semester of full-time, non-degree academic study in the United States. The program will also expose fellows to the principles of social responsibility in the U.S. through a community service component.

EMBA NEWS

PATTERN OF EMBA APTITUDE TEST CHANGED



THE EXECUTIVE MBA TEST IS NOW PRACTITIONER-FRIENDLY!

After receiving feedback from the industry leaders and monitoring the results of IBA Executive Master of Business Administration (EMBA) test for the past 5 years, IBA decided that its EMBA admission test needed a fundamental change, as many high achieving, mid-career professionals couldn't be enrolled into the program, due to an excessive emphasis on Advanced Maths in the admission test.

The IBA Academic Board, after careful consideration, is pleased to inform that the EMBA test has undergone a transition, keeping in line with global practices; it's now more practitioner-oriented, yet upholding the same high academic values of IBA.

The IBA Academic Board has introduced a new format, applicable from the EMBA admission test held on August 3, 2014 and onwards. The new format consists of 4 elements, each carrying 25% weightage:

1. Applied Maths
2. Business English
3. Case study, Presentation
4. Interview

To measure the success of the modified EMBA test pattern, we asked the EMBA Program Department the following questions:

TC: How many people applied with the old EMBA test pattern last year?
EMBA: 113

TC: How many people applied this semester after hearing about the revised 'practitioner-friendly' pattern?
EMBA: 165

TC: How many candidates cleared the test last semester with the more difficult test?
EMBA: 34

TC: How many candidates cleared the test this year with the changed pattern?
EMBA: 71

TC: Overall, how was the change in the EMBA test pattern received by the candidates?

EMBA: The change in the test pattern was largely appreciated & applicants responded positively. Upon hearing the changes made in the test, several applicants were keen to apply for the EMBA test.

The result of the EMBA test's practitioner-friendly changed structure is very positive as more than double candidates were inducted into the program, as compared to the last year.

We hope that this new format will address the issues of relevance and appropriate targeting while maintaining the rigor and quality for which IBA does not make any compromises.



Institute of
Business Administration
Karachi
Leadership and Ideas for Tomorrow



EMBArk upon a Journey to Excellence!

Inviting all Aspiring, Practitioners to Become a Part of the IBA Legacy

The IBA Executive MBA (EMBA) programme, customized to ensure professional success in the corporate world is now more accessible. The EMBA test has undergone a transition; it's now practitioner-oriented, yet upholding the same high academic values of IBA.

The new test format consists of 4 elements, each carrying 25% weightage:

- Applied Maths • Business English • Case Study, Presentation • Interview

HBL & IBA SIGN MOU FOR BANKING SERVICES



Karachi: HBL, Pakistan's largest bank, recently signed an agreement with IBA, Pakistan's most trusted name in the higher education sector for HBL Employee Banking solutions. The solution will allow IBA to avail customized payroll and salary account services for IBA's employees in Pakistan. HBL Employee Banking solution will provide Debit Cards, Internet Banking, SMS Alerts, Mobile / Phone Banking, Consumer Leading (Mortgages, Auto Financing, Personal loans & Credit Cards) on preferential terms. These services will be further extended to IBA students to facilitate them with customized banking products.

Mr. Nauman K. Dar, President & CEO HBL, said, "HBL is proud to be a strategic partner with IBA, Pakistan's premier business school with a

glorious legacy of almost 60 years. For us at HBL, this partnership reflects education as the core focus of our business as we will be working alongside an institution that acts as a driving force for domestic as well as international economies. This alliance will facilitate IBA's faculty and its students."

Dr. Ishrat Husain, Dean & Director, at the occasion said, "IBA is pleased to enter into this agreement with HBL. We hope that the IBA community – the students, faculty, staff and other stakeholders will benefit from the efficient and convenient financial services, which HBL is likely to provide at our campuses."



Dr. Ishrat Husain, Dean & Director IBA (left), while exchanging documents with Mr. Nauman K. Dar, President & CEO HBL (right), during a signing ceremony recently held at IBA, Karachi.

IBA Summer School 2014

The IBA Summer School program was launched in 2013, and it offered new and innovative courses this year as well. The Summer School concept is to develop a wide range of academic & skill-development courses for a diverse population of students and adults; to provide them with an opportunity to enhance their academic, professional & personal experience, under the tutelage of eminent and experienced personalities. Through this program, participants also get a chance to interact & network with a diverse group of students and faculty, in a sociable & dynamic environment.

The IBA Summer School 2014 offered a wide range of 2-6 week short courses in Photojournalism, Public Speaking, Business Communication, Presentation Skills, Chamber of English Language, Introduction to Branding, HRM using SAP, etc., from July to August 2014. The target audience were primarily students, enrolled in O-levels / Matric, or at a higher level in any

discipline and adults (minimum qualification of O-levels / Matric).

One of the highlights of the program is that Sara Khatri, a student of Photojournalism course, worked on a photo story for this course as her final project and it has been accepted by the Express Tribune Magazine to run as their cover feature story in the 24th August issue. The Photojournalism course was taught by an independent Freelance Photographer / Photojournalist, Khaula Jamil, who started and runs Humans of Karachi.

The IBA Summer School 2014 commits to expanding its programs & services to provide education & skills to individuals, who are looking to advance their careers or pursue personal enrichment.



A NEW BEGINNING IBA ORIENTATION 2014



Orientation Fall – 2014 was held on 23rd August at the IBA Main & City Campuses. The event comprised of 3 sessions; 2 sessions for BBA & BS Programs were held at the Main Campus and a session for MBA (evening) and MS Computer Sciences was held at the City Campus.

The orientation began with the recitation of the Holy Quran, followed by a briefing on IBA's code of conduct & diverse facilities by Capt. (Retd.) Ahmed Zaheer, Registrar, IBA. An introduction to IBA was made by the Director Alumni Affairs, Mr. Zafar Siddiqi, who guaranteed the parents that their children were studying in one of the top institutions of Pakistan. He named many IBA alumni, who are either CEOs or in top management positions in leading MNCs, FMCGs, banks and almost all integral segments of the society. He said IBA graduates take the lion's share in managing these esteemed organizations and amongst its prominent alumni are the President of Pakistan, Mr. Mamnoon Hussain and Mr. Shaukat Aziz, a former Prime Minister of Pakistan.

An overview of different programs offered at IBA and introductions to the Faculty Members & Chairpersons were provided by the respective Associate Deans. An overview to student societies was also given by the Student Counselor.

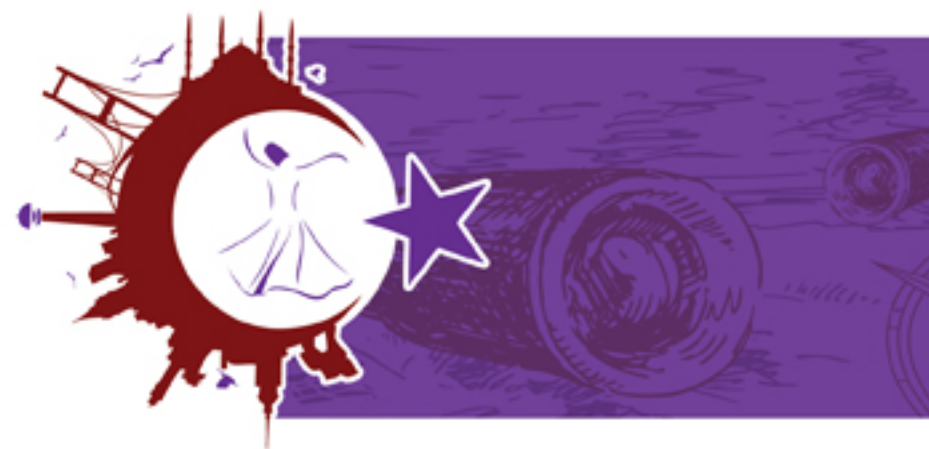
Addressing the audience, Dr. Ishrat Husain, Dean & Director, IBA Karachi, welcomed the newcomers and briefed them about IBA's progress and vision for the future. An insightful Q&A session followed his address.

The session ended with refreshments, followed by a campus tour for the students to familiarize them with their new academic home. The student societies had also arranged their informative sessions and stalls outside the auditorium, in which the happening societies like the Photography and the Adventure Club society generated a lot of interest.

The IBA orientation acquainted the students with IBA, provided them an opportunity to get all their queries answered and to socialize with their future classmates.



TURKEY STUDY TOUR 2014



In August 2014, a group of 20 students led by Dr. Amber Gul Rashid & Mr. Jami Moiz embarked upon an exciting 7 day trip to Istanbul, Turkey. The objectives of this trip were two-fold, the foremost was to understand the Turkish business & socio-economic environment and to obtain insights to the Turkish consumer behavior. The second objective was to appreciate the historical, cultural & economic development of the Ottoman Empire and its transition to a republic & democratic country.

The well-organized trip was a perfect mode of enriching the participating students' learning experience; enabling them an insight into the rich Turkish culture.

The weeklong activities included:

- A corporate visit to YUM Foods, where the Managing Director, Mr. Sabir Sami (an IBA Alumnus), explained the concept of franchising in Turkey. He shed light on the importance of market research & consumer insights, explaining that Turkey is a fast paced and a growing market. YUM Restaurant is proving its mettle in Turkey, under the leadership of Sabir. It was a remarkable and an informative session.
- A KOC University tour was embarked upon; the university was established by the KOC Foundation of the KOC family; a huge conglomerate that contributes around 12% to the Turkish GDP. The university is located on the outskirts of Istanbul, away from the hustle bustle of the city, providing the students an environment of excellent learning. The students were hosted by Ms. Julienne Pacheco (International Programs & Global Recruitment Specialist), who provided them with an extensive understanding of the KOC Student Exchange Program. The students were given a detailed tour of the campus, including the Business School, Engineering Faculty and the Social Sciences School.

- A trip to Reckitt Benckiser, courtesy Tahir Malik (IBA Alumnus and Country General Manager Reckitt Benckiser, Turkey), was arranged. Students participated in a three hour, interactive session with the Sales Director, Mr. Savan Tuysuz, at Reckitt Benckiser headquarters in Turkey. Mr. Savan gave a historical, economic & political background of Turkey and how it contributes to the current market scenario. The session enabled the students to compare the trade practices of Pakistan against Turkey's.

- Apart from the corporate visits, the students were also given a tour of the historical landmarks, including the magnificent Blue Mosque, Hagia Sophia Museum, Topkapi Palace, Hippodrome, Egyptian Bazaar, Pierre Loti Hill and the Grand Bazaar. These visits familiarized the students with the rich Ottoman history & diverse culture, exposing them to the breathtaking Turkish architecture.

The trip broadened the horizons of our students and provided them with an overview of the academic and international trade practices. The Study Tour also enhanced the students' understanding of Turkey, a nation at the crossroads of Europe and Asia.

The students of the Turkey Study Tour would like to thank Dr. Ishrat Husain, Dean & Director IBA, Dr. M. Nishat Associate Dean, Dr. Amber Gul Rashid and Mr. Jami Moiz for organizing and encouraging these study tours that enhanced their understanding of cross cultural & global marketing trends.

Contributors:

Sehrish Irfan (BBA Senior)
Maheen Patel (BBA Senior)
Sarah Rahman (MBA Evening)
Shumail Nini (MBA Junior)



FACULTY OF COMPUTER SCIENCES



FCS HOSTS 10PEARLS CONNEXIONS'14

The success of 10Pearls Connexions'14 was a great motivation for the students soon to enter the industry. The Student Centre Event Hall was packed with students, teachers and industry representatives, since the program commenced at 9 am.

Eleven groups of students displayed their projects for the audience and provided demonstrations. Mr. Zeeshan Aftab and his team from 10Pearls, our Platinum Sponsors, were present all day and involved the attendees in various activities. Evaluation sheets were distributed among the

judges, who graded the participants on various criteria. Students also participated in voting for the 'Student Choice Award'.

It was a perfect day for the teams to interact with the industry since more than 15 people from the industry were present to provide their feedback. These included representatives from 10Pearls, Teradata, InfoTech, State Bank and other companies.

By student vote, Quad Copter by Mirza Taimoor, Nafey Qureshi and Munib Mir was awarded the first

position, Chotu by Imran Hemani Safeer Hussain and Nabeel was declared as second and E-sketch by Sumera Saeed, Muniba Sikandar and Samina Kanwal as third. Dr. Ishrat Husain, the Dean and Director of IBA, was also present at the event and delivered the closing speech. The phenomenal success of Connexions'14 reflected the dedication and fervor of the IBA Computer Sciences Society.

We would like to thank our Event Partner, 10Pearls for their dedication towards making this event a success!



AWARDS & REWARDS

FCS FINAL YEAR PROJECT EARNS US \$10,000 SCHOLARSHIP

CloudKibo, a video conferencing solution and a virtual school system, developed by a group of three BS (CS) students from the Class of 2014 has earned US \$10,000. The earned amount would be awarded as scholarship for the MS (CS) Program at IBA. The project was a Final Year Project of the following students and was completed under the supervision of Dr. Shakeel A. Khoja:

- Sojharo Mangi
- Nadeem Hussain
- Saba Channa

IBA takes pride in its National Talent Hunt Program (NTHP) as all three students are the scholars of NTHP.



KARACHI CHOTU RANKED 3RD IN ROBOCUP IRANOPEN 2014



'Karachi Chotu' participated in the International RoboCup IranOpen 2014, held in Tehran, Iran from 7th - 11th April, 2014. The team qualified in the RoboCup@Home league, which aims to develop service and assistive robot technology to promote Social Robotics. The focus lies in the research areas of Computer Vision, Navigation, Object Recognition / Manipulation and many others.

Team Karachi Chotu has been working on TurtleBot and ROS (Robot Operating System) as their Final Year Project at IBA - FCS. Out of 11 teams, only 5 teams qualified for the Home league

of the competition. It is the first team to represent Pakistan in an International RoboCup @Home league competition.

Karachi Chotu secured 3rd Position in the competition and the team's performance was appreciated by the Organizing Committee of IranOpen. The team also collaborated with an Iranian University in one of the challenges.

The Team: Dr. Sajjad Halder (Supervisor), Imran Hemanl, Safeer e Hussain and Nabeel Rajput.



TEAM E-SKETCH GRABS 2ND PLACE IN PROCOM'2014

A team of IBA Computer Science students won the Runners-up Award in the Mobile Application Exhibition and Competition in the Procom'2014. Held at FAST University from 9th - 10th April, Procom'2014 is the Annual Mega Event attracting students from IT, Engineering & Business fields.

The Mobile App Competition invited tech-savvy students to show off their mobile apps, developed on Android and Windows Phone platforms. Team "E-Sketch" outshined 10 teams from universities around Karachi including FAST, NED, KU and

others, adding yet another commendation to the IBA flag.

Developed for use by both students and professionals in the technology field, the "E-Sketch" android app is aimed at reducing the time taken from software design to coding. It provides a smart shortcut for users to convert their hand drawn sketches of forms into real GUIs by just clicking a photo. It is an FYP project of BSCS senior students including Muniba Sikander, Samina Kanwal and Sumaira Saeed.

IBA congratulates them for their commendable achievement!



IBA STUDENTS WIN 1ST PRIZE AT DEVELOPERS DAY HELD AT FAST — NU

Two 5th semester IBA students from the Faculty of Computer Sciences, Anamta Khan and Taha Hassan, participated in the Speed Android Application Development competition at the Developers Day held at Fast-NU.

Their task was to develop a Business Management Application allowing multiple user logins and

scheduling, within a time constraint of two hours. We are proud to announce that they were awarded first prize for completing the task within time & with a complete working code!

The judges praised their work and IBA congratulates both of them for bringing fame & prestige to IBA!



OUTSTANDING RECRUITMENT AWARD



FCS IBA is proud to announce that the ACM IBA Chapter has been awarded the "Outstanding Recruitment Award" from ACM for the year 2013-14! Nominees from around the world filed their nominations for this prestigious award and IBA has emerged victorious!

ACM IBA now stands amongst the top chapters from around the world; a prize of \$500 prize was awarded along with this prestigious award. The FCS community would like to congratulate the management team for their tireless efforts towards making this honor possible.

COLLABORATIONS

FCS IBA is joining hands with Cisco to offer up-to-date training material and discount vouchers to our students on their premium certification exams. This would benefit our students to enhance their networking skills and also help them acquire professional & career-oriented knowledge. Access to the international Cisco community will open up doors to more opportunities, latest trends & best practices of the industry.

FCS PHD SCHOLAR JOINS EPFL SWITZERLAND

A PhD Scholar at FCS IBA, Mr. Zaffar Ahmed Shaikh, was awarded HEC-IRSIP Scholarship earlier this year. He has joined as a Visiting Doctoral Student at React Group of EPFL, Switzerland from 4th July, 2014. Dr. Shakeel Ahmed Khoja, Professor FCS IBA Karachi and Dr. Denis Gillet, Senior Scientist, EPFL have tasked Mr. Shaikh to develop a unique Recommender Strategy for GRAASP PLE prototype. His Recommender Strategy will be based on his work on incorporating guidance in E-learning environments. After successful development, this Recommender Strategy will be implemented in European Union's Flagship E-learning project "Go-Lab".

We wish Mr. Zaffar best of luck for his endeavors.



ANNUAL UNDERGRADUATE FYP EXHIBITION AND AWARD



This Fall 2014, two major events, ConneXions and the Final Year Project (FYP) Symposium, were held to award the students for their year-long academic project / research.

The ConneXions event was organized by the Computer Science Society (CSS) at IBA to award

three best projects in which projects from universities all over Pakistan were exhibited. The top three projects received cash prizes of Rs. 40k, 20k and 10k. Following ConneXions, the FYP Symposium was held to further evaluate the FCS student projects for the award of department gold medal.

The specific evaluation criteria included: requirements analysis, understanding of the competitor products, utility of the developed software / product, software design, software demo / execution, project completion status, professionalism and presentation skills.

1ST POSITION (GOLD MEDAL)

Autonomous Hover of QuadCopter

Team Members:

1. Abdun Nafay Qureshi
2. Mirza Muhammad Taimoor
3. Munib Mir

Supervisor:

Dr. Hisham bin Zubair

2ND POSITION

CloudKibo

CloudKibo, a complete video conferencing solution with a vision to make a virtual classroom environment possible.

Team Members:

1. Sojharo Mangi
2. Saba Channa
3. Nadeem Hussain

Supervisor:

Dr. Shakeel Khoja

3RD POSITION

Chotu

This project entailed adding "skills" to the TurtleBot® and making it socially interactive. Robot Operating System (ROS) is a collection of frameworks for the robot software development. ROS is an industry standard for the research in the fields of Robotics and AI. It has vast applications in both commercial and research.

Team Members:

1. Imran Hemani
2. Nabeel Zahid Rajput
3. Safeer e Hussain

Supervisor:

Dr. Sajjad Haider

CONNEXIONS AWARD



1ST POSITION (RS. 40,000/-)

Traffic Congestion Tracking System

The design and implementation of a mobile application that will notify the customers of TPL-Trakker about the traffic situations of roads.

Team Members:

1. Aliza Ejaz
2. Amna Abad
3. Mujataba Asad Ali

Supervisor:

Dr. Sayeed Ghani

2ND POSITION (RS. 20,000/-)

Energy Monitoring and Controlling System

A system which will efficiently monitor the usage of energy resources in classrooms, faculty offices and labs within different buildings of IBA. The system will be using the technology of wireless sensor networks plus design a backend software which will analyze the data from the sensors and will show results accordingly on a web panel.

Team Members:

1. Muhammad Haddir Khan
2. Muhammad Aamir
3. Noman Mansor Chandna

Supervisor:

Dr. Sayeed Ghani

3RD POSITION (RS. 10,000/-)

Chotu

The basic idea of the project is to add some "skills" to the TurtleBot® and make it socially interactive. Robot Operating System (ROS) is a collection of frameworks for the robot software development. It serves as a meta-operating system by providing services such as hardware abstraction, low-level device control, message-passing between processes and package management. ROS is now an industry standard for the research in the fields of Robotics and AI. It has vast applications in both commercial and research.

Team Members:

1. Imran Hemani
2. Nabeel Zahid Rajput
3. Safer e Hussain

Supervisor:

Dr. Sajjad Halder

AN INTERVIEW WITH DR. TUFAIL QURESHI



A poet, a writer, an academic, a philosopher, a traveler, a pioneer – these were just some of the expressions that came to mind as we spent a sunny afternoon chatting with Dr. Tufail Qureshi. Most people at IBA Karachi know him, if at all, as the man behind the IBA Business Review; sitting quietly behind his desk in his secluded office tucked under the shadowy canopy of the trees that line the Adamjee Academic Block of the IBA Main Campus. Our conversation with him took us back to times and places he had long forgotten – conjuring forgotten memories, in the humdrum of modern life.

The Current (TC): The IBA Business Review has been in circulation for a few years now, tell us something about this publication. How did the idea develop? What inspired / motivated the development of this publication?

Dr. Tufail Qureshi (TQ): To answer these questions, I will have to take you back in time to the city of Hyderabad, where I was a young, passionate student reading Philosophy at the University of Sindh. I was a devoted student of Philosophy – and the only one in my department. Yes, the only student studying Philosophy at the time. It was my passion, my *deewaangi* and I did my MA in Philosophy, too, again as the only student in the department. Then I wanted to do my PhD, but there was a problem: the professor I wanted to study with – Professor Marvin Farver, one of the greatest philosophers of the time – was in New York for a year. When I wrote to him, his response was that I could either wait a year and work with him in Pennsylvania or join him straight away in New York. I decided to wait a year.

In that year I planned to do another MA, this time in Psychology. And because I had done so well during my BA & MA in Philosophy, the Vice Chancellor, along with the Chairman of the Department, asked me if I would stay and become

a lecturer. So, I became a lecturer and started teaching as well as studying Psychology. Since I was the only student at the Department of Philosophy, they used to send me to the All Pakistan Conference every year. This was a conference on Philosophy, where big philosophers used to come from all over the world – Britain, USA, Canada, Germany, Mexico & many other places. I had the pleasure and honor of meeting them and becoming familiar with their works.

When the Conference was held in Hyderabad one year, it was the time when I had been thinking about starting a journal of Philosophy at the university. I obviously participated and contributed a lot to the conference and I met with the participants and told them of my idea. I requested contributions and they wrote back! Bertrand Russell wrote to me and I still have his letter.

That was March 1962 and the start of the journal called “Wisdom” – a journal on Philosophy at the University of Sindh in Hyderabad. And this was also the start of something quite profound.

I taught at the University for four years, after which I eventually went to the USA and got my chance to work with Professor Marvin. I worked with him for five years, during which I joined the Pakistan Students’ Association (PSA). I was elected as President of the PSA of the East Coast. That was 1967 and that was when I founded the “Pakistan Review”.

Then I taught at various places for a few years, such as the State University of New York and as visiting faculty at a place in Iowa. After I came back from the USA, my oldest daughter, having graduated with an MA from Boston University, started teaching at the City Campus at the time, when Mr. Danishmand was Dean & Director and what a man he was! I used pick up and drop off my daughter every day to and from the campus when



We must not calculate or think of monetary gains all the time. We must do things out of *deewaangi* / passion.

I met him one day. He invited me to his office and asked if I would join his faculty. I started teaching at IBA in 2008. During one of our chats, Mr. Danishmand brought up the matter of HEC recognition, which includes something about publications. I told him I had a knack for such things and under his patronage, the IBA Business Review was founded. I contacted friends, family and acquaintances all over the world for contributions. I received articles from Africa, USA, Canada, Australia and we eventually got the publication recognized by the HEC, and here we are.

TC: And here we are, indeed. Was it always a bi-annual issue? And where does it stand now in the HEC-rating?

TQ: It’s been the same way since its inception; it comes out every six months. And currently it enjoys a Y-rating; very close to X though. There are some issues that need to be sorted with HEC.

TC: What are the criteria for making a submission? What are the selection criteria for the articles? And how do you attract contributions? Are you still able to attract foreign writers?

TQ: Sure, I do. I select the articles for each issue. I read them and if I like them, I send them to my colleagues for review. And when I get feedback regarding additions, edits, deletions, I write back to the author with the recommendations. I ask them if they would like to incorporate the suggestions and usually most writers improve their work and send it again. Once it is in its final shape, I take it to the printer. This might sound great, but there is a tragic aspect to the story.

TC: And what would that be?

TQ: The story has only one character. Me.

TC: Don't you think you should have a successor to carry on your work after you?

TQ: I have been reading the Harvard Business Review (HBR) since its first issue. This will never be like the HBR because no one has ever come by to suggest how the IBA Business Review can be made better. Not once has anyone even come around to ask "How can I help?" People here are more willing to talk about themselves rather than ask how they can be of assistance to others. So, how do we expect to improve?

TC: Since you have been running the publication as a one-man show since it was founded, do you think it has evolved over time? How does the IBR reflect the research scenario at IBA, or the city, the region, the country?

TQ: At IBA, it is non-existent. There is research being produced at Punjab University, from Lahore, everywhere. If people do research and they contribute, then we would definitely showcase their work. But, they're just not doing it here.

TC: It's not happening at all? Why do you think that is?

TQ: Well the argument I get is that IBA was established as a teaching institute, not a research institute. It's a place where you just teach and go! Take a class, impart knowledge and that's it. Create managers, teach them things they need to be good managers and then leave.

TC: Dr. Qureshi, there is some research happening. Our faculty does publish papers every so often and we have more PhD qualified faculty members than ever before. Does that not reflect passion and a culture of – or a thirst for – knowledge at IBA to some extent? Or are they producing it out of obligation and requirement for the job?

TQ: Most of us are not doing it out of passion. When I used to teach in the USA, they used to say

"Publish, or perish!" There was a rat-race for publishing but look at what it's accomplished. The amount of research that they produce now is mindboggling! And they have now become passionate about their work. They cannot produce or perform at a mediocre level. Yes, they have started this now at IBA, slowly and gradually, but when your research output makes you a professor, your work no longer keeps you humble and down-to-earth. We are good, but we need to become great.

TC: Wise words, Dr. Qureshi. We do need to become great. How do you advise we 'become great'?

TQ: At Harvard, I noticed that they had a passion for reading. How many of our leading businessmen, politicians, leaders, feudal landowners, industrialists, millionaires read? We must fear the day that people like these and this mindset infiltrate into our educational systems and institutions. We must fear the time when education becomes a commodity rather than a tool for imparting knowledge. We must fear it and stop it.

TC: But isn't that what is happening? Aren't students fostering a mindset that education is merely a means to become the next CEOs, billionaires, etc.? They no longer see education as a way of gaining knowledge.

TQ: And that is a dangerous thing because when they graduate and reach the top positions – which they will eventually – they will manipulate job markets and the educational institutions and what should be taught. This is already evident when so-and-so political leader is required to stamp or approve documents at the time of admissions. This is the political influence that has seeped and crept into our educational system. This is dangerous.

TC: With IBA going through this rapid phase of transformation both inwards and cosmetically with all the facilities and infrastructure now available, what role do you think IBA or other similar educational institutes can play in the positive development of young minds for the future of this country?

TQ: For any manzil, or destination, there are two things that are important: one is to know exactly what that destination, or target, or goal is and the other is the path we take towards that destination. Oftentimes we take a path that leads us further away from our desired goal; even though we mean well. In this difficult path, we will no longer have messengers or miracles to show us the way. Such has been the development, or journey, of our country. But one man has shown that he can do miracles, at least in my eyes. Dr. Ishrat Husain. This transformation of IBA has been remarkable. But when will these walls be filled with passion and passionate mindsets? When will we start fostering

debate, argument and dialogue, and criticism? When will we learn to laugh at ourselves? We have stopped criticizing and questioning ourselves; stopped laughing at ourselves and stopped reflecting on our mistakes and shortfalls. We need to start having a dialogue and learn to listen to others. A leader is not what you see, or perceive, or think as yourself to be; rather it is how others perceive you to be. We need to learn this concept ourselves and teach it, inculcate it and foster it into the young people here, to whom we promise: "Leadership & Ideas for tomorrow." We need to develop courses on "Leadership" and "Ideas".

TC: You talked about choosing the right path or direction for a desired destination. Has IBA at least started taking the steps in the right direction, in your opinion?

TQ: Abraham Lincoln said that excellence means doing all that you are capable of doing – and a little bit more. We have to do what we can to make life matter. In our youth, we are idealists and romantics, thinking we can do anything; that we can change the world. So why don't we groom and direct this towards positivity? The Japanese have a term called "Kaizen". This means to continuously improve on what you have achieved. If we implement this strategy, we can definitely be the very best as sky is the limit!

TC: What can educational institutes do to develop such an approach & mindset? We no longer see such passion & commitment; such thinking and philosophies, in our youth today in any university. Is this because of priorities, the curriculum design, what would you attribute this to?

TQ: The Department of Philosophy has been closed down at Karachi University because of the lack of students. The need and perceived value of these subject areas are decreasing. You might remember that there was a time when everyone wanted to be a GD pilot, then an ICS officer, then an MBA and now the market trend is towards independent businesses and entrepreneurship. No one is interested in philosophy or even thinking, which is sad because when you look around this city, it is not what it used to be: you see shining bright buildings and warm glowing lights but you see distances within these homes, these structures. There is no togetherness; there is a different sense of darkness.

TC: Any final thoughts for our readers?

TQ: The truth triumphs all. When you open a newspaper, ask yourself, "Is it true?" Anyone can outgrow conventional love but the truth is ultimate. When hypocrisy is caught, society will not be able to sustain the shock. We are living in interesting times. These are also difficult times. We must not calculate or think of monetary gains all the time. We must do things out of deewaangi / passion.

ALUMNI HOMECOMING AT THE 'NEW' IBA



It was unlike the usual Sunday evenings at IBA. Smartly dressed students & IBA Administration staff were rushing to all corners of the main campus to put finishing touches to the arrangements. For the first time since the massive developmental work culminated, the 'new' IBA was being adorned for Alumni homecoming. It was a sight most of the Alumni would never have thought of. Three towering buildings overseeing the magnificent outdoor sports facilities awaited the former graduates, which till not so long ago was a barren piece of land inaccessible to all since the inception of IBA.

More than 200 distinguished alumni from the batches of 6's and 7's, starting from 1957 to 2007 and the graduating batch of 2013, attended the Alumni Reunion Dinner 2014, organized by the IBA Alumni Society in collaboration with the Alumni Department.

The aim of Alumni Dinners is to reunite IBA alumni, to give them an opportunity to catch up with their batchmates, while familiarizing them with the changes IBA has undergone since their last visit to the campus.

This year's event began with a campus tour for the distinguished guests to show the infrastructural transformations that IBA has undergone, during the last few years. The alumni were given a tour of the new buildings, inside the campus. After the tour, the guests assembled in the IBA football ground, where exquisite seating and entertainment arrangements had been made for them.

The event formally commenced with the short address by the Manager of the IBA Alumni Society, followed by a brief overview by the Patron of the society, Mr. Mirza Sardar Hussain, about the

current undertaking by IBA in recording the 'History of IBA' through a literary endeavor.

Dean & Director IBA, Dr. Ishrat Husain also graced the event and warmly greeted the guests, admiring them for their success in the corporate world. In his speech, Dr. Husain shared his thoughts on the Five-Year strategy for IBA and emphasized the need for close collaboration between the current students and alumni for placements and internships. Dr. Husain also reminded the guests of their social responsibilities and encouraged them to join hands with IBA and TCF in the building of a new school campus for underprivileged children.

For entertainment purposes, a musical night was arranged. Talented artists from National Academy of Performing Arts sang melodious ghazals and songs, entralling the audience.

A multi-course dinner was served and sampled by all the attendees. After the dinner, Mr. Zafar A. Siddiqui, Program Director, Alumni Affairs, moderated the distribution of free vouchers sponsored by Avari Hotel to a select few Alumni, who shared their confessions and priceless anecdotes in front of the amused audience.

Finally, with numerous photographs being taken and a trip down memory lane, the guests departed with the hope of revisiting the very IBA that had once formed an integral part of their lives and had been their second home.



MOVIE SCREENINGS EXCLUSIVELY FOR IBA ALUMNI



SCREENING OF BOLLYWOOD MOVIE 'QUEEN'

As a part of an alumni engagement activity, a recent Bollywood movie 'Queen' was screened specially for the IBA alumni at Nueplex Cinema, Karachi on Sunday, April 6, 2014 at a subsidized rate. The protagonist behind this idea was Mr. Shahid Shafiq, Alumnus of 1974 (Alumni Representative on IBA Board of Governors), who helped arrange sponsors to get the movie tickets for the alumni.

The feedback regarding these events, from the alumni has been very encouraging. Due to this overwhelming response, special screenings of popular movies & plays has now become a regular social engagement activity to bring the alumni together.

The alumni and their families thoroughly enjoyed the movie and commended the efforts to involve the alumni through social activities. Here's what some of them had to say:

'Great movie, looking forward to more such events in the future. Thumbs up to the organizers!'
Faisal Farooq, Alumnus 2001

'A wonderful event in every aspect, me & my friends loved the movie. Excellent family & group get together.'
Anum Khan, Alumnus 2009



IBA FAMILY AMONG THE 1ST ONES TO WATCH 'THE AMAZING SPIDER-MAN 2' IN CINEMAS!

After the overwhelming response received from the previous movie screenings & plays, the premiere show for The Amazing Spider-Man 2 was booked exclusively for the IBA Family on May 01, 2014 at Nueplex Cinema, Karachi. This time, not just alumni, but students and faculty members were also invited to participate in the event, making it a truly IBA Family event.

The IBA Family were the first to watch the movie in the theatres in Karachi and the tickets were available at a subsidized rate.

Here's what some of the attendees had to say:

'It was a great experience and we thoroughly enjoyed it. Hope to attend more events of the same nature. Keep up the good work.'
Ahmad Raza, Alumnus 2001

'Congratulations for organizing wonderful events and providing the best environment & entertainment for the alumni. We wish you all the best.'
Naveed Mahmood, Alumnus 1998



ALUMNI AND STUDENTS GO HEAD-TO-HEAD ON A FOOTBALL MATCH



12th April, 2014 saw the Class of 2015 go head to head with the alumni, Class of 2003. It was a friendly match organized by 'The Alumni Society' for the sport enthusiasts to encourage the bonding between the alumnus and the existing IBA students. The two teams enjoyed a fair game displaying a lot of affection and sportsman spirit. Playing on the new football ground, the Class of 2003 remembered their time spent at IBA and praised the administration for providing this platform to the current generation of IBA students.

It was a fierce battle in the midfield. However, the Class of 2015 won the game but the alumni gave

them tough competition and had smiles on their faces even after a 2-0 defeat. With the alumni revisiting their youth and enjoying a nice game of football, the teams cheered for each other and the players walked away from the field having a good laugh.

IBA Karachi takes immense pride in its alumnus and their outstanding achievements in the many arenas, and thus we hope to keep initiating such activities / events to keep our alumnus connected to their alma mater. We would also like to thank Mr. Shahid Shafiq for facilitating us in organizing these events.



IBA ALUMNI SURVEY RESULTS 2013

Recently a survey was conducted on the IBA Alumni Network. Through this survey, we tracked the following key measures:

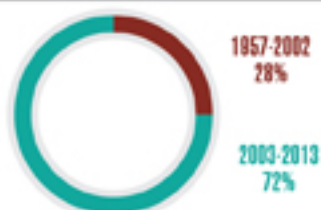
1. Alumni perceptions of the network
2. Strength of the alumni network
3. Alumni services and events
4. Awareness of communications
5. What motivates alumni to donate

The Alumni Survey was sent to 6737 valid email addresses out of which we received 741 responses. A total of 505 alumni completed the survey.

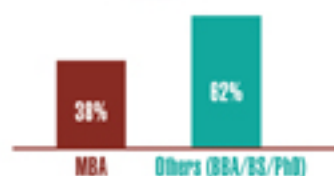
GENDER



Year of Graduation



Program



ALUMNI NETWORK

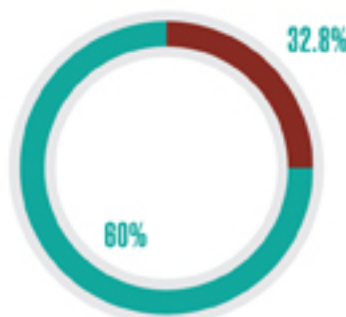
83%

Alumni believe that IBA Alumni network is growing stronger.

92%

Agree they would help IBA Alumni and Students in their career if they knew exactly how the Alumni / Student needed help.

SERVICES, ACTIVITIES AND COMMUNICATIONS



- Alumni are aware of the IBA Alumni website
- Alumni use it sometimes

FACULTY ACTIVITIES



CONFERENCE - INTERNATIONAL:

Faculty of Business Administration:

1. **Mohammad Kamran Mumtaz**, Jalil, M. N, Chatha, K. A, "Designing the Milk Collection Network using Integrated Location Routing Approach", Proceedings of the 2014 International Conference on Industrial Engineering and Operations Management Bali, **Page(s)**: 1057-1068, Bali, Indonesia, January 7, 2014-January 9, 2014.

2. **Muhammad Asif**, "Time Table and Scheduled Meetings Problem: Constraint Optimization through Evolutionary Algorithm", Conference Proceedings: World Symposium on Computer Application and Research WSCAR 2014, **Published by**: World Symposium on Computer Application and Research, Sousse, Tunisia, January 18, 2014-January 20, 2014.

3. **Dr. Huma Amir**, "Challenges in India Pakistan Trade Normalization – SMEs and the Communication Barriers", 2nd Annual Conference on Normalizing India-Pakistan Trade, **Published by**: ICRIER, New Delhi, India, January 21, 2014-January 22, 2014.

4. **Dr. Huma Amir, Samir S. Amir**, "From Trade Normalization to Economic Interlock – A Roadmap for Peace in South Asia", SIBR 2014 Bangkok Conference on Interdisciplinary Business & Economics Research, **Published by**: SIBR INFORMS, Bangkok, Thailand, June 5, 2014-June 7, 2014.

5. **Dr. Huma Amir**, "A Study of the Changing Cultural Trends in Gold Gift-giving at Weddings in a Developing Country", INFORMS 36th Marketing

Science Conference, **Published by**: INFORMS Society of Marketing Science, Atlanta, Georgia, United States, June 12, 2014-June 14, 2014.

6. **Salman, Faryal, Farah Naz Baig**, "Materialism and Consumer Attitude towards Debt: Spendthrift or Tightwad", INFORMS 36th Marketing Science Conference, **Published by**: INFORMS Society of Marketing Science, Atlanta, Georgia, United States, June 12, 2014-June 14, 2014.

7. **Dr. Huma Naz Siddiqui Baqai**, "Social Sciences Teaching & Research Deficit Linkages to Societal Decay A Case Study of Pakistan", The Global Symposium on Social Sciences, Phuket, Thailand, July 12, 2014-July 13, 2014.

CONFERENCE - LOCAL:

Faculty of Business Administration:

1. **Dr. Mohammed Rehan Malik**, "Public Libraries in Karachi: Forms, Functions, and Governance", 1st South Asian Cities Conference and Pakistan Urban Forum 2014, Vol: 1, **Published by**: 1st South Asian Cities Conference, Karachi, Pakistan, January 9, 2014-January 12, 2014.

2. **Dr. Mohammed Rehan Malik**, "Public Protests: Ethics, Culture, and Public Spaces in Karachi", 1st South Asian Cities Conference and Pakistan Urban Forum 2014, Vol: 1, **Published by**: 1st South Asian Cities Conference, Karachi, Pakistan, January 9, 2014-January 12, 2014.

3. **Salman Ahmed Shaikh**, "Tax Increment Financing in Pakistan", Pakistan Urban Forum, **Published by**: Pakistan Urban Forum, Karachi, Pakistan, January 10, 2014-February 12, 2014.

4. **Salman Ahmed Shaikh**, "Islam And Human Development", Proceedings, Divine Economics Conference, **Published by**: AJK University, Muzaffarabad, Pakistan, December 12, 2013 - December 14, 2013.

5. **Salman Ahmed Shaikh**, "Determinants for Savings in Urban Pakistan", Proceedings, 3rd IRC, Szabist, **Published by**: Szabist, Karachi, Pakistan, December 15, 2013-December 15, 2013.

6. **Dr. Huma Naz Siddiqui Baqai**, "New Initiatives in Teaching Social Sciences in Pakistan", New Strategies in Social Sciences Teaching and Research in Pakistan, **Published by**: Faculty of Arts, University of Karachi, Karachi, Pakistan, February 7, 2014.

7. **Mohammad Kamran Mumtaz**, "Integrated location routing decision problem in a milk collection network", LUMS Research Seminar Series 2013, February 14, 2014.

8. **Dr. Huma Naz Siddiqui Baqai**, "Media and NCDs: The Role of Media in Health Reform Advocacy", 17th National Health Sciences Research Symposium "Non-Communicable Diseases (NCD's)", **Published by**: Aga Khan University (AKU), Karachi, Pakistan, February 25, 2014-February 27, 2014.

9. **Dr. Huma Naz Siddiqui Baqai**, "Non-Traditional Threats to the Energy Security (NTST) of Pakistan", Energy Security of Pakistan – All Sources Including Nuclear One, **Published by**: Rabita Forum International, Karachi, Pakistan, March 1, 2014.



10. Salman Ahmed Shaikh, "Investment Decisions by Analysts", Proceedings, 3rd IRC, Szabist, **Published by:** Szabist, Karachi, Pakistan, December 15, 2013-December 15, 2013.

11. Dr. Huma Naz Siddiqui Baqai, "Beete Hoay Din Yaad Aatey Hain", 5th Alhamra International Conference 2014, Lahore, Pakistan, May 23, 2014-May 25, 2014.

JOURNAL - ERA:

Faculty of Business Administration:

1. Dr. Mahnaz Fatima, "Impact of ISO 9000 on Business Performance in Pakistan: Implications for Quality in Developing Countries", Quality Management Journal, Vol: 21, Issue: 1, Page(s): 16-24, **Published by:** American Society for Quality, USA, United States, January 1, 2014.

2. Dr. Nausheen Hafeeza Anwar, "Urban Transformations: Brokers, Collaborative Governance & Community Building in Karachi's Periphery", South Asian History and Culture, Vol: 5, Issue: 1, Page(s): 75-92, January 1, 2014.

Faculty of Computer Science:

1. Dr. Quratulain Nizamuddin Rajput, Nida Sadaf Khan, Asma Larik, Dr. Sajjad Haider, "Ontology based Expert System for Suspicious Transactions Detection", Computer and Information Science (CIS), Vol: 7, Issue: 1, Page(s): 103-114, **Published by:** Canadian Center of Science and Education, January 1, 2014.

2. Dr. Quratulain Nizamuddin Rajput, Nida Sadaf Khan, Asma Larik, Dr. Sajjad Haider, "Ontology Based Expert-System for Suspicious Transactions

Detection", Computer and Information Science (CIS), Vol: 7, Issue: 1, Page(s): 103-114, **Published by:** Canadian Center of Science and Education, January 13, 2014.

3. Imran Khan, Dr. Sajjad Haider, "A Feasibility Study of the Ontology Driven Executable Systems Architecture Framework", Journal of Integrated Design & Process Science, **Published by:** IOS Press, April 24, 2014.

JOURNAL - ISI:

Faculty of Business Administration:

1. Naeem Sadiq, Dr. M. Shahid Qureshi, "Estimating Recurrence Intervals of Extreme Rainfall through a Probabilistic Modeling approach for different urban areas of Pakistan", The Arabian Journal for Science and Engineering, Arab J Sci Eng (2014), Vol: 39, Issue: 1, Page(s): 191-198, **Published by:** Springer Publishing, Saudi Arabia, January 1, 2014.

2. Asif Ali Abbasi, Dr. M. Shahid Qureshi, "Estimating Global, Diffuse Solar Radiation for Chhor and Validate with Satellite-Based Data", The Arabian Journal for Science and Engineering, Vol: 39, Issue: 1, Page(s): 175-179, **Published by:** Springer Publishing, Saudi Arabia, January 1, 2014.

3. Unbreen Qayyum, Musleh-ud Din, Dr. Adnan Haider, "Foreign Aid, External Debt and Governance", Economic Modelling, Vol: 37, Issue: February, Page(s): 41-52, **Published by:** Elsevier, London, England, February 1, 2014.

4. Dr. Nausheen Hafeeza Anwar, "The Postcolonial City in South Asia", Singapore Journal of Tropical Geography, Vol: 35, Issue: 1,

Page(s): 22-38, **Published by:** WILEY - BLACKWELL, March 1, 2014.

Faculty of Computer Science:

1. Dr. Junaid Alam Khan, "Converting Subalgebra Bases with the Sagbi Walk", Journal of Symbolic Computation, Vol: 60, Page(s): 78-93, **Published by:** ELSEVIER, United States, January 1, 2014.

JOURNAL - OTHER INTERNATIONAL:

Faculty of Business Administration:

1. Dr. Huma Naz Siddiqui Baqai, "Pakistan in Transition towards a Substantive Democracy", Review of History and Political Science, Vol: 2, Issue: 1, Page(s): 75-88, **Published by:** American Research Institute for Policy Development, New York, United States, August 16, 2014.

Major Intellectual contribution: Faculty of Business Administration:

1. Dr. Nadya Qamar Chishty Mujahid, Invited book review of Elizabeth Gilbert's The Signature of All Things, DAWN newspaper, January 1, 2014.

2. Dr. Nadya Qamar Chishty Mujahid, Invited book review of Kamila Shamsie's A God in Every Stone, DAWN newspaper, January 1, 2014.

3. Dr. Nadya Qamar Chishty Mujahid, Explaining the Major Themes in English Poetry, Book with the Edwin Mellen Press, January 1, 2014.

4. Dr. Syed Noman Ul Haq, On the Romance of the Metaphorical with the Real, Dawn Books and Authors, February 9, 2014.

IBA FAMILY

NEW MEMBERS



Dr. Rameez Khalid

Designation: Assistant Professor
Date of Joining: March 13, 2014
Department: Management - FBA

PhD (Industrial Engineering - Project Management), Institut National Polytechnique de Toulouse (INPT), ENSIACET, France-2008
MSc (Master of Research, Industrial Engineering), Université de Toulouse III, France-2006
BE (Mechanical), NES, University of Engineering and Technology, Karachi-2002



Dr. Muhammad Zeeshan Gader

Designation: Assistant Professor / Research Fellow - CBER
Date of Joining: April 21, 2014
Department: Marketing - FBA

PhD (Marketing), IAE Aix Graduate School of Management, France-2014
MBA (Change & Innovation), IAE Aix Graduate School of Management, France-2009
MS (General Management), IAE Aix Graduate School of Management, France-2009
BSA (MIS), Institute of Business Administration, Karachi, Pakistan-2007



Dr. Javed Iqbal

Designation: Assistant Professor
Date of Joining: June 16, 2014
Department: Mathematical Sciences - FCS

PhD (Econometrics and Business Statistics), Monash University, Melbourne, Australia-2006
MAS (Applied Economics), AERC, University of Karachi-1997
MSc (Statistics with Operations Research), University of Karachi-1995
BSc, University of Karachi-1993



Dr. Imran Raul

Designation: Assistant Professor
Date of Joining: June 17, 2014
Department: Computer Science - FCS

PhD (Computer Science), Max Planck Institute for Computer Science, Germany-2011
Masters (Computer Science), Saarland University, Germany-2005
Bachelors (Computer Science), University of Karachi, Karachi-2001



Dr. Aadil Nakhuda

Designation: Assistant Professor & Research Fellow - CBER
Date of Joining: July 1, 2014
Department: Economics & Finance - FBA

PhD (International Economics), University of California, Santa Cruz, USA-2012
MA (International Economics), University of California, Santa Cruz, USA-2008
BSc (Hons), Pennsylvania State University, USA-2007



Ghazal Tabir

Designation: Lecturer
Date of Joining: July 1, 2014
Department: Social Sciences & Liberal Arts - FBA

Masters (Sociology and Philosophy), University of Sussex, UK-2011
Bachelors (Hons-Sociology & Critical Thinking) Beaconhouse National University, Pakistan-2009



Dr. Ahmad Junaid

Designation: Assistant Professor & Research Fellow - CBER
Date of Joining: July 9, 2014
Department: Economics & Finance - FBA

PhD (Financial Engineering), IAE Aix Graduate School of Management, ESSEC Paris-2014
Masters (Financial Engineering), IAE, Graduate School of Business, France-2009
MBA (Finance), Muhammad Ali Jinnah University, Pakistan-2007
Bachelors (Commerce), University of Punjab, Pakistan-2005



Daniyal Nameem

Designation: Lecturer
Date of Joining: August 11, 2014
Department: Accounting & Law - FBA

ACA, Institute of Chartered Accounts of Pakistan-ICAP-2010
B.Com (Commerce), University of Karachi-2010



Dr. Danish Ali

Designation: Assistant Professor (Interim Placement by HEC)
Date of Joining: August 6, 2014
Department: Mathematical Sciences - FCS Mathematical

PhD (Mathematics), ASSMS, GCU Lahore-2014
MSc (Mathematics), UOS, Sargodha-2008
B.Sc. (Mathematics & Physics), UOS, Sargodha-2006



Kamran Attab

Designation: Assistant Manager Business Development - CEE
Date of Joining: April 14, 2014
Department: CEE

BBA & MBA, PAF-KET, Karachi



Hamid Ali Shah

Designation: Assistant Manager (Financial Reporting)
Date of Joining: May 8, 2014
Department: Finance

MBA (Finance), Preston University, Karachi-2008
B.Com, Shah Abdul Latif University, Sindh-2004



Syed Gohar Raza Zaidi

Designation: Manager (Student Center & Sports Facilities)
Date of Joining: June 7, 2014
Department: Alumni Student Center

MSc (Health and Physical Education), University of Karachi-1999
Bachelors (Physical Education), University of Karachi-1996
Bachelors (Arts), University of Karachi-1991



Maryam Taseed

Designation: Senior Executive
Date of Joining: June 9, 2014
Department: Communication & Public Affairs

MA (Mass Communication), University of Karachi-2010
BS (Media Sciences), Iqra University, Karachi-2007



Mehreen Zahid

Designation: Case Writing Editor
Date of Joining: June 16, 2014
Department: Case Study Unit - FBA

BSc (Hons) in Economics and Mathematics, Lahore University of Management Sciences (LUMS)-2010



Mrs. Soha Zulfqar

Designation: Manager Women's Entrepreneurial - CED
Date of Joining: July 1, 2014
Department: CED

MBA (Finance), IBA, Karachi-2011
BBA (Finance), IBA, Karachi-2008

PROMOTIONS

S. No.	Name	Designation	DoA	Department	Division	Remarks
1	Imran Batada	Head of ICT	March 11, 2006	ICT & IS	ICT & IS	Promoted as Head of ICT from Senior Manager IS
2	Adnan Hameed	Head of HR	June 1, 2010	HR	HR	Promoted as Head of HR from Manager (HR)
3	Muhammad Akmal Khan	Senior Manager (BPS - 18) (Undergraduate-Program Office)	September 11, 1990	Undergraduate Program Office	FBA-Undergraduate Program Office	Promoted as Senior Manager from Manager (Undergraduate-Program Office)
4	Haris Tohid Siddiqui	Manager (Alumni Affairs)	July 2, 2012	Alumni Affairs	Alumni Affairs	Promoted as Manager (Alumni Affairs) from Assistant Manager (Alumni Affairs)
5	Muhammad Khuram Khalid	Manager (Internal Audit)	January 23, 2006	Internal Audit	Internal Audit	Promoted as Manager (Internal Audit) from Internal Auditor
6	Ayaz Ahmad	Admin Officer (BPS-17) (Undergraduate Program Office)	August 1, 1983	Undergraduate Program Office	FBA / FCS-Undergraduate Program Office	Promoted as Admin Officer from Assistant Admin Officer
7	Syed Sohail Uddin	Assistant Manager Finance (Payroll)	October 28, 2008	Finance	Finance	Promoted as Assistant Manager Finance (Payroll) from Senior Executive - I
8	Syed Akbar Hussain Kazmi	Assistant Manager Finance (Payables)	March 9, 2009	Finance	Finance	Promoted as Assistant Manager Finance (Payables) from Senior Executive - I
9	Ghulam Fatima	Assistant Manager	July 14, 2003	Associate Dean Office - Faculty of Business Administration	Associate Dean Office - Faculty of Business Administration	Promoted as Assistant Manager (Faculty Coordination) from Senior Executive
10	Muhammad Saad	Assistant Manager (Electrical / Mechanical)	April 18, 2011	Projects	Projects	Promoted as Assistant Manager (Electrical/Mechanical) from Senior Supervisor
11	Muhammad Ather Rana	Senior Executive (General Administration)	August 8, 2011	Administration (General)	Administration (General)	Promoted as Senior Executive (General Administration) from Executive
12	Mujahid Hussain Detho	Warden IBA Boys Hostel	December 1, 2000	Admin (Boys Hostel)	Admin (Boys Hostel)	Promoted as Warden IBA Boys Hostel from Incharge Boys Hostel
13	Khuram Wali Khan	Senior SQA Analyst - II	April 15, 2010	ICT (IS)	ICT (IS)	Promoted as Senior SQA Analyst - II from Senior SQA Engineer - I
14	Nawadsh Sultan	Executive Finance II (Treasury Management)	July 15, 2008	Finance	Finance	Promoted as Executive Finance II (Treasury Management) from Executive Finance I
15	Syed Naseem Mumtaz	Senior Quantity Surveyor - II	May 2, 2009	Projects	Projects	Promoted as Senior Quantity Surveyor - II from Senior Quantity Surveyor - I
16	Muhammad Naseem	Senior Assistant (Projects)	August 24, 2009	Projects	Projects	Promoted as Senior Assistant (Projects) from Assistant

REWARD NOMINATIONS—2014

(Recognizing and Rewarding Employees at IBA)

S. No.	Name	Designation	Reward & Recognition recommended
1	Ms. Nusrat Jabeen	Assistant Librarian-II	Level 5 (Rs. 40,000)
2	Mr. Zafar Chaudhary	Assistant Manager Finance	Level 5 (Rs. 40,000)
3	Syed Jibran Ali Bukhari	ERP Support Engineer	Level 5 (Rs. 40,000)
4	Mr. Shah Munir	Executive (Graduate Program Office)	Level 4 (Rs. 30,000)
5	Ms. S. Faiza Hassan	Executive CEE	Level 4 (Rs. 30,000)
6	Mr. Dheeraj Janti Varodra	Office Attendant	Level 4 (Rs. 30,000)
7	Mr. Safdar Abbas	Program Executive (EMBA)	Level 4 (Rs. 30,000)
8	Mr. M. Rehman Mansoori	Executive (Undergraduate Program Office)	Level 4 (Rs. 30,000)
9	Syed Rizwan Ali Bukhari	Senior Executive (NTHP)	Level 4 (Rs. 30,000)
10	Mr. Mahmood Ali	Sr. Manager Projects	Level 4 (Rs. 30,000)
11	Mr. Muhammad Ghous	Office Attendant	Level 4 (Rs. 30,000)
12	Mr. Syed Ali Naqvi	Specialist (Customer Support & ICT Procurement)	Level 4 (Rs. 30,000)
13	Mr. Faisal Zaka	Executive QEC	Level 4 (Rs. 30,000)
14	Mr. Musa Ali	Executive - HR	Level 4 (Rs. 30,000)
15	Mr. Abdul Karim Modi	Assistant Admin. Officer (Incharge Aman-CED Building)	Level 4 (Rs. 30,000)
16	Mr. M. Imran Siddiqui	Assistant (Testing Services)	Level 3 (Rs. 20,000)
17	Mr. Nazir Ali Naeem	Sr. Civil Engineer	Level 3 (Rs. 20,000)
18	Mr. Abdullah Hanif	Sr. Executive Internal Audit	Level 3 (Rs. 20,000)
19	Ms. Samiya Shaikh	Senior Executive	Level 3 (Rs. 20,000)
20	Mr. Mohammad Kaleem	Head Office Attendant	Level 3 (Rs. 20,000)
21	Mr. Muhammad Munawar	Senior Executive	Level 1 (Certificate / Letter of Appreciation)
22	Mr. Mohsin Hasan	Executive Finance	Level 1 (Certificate / Letter of Appreciation)
23	Mr. Mohammad Sohail Ahmed	Assistant Manager (Electrical)	Level 1 (Certificate / Letter of Appreciation)
24	Syed Muhammad Wajeeh Zaidi	Manager (IT)	Level 1 (Certificate / Letter of Appreciation)

نے والدین کو اس فکر سے آزاد کیا کہ وہ اپنے بچوں کو مقامی سطح پر ہی اعلیٰ تعلیم دلائیں۔
ورنہ ان کو ہماری اخراجات اٹھا کر اس شعبے کی تعلیم کے لئے بچوں کو جہان ملک یا
لاہور بھیجنا پڑتا۔ بہت سے میڈیا پلانرز نے بھی اس پر اطمینان کا اظہار کیا کہ وہ بھی
اپنی تعلیمی میدان میں بہتر تربیت یافتہ پیشہ ور افراد تک اپنی پہنچ کو نہیں بنا سکیں گے۔
پیشہ ترقی یافتہ اور غیر مکتومی اداروں میں اعلیٰ سطح کے سوشل سائنسدانوں کی کمی ہے۔
آئی بی اے کے گریجویٹس اس کی کوپرا کرتے ہیں۔

ان دو پروگرامز کی افادیت اس کے اہم کورسز ہیں جن میں نائن اسٹیمولر ٹریننگ کورسز،
اسٹیمولر ٹریننگ کے لیے شعبے یا مضمون کا انتخاب، فزکس اور ایڈوانسڈ ماسٹریٹس میں بہتری کے
کورسز شامل ہیں، جس سے تجرباتی تعلیم کے ذریعے سیکھنے کا ایک مربوط نظام منسلک
ہے۔ اس سے نہ صرف تعلیم کی وسعت، تکنیکی صلاحیتیں اور تکنیک کو جانتی ہے بلکہ
دیگر معمولی صلاحیتوں میں بھی اضافہ ہوتا ہے۔ اس پروگرام کا بنیادی مقصد طلباء کو ان
کے پیشے کے مطابق قائدانہ صلاحیتوں میں ماہر بنانا ہے اور انہیں میں آنے والے
چیلنجز کا سامنا کرنے کے لئے تیار کرنا ہے۔

ہم نے آئی بی اے میں ایک سال قبل دو نئے تعلیمی پروگرامز بی ایس اکاؤنٹنگ اینڈ
ٹیکس (A&F) اور بی ایس سوشل سائنس اینڈ لیبرل آرٹس (SS&LA) کو
تعارف کیا۔ مجھے بتاتے ہوئے نہایت خوشی ہو رہی ہے کہ تمام اسٹیک ہولڈرز جن
میں طلباء، ان کے والدین اور مالکان شامل ہیں نے ان پروگرامز پر نہایت جوش و
خروش کا اظہار کیا۔ بی ایس (A&F) نے درخواست گزاروں کی اتنی بڑی تعداد کو اپنی
طرف متوجہ کیا کہ ہمیں ہماری توقع سے دو گنا زیادہ طلباء کو داخلے دینے پڑے۔ اس
پروگرام کی مقبولیت کا اندازہ اس بات سے لگایا جاسکتا ہے کہ بی ای اے کے بہت سے
یا صلاحیت اور شاندار طلباء نے بھی اس پروگرام کا انتخاب کر کے درخواستیں دیں۔
والدین کو بھی یہ جان کر خوشی ہوئی کہ ان کے بچے پیشہ ورانہ قابلیت کے ساتھ دونوں
تعلیمی اہتمام حاصل کر سکیں گے۔ خاص طور پر اکاؤنٹنسی کے شعبے سے وابستہ مالکان
حضرات کے لئے بھی یہ ایک اچھا موقع تھا کہ وہ اپنی صلاحیتوں کو اپنے شعبے میں مزید
بہتر بنا سکیں گے۔

بی ایس SS&LA سوشل سائنس اور لیبرل آرٹس میں ملتی۔ ڈسپلنری ڈگری دینے والا
کراچی میں واحد پروگرام ہے۔ آئی بی اے کی رابطہ ایگزیکیوٹو اور اعلیٰ سطح کے تعلیمی ممبران

ڈاکٹر عشرت حسین کا پیغام



ایمپلائز کیلئے نئی مراعات کی تجاویز اور ان پر بورڈ آف گورنرز کی منظوری

پہلی مرتبہ کے اداراتی ایسے کام پر بورڈ آف گورنرز کی منظوری دے کر ان کے اداراتی کاموں میں
مراعات کی منظوری دے دی ہے۔

ایمپلائز کیلئے مراعات:

پہلے آئی بی اے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری کی ذمہ داری سنبھال کر
میں نے اس کے سامنے رکھ دیا ہے کہ اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
جائے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
نہیں کیلئے ضروری ہوگی کہ اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
جہاں کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔

رجسٹرڈ کے موقع پر میٹروپولیٹن کمیٹی:

گورنمنٹ آف سندھ کی میٹروپولیٹن کمیٹی نے آئی بی اے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
سندھ کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔

چند روزہ میٹروپولیٹن کمیٹی:

آئی بی اے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
آئی بی اے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔

مقامی اس کا ادارتی ایسے کام:

48 میٹروپولیٹن کمیٹی:

بی ایس (A&F) کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
گورنمنٹ آف سندھ کی میٹروپولیٹن کمیٹی نے آئی بی اے کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔
سندھ کے بورڈ آف گورنرز کی منظوری سے پہلے ہی کے بورڈ آف گورنرز کی منظوری دے دی جائے۔

ایمپلائز کیلئے:

ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔

مقامی اس کا ادارتی ایسے کام:

ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔

ایمپلائز کیلئے:

ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔
ایمپلائز کیلئے اداراتی ایسے کام میں مراعات کی منظوری دے دی جائے۔

