

# TAP INTO THE CURRENT AT IBA

June - September 2017

Issue 23



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow



**BUILDING  
BRIDGES  
STRENGTHENING  
ALLIANCES**



70<sup>th</sup>  
Anniversary

June - September 2017

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Dean & Director  
**Dr. Farrukh Iqbal's**

Dear Readers,

The Institute has links with many educational organizations, both foreign and domestic. This should not be surprising. After all, we were founded sixty-two years ago in an act of what one might call foreign academic investment, when first the Wharton School at the University of Pennsylvania and then the University of Southern California contributed faculty members to set up and run the Institute. Since then we have maintained an attitude of openness towards learning from other institutions in our lines of business.

This has many advantages for us. It has enabled our faculty to get specialized training upon occasion such as when we sent some faculty for training in entrepreneurship development at Babson College. It has enabled our students to take courses at foreign universities in many different countries, thus broadening their horizons while enhancing their academic preparation at the same time. In recent years, collaboration with several standards-setting bodies in accountancy (such as the Institute of Chartered Accountants of Pakistan) has enabled us to launch a very popular undergraduate degree program in accounting and finance. Students with this degree automatically earn substantial exemptions towards professional qualification as a chartered or management accountant.

We plan to continue this tradition of openness to academic linkages. Indeed, this year, we have started exploring the idea of a more extensive exchange with the SILC Business School of Shanghai University. We envisage that our students from a future MS Finance program would enroll in SILC for one semester and then undertake a two-month internship program with Chinese companies. If the initial experience is promising, we could extend this program so that our students could obtain a degree from Shanghai University as well, thereby enabling them to obtain employment more freely with Chinese firms. It is high time that we looked east in matters academic.

Of course, international programs involve challenges as well. For one, such programs are mostly one way in direction as foreigners are hesitant to visit Karachi for periods as long as a full semester. This restricts the range of academic exchanges we can undertake. We have developed workarounds to this constraint in which we bring some foreign faculty in for short periods of time, packing many lectures into a week, for example. Or we connect them to our classrooms via Skype or videoconferencing. We have also had cases of both foreign faculty and students participating in short summer courses.

Our thinking is very clear. International exchanges are good for the Institute's faculty and students. So we will keep finding ways to maintain them. You might say we claim this as a birthright!

Farrukh Iqbal

Dean and Director



# Message

From The

# Editorial Desk

The Communications department is proud to present this year's third edition of The Current highlighting the theme of "Building Bridges, Strengthening Alliances". This theme has been chosen to highlight the many steps taken by various departments to enrich the quality of education at IBA; such as the two important Memorandums of Understanding signed and numerous workshops, seminars and guest speaker sessions.

This time around, we have also introduced a "Student Corner", which highlights student achievements and philanthropic activities.

This issue of The Current talks about the continuous improvement that IBA is going through. The MoUs signed during this period have great significance when it comes to diversifying what IBA has to offer. An MoU has been signed between Shanghai University, which will offer a joint Master's program in Finance, another has been signed between the Centre of Excellence in Islamic Finance and Islamic University of Maldives. All testament to the fact that we've come a long way.

An interview with the Head Librarian of the state-of-the-art Mian Abdullah Library, Mr. Muhammad Anwar is also featured in this edition of The Current. He gave us an insider's view on how the library is kept up-to-date with the advancements in technology, and how it strives to constantly deliver the best possible services to the students. Moreover, the interview also sheds light on how the library is helping to develop a research culture in IBA - a goal set by the Dean & Director, Dr. Farrukh Iqbal.

A section of this issue addresses the Jang Forum which is a very interactive session, giving the students a chance to voice their opinion and share their views with the experts.

The Current appreciates and acknowledges our partners from the HR department, NTHP Program, the Library, Administration department, Testing and Program departments, Procurement department, Student Center & Sports Facilities and all others for their continued support and provision of updated news from their respective departments. We are also thankful for support and the co-operation from IBA's Centers of Excellence, namely: CEIF, CEE, CED CDC and CEJ for the complete information of events taking place in their departments, which makes this issue very diverse and vibrant. We would also like to thank Al-Rashid Studios for the timely provision of images after each event. We feel honored to be the ones to publish news of the constant growth that IBA is showing.

We hope that you enjoy reading this newsletter and we wish you the best of luck.

## Communications & Public Affairs



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## Message From Huma Baqai



Dear Current Readers,  
Greetings!

In October 2017, my term as Director Communications and Public Affairs of the IBA came to an end. I have passed the baton to Mrs. Malahat Awan, for the department and The Current. This is a moment of reflection and gratitude for me. Reflection on how when I took over, it wasn't even a proper department. I was tasked by Dr. Ishrat Husain to take it up as a voluntary service for the IBA. I'm glad I did. We had some tough moments, the Saad Aziz case being the most prominent. Overall it was both a learning experience and fun. Several student TV shows, where practically every channel from Geo to Samaa, was at IBA, and a lot of times we had to decline. Jang Forum became a regular feature and other universities followed suit. The IBA's transition had the requisite media coverage, which of course, was not possible without Dr. Ishrat's cooperation, who always made time for whatever I lined up to promote and showcase the IBA on very short notices.

Coming to The Current, the journey that started 5 years ago, was both joyful and painful. Starting sans team, sans motivation and sans contributions wasn't easy. We came a long way from a thin newsletter to a quarterly magazine of 60 plus pages. I have had the privilege of taking out 20 plus issues. These issues have made The Current, the pulse of IBA. We have carried interviews and stories of our star performers, the achievements of our growing body of faculty and our top achievers in the academia. We have also taken out a dedicated issue on our fantastic infrastructure and last but not the least, The Current issue on completion of 60 years of excellence. We stand very proud today.

This being my last message from my desk as Director, I wish to take this opportunity to reach out to all the people who were a part of my journey. First and foremost, Dr. Ishrat Husain, who trusted me with this position, and gave me full freedom to work. Dr. Farrukh Iqbal, who respected my desire to step away, and made me a part of bringing Malahat on board, who by the way has my full vote of confidence. She is a hard core professional, welcome on board Malahat and I'm sure that you will take The Current and the department to new heights of excellence.

I would also like to thank my Team, Faculty, Students, Alumni, Friends of Current and the IBA, the Purchase Department, the Distribution Team of the department for accommodating all my requests and doing their best to deliver. Thank you so much. It's been a pleasure all along. I wish The Current and the Communications department, now under the able leadership of Mrs. Malahat Awan, all the very best!

Looking back and looking forward.

Huma

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# IBA Karachi and Shanghai University China to Collaboratively Offer a Master of Finance Program



May 22, Shanghai: Dr. Farrukh Iqbal, Dean & Director IBA and Dr. Nasir Afghan, Assistant Professor & Director MBA Program IBA, participated in 'The 2nd Belt and Road Initiative University Presidents' Forum' at Shanghai University.

Focusing on the theme, 'Innovative Talent Development in University', the forum brought together eminent educationists and academics from the countries across the proposed belt; providing an excellent platform to exchange insights and to encourage collaboration on agendas, such as university development and innovative talent development.

During the visit, Dr. Farrukh Iqbal, on behalf of IBA Karachi signed an MoU with Prof. Jin Donghan, President Shanghai University China, to collaboratively offer a "Master of Finance" program between IBA Karachi and Shanghai University China.



# IBA Celebrates its Alumni Reunion at Aiwan-e-Sadr Islamabad



September 22: The Institute of Business Administration, Karachi held a prestigious event, the IBA Alumni Reunion, in Islamabad at the Aiwan-e-Sadr, in collaboration with the IBA Alumni Society, Karachi and the Islamabad Chapter of the IBA Alumni Society.

The attendance of 300 guests included the Institute's alumni and eminent personalities contributing extensively to the corporate world. The reunion began with a recitation of the Holy Quran followed by an address by the Alumni Representative on the Board of Governors, Mr. Shahid Shafiq, (who played a pivotal role in arranging this dinner), and the Dean & Director IBA, Dr. Farrukh Iqbal. Honorable Guests who attended the event were the Chief Guest, His Excellency Mr. Mamnoon Hussain, the President of the Islamic Republic of Pakistan, and H.E. Mr. Muhammad Zubair, the Governor of Sindh and the Patron of the IBA.

With the IBA Alumni spread all over the world, the principal aim of this event was to strengthen the connection between the IBA, Karachi and its alumni. The Dean & Director IBA, Dr. Farrukh Iqbal welcomed the guests by addressing that IBA has diversified and it now offers a myriad of programs including Accounting & Finance and the Liberal Arts.

Speaking to the audience, Mr. Mamnoon Hussain, the President of Pakistan said, 'Believe in yourself, even if you're alone. Be humble and give back to your society and ultimately believe in the Almighty, as one can't achieve anything in life without Allah's will.' Mr. Hussain also urged the higher educational institutions to focus on applied research to achieve real prosperity through education. The President further said that the standard of higher education in Pakistan has significantly increased as previously the country had very few, good quality institutions like the IBA but now the number has increased. He added that the potential of China-Pakistan Economic Corridor (CPEC) could be tapped through research.

Expressing his devotion towards his alma mater, H.E. Mr. Muhammad Zubair, the Governor of Sindh, said, 'I feel immense pride in being an IBA alumnus and it is heartening to see so many IBA alumni at top positions around the globe.'

During the speeches, the President of Pakistan and Governor Sindh specifically mentioned and applauded the IBA for its state of the art facilities, excellent faculty members and confident students.

The evening culminated with a dinner hosted by the IBA. The guests had an opportunity to interact with the President on a one-on-one basis. Souvenirs were also presented to the President and Governor Sindh by the Dean & Director IBA, Dr. Farrukh Iqbal.



# Dr. Farrukh Iqbal's Remarks at the Launch of the Annual Status of Education Report

The Annual Status of Education Report (ASER) for Pakistan is produced by the Idara-e-Taleem-o-Aagahi. ASER seeks to influence specific policies and actions to meet the right to education that is provided in Article 25A of the Constitution of Pakistan and the Quality of Education target, listed as number four of the Sustainable Development Goals of the United Nations. It also seeks to contribute towards local and global conversations on access, learning quality, partnerships and adequate education financing.

The launch of the Annual Status of Education Report, 2016 was held on September 26, 2017. Participating as a panelist, Dean & Director Dr. Farrukh Iqbal made the following enlightening remarks at the occasion:

“Why is this gathering so important? Why is education so important? Let me respond to my own question by telling you about something that came my way recently via WhatsApp. I am in several WhatsApp groups and most of the time, I skip over most of the comments that are posted on one or the other issue of the day on which my fellow citizens feel they have to comment. Recently, however, one message caught my attention, which consisted of three simple posters, the first read: If you are planning for a day, buy some rice; the second read: If you are planning for a year, plant a field; the third read: If you are planning for a hundred years, educate your children!

These three posters convey, in a simple yet powerful fashion, the importance of education. While individuals may plan for a day or a year, countries must plan for a hundred years and must give the highest priority to education because therein lies the most assured path to the sustained development of economies and societies.

Let me turn now to the business of the day. We are here to launch the Annual Status of Education Report (ASER) for Rural Sindh for the year 2016. This is a powerful report because it is based on a huge amount of rigorously-collected data. It is based on a survey of 14237 households from 718 villages in 25 rural districts of Sindh and covers 43,488 children. By standard measures, this database has substantial statistical power.

What does this report tell us? The report ranges over many themes such as access, early childhood education, gender, learning levels, parental education, school facilities and so on. In my remarks, I will focus mostly on learning levels or the quality of education.

The report tells us that while there have been modest improvements in access since 2015, there has been a decline in learning levels. Regarding access, it is noted that whereas 24 percent of children between the ages of 6 and 16 were out of school during 2015, only 22 percent were out of school in 2016. I went back and looked at earlier reports and found that the improvement in access is part of a longer trend. Out of school rates were 29 percent in 2013 and 27 percent in 2014.

This is the good news. The bad news is that the quality of learning has not improved over time. Instead, in rural Sindh, it has declined.

The relevant data are as follows: Whereas 55 percent of schoolchildren in grade 5 could not read a story in Urdu or Sindhi in 2015, 63 percent could not do so in 2016. Similarly, the proportion of schoolchildren who could not read a sentence in English rose from 76 percent in 2015 to 81 percent in 2016. And the proportion who could not do a two-digit division problem in arithmetic rose from 65 percent to 76 percent. Once again, I checked earlier reports and found that the 2016 levels of learning represented a decline compared to 2013 and 2014 as well.

What should we make of this outcome? The first point I would raise is that this outcome illustrates that it is not enough to promote access and increase the quantity of

education alone. Policy makers must also pay attention to the quality of education. We see many examples in developing countries where enrolment rates have been going up over time but learning levels remain low.

The second point I would make is that the declining quality outcome appears to be Sindh-specific. Learning levels have not declined in other major provinces of Pakistan, though one might argue that the levels continue to be low in all provinces. Therefore, one should expect that there are some developments specific to Sindh that account for the decline.

The global literature on the determinants of education quality typically give the highest importance to the quality of the teaching that goes on inside a classroom. Thus, if the teacher is not properly qualified, or not motivated, or not even present in class most of the time, student learning quality will be adversely affected. Other factors also matter, such as the quality of school facilities, whether teaching is done for single or multiple grades, and parent's education level. But teacher quality is paramount. This is where the hunt for a solution to Sindh's declining education quality should begin.”



# Orientation Sessions Fall 2017

August 21: IBA welcomed its largest ever freshmen class from its Undergraduate and Postgraduate programmes at the orientation ceremony. The General Manager-Administration, Mr. Aamer Shabbir, briefed the new batch about the Code of Conduct, IBA Community, Academic Calendar, Attendance & Grading rules and Affiliations. He gave the audience a virtual tour of the IBA through a documentary, and gave a detailed description of the 3190 strong student body, commenting on the impressive increase in female participation at 46%.

The Controller of Examinations, Mr. Abdul Wajid Khan introduced the students to the enrollment, attendance, and grading policies. Following this, the Directors and Chairpersons of the Programs took charge of the stage and delivered comprehensive overviews of their respective programs and IBA's core values. The Program Director of the Undergraduate Program Mr. Sharjeel Hasnie delivered an overview of the BBA Program. While Dr. Junaid Alam shed light on the merits of IBA's MBA program.

Mr. S.M. Saeed, Student Counselor, spoke about clubs, societies, their patrons and the activities organized by them.

Dr. Farrukh Iqbal, the Dean & Director IBA, then congratulated the students in his welcome address and briefed them about various aspects of the institute. He expressed his pleasure at the overwhelming response from the student body and commended the increased participation of girls. He also talked about the 3 major transformations IBA is undergoing: "Physical, intellectual and social diversity".

Following the orientation sessions, Q/A sessions between the students and the Dean ensued, where students asked many pertinent questions. The ceremony marked its end with a campus tour.



# WELCOME

to **IBA**

We are proud to announce the two new additions to the IBA community: Mrs. Malahat Awan and Mr. Haris Tohid Siddiqui. IBA welcomes them and wishes them success in their new roles.

## Mrs. Malahat Awan

**Head of Alumni Affairs, Job Placement, External Relations and Resource Mobilization**



Mrs. Malahat Awan is an experienced and successful Corporate Affairs Specialist, with twenty-two years of management experience. Malahat holds a Masters in Economics from Quaid-e-Azam University, Islamabad. Before joining IBA, she was associated with British Deputy High Commission, Karachi as Head of Corporate Affairs. She has also served in the British Council, UNDP and Asian Development Bank. Malahat would be responsible for all administrative functions of the office of the Alumni Affairs, Job Placement, External Relations and Resource Mobilization.



## Mr. Haris Tohid Siddiqui

**Senior Manager, Alumni Affairs, Job Placement, External Relations and Resource Mobilization**

Mr. Siddiqui, an IBA alumnus with an MBA has a cross industry experience of Sales & Marketing of more than a decade in Media, Education and Insurance Industry. He has worked for GEO TV, Cervelet Management and Strategy Consultants, IBA Karachi and Jubilee Life Insurance in various capacities and is a contributor to national dailies.

# An Interactive Session on Law & Order by DG Rangers

September 8: IBA Karachi hosted an interactive lecture series with the DG Rangers on law and order situation in the city. After the recitation of the Holy Quran, Dr. Huma Baqai (Associate professor, IBA) moderated the event and introduced Hon. Major General Mohammad Saeed (Director General Pakistan Rangers, Sindh) and

Dr. Farrukh Iqbal (Director, IBA). DG Saeed compassionately addressed the students about the significance of Karachi and how they can be responsible citizens

The rangers' representative started with sharing a brief introduction of the role and efforts of rangers in the country. By highlighting the cases that rangers deal with, which includes terrorism, target killing, extortion, kidnapping for ransom and assisting police in other crimes, he explained that Karachi was the 6th most violent city in 2013 and the Supreme Court took a Suo motu notice to start an operation with rangers playing the lead role.

Adding to it, DG Saeed enlightened the audience that they also conduct security rehearsals for universities, perform duties for foreign officials and make special arrangements for national and religious events. Their main aim is to create a secure environment that is free from political extremism, militant wings etc. and their endeavours have resulted in 72% decrease in terrorism in Karachi.

He mentioned that Karachi has undergone many transitions since its inception. The population has increased from 5.5 lakhs to 17 million in last 70 years, which is a drastic change that no other city has seen. Before the partition, it was inhabited by 56% of non-Muslims belonging to peaceful communities, who left the region after partition and only 4% of them remained. During this huge demographic shift, there was a high influx of people from other parts of subcontinent who were not familiar with the Karachi culture. The wide variety of ethnicities could not come together, resulting in ethnic and sectarian fault lines.

He discussed an incident of a recent target killing by highly educated individuals and explained that abject poverty and a wrong interpretation of religion are the main reasons for it. It's healthy to have a debate between liberal and religious groups but sometimes the difference of opinion becomes violent leading to the creation of a polarised society that we're currently struggling with. He made the attendees realise that it is not just the strong law and order that we need, but a strong social contract between the citizens and state. The reason why people abroad have a strong civic sense is because from their early childhood they are told to behave in a certain way. Even in our society, the elementary schools, institutions and parents can bring a change with mentoring their kids about being responsible citizens. He ended his note by saying that we need to develop more tolerance and vigilance to create a respectable society.

There were many pertinent questions asked by the students towards the end and DG Saeed gave quite detailed answers. Dr. Farrukh thanked and appreciated him for taking out his valuable time for the students of IBA. Dr. Farrukh added that the long-term solution to the problem of diverse societies lie in education and IBA Karachi will always play its part in it. The Dean and DG Saeed exchanged the tokens of appreciation towards the end of the program.





## Alumni Reunion at Pearl Continental Lahore

For the first time in the history of IBA, Karachi, it had an Alumni Reunion in Lahore at Shahi Khema Banquet Hall, Pearl Continental Lahore on 13th May, 2017, in collaboration with the IBA Marketing Club and Alumni Department.

The event was attended by numerous distinguished alumni, including graduates of the Classes of 1961 till 2016, and members of the Board of Governors of IBA. The event commenced in the evening, in the presence of over 600 guests, an amazing feat, considering that IBA Alumni are generally residents of Karachi.

Mr. Shahid Shafiq, the Alumni Representative on the Board of Governors of the IBA, initiated the event with his welcome address and internalized the importance of close and working relationships with IBA's alumni, and vice versa, so that it continues to remain one of the best Business Administration schools in the world. He expressed his gratitude to all the alumni present for making it a stupendous event, not just from Lahore but from all over the Punjab, KPK, Islamabad, and even from Northern Areas of Pakistan.

Dr. Farrukh Iqbal, Dean & Director of the IBA, gave his speech to illustrate how IBA has gained a new face, through developments in infrastructure and educational programs. Dr. Iqbal said that the IBA shall try to make this an annual event outside Karachi, informing the audience about the steps being taken to make IBA one of the best schools in Asia, and later, the world.

Unfortunately, the Chief Guest, H.E. Mr. Mamnoon Hussain, the President of the Islamic Republic of Pakistan, was unable to attend the dinner due to unfavourable weather conditions.

As promised, the tremendously fruitful event ended with a lavish dinner, and a musical performance by the renowned artist, Ms. Quratulain Baloch.

Overall, it was an amazing night. The IBA wishes to stay connected with everyone and will ensure that these splendid events continue to take place, and hopefully return to Lahore (or Islamabad) next year for a reunion as prolific as this one, for which IBA thanks the participants who took the time off to attend, and for the wonderful team led by Mr. Jami Moiz, Mr. Mazhar Kazmi, Mr. Kazi Mazharuddin, Ms. Mariam Siddiqui, Mr. Arsalan Ashraf, Mr. Syed Rizwan Rizvi, Ms. Shabana Amirali, Mr. Aamer Shabbir and many more, for the beautiful arrangements.

By: Shahid Shafiq

Alumni Representative of the Board of Governors



# Laptop Distribution Ceremony

May 8: Twenty-five meritorious IBA students were awarded laptops under the Prime Minister's Laptop Scheme. The ceremony, at Governor House was graced by the presence of His Excellency Mr. Mohammad Zubair - Governor Sindh who was also the Chief Guest, Mr. Javed Ali Memon - HEC Director of the Regional Centre Karachi, Dr. Sayeed Ghani - Acting Dean & Director IBA and many other esteemed guests.

Followed by Tilawat and the National Anthem, Dr. Sayeed Ghani, Acting Dean & Director IBA commenced the event with his welcome note, "On behalf of the IBA family, I welcome His Excellency Mr. Mohammad Zubair, the Governor of Sindh; Mr. Javed Ali Memon, the HEC Director of the Regional Centre Karachi, Mr. Shahid Shafiq from IBA's Board of Governors and distinguished guests. I congratulate the 25 students of IBA, selected from 310 students from different disciplines (PhD/MS programs in Maths & Computer Sciences and various Undergraduate programs), who are awarded with laptops today purely on merit. I think that such initiatives by the government, assist learning in our youth and establish a culture of research."

He urged students to use the laptops for the progress of their studies and the country, and thanked Governor Sindh Mr. Mohammad Zubair and BoG member IBA, the Ex- Dean and Director IBA, Dr. Ishrat, for his magnanimous contribution to both IBA's academics and infrastructure and Mr. Shahid Shafiq for making this event possible. He also informed the audience about IBA's journey from being just a business school to a mini-university, highlighting the fact that IBA has introduced MS in Islamic Finance and will be introducing MS in Journalism this year. He proudly informed the audiences about IBA's fulltime faculty being 100 out of which, 60% are PhDs from leading global universities.

Addressing the audience, Mr. Javed Memon (Director Higher Education Commission Regional Centre, Karachi) said, "It is an established fact that a country's economic development is determined by its intellectual capital. The significant results include that the percentage of higher education has increased from 2.6 percent of collage age students (17-21) to 8.26 percent in last ten years.

The distribution of laptops was conducted by Mr. Mohammad Zubair, Mr. Javed Memon and Dr. Sayeed Ghani. Dr. Sayeed Ghani presented a token of appreciation to Mr. Mohammad Zubair - Governor Sindh.

Addressing the audience the Governor Sindh said, "It is a pleasure to be a part of this laptop distribution ceremony for students of IBA, the institute of which I am a proud alumnus of. IBA is a seat of learning unparalleled to any university across the country, with all the reasons to be proud of its glorious sixty years. It has gradually matured from an institute for quality education in Business to a seat of learning in Computer Sciences, Mathematical Sciences and Social Sciences. The Prime Minister's Laptop Scheme, launched in 2013, is a manifestation of the government's desire to make its youth valuable members of a global community driven by knowledge economy. Whereas the nation is still combating the conventional challenges such as terrorism, financial and energy crises; there has been a growing realization about the need of non-traditional solutions to these problems. Hence, it was a necessity to invest energies and resources to improve the knowledge of the youth." He also paid homage to IBA and its students, saying IBA is very close to his heart, particularly congratulating the female students for their notable success in the field of education.



# A Jang Forum on US-Arab-Islamic Summit and Pakistan Foreign Policy 2017



May 26: Jang Forum in collaboration with the Institute of Business Administration, Karachi hosted the conference named “US-Arab-Islamic Summit and Pakistan Foreign Policy 2017” at the IBA City Campus. It was hosted by Mr. Akram Khan (Editor Jang Forum, Karachi), while Dr. Huma Baqai (Associate Professor, Social Sciences), Amin Hashwani (Political Economist) and Air Marshal (R) Riazuddin Shaikh (Political Economic Analyst) graced the stage with their presence.

The topic under discussion was divided into subcategories over which each of the panelists presented their views: recognition of Pakistan by Donald Trump in US-Arab Summit; Pakistan’s role as hired help in training Arabs for using American arsenal; fabrication of the concept of Islamization in Saudi Arabia; failure of Pakistan’s foreign frontier and the future of this Summit.

First to speak, Dr. Huma Baqai felt that the summit was meant to target Iran with the help of the USA. She also shed light over the current Saudi-Israel nexus which arose after the summit, through which both countries have stood up against Iran. She also mentioned that Pakistan has lost a lot as it was neither recognized by Trump in his speech nor mentioned anywhere else in the summit. It was a complete failure of the foreign policy and foreign delegations in the summit.

Mr. Amin Hashwani (Political Economist) mentioned that the summit was named the ‘US-Arab Summit’ but the representations there were non-Arab. Secondly according to him it was not an Islamic summit because it included the \$110 billion armament trade between US and Arab which is used for killing the Muslims themselves resulting in more destruction. Lastly it was considered as a summit but according to the panelist it was just a dialogue between Trump and KSA, while the rest were mere spectators. Stating clearly that this was supposed to be an Islamic conference whereas the awards were given to two anti-Muslim individuals; he mentioned the highest civilian awards presented to Donald Trump and Modi in the summit by the Arabs.

Air Marshal (R) Riazuddin Shaikh (Political Economic Analyst) stated that the \$110 billion, given to KSA by the US, will result in the violation of Islamic identities. Iran is indirectly targeted by these two nations, and will react to this, worsening the global situation. He also talked about the oil boom, which is the greatest contributing factor in this economic and political war. Stressing more over the Saudis’ current state he suggested they now invest in education, infrastructure, business research and development. He said Pakistan should first save its national interests and then take a stand once its identity is safeguarded. He added that we need a balanced foreign policy and a diplomatic approach. Lastly, he spoke about Pakistan’s foreign policy and said that government officials should proactively work to get back on their feet and take initiatives for an improved image.

Dr. Izhar Hussain (Director CEE) and Dr. Irum Saba (Assistant Professor, CEIF) also made valuable contributions. Dr. Izhar talked about identity exploitation and violation of Muslims using armed forces. He also added that Pakistan being a power center, is being unfairly exploited by externalities.

Altogether it was a great interactive session with a consensus on the fact that Pakistan should acknowledge itself foremost, including the potential of good governance and opportunities.

# Hoisting the Flag of Sovereignty



August 14: This Independence Day, IBA exhibited its patriotism through demonstrations of activities in the best possible manner. Dressed in traditional clothes, IBA faculty, students, staff, international students and alumni gathered for the flag hoisting ceremony at IBA, Main Campus.

Dr. Muhammad Nishat Acting Dean & Director, Dr. Nasir Touheed Professor & Coordinator Testing Service, Dr. Shahid Qureshi Program Director CED, Mr. Jami Moiz Asst. Professor Marketing, along with other IBA faculty graced the occasion with their presence. The event was seamlessly organized by Mr. Aamer Shabbir Khan General Manager Administration along with his team.

Dr. Mohammed Nishat delivered a speech highlighting the importance of 14th August before international participants. All the attendees stood together in unity, listening to patriotic songs as the flag hoisting ceremony was carried out in front of the Fauji Foundation Building. The attendees sang the National Anthem enthusiastically, followed by a tree plantation activity.



# QEC, IBA Karachi Hosts the QAA-HEC MS/Equivalent Programs Review Visit at IBA

Quality Enhancement Cell, IBA, Karachi organized the review visit of the Quality Assurance Agency (QAA), HEC and the Committee of Experts from various universities of Pakistan. The purpose of the visit was to review the IBA Graduate Programs' compliance with HEC's minimum criteria/guidelines set for the MPhil/MS and Equivalent level of Programs.

The Review committee comprised of the following experts and HEC officials:

Dr. Amir Ijaz, University of the Punjab, Lahore

Dr. Samina Awan, Allama Iqbal Open University, Islamabad

Dr. Usman Ghani, Institute of Management Sciences, Peshawar

Dr. Zahoor Ahmad Bazai, University of Balochistan, Quetta

Mr. Sulaiman Ahmad, Quality Assurance Agency, Higher Education Commission, Islamabad

Mr. Muhammad Ali Baig, Quality Assurance Agency, Higher Education Commission, Islamabad

From IBA, the Senior Management including the Associate Deans of Faculty of Business Administration and Faculty of Computer Science, the Chairpersons, Program Directors, Senior Faculty of all graduate programs, Coordinator, Testing Department, Controller Examination, representatives from the concerned Graduate Program offices and HR team participated and contributed to the review meeting.

Dr. Shahid Raza Mir, Director QEC opened the meeting with a presentation on the overview of Graduate and Post Graduate programs and support services at IBA. In the first slot, the committee reviewed the documents prepared separately for each Graduate Program backed by the students' progress records and faculty files showing their eligibility, competence, teaching, and supervision records. The program offices and the HR department, in coordination with the QEC, led this activity.

In the second slot, the Review Committee interacted with the students, faculty and supervisors of all Graduate programs under review, and gathered their feedback to see how smoothly the programs are functioning in line with the HEC guidelines. Next, they visited the classrooms, labs and library to see the sufficiency of research and support facilities and services at IBA.

Finally, the Review Committee shared their observations with Dr. Farrukh Iqbal, Dean & Director, IBA and the IBA Senior management in exit meeting. They appreciated the efforts of the QEC to have managed the review visit very well providing all necessary documentation, supporting records and the field visit. In the end, Dr. Farrukh Iqbal closed the meeting with a vote of thanks and distributed souvenirs among the review team.



# Study Tour to Europe

August 3: IBA students along with Mr. Jami Moiz, Assistant Professor Marketing, embarked upon a 7-day study tour to Europe. The group of 33 students and faculty commenced the journey to learn beyond the walls of classrooms and developed a global perspective on marketing dynamics. Munich, Germany was an

ideal place for commencing the Euro tour as it provided not only international exposure but also proved to be an epitome of historical buildings with marvellous architecture.

The first stop in Munich was Linderhof Palace, in southwest Bavaria near Ettal Abbey that was built in 1886. Linderhof Palace and its surrounding park is known for the artistic and stylistically complex architectural ensembles of the 19th century. The students were mesmerized by the brilliant synthesis of arts both inside and outside the palace.

This was followed by a stopover for lunch at the food street of Ettal Abbey that is popular for its ice-cream. Their next stop was the BMW Museum in Munich which is the first of its kind a "Brand Museum" that was built in 1973. It is the perfect place for any business graduate to witness the evolution of the Brand 'BMW'. The place provided an insight into the past, present and future of the BMW brand. Last but not the least, was a visit to the "Centre Point Mall", which is an even better place to understand the retail dynamics in Europe.

The following day comprised of a tour to Zurich's Lakeside Promenade Fleuri – a popular walking path at lake Zurich, which is one of the most popular tourist spots. This was followed by a visit to Zurich's Old Town Altstadt, which is a cultural, social and historical melting pot. No Europe tour is complete without visiting Switzerland and hence their final activity in Zurich was Swiss chocolate shopping.

Enroute to Frankfurt, they stopped at Schlossplatz Stuttgart Palace Square, which is the largest square of the city Stuttgart and a major tourist attraction. The Summer Festival provided a great opportunity for the students to learn how the festivals are conducive for businesses. After the Stuttgart visit, they reached Frankfurt and checked into "Ibis Hotel Frankfurt City Messe". The first stop was Frankfurt (Main) Hauptbahnhof. The students continued their city tour from here and reached River Main.

The day began with breakfast at Ibis Hotel followed by a tour of Black Forest surrounded by a spectacular mountain range in Baden-Württemberg. They visited Claw, the picturesque town of the region enveloped by the 18th-century half-timber houses and a market square.

Day Six started with the half day City tour of Frankfurt that covered the major attractions of the city. The second half of the day was given to students to have leisure on their own. Some students went to Europa Park, home to some of the world's fastest roller coasters. Another group of students took a day tour to the City of Lights and Love "Paris", which is undoubtedly one of the most beautiful cities of Europe.

On the last day, everyone left for Pakistan with friendships and memories that they will continue to cherish throughout their lives. This illuminating and memorable study tour of Europe will go a long way in shaping their professional as well as personal lives. This trip not only gave them the experience of an international market but also helped in applying the retail, brands and consumer behaviour from theory.

We would like to thank Dr. Farrukh Iqbal for encouraging these study tours. Additionally, Mr. Jami Moiz, Dr. Amber Gul, and Mr. Syed Mazhar Kazmi deserve our gratitude for their support and guidance.



# Orientation Ceremony of IBA Talent Hunt Programs Batch 2017

May 31: To welcome the newly inducted batch of Talent Hunt Program, (THP) students, faculty members and sponsors gathered for an Orientation Ceremony in Gani Tayub Auditorium, IBA Karachi. Dr. Zeenat Ismail, Director Talent Hunt Programs welcomed students from all over Pakistan. She addressed the students by saying that this was a step in the right direction in achieving their goals and they have to work even harder, now that they are so close to their goal of studying in Pakistan's top business institution. Dr. Zeenat also profusely thanked the major sponsors of these programs.

IBA Karachi launched the IBA-IHSAN TRUST National Talent Hunt Program in 2004, IBA-CDP Sindh Talent Hunt Program in 2017, OGDCL Balochistan/Khyber Pakhtunkhwa Talent Hunt Programs in 2016 with the aim of picking students from far flung areas of Pakistan. These Talent Hunt Programs (THP) are aimed at the students of matriculation and intermediate from the 4 provinces, FATA and Gilgit-Baltistan. The orientation program is based on merit cum need consideration, designed to train students mainly in the areas of English Grammar & Composition, Mathematics, Presentation & Communication skills, which enhances the students' knowledge, emphasizes on their personal development, grooms and prepares them for IBA's entry test. Each trainee is attached with a Faculty Advisor who counsels, coaches and mentors the trainee in professional and personal matters.

Addressing the audience, Mr. Aamer Shabbir Khan, General Manager Administration gave a comprehensive overview of IBA to the candidates of THP program. He went on to inform the students about the teaching departments, faculty members, student activities and the modern architecture of IBA. Mr. Aamer also notified students about the profound emphasis on discipline within the premises of IBA.

Addressing the students, Dr. Farrukh Iqbal, Dean & Director IBA emphasized that the students should take full advantage of the program and assured high quality learning through the learned faculty and dedicated program team. Mr. Fayyaz Ur Rehman, VP Product Development & Shariah Compliance, Ihsan Trust said that Meezan Bank created Ihsan Trust in 2002 and its collaboration with IBA started in 2009. He said that Ihsan Trust sponsors the orientation programme and also all those students who get admission into IBA. Mr. Fayyaz urged the students to give this opportunity their all and to play their role in serving this country.

Mr. Irteza Ali Qureshi – CFO, OGDCL Pakistan emphasized on the company's aim to support such an honorable cause to open doors for the underprivileged children of Pakistan.

Syed Hussain Haider – Director AISEM & International Consultant focused on availing and making the best out of this wonderful opportunity, he shared his views on the importance of education and how it can do wonders for people only if they are determined to achieve their goal.

Mr. Abdul Rauf Khajjak, General Manager – CSR, OGDCL Pakistan said that OGDCL hopes to continue this noble cause of supporting higher education for underprivileged students of Pakistan for years to come. He told the students of Baluchistan and KPK to rise and show the world their courage and hard work through securing admission at IBA Karachi and performing well in the aptitude test.

With success stories of the alumni of THPs being shared, the orientation ended on a good note as Dr. Farrukh Iqbal presented tokens of appreciation to the donors and guests.



# BBSYDP Certificates Distribution Ceremony

July 2017: IBA, with the active support of Benazir Bhutto Shaheed Youth Development Program (BBSYDP) has trained over 450 underprivileged youth in different courses like Web Designing, Web Development, Multimedia & Graphic Designing, IT Entrepreneurship, Software Development and Office Automation.

On the completion of the courses IBA organized a certificate distribution ceremony on Thursday at JS Auditorium in IBA City Campus. Provincial Minister of Education and Literacy Mr. Jam Mehtab Hussain Dahar, Special Advisor to CM on Science & Information Technology Dr. Sikandar Ali Shoro, Secretary BBSHRRDP Mr. Shariq Ahmed, Dean and Director of IBA, Dr. Farrukh Iqbal; Director of Information & Communication Technology, Mr. Imran Batada and other guests from the IT sector participated in the event.

This year IBA also organized a symposium for the top-rated projects of the students who took different IT courses in which CIOs and CEOs of different organizations took keen interest. This helped the students to exhibit their projects before industry experts and professionals to get possible jobs.

IBA produced a documentary which showcased the whole training process as well as the efforts of trainers and students regarding the entire 4-month program. High achievers (top 3 students) from each class were invited on stage, where the Chief Guest presented them their certificates and an electronic tablet to the highest percentage holder from each class - courtesy CommTel and DWP.

On the occasion, Mr. Imran Batada - Director ICT & CICT congratulated all the students and added how they have been successful in changing the mindset of the students resulting in some students being interested in joining IBA degree programs, some getting jobs, and some selling their final year projects.

Speaking on the occasion Provincial Minister of Education and Literacy Mr. Jam Mehtab Hussain Dahar said that this is a great initiative under the umbrella of Sindh Government's BBSYDP initiated in 2008 and has provided training and education to the youth of Sindh to facilitate their employment and curtail poverty. He added that his Government's focus is on education and that they are glad that IBA Centre of Information & Communication Technology has come forward for this program and trained 450 plus students in this batch alone. He said that he was very excited to know that, not only students have learned here but they also have gotten internship and jobs.

The Program aims to provide opportunities for short-term employment and skill development to approximately 100,000 semi-literate and educated unemployed youth in Sindh for a period varying between 3 months to one year.



# MoU Signing Ceremony between IBA Karachi and Ecommerce Gateway Pakistan



## IBA to participate in 17th ITCN Asia 2017 as the Knowledge Partner

July 18: Institute of Business Administration (IBA) and Ecommerce Gateway Pakistan, signed a Memorandum of Understanding (MOU) regarding the participation of IBA as a knowledge partner for 17th ITCN Asia 2017- International Exhibition & Conferences. The MOU was signed by Mr. Imran Batada, Director ICT, IBA and Dr. Khursheed Nizam, President, Ecommerce Gateway Pakistan.

The two organizations expressed their objective to work together to benefit the IT industry.

The objective of this MOU is to bring forth the potential of ICT sector, benefits of CPEC, and to provide a platform to startups to showcase their projects. Mr. Imran Batada, Director ICT, IBA, congratulated the whole team of ITCN Asia and said, "This year again IBA is happy to collaborate with ITCN Asia to deliver, IBA may take advantage of this platform to showcase its startups and final year projects, since ITCN has a high impact factor. In addition, IBA will also help ITCN in the conference for selection of the track, keynote speakers, and moderation of event. This year we are also going to add two conferences in ITCN Asia; CPEC and IT Industry of Pakistan and Challenges of Digital Security for Media".

# Engro & National Food Project

IBA-CICT team continues to provide its services to National Foods & Engro employees to live stream their events and for their CEO conferences. Their solution and services enable National Foods employees from all over the Pakistan to view the live streaming of these events by residing at remote locations. This particular service allows organizations to live stream their events to the audience of their corporate and global offices. It generates increased engagement by making events seamlessly accessible to those who cannot physically attend.

## IRC Updates



Asia-Pacific Research and Training  
Network on Trade



### IBA - Karachi is now a member of **Asia Pacific Research & Training Network on Trade (ARTNet)**

We are pleased to share that the Institute of Business Administration (IBA), Karachi is now a member of Asia Pacific Research and Training Network on Trade (ARTNet).

The Asia-Pacific Research and Training Network on Trade (ARTNet) is an open regional network composed of leading trade research institutions and think-tanks across the Asia-Pacific region. It was established by ESCAP in 2004 with the support of the International Development Research Centre (IDRC), Canada.

Dr. Aadil Nakhoda from IBA is the coordinator with ARTNet. We look forward to enriching our academic content for trade with this membership.

## Visit of **Fulbright Commission from USA**

July 11: A delegation of the Fulbright Commission from USA, comprising of Maureen Y. Mimnaugh, Deputy Cultural Attaché, US Embassy, Stephanie Reed, Program Officer, South & Central Asia Fulbright Program, and Daniel Lee, Assistant Cultural Affairs Officer, U.S. Consulate General, Karachi, visited IBA Main Campus. The team met with the Dean and Director IBA, Dr. Farrukh Iqbal at the Fauji Foundation Building. The meeting was followed by a dialogue between the Fulbright delegates and the Fulbright Scholars from the IBA alumni body, who are serving Pakistan at distinguished positions in various fields. The meeting concluded with refreshments.



## Testimonials of **USEFP Global UGRAD Participants**



### Syeda Fizza Ali

It all starts somewhere: you pack your suitcase, you say goodbye, you forget at least 3 things that are important, and you get on a plane to fly away from home... Growing up in a small town I never thought I could make it this far. I was a shy girl with my own views about the world, until I went to the States. USA has become a part of me. I built a

whole new life from scratch, got a family, school, friends everything. I learnt to get out of my comfort zone and to be independent. Being raised in Pakistan, society always had a say in what I should do, how I should dress and where I should go. But when I was in the USA, I traveled alone, I made friends from all over the world, and it was then that I realized that the worst thing you can do to yourself is to pretend to be someone you are not. My world has been expanded significantly and with it I have expanded as a person. I am much more self-aware and already feel more confident and independent than when I left the USA. It's heart breaking to leave the friends you made, but at the end you have the memories you could cherish for life.



### Avinash Kumar

My experience with UGRAD Exchange Program was highly motivating, not only regarding academics but also about traveling and exploring the USA. I took full advantage of it as it was my one and only chance.

When I reflect upon my experience as a Gadsden State Community College student and cultural ambassador, one of the first words that come to mind is 'personal'. It was easy to quickly form friendships with the other design students who shared most of my classes. Being a part of Gadsden College, I felt each of my professors truly cared about helping me achieve my goals, both in my class and in starting my career. Community service projects, participation in International club and circle-K club helped me enrich my leadership skills and create a positive impact in society.

The UGRAD program, though short, was a wonderful experience. It gave me memories, some good friends, the title of a cultural ambassador and everything that I aspired for.



### Sanjay Puri

I have a dream to visit almost every country in the world. I got an opportunity to visit a country which was on the top of the list. It started with happiness as the dream was coming true, and it ended with the mixed feelings. I wanted to come back home, but I didn't want to leave that place.

Being an extrovert, I made a lot of friends from almost 27 different countries. In the US, almost everyone in the UGRAD batch was traveling within groups, whereas I thought to travel alone: the best part of my journey. I came across different cultures and technologies. I found different websites like Couch Surfing etc. where people host you for a couple of days, and I saved my living expenses. This hosting helped me befriend many individuals and families.

At the end of my journey, I realized that I should give more time to myself than anyone else and I started taking interest in English Literature. I didn't have the reading habit, I started reading books and novels. I took more interest in education than before.

My journey to the US has built my academic and intellectual capacity.



# Mian Abdullah Library

The history of the IBA library dates back to 1955, when it was founded and since then, it has been playing a vital role in attaining a unique position among business institutions. By 1957, the IBA library had 8000 volumes & 130 journal subscriptions and was considered to house the most up-to-date materials on business and public administration in Pakistan. Over the years, the library underwent a series of developments through IBA's in house funding but it was after the donation of an endowment of PKR 100 million by the Mian Abdullah Foundation, that IBA welcomed the launch of the Mian Abdullah Library in its full glory at the Main Campus; named after its magnanimous founding chairman of one of the largest business groups of the country.

The state-of-the-art library has inspirations and design inputs from best modern practices and can accommodate 450 students at a time. It comprises of 4 unique study spaces: Individual, Collaborative, Leisure and the Multimedia. Each space encourages students to collaborate with each other and study individually and collectively. The aesthetics of the library have drawn students to enjoy studying, reading books and browsing magazines. This library was a measure taken by the IBA to offer its students the best facilities and education rather than having to opt for 2nd Tier Western universities.



## Head Librarian's Interview



The Head Librarian of the library, Mr. Anwar was interviewed by The Current. Mr. Anwar holds a Master's degree in Library and Information Science from the International Islamic University, Kuala Lumpur and is a member of the Advisory Board for Africa, Asia and Oceania, EBSCO Information Services and the International Journal of Librarianship and Information Science. With 20 years of progressive experience, he has helped IBA achieve the distinction of converting its conventional library services and spaces into ultra-modern learning centres. The information received is as follows:

- If students are dissatisfied with any of the library services, how do you tackle that situation?

We try to first understand the issue, and then we try to solve it. Sometimes students want personal benefit. Other times if there's something to do with our services, we immediately try to address those issues. This way, we have gained the confidence of all the students with respect to their issues, because of which they no longer feel the need to approach the higher authority.

## Island of Excellence

In 2011, the IBA initiated the concept that a library can be aesthetically appealing, colourful and with an in-house coffee shop. Other renowned universities are also following this model. The State Bank of Pakistan has also subscribed to the library for some resources.

In 2011-12, IBA's library was behind in terms of structure and content, but now, it is at par with the libraries of other leading universities. When compared to other libraries, Mian Abdullah Library has an upper hand because it serves as a standalone function rather than being embedded into the overall structure. It is an independent and uniquely designed building with its own air-conditioning and an independent network.

“Success is not what you achieve in life, it is about what you inspire others to do.”

We at the IBA are always ready for change as change is the only constant.

## Technology

The Mian Abdullah Library has crossed many milestones in the field of technology to provide the best facilities to its users. The system has been automated, hence information retrieval has been made easy with the help of a kiosk in the library.

For eContent, this year's budget for the library has 20 Kindles for in-house borrowing. Students will also be able to bring in their own Kindles and be provided with books (which will expire in 14 days), like the 140,000 eBooks in the eBrary. This year orders for the Kindles have been placed in advance in addition to 10 Tablets, which will be hung on shelves. Self-service scanning will also be introduced in the library near the walk-up terminals. The library also contains an impressive collection of over 100,000 eJournals.

Netflix (a provider of internet television network) subscription was a part of the initial agenda for the library. For this facility, there's an individual screen, network support and a DVD player with the subscribed content available. There's a multimedia space available too, which is normally booked for larger sophisticated discussions with corporate executives.

In the future, there will be a proper facility inside the Mian Abdullah Library called the 'Information Commons' to help with assignments and research work; where trained staff will be available in addition to database guides and brochures. The facility will have 36 terminals: 2 slots for laptops and 34 slots for PCs. Research support software like SPSS will also be available for the users.



### • What role does the library play in encouraging avid readers?

To increase activities like book reading etc., you need a team in addition to a vision. Libraries in foreign universities have already undergone the revolution we are experiencing presently. We have much more on our agenda right now, hopefully after the completion of which we will be able to embark upon those set of activities. We are focusing on building relationships with our students, and most of our student body does not read extracurricular books during the semester. Even if we start those activities, students will not partake in them until and unless it is somehow linked to their academic section.

### • What are the long-term objectives associated with the position you are in?

To sustain the setup. We need to maintain and preserve the standard of our services to ensure that we only move forward. Making available mature research support and public services, we plan to complete our team this year by hiring 4 more people.

### • How does IBA encourage and inspire people to work in a library?

IBA hires people as Library Trainee Officers since the last 3 years, who are toppers from their universities. When they go out into the market, they are immediately taken up by good institutions. This can serve as an inspiration to others and can be potential applicants for us as they are trained as per our standards. We have team members from the last 35 years and we enhance old employees' skills too by giving them informal training sessions. The only inspiration can be structures like the IBA library with the excellent work environment. Some people come into this profession by following their family lines. They can be improved and turned into agents of positive change.

### • How should Library Studies be changed to keep up with the times?

The Library Studies degree in Pakistan and worldwide needs to be broadened and should be versatile in order to attract new talent so that it does not reach stagnation. This can be done by incorporating courses regarding business and technology into the degree like some universities in Asia have.

### • What role does the library play in facilitating the feedback process?

As a professional I feel that feedback is important. I conduct 3 hour sessions for PhD students. Some discussion is based on what we want to do and some on what they ask us to do. We cater to as many requests as we can. Sometime students during exams want to discuss more. We expand the group study space and change the location of silent study spaces to another makeshift room. We try to be flexible by extending exam timings too. So far there haven't really been requests from our users for further innovation.

## Research

Due to the renovation project, the content in the Mian Abdullah Library does not reflect that it is 60 years old. After fixing the face of the library, the administration is now tending to the back end. The archives are being revamped, which will take another 1-2 years. If IBA used to subscribe to a magazine in 1955, there's still a historical relevance in IBA having the hard copies at present even though that data is available digitally. This is because there are still some gaps in that digital data.

The library has customized its services to meet the needs of its members at their varying academic levels. The 'Ask Us' facility can be used, for which trained staff is present and helps with information retrieval. Then there is also a research support librarian available for consultation to help with citations and reference styles when needed. This service is also available to the alumni.

Alumni can request IBA for documents through the 'Document Delivery' service and use the library services by visiting in person. IBA has links with various document supply services like the British Library and as per demand, licensed documents (books chapters, research articles) are supplied to the faculty and researchers.

In 2011 - 2012, only textbooks made up a major portion of the library's collection. However, the IBA now focuses more on the acquisition of digital content that supports teaching and research. The library is partnering with Harvard for the provision of teaching cases to the faculty and recently two more databases – the Cascentre & Emerging Market Case Studies – have been added. More investments are being made on the provision of research eContent. At the same time, the subscription to print journals has gone up from 40 in 2012 to 100+ in 2017. The number of electronic journals has crossed 10,000, many of which are being subscribed by IBA's own funds and the print book collection has crossed 66,000.

The library subscribes to a number of specialized resources to support business students. It also works closely with the HEC Digital Library Programme and suggests resources that are of good use to other business schools as well.

To date, there has been no instance where a request has been sent to the library from a faculty member and has not been addressed, be it for a book chapter or a thesis or a research article. There is 200% support in terms of mindset, awareness, and energy which has gained the trust of the faculty members in IBA and the senior/research students. The library showcases and streamlines the work done by the graduate students and is the custodian of the format compliance of the approved templates.

There are 27 electronic databases available to strengthen graduate and postgraduate research e.g. Bank Scope, Orbis for Banks, Datastream, Eikon by Thomson Reuters, Passport by Euromonitor, WARC – World Advertising Resource Centre, IFN – Islamic News Network, UN Comtrade, Newsbank, and Dissertation & theses.



## Infrastructure

Libraries now are designed to be more transparent and to be integrated into the campus culture so that students don't feel isolated in them. The non-linear component spaces are supposed stand out, as opposed to viewing the library as one whole uniform structure.

Previously, there used to be 10% space in the library for interaction and the remaining 90% was for self-study. Currently, the students want interaction as opposed to isolation. This is why, even the Silent Study Spaces in the Mian Abdullah Library are linked with the Group Study Spaces. Thus, the IBA Library incorporates all the latest infrastructural trends, always cashing in room for improvement.

# Orientation Ceremony of the International Entrepreneurship Summer School (IESS)

August 7: The inauguration of the second edition of The International Entrepreneurship Summer School (IESS) was held at Aman CED, IBA Main Campus. The IESS hosted by the IBA Aman Center for Entrepreneurial Development (CED) stands apart in its diversity; aiming to instill experiential learning, The IESS is a 10-day program, which is designed to inculcate and promote entrepreneurship, and prepare the students for the challenges they could face pursuing their entrepreneurial goals. In order to promote the diversity necessary for entrepreneurship, the program had participants from different cultures and nationalities. IESS 2017 aims to give its participants a practical experience to the South Asian perspective of social entrepreneurship, while aiming to portray a better image of Pakistan.

The program has attracted aspiring entrepreneurs and students as participants from China, Indonesia, Netherlands and Czech Republic with international faculty's teaching experiences ranging from South Korea, to Germany, USA and Singapore.

Dr. Shahid Qureshi, Program Director Aman CED, IBA introduced the program. Dr. Qureshi said that, "Entrepreneurs must be meticulous, persistent and they must believe in themselves to succeed". He told the students that entrepreneurship in this part of the world is unique as it not only helps people but also benefits the whole society by creating jobs for the people. This was followed by a welcome address by the Acting Dean & Director, IBA, Dr. Nishat. He appreciated the team efforts of IBA Aman-Center for Entrepreneurial Development (CED) for organizing such wonderful programs related to entrepreneurship. He also urged the students to learn and benefit from this course as entrepreneurs and valuable citizens of the society.

Dr. Qureshi started academic session of IESS-2017 by describing The Effectuation Theory of Entrepreneurship and discussed a few case studies. In the end Dr. Najam Anjum conducted an interactive team-building activity i.e. marshmallow activity.

The international students were hosted by the Aman CED team with traditional food to acquaint them with an enriching cultural exposure.

The CED team aims to reach new heights of success as compared to its first edition, last year. The progress is evident in the diversity that is reflected in the program with a combination of international and national participants along with international faculty.



## IBA AMAN CED Launches Technology Entrepreneurship Youth Camp'17

July 3: The orientation ceremony for Technology Entrepreneurship Youth Camp'17 was held at IBA Aman CED.

For the last four years, Aman CED has successfully conducted kid's entrepreneurship camp. Last year, it reached new heights where in addition to entrepreneurship, the concept of technology was also imparted through courses in Robotics and Game Development. In addition to these two, Graphic Designing was also introduced in this year's Youth Camp. Teaching etiquette to kids was also one of the key features of the camp, which facilitated in character building of all the students.

This 6-day Summer Camp assisted by Dr. Shahid Qureshi and Dr. Imran Khan served as an ideal launching pad to future career paths for the students enrolled. They learned how to market, negotiate and buy under the supervision of experts in the field. The program also focuses on team management and leadership qualities through sports-related activities.

33 out of the 40 participants were children of IBA staff and faculty members. The deserving children of staff members were given scholarships from the Community Welfare Society.



## Khudmukhtar Project

IBA Aman CED & NOWPDP completed the Khudmukhtar Project, which was the business ideas competition for special persons. The finale of Khudmukhtar was held at IBA City Campus on Saturday 15th July. This project was initiated by NOWPDP to economically empower persons with disabilities and was executed in partnership with Planet N Group and IBA Aman CED.

More than 30 people with disabilities were shortlisted from an initial pool of 100+ candidates. Men and women with physical, visual and hearing impairment, from across Karachi presented their business ideas to the jury in group and individual form after undergoing various stages to refine their business plans and prepare for the finale.

There were many innovative business ideas including furniture setups, an event management company, mini-grocery market, tailoring shop and a barbershop. After reviewing all ideas, at least 10 people from the 30+ applicants were selected by the jury for funding.

# CED's CIE Final Students Business Startups Pitches and Closing Ceremony

June 22: CIE Final Business Startup Pitches were conducted at Aman CED where the aspiring entrepreneurs presented their business plans. The presentation was held under the auspices of CED's flagship program of Certificate in Entrepreneurship to foster entrepreneurial development. These sessions continued for four days and by the end, this cohort of entrepreneurs reached the graduation phase of the course. All the entrepreneurs participated with their utmost interest and enthusiasm, their presentations were highly appreciated by the faculty and the judging panel.

CED's CIE program caters to the applicants from various disciplines and professional qualifications.

The judging panel included IBA CED's faculty including Dr. Shahid Qureshi, Dr. Imran Khan, Mr. Yaseen Ahmed Meenai, Mr. Asif Jaffar, Dr. Kamran Mumtaz, Muhammad Talha Azeem, Visiting Faculty and Asim Bashir Khan / PhD Scholar. While the CED team: Mr. Rao Israr Ahmed, Mr. Imran Muhamad Khan, Adnan Mahmood and Muhammad Talha facilitated. Several business ideas, related to Technology Entrepreneurship, Social Entrepreneurship and Agricultural Entrepreneurship, were presented. All ideas were applauded and critically appraised by the judges.

The event was graced with the presence of the honorable Dean and Director, IBA Karachi, Dr. Farrukh Iqbal, who expressed his heartiest wishes to the CIE administration and appreciated the efforts of Dr. Shahid Qureshi and CED team for the promotion of entrepreneurship.



# Workshop at IBA CED's Certificate Program conducted by **Syed Hussain Haider**

Mr. Hussain Haider, a motivational speaker currently working in Akhuwat, conducted a workshop at IBA CED and interacted with the participants of CIE. He informed the audience that Akhuwat has a number of unique initiatives, which lack in other NGO's/organizations. The reason for discussing Akhuwat was to set an example and benchmark of Emotional Quotient.

The speaker highlighted that "Motorways are not a symbol of success". Considering the case of Uganda, which has the highest economy in Africa and India which also doesn't have any motorways, yet they are successful nations. We have to understand our national interest and then start working on that with synergic effect. Participants also got an insight about the 4Q Model on which we generally judge others (PQ- Physical Quotient, IQ- Intelligence Quotient, EQ- Emotional Quotient and SQ- Spiritual Quotient).

Moreover, the speaker urged that we first have to get inspirations from others and then correct ourselves. He ended with a discussion on the 4 types of pathies, including, Empathy, Sympathy, Apathy and Antipathy. Mr. Haider shared a case of Nelson Mandela with the class with a conclusion based on the required leadership traits like facing challenges, inspiration and humility.



1st – 2nd August, 2017: IBA CEIF conducted an Executive Learning Program on "Treasury Management for Islamic Banks".



26th- 27th July, 2017: IBA CEIF conducted an Executive Learning Program titled "Shariah Compliant Financing Solutions for Businesses and Corporate".



24th-28th July, 2017: IBA CEIF conducted the "Islamic Finance Young Leaders' Summer Camp".



18th July, 2017: IBA CEIF signed a Memorandum of Understanding with the Islamic University of Maldives.



19th May, 2017: IBA CEIF conducted a training on "Digital Disruptions & Global Trends in Islamic Financial Services Industry" at the SECP Training Facility, Islamabad by Mr. Usman Hayat, Executive Director, SECP and Mr. Ashar Nazim, Global Islamic Banking Center of Excellence, Ernst & Young.



4th May, 2017: IBA CEIF strategically partnered with The Professionals Network to conduct the 6th Islamic Finance Expo & Conference (IFEC). The Chief Guest for the conference was the Governor of Sindh Mr. Muhammad Zubair.



9th May, 2017: IBA CEIF conducted a session on "Interest Free Micro-Financing - The Akhuwat Model". The session was conducted by Mr. Syed Hussain Haider, Director, Akhuwat.



12th May, 2017: IBA CEIF conducted a session on "Framework For Islamic Accounting Standards And Disclosures in IFIs" by Mr. Omar Mustafa Ansari, Deputy Secretary General, Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI).



8th – 17th July, 2017: Open House Session for the MS Islamic Banking and Finance.



9th May, 2017: IBA CEIF conducted a training on "Digital Disruptions & Global Trends in Islamic Financial Services Industry" at the Riphah University, Islamabad with Mr. Ashar Nazim, Global Islamic Banking Center of Excellence, Ernst & Young. Prof.



24th - 26th May, 2017: IBA CEIF conducted a 3-day introductory level course titled "Introduction to Islamic Finance".



17th May, 2017: Executive Learning Program on "Zakat Collection, Investment, Calculation and Disbursement" at IPS Islamabad.



11th May, 2017: Operational Aspects of Family Takaful Business.



29th April, 2017: IBA CEIF held the Certificate Distribution Ceremony for the Advanced Certificate in AAOIFI Shariah Standards, conducted from October, 2016 to April, 2017 with speeches by Dr. Ishrat Husain, Chairman, IBA CEIF, Mr. Junaid Ahmed, President & CEO, DIBPL, Mian Muhammad Nazir, CEO, Dar-ul-Sharia and Shariah Board Member, DIBPL, Mufti Muhammad Hassaan Kaleem, Resident Shariah Board Member, DIBPL, Mr. Omar Mustafa Ansari, AAOIFI, Mr. Ahmed Ali Siddiqui, Director, IBA CEIF, and Mr. Fawad Azim, DIBPL.



29th April, 2017: Emeritus Prof. Dr. Ishrat Husain, Chairman, IBA CEIF, speaking at the Lecture Series on "Local and global Issues faced by Islamic Finance Industry".



10th April, 2017: IBA CEIF conducted a session on "Leadership in Quran and Sunnah" with Mr. Almir Colan at the Institute of Business Management, Karachi.



8th April, 2017: IBA CEIF conducted a full day workshop on "Basics of Islamic Finance" with the students of IBA by Mr. Almir Colan, Director, Australian Centre for Islamic Finance.



28th April, 2017: IBA CEIF welcomed Assoc. Prof. Dr. Baharom Abdul Hamid, Director, Research Management Centre, INCEIF, The Global University of Islamic Finance, to join in as a visiting faculty member for a course on Research Methodology as part of the international faculty exchange initiative between IBA CEIF and INCEIF, Malaysia.



7th April, 2017: IBA CEIF hosted a Distinguished Leadership Dialogue on "Global Opportunities for Islamic Finance and Challenges in Non-Muslim Majority countries" by Mr. Almir Colan, Director, AusCif, Australia.



15th April, 2017: IBA CEIF welcomed the second batch of the "Advanced Certificate in AAOIFI Shariah Standards".



7th April, 2017: IBA CEIF Session at Karachi School of Business Leadership with Mr. Almir Colan, Director for AusCif, Australia.



10th April, 2017: IBA CEIF conducted a session on the "Fundamentals and Basics of Islamic Finance" on the 10th of April, 2017 at the IBA Main campus. Mr. Almir Colan, Director, Australian Centre for Islamic Finance (AusCif), was the speaker.



3rd – 4th April, 2017: Risk Management in Islamic Financial Institutions.

# IHSAN Trust WORKSHOP

June 12: IHSAN Trust (Meezan Bank Ltd.) had a brief session with the IBA Talent Hunt Program Students of Batch 2017 on the Islamic Banking, Ihsan Trust, and Ethics. The session was conducted by Mr. Ahmed Ali Siddiqui -Senior Executive Vice President (Product Development & Shariah Compliance), Meezan Bank Limited, Director - IBA CEIF, Mr. Fayyaz Ur Rehman, Vice President (PD&SC), Mufi Naveed Ahmed, and Dr. Zeenat Ismail -Director Talent Hunt Programs.



## Signs an MOU with Sindh Revenue Board (SRB)

May 26: IBA-CEE and Sindh Revenue Board signed an agreement for the training of 40 SRB officers. The contract was signed by Dr. Farukh Iqbal, Dean & Director IBA and Mr. Khalid Mehmood, Chairman SRB.

The training was given in 12 areas, including: Leadership, Management Skills & Organizational Behavior, Data Analysis through MS-Excel, E-Views & SPSS, Time Management, Negotiation Skills, Economics, Public Policy, Value Added Tax (VAT) & Practices (I), Principles of Accounting & Tax Auditing.

The trained officers are better equipped to meet the future challenges as visionary leaders equipped with adequate knowledge, executive education and power of visionary anticipation. The program started from 8th July 2017.



## IBA Faculty's Industry Interface

Dr. Shahid Raza Mir, Director QEC has been appointed as the Vice Chairman of the Federation of Pakistan Chamber of Commerce & Industry (FPCCI) Standing Committee on 'Women Support & Development' (2017).

# The NYU Reynolds/D-Prize Global Social Venture Competition Consortium

May 31: IBA is a proud member of the New York University Reynolds/D-Prize Global Social Venture Competition Consortium, which engages universities around the world to conduct their own intra-school competition and support their students' efforts to scale sustainable, proven poverty solutions focused on the developing world. The contestants were required to figure out how cost-effective ideas can bring about social change. They were put to the test to come up with their own ideas or build scalable models for some of the solutions to poverty given on their website.

This project was focused on the notion of figuring out how to implement a given solution, and to be more impactful than coming up with a new solution to a problem. Their website had some ideas that had been given on how to improve the standard of living of the people. The contestants could take models from anywhere. They had to prove that the chosen model can be implemented in their respective areas to bring about a change. The idea behind this competition was to increase the accessibility of the solutions which have already been implemented elsewhere to tackle poverty. Many universities like Nanyang Technological University and BRAC University were a part of this consortium. The prize included up to \$10,000 in funding and mentorship from IBA to set up the students' very own social enterprise.

This is the first time this competition was held in IBA, Karachi. The winners, Syed Anzar Ahmad (BBA-V), Khadija Furqan Shaikh (BBA-VI) and Hadi Ahmad Ali (BBA-V) were awarded a \$10,000 grant, of which \$5000 is from NYU and \$5000 is from IBA. They aim to make a difference in the society by working in the education sector. Their model, "Soch" looks to incorporate technology in classrooms to make education cheaper and accessible while also making technology acceptable in the minds of the people. The "flipped classroom" was a pedagogical model in which the typical lecture and homework elements of a course are reversed. Short video lectures were viewed by students at home before the class session, while in-class time is devoted to exercises, projects, or discussions. The pilot of this project would go on for three months, and the duration of the evaluation of the project would be two years. It is an intensive project which will surely test these students' abilities to establish their own social venture.

Dr. Azam Ali, Assistant Professor, will be mentoring the students in their journey. IBA is honored to be giving a stage to the students to show their talents and bring the best out of them. We wish them the very best of luck for all their future endeavors for this social venture and far beyond.



Website: [http://www.nyu.edu/social-entrepreneurship/d-prize/d-prize\\_partnership.html](http://www.nyu.edu/social-entrepreneurship/d-prize/d-prize_partnership.html)

# AikNaiki, A step towards a better Pakistan

AikNaiki is a non-registered social organization that works towards achieving social objectives in Karachi. It was formally founded last year by a group of university students comprising of LUMS, IBA and the University of London. Abdul Qadir, Vice President of AikNaiki is currently pursuing his undergraduate degree from IBA. The commitment that he has shown towards this cause has been commendable and is evident from the success AikNaiki has achieved in the short span of time. The registration process of AikNaiki is underway and soon it will be officially registered as a non-governmental organization. Their prime focus is to work in the educational sector of Pakistan but the organization also caters to other important issues of the society.

May 28: One of AikNaiki's biggest achievements has been the Ramadan Iftar Project 2017, which has enabled it to make a mark all over Pakistan in terms of outreach. The Holy month of Ramadan presented an opportunity to provide the people with Iftar necessities and AikNaiki took up the task with zeal. Gathering volunteers and using their personal contacts for donations, they launched the Iftar Project 2017 to cater to the underprivileged. The drive took place at various locations in Karachi, namely Ziauddin Hospital, Jinnah Hospital, etc. The families of the patients and other underprivileged people were provided with free Iftar meals during Ramadan.

AikNaiki also took an initiative to buy ration for the people of Thar. Thar, being largely impoverished, faces a lot of difficulties throughout the year. Families were provided with ration packages to help reduce the hunger problem that has been prevalent in Thar. AikNaiki's initiative is not only aimed for a one-day activity of distributing food, but is focused to continue it for a longer period of time. AikNaiki believes that even a little effort can change someone's life entirely.

Facebook page:

<https://www.facebook.com/AikNaiki>

Website:

[www.aiknaiki.org](http://www.aiknaiki.org)



**CEJ IBA**

Centre for Excellence in Journalism

# ICRC signs MoU with CEJ

By: Madiha Shah Modi



Karachi: The International Committee of the Red Cross (ICRC) and the Center for Excellence in Journalism (CEJ) at the Institute of Business Administration, Karachi signed an MoU entering into a partnership aimed to improve standards of humanitarian reporting to ensure accurate, ethical and responsible reporting during humanitarian and disaster response crises situations. Under the MoU, CEJ and ICRC will design and conduct two workshops on Humanitarian Reporting. They will also announce annual nationwide Humanitarian Reporting Awards.

Mr. Reto Stocker, Head of Delegation ICRC and Mr. Kamal Siddiqi, Director CEJ, signed the MoU on behalf of their respective organizations.

By: Madiha Shah Modi

## CEJ collaborates with Nestlé to train journalists on nutrition, health reporting



Karachi: The Centre for Excellence in Journalism (CEJ) in collaboration with Nestlé Pakistan organized a two day workshop for nutrition and health reporters on "Basics of Nutrition and Health Reporting: Nutrition as a source of News". The training was attended by eighteen print, broadcast and digital journalists from various media organizations.

Targeting entry and mid-level journalists, the workshop was led by CEJ director, Kamal Siddiqi and freelance journalist, Asfiya Aziz along with guest speakers – Mukhtar Alam, Farooq Baloch, and nutritionist, Dr. Fauzia Waqar.

The training elaborated on the nutrition profile of Pakistan and highlighted the reasons which make nutrition such a crucial issue in the country. There were sessions on Pakistan's health system, policies, and issues with a special focus on nutrition as a source of update in a country where malnutrition is widespread. More than 11 million children under five are chronically malnourished, and have their brain development and immune systems impaired, with life-long consequences.

Speaking on the occasion, Kamal Siddiqi said, "Nutrition and health are very important areas but are generally neglected when it comes to reporting. That is why we need to work with journalists so that they can work on them and do better reporting".

Participants examined the existing health and nutrition-related news in media, and discussed the gaps in reporting and ways to fill these gaps.

Commenting on the training, Waqar Ahmad, Head of Corporate Affairs said, "Nestlé Pakistan is keen to highlight the importance of nutrition. Malnutrition is a core issue in our country which consequently leads to a decreased productivity in our workforce and costly inefficiencies. We endeavor to play a key role in helping address this issue. In 2016, Nestlé Pakistan served 4.6 billion fortified servings through our products containing essential micronutrients; Iron, zinc, Vitamin A and Iodine."

The workshop ended with a certificate distribution ceremony and end note speeches by the trainers and guests from Nestlé.

# CEJ, CCPPP organize workshop on rights-based health reporting



Karachi: The Centre for Excellence in Journalism (CEJ) along with the Center of Communication Programs Pakistan (CCPP) organized a workshop titled 'Rights-Based Health Reporting' from May 15th to 19th 2017. The workshop was aimed towards women and journalists of minority communities who specialize in health reporting to help them get introduced with the tools and techniques used to report on health and wellness issues as well as understand them in a human rights context.

A panel discussion as part of the workshop was also held that included editor for digital properties at Samaa TV, Omar R. Quraishi; freelance journalist and former health reporter for Geo News, Akhtar Shaheen Rind; Nizamuddin Siddiqui from Dawn Newspaper, and head of content-Social Media issues (Special Projects) at the Jang Group, Lubna Jerar Naqvi.

The panel was preceded by a presentation by the participants to the panelists. The participants were divided into groups and asked to prepare a story based on the reports that they were given during the workshop. Stories presented to the panel ranged from transgender rights to the fight against polio, to education and minority issues and attended by approximately fifty people. The Q&A session after the presentations had the participants pose different questions to the four panelists.

In the latter part of the workshop, a group of other journalists and media professionals participated in a refresher session from a previous workshop held in 2015. During these sessions, they recapitulated everything that they had learned in the earlier training session and presented their work to the trainers for reviewing.

# CEJ collaborates with World Bank to host training for government sector

Administration, Karachi. The training event was attended by thirteen participants from different government organizations.

The session was led by The World Bank's senior manager communications for the South Asia Region, Alexander Ferguson, who briefed the participants on media's expectations from the spokespersons/ PROs and communication focal persons. The other trainer from WB, Joseph C. Qian conducted a session on digital storytelling via smartphone journalism.

Farooq Baloch, Editor News at Pakistan Today, was also one of the trainers. He presented some of the case studies on reporting on children dying of famine in Thar, and talked about the strategy for a different approach to the challenge of nutrition and stunting. Later, he also conducted an exercise on how to write a press release based on the data provided.

Farahnaz Zahidi, freelance journalist, led insightful sessions on the art of interviews, internal communications, and introduction to social media focusing on setting up social media accounts and using it to monitor news and stories.

The training concluded with certificate distribution ceremony and end note speeches by lead trainer Alexander Ferguson and director CEJ, Kamal Siddiqi.

Karachi: The Centre for Excellence in Journalism (CEJ) in collaboration with The World Bank (WB), Islamabad organized a training session for the communications professionals from the government sector on "Strategic Communication for Development" from May 10 – 11, 2017 at the Institute of Business



By: Madiha Shah Modi

# CEJ hosts US-sponsored Citizen Journalism Program in Karachi



Karachi: Centre for Excellence in Journalism (CEJ) hosted a five-day Citizen Journalism Program from May 8 -12, 2017 in Karachi that brought together 40 Pakistan U.S. Alumni Network (PUAN) alumni. Most of the alumni were young professionals representing all twelve national chapters of PUAN.

The five-day residency program was sponsored by the US government.

The trainers who conducted various sessions during the event included: Afia Salam, Naveen Mangi, Kamal Siddiqi, Farahnaz Zahidi, Sabin Agha, Farah Kamal, Ovais Jafar, Farieha Aziz, Abrar ul Hassan, Badar Alam, Bilal Ahmed, Sadia Khatri, Dr. Awab Alvi, Advocate Zahid Ebrahim, and Sadaf Khan.

A panel discussion on the future of media in Pakistan was attended by Wusatullah Khan, Shayan Naveed and Gibran Peshimam.

In the closing ceremony of the Citizen Journalism Program, Consul General Grace Shelton encouraged Pakistani alumni to continue to stay involved in these types of activities.

Addressing the audience at CEJ, Consul General Shelton noted: "Journalism matters and the stories journalists tell can influence social norms and affect policy...I strongly encourage you to use what you have learned this week and share it with your communities."

Certificates of completion were distributed among the participants at the end of the residency program.





IBA  
Career Development  
Center

# CULMINATION OF ON-CAMPUS RECRUITMENT ACTIVITIES at IBA



IBA is successful to be the top preference out of all business schools. In such times of cut-throat competition, IBA Career Development Centre remains active with its effective strategies to facilitate students and the corporate world.

With the end of the spring semester, IBA-CDC culminated recruitment activities. Many reputable corporations such as Gerry's International, PTCL, Mitsubishi Corporation, Cambridge, PepsiCo International, Colgate-Palmolive, HBL, EY Ford Rhodes, ICI Pakistan, Engro Corporation, and Express Tribune conducted recruitment sessions to encourage students to avail the best job opportunities.

PepsiCo International's team conducted their recruitment drive for its Internship Program 2017 with 234 students appearing for the written test. IBA-CDC was honored to welcome their top management representing their organization and motivating students to dwell into an interactive session. IBA alumnus of 2003 and also the leading Head of Sales at PepsiCo International, Zakiuddin Khalid, conducted the session and he was truly an inspiration for the students.

Around 260 students took the Gerry's International Internship and MT Tests. The session was attended by Gerry's top management including Rana Asif Ali, CEO of FedEx. Both he and Najwa Siddiqui – Business Partner at TCS Pakistan appreciated IBA CDC's efforts towards bringing students and employers together, as well as the overwhelming response they received. They hoped to find exciting talent with the right kind of attitude from IBA.

Metro Cash and Carry conducted a two-day activity and interactive session managed by their top management like the Managing Director, Marek Minkiewicz and the Head of HR, Zahra Hussain.

An activity was carried out in which groups of four students had to participate and take a photo in front of the Metro Roller Coaster and Trolley placed at IBA Student-Alumni Center at the main campus. The best picture won RS. 10,000. MBA students had the chance to win an iPhone 7 by selecting a guiding principle they relate to the most and make a video showing how they exhibit it, by posting it on Metro's Facebook page, with a view to get the most likes. Syed Mohsin Hussain was named the winner. These activities followed an interactive session by their HR team and the Managing Director. Later on, students appeared for Metro's MT Program 2017 test.

When the head of HR, Zahra was asked about her experience at IBA, she added that IBA students stood out among the rest of the candidates. She was very pleased with the response and hoped that some of them would end up in her fast-paced organization through this program.



## Hosted The Most Unique Recruitment Event with Careem Titled "HaCAREEM"

One of the most leading tech startups of Pakistan, Careem conducted a successful activity at IBA for the first time. The event was named as Hackathon (also known as a hack day, hackfest or codefest) in which computer programmers and others involved in software development, graphic designers, interface designers, project managers, and others were given the task to collaborate intensively on software projects.

Careem came up with its challenge, named as HaCareem, for the brightest tech magicians to help build the future of the transportation industry. Top performers are offered job interviews with Careem.

After HaCareem's first successful execution in Bangalore, India, Karachi was the second place to host the event. IBA's Career Development Center (CDC) welcomed Careem to conduct this continuous 36 hours' activity at IBA City Campus premises.

Around 150 people were shortlisted to participate in this event based on their credentials from all over the country. The activity started at 9am on Saturday, 29th April and continued till 6pm on Sunday, 30th April, 2017 after which top candidates were shortlisted and invited to interview for a job with Careem.

Winners and top participants from HaCareem Karachi are awarded with prizes upwards of PKR 250,000.



## Broadening Digital & Social Media Footprints

IBA Career Development Centre (CDC) has broadened its digital presence in the recent past and is very much active on almost all the social media forums whether it be their website or Facebook group. These digital platforms are very effective in reaching out. CDC's digital forums are vibrant and are used for multiple purposes; including but not limited to, sending job and internship opportunities, floating recruitment drive details, sharing motivational and career related tips and information.

IBA CDC Facebook Group

5000+ members



[www.cdc.iba.edu.pk](http://www.cdc.iba.edu.pk)



[cdc@iba.edu.pk](mailto:cdc@iba.edu.pk)



#IBACDC

## The IBA Faculty Team Wins

# 3<sup>rd</sup> IBA Staff Cricket Tournament

By: Guhar Raza Zaidi  
Manager Student Center &  
Sports Facilities

The Student Centre & Sports Facilities Department organized the 3rd IBA Staff Cricket Tournament 2017-18 from 26th July, 2017.

The following teams participated in the tournament:

### TEAMS

1. Administration A
2. Administration B
3. Administration City Campus
4. ICT
5. Finance Department
6. Maintenance & Security Department
7. Faculty
8. Human Resource & Internal Audit

### CAPTAINS

- Mr. Fahim Uddin  
Mr. Aayat ullah Memon  
Mr. Rizwan Rizvi  
Mr. Ali Akbar Moosvi  
Mr. Moeid Sultan  
Mr. Mushatque  
Mr. Asad Ilyas  
Mr. Suraish

The final match of the tournament was the Faculty v/s Admin B. The Faculty cricket team won the tournament. The Man of the Match, Mr. Asim from the faculty team played a brilliant inning and scored 47 runs.

Mr. Aamer Shabbir General Manager, IBA Karachi distributed the trophies and shields to the players. We congratulate the Faculty team for being the champions of the 3rd IBA Staff Cricket Tournament 2017-18.



# Final Year Project Exhibition 2017

May 26: Students in their senior year gathered at Aman Tower, City Campus to showcase their creative ideas and innovations. These students proudly presented their ideas in front of the faculty as well as several

companies who had gathered on this auspicious occasion. The purpose of this exhibition was to assess and judge the different undertakings/research work introduced by the understudies. The exhibition was organized by Dr. Faisal Iradat and displayed 16 FYP-I and 23 FYP-II activities. This event having been attended by the intellectual faculty members of IBA as well as the guests from the corporate world turned out to be exceptionally well-organized and memorable.

Key guests from the industry included:

- Mr. Ahmad Bin Amjad, Corporate Auditor, Chevron - Africa, Middle East & Pakistan
- Mr. Fahad Ahmed, Marketing & Communication, Engro Foods
- Mr. Hassan Abdullah Hashmi, Infrastructure Services Solution Manager, IBM
- Mr. Mustafa Shahbazkar, CEO, DIGITEK GLOBAL US
- Miss. Sarwat Amir, Analyst, State Bank of Pakistan
- Mr. Yahya Vana, Director, Vana Group of Companies
- Mr. Sheikh Mohammad Minhas, Head of Brand Management & Advertising, Pakistan State Oil
- Dr. Irfan Hyder, Dean, CBM & CES, IoBM
- Mr. Ashar Khaliq, Director Business Planning & Analyst, IBEX Global Solutions

Further details can be obtained from the following link:

[www.fypfcsiba.com](http://www.fypfcsiba.com)

The results of the exhibition are as follows:

## FYP-II Top Projects

First Position	Second Position	Third Position
Project Name: <b>Detect and Diagnose</b>	Project Name: <b>IO Tech-smart Home</b>	Project Name: <b>Player production and virtual squad selection</b>
<b>Team Members:</b>	<b>Team Members:</b>	<b>Team Members:</b>
1. Baha Tanveer	1. Bazla Khalid	1. Mohd. Faizan Raza Jafri
2. Mehak Moosani	2. Saffa Zahid	2. Mohd. Zaryad Ali
3. Tahira Ghani	3. Sumaira Erum	3. Zain Mohammad
<b>Supervisor:</b> Abdul Basit	<b>Supervisor:</b> Sajjad Haider	<b>Supervisor:</b> Sajjad Haider



# ICICT 2017

## MOU signed with IEEE

June 1: With the theme 'ICT in everyday life' this year, ICICT moves in its second decade of disseminating quality research in the disciplines of information and communication technologies.

International Conference on Information and Communication Technologies (ICICT) signed a Memorandum of Understanding (MoU) with Institute of Electrical and Electronics Engineers (IEEE). This collaboration took place in the presence of the ICICT and IEEE's members, including the FCS Chairperson, Dr. Shakeel Khoja, at IBA, Karachi.



## FYP-I Top Projects

First Position	Second Position
Project Name: <b>Text Track</b>	Project Name: <b>ROSBerry</b>
<b>Team Members:</b>	<b>Team Members:</b>
1. Muneeb-ur-rehman	1. Shafia Askari
2. Mohd. Wajahat Ali	2. Syeda Arfa Jamal
3. Arsalan Wahid Asghar	3. Yusra Azhar
<b>Supervisor:</b> Shams Naveed Zia	<b>Supervisor:</b> Shabbir Mukhi



## Another IBA Alumnus takes over Microsoft Pakistan



It gives us great pleasure to announce that Microsoft has appointed Abid Zaidi, an MBA graduate from IBA, as the Country Manager for Pakistan, effective August 1, 2017 and he has since joined the regional leadership team.

Zaidi joined Microsoft in 2007 and has held senior roles over the past ten years, including commercial segment lead and, most recently, enterprise director for Pakistan. During his tenure, he has focused on building customer success, most recently through developing strategies for digital transformation within our enterprise customers.

Prior to Microsoft, Zaidi worked at Unisys and NCR and has a career spanning over sixteen years, with experience in both Pakistan and internationally.

Zaidi is a result-driven, experienced business leader with strong sales and business management skills, and a proven track record in managing high performing teams. He led Microsoft's business in Pakistan at a crucial time in the Company's transformation.

"I am excited to take up this role at the time when Microsoft, our customers, and the industry is transforming more rapidly than ever before," says Zaidi. "This is a great opportunity to build a culture centered around our mission of empowering every person and organization on the planet to achieve more, and to have a lasting impact in Pakistan and the broader region. I am committed to building success for our customers, partners, governments and communities."

He took over the reins from Shahzad Khan, who had been leading the Pakistan team previously. Khan moved to a new regional role within Microsoft to take on as the new Small Medium Corporate Lead covering 13 countries, spanning from North Africa all the way to Pakistan. Shahzad will be responsible for driving our true channel transformation and tap into the full potential of the small, medium and corporate segments in the region, the fastest growing segment across our markets. He brings with him the expertise and seniority needed for leading this organization.

These changes aim at ensuring the distribution of right resources for the right customer at the right time to drive both customer and partner success, helping them in their digital transformation journey and continue to build on Microsoft's ongoing commitment to Pakistan.

I wish Abid success on his new journey.

Shahid Shafiq  
Member, BoG IBA

## Safe Charity Awareness Campaign's Closing Ceremony Held at IBA Karachi



September 11: IBA Karachi hosted the closing ceremony of 'safe charity' in collaboration with Bargad organisation of youth development. The purpose of this event was to discuss the outcomes of safe charity project, which was initiated to design a safe charity campaign and increase awareness about the fundraising practices in our country. It was a six months project, which aimed at edifying people about how charity should be used and who should it be given to for attaining the maximum benefit for the society.

The social mobilizers were given training for the campaign and they conducted 30 social action plans, which reached to around 2000 community members. The campaign included flyer distribution, signature campaigns, mobile exhibitions through float, information desks, practical demonstrations, walks & rallies, press conferences, street theatres and seminars.

The program started with the registration of participants and the recitation of the Holy Quran. Dr. Huma Baqai (Associate Professor, IBA) opened the program by highlighting that, 'Charity can be dangerous if it falls in wrong hands'. She emphasized that this session was held in Karachi as Karachi is the biggest contributor of charity and donations out of all

the cities in Pakistan. She also stressed upon how important it was to build more schools rather than building more mosques as education to the masses in this day and age of troubled times is imperative as education helps to eradicate terrorism.

Students from Suffa University, IOBM, Habib University, NED and Karachi University wholeheartedly participated in this session.

In a discussion, peace workers and a social mobilisers from Bargad shared their experience of working in the field and trying to educate the shop owners about ensuring that their money/charity reaches the right people who work for the betterment of the society and not radicalization of the youth.

Ms. Sabiha Shaheen, Executive Director Bargad informed the attendees that media responded very favourably to this cause and helped to extend the message of practicing safe charity. Overall, she believed this initiative to be a successful one.

Then a panel discussion between the panellists Mr. Mubashar Zaidi, Dawn TV; Mr. Ateeq-ur-Rehman, Member Chamber of Commerce; Professor Dr.

Amir Feroz Shamsi, Dr. Najam Anjum Assistant Professor IBA and Ms. Sabiha Shaheen ensued. Dr. Najam talked about reviving the spirit of mosques, as once they were community centres that were not only for praying but served as religious and cultural hubs, imparting both worldly and religious knowledge. Mr. Mubashar Zaidi emphasized on the importance of practicing safe charity, he commended the spirit of the nation as Pakistan is amongst the top countries in the world to donate the most but consciousness of charity given to the right causes is also very important. While, Mr. Ateeq-ur-Rehman added that seeing as it was Jinnah's death anniversary; let's all resolve to do our bit for the country. He urged the young participants to adopt a child, support their educational expenses, donate to health & education sectors, open garage schools etc.

The event culminated with a message that the youth of today have immense influence when it comes to their parents, they are all more aware and educated than ever before. Thus they should play their role and aware not only their own families but their social circles to start practicing the habit of safe charity and donate to the organizations that are registered and are supporting worthy causes around Pakistan.

# Sports Activities for **Talent Hunt Program** Students

A Sports Week was arranged for the Talent Hunt Programs- Batch 2017 from July 7th to 14th - 2017 for the following programs:

1. IBA- Ihsan Trust National Talent Hunt Program
2. OGDCL Khyber Pakhtunkhwa Talent Hunt Program
3. OGDCL Balochistan Talent Hunt Program
4. IBA-CDP Sindh Talent Hunt Program

The purpose of these activities was to refresh and relax students, and encourage teamwork amongst them. Sports activities included: Football, Cricket, Badminton, Volleyball and Basketball.

The event was organized at the IBA Sports Complex with the support of the core team of the Alumni Student Center and Mr. Asad Ilyas for facilitating the Talent Hunt Program team and their students.



# Workshop for **Talent Hunt Program Students** on “Transformational Leadership”

A full day workshop on “Transformational Leadership” was arranged for Talent Hunt Programs- Batch 2017 on May 31st and June 1st for the following programs:

1. IBA- Ihsan Trust National Talent Hunt Program
2. OGDCL Khyber Pakhtunkhwa Talent Hunt Program
3. OGDCL Balochistan Talent Hunt Program
4. IBA-CDP Sindh Talent Hunt Program

It was conducted by esteemed & renowned Training Specialist Mr. Hussain Haider. The purpose of training workshop was to develop & polish the skills of students that will help them to develop their leadership skills such as, performing proactively with confidence, better communication skills and an ability to motivate others.



# Inauguration Ceremony of Tabinda Chinoy's Reel Artwork at IBA Karachi

May 16: Karachi Biennale organized an inauguration ceremony of the reel artwork by Tabinda Chinoy called 'Peace and Harmony -the yellow flower'. Dean and Director IBA Dr. Farrukh Iqbal, art critic and Chief Guest, Ms. Marjorie Hussain, along with Ms. Masuma Halai Khawaja-Chairperson, Public Outreach Committee, Karachi Biennale 2017, Dr. Tiago Lopes - Patron IBA Arts Society, Ms. Aliya Naqvi - Professor Department of Social Science IBA, Dr. Faiza Mushtaq - Chair Department of Social Sciences & Liberal Arts IBA and many other SSLA faculty members attended the ceremony.

The reel was installed as an art piece for KB17's extensive public art project called 'Reel On Hai'. The project aimed to transform discarded cable reels into works of art. The cable reel was chosen by Karachi Biennale, as it symbolizes Karachi's industry, the reels were provided by Pakistan Cables. Reel On Hai, is scheduled for completion in 2017. The project has invited artists, designers and architects to paint the cable reels, which will be installed throughout Karachi.

In her short address, Ms. Tabinda Chinoy highlighted the lack of visual representation of the city. She also stressed over the positive impact of art on young minds and thanked the IBA students including Waleed Paracha, Hammad Ali and Muhammad Arsalan, who helped her complete this artwork.

Her reel depicted the citizens of Karachi, which Chinoy visioned as standing in unity leaving religious, racial, and cultural barriers aside. It also showed the dilemma of a woman in Karachi, who despite having issues in community life, stands up confidently and smiles her way through life.

Masuma Halai Khawaja - Chairperson Public Outreach Committee Karachi Biennale 2017, said, 'We are working very hard at making art visible and accessible to people of Karachi through Reel On Hai and hope that the art installations inspire both the old and young residents of the city'. She also briefed the audience on how the idea of turning cable reels into works of art began; the first reel art was done in Orangi Town because it was a microcosm of Karachi. She thanked all the organizations for their support towards the project.



## ڈاکٹر فرخ اقبال کا پیغام ڈین اور ڈائریکٹر آئی بی اے

ہمارا ادارہ متعدد ملکی اور غیر ملکی اداروں کے ساتھ منسلک ہے اور یہ بات باعث حیرت نہیں، کیونکہ ہمارا ادارہ آج سے باسٹھ برس قبل ایک ایسے عمل کے نتیجے میں قائم ہوا تھا جسے غیر ملکی تعلیمی سرمایہ کاری کہا جاسکتا ہے جب پہلے یونیورسٹی آف پنسلوانیا کے وارٹن اسکول اور اس کے بعد یونیورسٹی آف سدرن کیلیفورنیا نے ادارے کے قیام اور اسے چلانے کے لئے اپنے اساتذہ کو بھیجا تھا۔ اس کے بعد سے اب تک ہم نے اپنے معاملات میں دیگر اداروں سے سیکھنے کا عمل جاری رکھا ہے۔

ان روابط سے ہمیں متعدد فوائد حاصل ہوئے ہیں مثلاً اس سے ہمارے اساتذہ کو کچھ مواقع پر خصوصی تربیت حاصل ہوئی جب ایک موقع پر ہم نے اپنے کچھ اساتذہ کو بپسن کالج (Babson College) میں انٹر پرائز شپ ڈویلپمنٹ کی تربیت کے لئے بھیجا۔ ساتھ ہی ہمارے طلباء بھی متعدد ممالک کی جامعات میں مختلف کورسز میں شامل ہوئے جس سے بیک وقت ان کے نقطہ نظر میں وسعت کے ساتھ تعلیمی بنیاد سازی میں بھی مدد ملی۔ حالیہ برسوں میں اکاؤنٹنسی کے متعدد معیار ساز اداروں (مثلاً انسٹیٹیوٹ آف چارٹرڈ اکاؤنٹنٹس آف پاکستان) کے ساتھ اشتراک کی بدولت ہم اکاؤنٹنگ اور فنانس میں ایک معروف انڈرگریجویٹ ڈگری پروگرام متعارف کروا سکے۔ اس ڈگری کے حامل طلباء چارٹرڈ اور مینجمنٹ اکاؤنٹنٹ کے طور پر پیشہ ورانہ اہلیت کی بدولت مناسب اسٹیج حاصل کرتے ہیں۔

ہم تعلیمی روابط کے فروغ کی اس روایت کو جاری رکھنے کی منصوبہ بندی کر رہے ہیں۔ درحقیقت اس سال ہم نے شنگھائی یونیورسٹی کے SILC برنس اسکول کے ساتھ مزید وسیع تبادلہ کے منصوبے پر عمل درآمد شروع کر دیا ہے۔ ہمیں توقع ہے کہ مستقبل میں ہمارے MS فنانس پروگرام کے طلباء SILC میں ایک سمسٹر کے لئے داخلہ حاصل کریں گے اور اس کے بعد چینی کمپنیوں کے ساتھ دو ماہ کا انٹرن شپ پروگرام مکمل کریں گے۔ اگر ابتدائی تجربہ امید افزا رہا تو ہم اس پروگرام میں توسیع بھی کر سکتے ہیں تاکہ ہمارے طلباء شنگھائی یونیورسٹی سے بھی ڈگری حاصل کر سکیں، جس کی بدولت انہیں چینی کمپنیوں میں ملازمت کے زیادہ آزادانہ مواقع حاصل ہوں گے۔ تعلیمی امور میں مشرقی ممالک کے ساتھ اشتراک کے لئے یہ وقت انتہائی مناسب ہے۔

بین الاقوامی پروگراموں میں یقیناً کچھ چیلنجز بھی درپیش ہوتے ہیں۔ ان میں سے ایک یہ ہے کہ یہ پروگرام زیادہ تر یکطرفہ ہی ہوتے ہیں کیونکہ غیر ملکی طلباء کراچی میں پورے سمسٹر جتنے طویل قیام سے ہچکچاتے ہیں۔ اس کی وجہ سے تعلیمی تبادلے محدود ہو گئے ہیں۔ اس رکاوٹ کو دور کرنے کے لئے ہم نے ایک لائحہ عمل تشکیل دیا ہے جس میں غیر ملکی اساتذہ کو مختصر مدت کے لئے مدعو کرنا، ایک ہی ہفتہ کے دوران متعدد لیکچرز کا اہتمام کرنا وغیرہ شامل ہیں، یا پھر ہم اپنے کلاس روم میں اسکائپ یا وڈیو کانفرنسنگ کی سہولت کے ذریعے بھی ان سے رابطہ قائم کر سکتے ہیں۔ ہمارے یہاں کئی ایسے مواقع بھی پیش آئے ہیں جب غیر ملکی اساتذہ اور طلباء نے مختصر سمر کورسز میں شرکت کی۔

ہمارا نقطہ نظر نہایت واضح ہے۔ بین الاقوامی تبادلہ ادارے کے طلباء اور اساتذہ، دونوں کے لئے بہتر ہے لہذا ہم ان روابط کو برقرار رکھنے کے لئے ذرائع تلاش کرتے رہیں گے، بلکہ آپ یہ کہہ سکتے ہیں کہ ہم اسے اپنا پیدائشی حق سمجھتے ہیں۔

