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Sarah Hussain,
Editor-in-Chief, Perspectives

Change, Transformation, Progress – the Institute of Business Administration, with this vision, is embracing development and growth to move from strength to strength, achieve our goal and realize a bigger, better and brighter future. As such, this issue of Perspectives is based on the theme of ‘Transition’ and focuses on the developmental changes taking place in IBA. This copy of Perspectives that you hold in your hand right now is a result of meticulous effort and unparalleled dedication from the entire team. Publishing Perspectives was a tremendous experience and we hope that you enjoy it as much as we did.

Owais Bin Laiq,
Manager, Media & Publications Society

The Media & Publications Society has been one of the most actively contributing societies of IBA. With the support of our patron, Dr. Huma Baqai, the teamwork of all the members of the Editorial Board and our contributors, Perspectives has become a reality. Happy Reading.

Creative Team

Reza Kazmi
Creative Head, Perspectives

The second issue of Perspectives is a focused attempt to capture the concept of Change taking place in IBA. The Creative Team hopes that this issue proves to be a visually engaging and gratifying experience for all readers.

Ayaz Ahmed,
Cover Design, Perspectives

Ahmed Mustafa
Team Member, Perspectives

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

Editorial Board

Erum Hafeez
Manager, Communications & Public Affairs

Change and the will to adapt to it are vital for advancement. IBA at present is going through a difficult transformation phase, which promises a better institution for future leaders. The second issue of Perspectives is a humble attempt to capture the futuristic & realistic angle of the ongoing progress at IBA.

Sana Ahmed
Editor, City Campus

Development takes time! But once the end result has arrived, you will realize it was worth it...the days that you have waited, the patience that wore thin so often than not! Let’s wait then...let’s wait and look forward to a better IBA! Cheers.

Mehwish Zafar
Publications Team Head, Media & Publications Society

Writing has always been a passion for as long as I can remember. Working on ‘Perspectives' was an absolute treat!

Mahzaib Memon
Member, Editorial Board

I would like to congratulate the students and IBA Administration on the publishing of the fall edition of “Perspectives”.

Reza Kazmi
Creative Head, Perspectives
MAP Executive Tea Meeting

Mr. Khalid Mirza, Chairman, Competition Commission of Pakistan
PC Ballroom 2 - October 19th, 2009

- Nida Aslam Khan

A two-hour Executive Tea meeting was organized under the patronage of the Marketing Association of Pakistan (MAP), which was attended by the Marketing Faculty of The Institute of Business Administration. The guest speaker for the evening was Mr. Khalid Mirza, Chairman, Competition Commission of Pakistan (CCP).

According to Mr. Mirza, the pillars for CCP are:
(1) To adopt and enlighten a progressive approach, encouraging business growth without making Pakistan uncompetitive, thus resulting in accelerated growth,
(2) To facilitate and assist businesses in resolving their problems, in relation to competition,
(3) To strive to be transparent and respect business confidentiality.

He delimited that the basics of economic management draw their roots where the government relies on competition to drive economic growth and prosperity where most governments are committed to harvesting competition. In order to cater to this in Pakistan, he said that the government has been very keen and has set up an institution that is CCP. Discussing CCP’s achievements, he said that they have prepared a three-year road map, and provided a comprehensive framework gambit so effectively that within a month they operationalized its goals and regulations, revamped its staffing structure, and developed a high-tech website in order to facilitate the business community.

The most challenging task of CCP is to find proof as most of the people follow hearsay. He narrated few incidents where CCP has played a major role - examples such as Cement Manufactures or ACMA, who were found guilty and slapped a fine of Rs. 6.3bn. The essence of CCP has been closely guarded, such that the importance of this law lies with business enterprises and consumers at the high and low end of the supply chain, NOT with consumers at the retail level.

In the end, Mr. Khalid Mirza shared a few examples of local brands on their ‘Deceptive Practices in Marketing’ and CCP’s actions against them - A cellular company on ‘one aana/50paisa call’, which is incorrect, another campaign on the line of ‘Duniya ki sab sai sastee call’ which was completely untrue. The last example he gave was of an International Soap leveraging on their campaign ‘Healthy Hoga Pakistan’, where two buildings’ inhabitants are compared using statistics. How the marketers arrived with the particular percentage figure is dubious and misleading. The session concluded with the vote of thanks by Mr. Rafiq Rangoonwala.

If There Was No Change, The World Would End
An Interview with Dr. Huma Baqai
Nadia Naeem

Most journalists have to twist the truth to make an interesting story. Quotes from Dr. Huma Baqai however render such tampering unnecessary!

Here are some quotable quotes from a most interesting conversation.

“Change is a constant phenomenon-if there was no change, the world would end!”
Dr. Baqai strongly disagrees with my suggestion that “change” is just the latest buzzword. She sees change as a continuous process, so much so that life would come to a standstill without it. Change is only talked about more now because it is so rapid.

“What Pakistan has is a lot of pseudo-intellectuals”
Talking about change in the local scenario, we realized that what Pakistan needs to revive itself is nothing short of a revolution. “Unfortunately we lack the intellectual capital for a revolution.” Dr. Baqai points out the dearth of indigenous research as an indicator of this sad state of affairs, illustrated aptly by the fact that we have yet to propose an original solution to the long standing issue of Kashmir.

“Women teach because it ties up nicely with housework”
There is a dearth of good human resource when it comes to teaching in Pakistan. Dr. Baqai blames the existent mindset prevalent in Pakistani society that doesn’t accord the deserved respect to this profession. Very few people take up academia by choice. If positive change is to come, many inherited beliefs will have to be discarded.

“The changes at IBA were long overdue”
Dr. Baqai feels that the capital resources have been available for a long time and now with the new leadership and vision, IBA will metamorphize. “Transitions are always hard but some years down the lane, you as alumni will proudly tell people about how you saw IBA transform itself”. It is not just about the infrastructure that is changing at IBA, according to Dr. Baqai. The curriculum has been revamped. The methodology of faculty induction is more structured and transparent. The bars have been raised and conscious investment is being made for academic growth now.
Respect
- Sumaiya Minhaj

I look forward to going to work every morning these days! Yes, I do. This does not mean that I don’t wish to return to IBA, come Spring 2010 - it means that during the five month period that I will be “project-ing” I will not regret, not coming to class. I say so, because by the end of this period, I will have definitively learned how to professionally apply theories we are taught while at college. Most of us while at college think that textbooks create ideal situations in which everything goes to plan. To be honest, I thought so too. But it’s a fallacy. Some work experience is essential if one wants to really maximize the benefits from a graduate degree, and I would like to share what I have learned in these past few months.

A little background first.

You see, it is difficult to understand what a newbie or a “graduate” feels upon culmination of four years of intense scrutiny, pressures and a burning desire to actually reach the end. Some newbie-s might say that exhilaration is foremost. But what prevail more commonly are fears and questions about the next logical step. And in those few months, you are left trying to grapple with your life’s biggest decision. Fortunately for my batch, the recession, gender, corporate hesitation and a general sense of purpose (in some cases lack thereof) made that decision easier.

So the proverbial ship has set sail and this is what I know of the journey - no matter how much a glorified internship this period might seem to anyone, it is a great learning experience. FYI: that is not a catch phrase that I am throwing in for effect but is in fact something that I have learned after nearly three months of reporting to good, credible work. This period has given me newfound respect for all theories taught to us, it has allowed me to practice marketing by numbers (the unimaginable!); these

months have made me realize why we need to go to great colleges, work our posteriors off and differentiate ourselves from the rest of the herd that graduates every summer; it has also shown me how the greats become just that- all so by remembering the basics.

We expect to be great because we all want to be better than what we are at any given moment. However, what most do not learn while at school, is how to get there. Our heads are semi-filled with pre-conceived notions - but do not expect it all to be given to you. Be patient! Results take time! You will come across people at work who will have a work ethic completely different from yours, which makes you think there must be something wrong. And that inherent difference, as ugly as it may be, is the first step to realizing that you are indeed out of your comfort zone.

At the end of the day, be willing to set the rule, do the thinking, the training and get your results. Just stop everything and start again from scratch. The scratch is your theoretical basics and those only come from knowing where you head back to. This opportunity that I have, which the majority of students at IBA won’t have now, has given me greater respect for the system in place. And I hope that each and every one of us while at our Alma Mater will be able to see that difference while still there.

The Distinguished Lecture Series Initiative
- Reza Kazmi

The Distinguished Lecture Series started in September 2008 to serve as a platform where business executives and well-reputed figures could share their knowledge and experiences with the students of IBA. In its first year, Dr. Ishrat Hussain and IBA attracted extremely reputable and knowledgeable individuals from various industries of Pakistan. This year continues to be equally, if not more, attractive with a host of executives from a variety of different business fields.

On 26th September 2009, Mr. Ahsan Saleem, Director, The Citizens Foundation (TCF) and CEO, Crescent Steel & Allied Products, participated in the DLS. He addressed the students of IBA on the development of The Citizens Foundation. Mr. Saleem said, “When our team of six members including myself started work in 1995, we decided to select education as our area of work, because we believe that illiteracy is the main root of many other problems in Pakistan”. He highlighted the work carried out by TCF in building and operating several hundred schools in the rural and urban areas of Pakistan.

On 17th October 2009, the IBA Leadership Club organized a DLS on Leadership – Inspirations and Revelations, in collaboration with the Centre of Executive Education inviting Mr. Asif Jooma, Managing Director Abbott. He shared real life examples of leadership application. Mr. Jooma
stressed that success is only attained when the person remains true to his values. He said, “Remember that you can never keep a good man down, socializing and networking are also the key factors in building a winning personality and leadership”.

On 31st October 2009, Mr. Razzak Dawood, Chairman Descon enlightened the students of IBA with his company’s varied activities portfolio. As a multinational corporation involved in a variety of fields, Mr. Dawood stated that it was necessary to gauge the external environment accurately and on a constant basis.

On 7th November 2009, Mr. Abrar Hasan, CEO National Foods Limited addressed the students of IBA on the “Transformation of Family Business to Professional Business”. Mr. Hasan highlighted that this was an extremely important concept necessary to incorporate in Pakistan, as most large companies did start off as family businesses. Mr. Hasan talked about the degree of need to respond to competition in such a globalized system and the difficulties involved in doing so.

To Work Or Not To Work - That Is The Question
- Ahmed Mustafa

Okay, I admit it. The title probably couldn’t get lamer than this. However, at the risk of being shot by a crazed Shakespearean fanatic (also known as the Editor), I really think the title puts the objective of my article quite subjectively straight.

You think a recession is hard? Try graduating when I did, in 2006, at a time when IBA was slowly becoming infamous for job hoppers, with the rumors of there being no jobs for BBA graduates. Add to that, three quarters of my batch continuing their MBA here, and the greatest GPA that man has ever known – a 2.37, the second lowest in the batch (Saad Warraich, I will always know that you will be there to be number one!). So why did I opt for work experience? Because I thought it was about time that I finance my next degree on my own. Blaming the market or the institute can get you only so far in life and I chose not to take that route.

And so it started. I joined Mobilink in June 2006 as a Regional Marketing Coordinator, looking after the NWFP and FATA regions, and after three months, I was selected to join the Indigo Brand Team. A person grows tremendously in an organization – especially one like mine. During the two years that I worked with the Jazz and Indigo brands, I fell more in love with my work each day. Only when you are pitted against the best, do you realize your strengths and weaknesses, and this realization can only come as a result of the real world experience”.

Did my experience change me? Definitely! I may still look like the same goof I used to be in BBA, who loves to hang out and do nothing on campus, except talk about the pretty new junior who just arrived. But there are some fundamental changes that my work episode brought in me. I have NEVER fought for a course change before. I’ve NEVER hung out with teachers before and even in their unkempt physical appearance, ever waited for words of wisdom, even if it took hours of painful verbal diarrhea to get the job done. So why am I doing it now? Because, during my two and a half years of working, I realized what I missed out upon and I want to make up for it now.

That’s the difference between a fresh graduate and a person with work experience. It’s the courage to stand up and accept what you are scared of, take it by the horns and fight it day in and day out (numbers for me). It’s the courage to ensure that you’re not wasting your parents’ money and that even if your friends don’t like you for it, you are willing to ensure that they learn something too. To put it simply (and rather dramatically at the same time), work experience is what separates the men from the boys.
Having realized that it can no longer thrive on its past laurels and has to adapt itself to the changing market demands IBA has embarked upon an ambitious five year strategic plan with the objective to become one of the top 100 global business schools and one of the top 10 regional business schools. It has benchmarked itself against a few chosen business schools in India, Singapore, China, Hong Kong and Turkey. The four pillars of this strategy are:

- **Physical Infrastructure**
- **Faculty Development**
- **Technology Upgradation**
- **Community Outreach & Links to Industries**

IBA is exploring collaborative partnerships, alliances and exchange programs with the top business schools. Generous financial supports from HEC, foundations, private sector have been obtained to implement this plan in the next five years. IBA has recently become the first institution in Pakistan to become partner of CFA Institute, SAP University alliance and other such ventures. Seeking accreditation to the Asian, European and US bodies are part of the plan. The management is seeking other avenues of collaboration with the Universities and B-schools in Asia.
Change - IBA’s Transformative Journey
Usman Ahmed

From the historic rise of Obama to the US Presidency to the turbulence of national and international economic and financial markets, change is one factor that really stood out in the recent happenings. Although these events of change have global consequences, it seems that change-ophilia has also embraced IBA this year. Setting ‘CHANGE’ as the theme for the year 2009, IBA too has embarked on a transformative journey. Since its inception, IBA has come a long way to register itself as a brand name in the local corporate environment.

The visionary leadership of IBA has anticipated that in order to play its role more significantly in the future, IBA must equip its graduates with skills necessary to perform well in the changing business environment. IBA thus has made drastic changes in the curriculum of its various programs. On top is the new MBA which is an advanced course which incorporates a more practical, comprehensive and a market oriented strategy. The new MBA Banking and Financial Services is a huge step taken by IBA to provide mid-career executives with up-to-date knowledge for handling the complexities of financial sector more tactfully.

Faculty development and exchange programs have also been established in order to provide them with superb academic and research opportunities. Similarly, Chinese language has been introduced in the curriculum so as to provide students with the skills to excel and communicate in the upcoming Chinese global economy.

IBA’s vision to change and revamp its existing infrastructure has been warmly welcomed and appreciated by the IBA community. It is the reflection of the fact that IBA understands the need to provide a conducive learning environment to its community in order to achieve excellence.

All these changes are consistent with IBA’s vision to rank itself among the best business schools in the world. IBA has played a remarkable role by catering to the needs of local business sector by providing high quality business education and now the time has come that IBA should make itself a part of the league of the very best business schools in the world. With the changes taking place IBA community is optimistic that the institute will achieve that goal.

Change cannot be brought overnight, it is only through relentless effort, commitment, consistent hard work and vision that changes can be realized. The IBA community hopes that the journey of change and transformation on which it has embarked will bring academic excellence and success to the institution.

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Teacher Selection
- Mahzaib Memon

For the first time in IBA, the concept of ‘teacher selection’ has been introduced. Teacher selection has allowed students to choose teachers of their choice, thereby avoiding subsequent problems and complaints. The online course registration system, a sophisticated system of course registration, was introduced and students now have the leverage of not only choosing their teachers, but also their time tables. This policy allows students to assess their choices objectively, analyze the teachers in the two demo classes that are allowed in the first week of the semester and select what they deem best for themselves. It has also allowed students to break the shells of sections and interact with a diverse group of people within their batch resulting in greater student interaction, learning and better self analysis in the face of tougher competition. This policy has also played a huge role in integrating the campuses; many students are now taking classes on both campuses which has allowed greater cooperation and campus integration. Increased networking and learning opportunities, suitable timetables and the choice of selecting teachers has given unprecedented independence to students.
Foreign Languages At IBA

Abdullah Soomro

IBA has set out an ambitious goal of including itself among the top 100 global business schools by 2013. A comprehensive development process has been initiated to accomplish this goal. Realizing the needs of a global workplace where familiarity with foreign languages and cultures will be considered very important, IBA has introduced them as part of its curriculum. From this year onwards, it is mandatory for students to study either Chinese or French language as part of their coursework. Plans are underway to introduce Arabic from the next semester. IBA graduates who will speak at least one foreign language by the time they graduate will have a significant edge over the graduates of other business schools when they step into their professional lives.

Introduction of foreign languages offers IBA students with many benefits. These languages are widely spoken around the world so they will equip students with a global perspective on various issues of importance, hence helping IBA to turn its vision of becoming a truly global business school into a reality. Organizations that aspire to expand globally will preferably hire employees who can communicate effectively in more than one foreign language. Review of admission policies of some reputed international universities reveals that they would prefer students who have knowledge of foreign languages over students who can communicate only in English.

With the advantages that multilingualism brings to the IBA graduate, it is only wise for IBA to introduce foreign languages as a compulsory part of the studies.

Societies Restructured

- Wardah Kanwal (Treasurer, Go Green Society)

The new academic year of IBA has brought with it numerous changes. Some might even say that the entire brand essence of IBA is being redefined. Dr. Ishrat Hussain has his vision in place and it seems as if there’s nothing that will hinder his revamping of the institution.

A very significant change that has taken place has been in the societies that organize events in IBA. Not only has there been a change in the societies that exist within IBA, their overall structure and setup has also changed. Until last year there were 25 societies with just a few major societies organizing events of any consequence. There are now 27 active societies in IBA which are encompassed under 3 broad headings: Co-curricular, Extra-curricular and Service. Students were encouraged to apply to societies from all 3 clusters so as to achieve a balanced exposure to all. Whilst previously, there was only the manager of the society who would overlook all aspects of it, the restructuring has introduced 6 other office bearers into the mix so as to make the societies run more efficiently.

The process for selecting managers and other post-holders has also changed. Whereas before, the prospective managers would appear before a panel, the new changes have brought with them a more democratic touch. The members of the respective societies are now charged with choosing their office bearers through the process of voting.

Students have their different opinions on these changes. Whilst some may have agreed to disagree, it is needless to say that most students respect Dr. Ishrat’s dedication to bring IBA onto the international map. What remains to be seen is how long this entire process takes.

Highly Inflammable

Hira Shahnawaz

It made my eyes water, made my nose bleed and my heart scream in pain. But I still chose it of my own free will. Hence, I must stick to it.

It was my Chartered Financial Analyst exam, commonly known as the CFA monster. The CFA monster came into my life about the time I grew a tail and started walking in the graveyard in the middle of the night. However, they say it’ll be worth it. All those sleepless nights of cramming, the days of obsessive poring over books and attempting and reattempting to calculate IRR’s and yields – they will all bring us glory and fame.

On a more serious note, IBA’s attempt at making us smarter by incentivizing us to attain a professional qualification is one of the best things this Institute has ever done. It is honestly very tricky to juggle a semester of seven courses and the six 400-page books of CFA. However, hardly 20% of the course content is foreign to an average executive student of the sixth semester. If a student is planning to register for this exam, here are some useful suggestions:

✓ Start preparing at least three months in advance of the exam and allocate specific time slots within each week for studying CFA
✓ Take advantage of any sporadic holidays and do extensive studying
✓ Take regular self-tests
✓ Above all, do not hesitate to stay home and study when you want to be out having fun.
Success Story: An Engineer Who Took the Corporate World by Storm  
- Mehwish Zafar

IBA makes a concerted effort to induce the “I-can” spirit in all those that pass through its doors. The alumni we celebrate has embraced this attitude and it reflects in every achievement that marks their journey to success. Mr. Shahid Zaki is one such individual - an engineer who went on to become the CEO of Phillips.

Mr. Shahid Zaki is a recent addition to the prestigious IBA faculty, currently teaching Operations Management to students enrolled in the MBA program. He also holds the position of Director of the Executive MBA program. Mr. Zaki holds a Bachelors degree in Engineering from NED University and an MS in Electrical Engineering from the University of Southern California, Los Angeles. The extensive experience of the field and the diverse background he bring livens up the classroom. However, he felt that his business management knowledge could be improved which led him to join the evening MBA program at IBA.

Mr. Shahid Zaki credits IBA with the skills that transformed him from an engineer to a leader. He says, “The two important values that I learnt from IBA were merit and discipline. These values helped me in leading people towards goals in a sustainable manner. The criteria of merit became the cornerstone of my leadership philosophy. Soon it became a value that pervaded the entire organization.” He worked at Phillips for 33 years, eventually rising to the position of CEO and Chairman in 2003 and remaining so for the next 6 yrs.

They say change is the only constant in this world. IBA has had its share of change. It has transformed completely from what it was at the time that Mr. Zaki studied here. The one thing that hasn’t changed according to Mr. Zaki is the core IBA values of discipline and punctuality. However, he reflects that in his day, most of the faculty had extensive knowledge of their particular subject but they lacked industry knowledge. He remarks that the current faculty of IBA incorporates valuable real industry experience into their teaching.

When asked to share his views on how IBA can achieve its goal of becoming one of the top 100 business schools in the world. He said, “For IBA to become the best, it will need more foreign students to form a diversified student body. It will also need more linkages with the industry which will provide the necessary fuel to support the theory taught at the university.” The values inculcated at IBA along with a person’s own hard work and perseverance are a sure shot formula for success.

Alumni Society

Nayma Iqbal

As IBA treads on the precarious course of change, the Alumni provides the roots that enable us to revolutionize without letting go of the values of integrity, wisdom and leadership. IBA today boasts of about 8000 graduates that are spread throughout the world.

The IBA Alumni Society aims to impart mutual benefit - constituting of 300 plus members, the society this year has embarked on ventures that aim high. Its plans all converge on the goal to establish more personal relationships between the former and current students. It is important to do this in order for the Alumni to share their experiences and knowledge with the students of IBA and this is the opportunity the society wants to provide.

After updating the directory, the society’s next step is to establish a more exclusive liaison between these graduates and the students. The tradition of the alumni dinner will be maintained and we should expect it in the middle of next year. Furthermore, the society has conceived the idea of holding mentoring dinners, where the graduating batch will have the chance to interact on a personal basis with the former students, and be provided guidelines. By use of e-mails and internet groups, this relationship will be further reinforced.

The recently formed IBA alumni society webpage (http://alumni.iba.edu.pk/) provides a forum for the alumni to bond themselves with the institute and to simply find their former colleagues. It also covers news and events related to the alumni. Apart from this, the society has held and will conduct in the future Distinguished Lecture Series, where respected alumni from all facets of society will address the students on their areas of expertise. Considering that it is easier to connect with people with whom we share a common source of education, the society’s vision gives hope to many.

To contact the Alumni Society

Patron – Mr. Yaseen Ahmed Meenai  
Manager – Waqas Qadri
Imagine… You are a student nearing the end of junior year of college in IBA, and you find yourself at the foot of two endless paths - the only two words to guide you are on a signpost which says: Marketing and Finance. In the midst of such a stressful decision, IBA’s Entrepreneurship Society (IBAES) bursts onto the scene. Off the main track where everyone treads, begins a new path leading to the future prospect of entrepreneurship for every student.

IBAES recognizes that there is a lot which the students of IBA can accomplish other than ending up in MNCs. The future to lead our society is through entrepreneurship and IBAES provides this platform to all IBA students.

Ever since the inception of the new academic year, IBAES has held a few events in order to establish a firm foothold in IBA. One of our first major decisions was to establish an active communication window with our members. As such, we have made efficient use of social media tools such as Facebook and blogs.

Through this medium, a logo design competition was launched for the new IBAES logo. The idea was that the best concepts can come from anywhere, and like a self-fulfilling prophecy, the best logo submission happened to come from a non-member, who designed it for us with flaming enthusiasm.

For our next task, we decided to find teams that could take the LUMS’ YLES forum by storm. The four teams that will be representing IBA were chosen after their business plans were skillfully evaluated by our judges in a contest that was organized by IBAES.

Our most dynamic event as yet took place on November 10, 2009 at the Main Campus. The Talentrepreneur ’09 featured a set of three team building activities. For the first round, we combined the teams to take part in Dumb Charades, a common exercise in many companies today. The next activity was a model building exercise where each team had to efficiently utilize a set of scarce resources. The peak of our event focused on a cleverly designed treasure hunt, where the idea was that of ‘head-on competition’.

Apart from a few setbacks in this event, we received an overwhelming response from our audience. We have made it a point to learn from our mistakes in the future. There are many more exciting events planned in what we hope will be a milestone year! For you and for IBAES.

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**Model United Nations IBA, Karachi - MUNIK 2010**

Zahra Millwala & Zehra Abdullah

It’s finally here. And it’s grand. The IBA Public Speaking Society presents ‘Model United Nations IBA Karachi’ or MUNIK 2010, as we amorously call it!

With a highly experienced and respected host team, we look forward to organizing the most anticipated Model UN in Karachi, MUNIK 2010. Students from all over Pakistan as well as from international universities will take part in this event.

For the first time, an entirely student-run non-profit event of such a stature has been initiated at IBA. IBA’s entrance into the MUN arena in August 2008 heralded the way for MUNIK to happen, and within a span of one year, Team MUNIK emerged as one of the strongest MUN teams throughout Pakistan, not only winning events at the national level, but also receiving accolades at the UN Headquarters New York while participating in the NMUN. With unwavering support and encouragement, this time they have come up with MUNIK 2010 - four days (24-28 January) of grueling, quality debate; from a different genre of oratory perfectionism to an unsurpassed arena of social networking, MUNIK ‘10 is the place to be.

So, do you have it in you to be a Distinguished Delegate? Do you wish to seek true recognition for what you are worth? Then MUNIK 2010 is the event for you! You would not want to miss it!
If you start listing out how IBA has been evolving over the past twelve months, you will certainly notice a lot of credible additions to both campuses. But it doesn’t stop at the infrastructure. As IBA sets out to correct its old ways, we see a lot of exciting new additions to the events calendar. But the greatest pride of IBA is still in the process of being unveiled. IBA is now set to hit the air waves with Radio IBA! After extensive planning and preparation, Radio IBA is set to revolutionize Campus Radio in Pakistan.

Radio IBA presents the students and the institution itself with a great opportunity to highlight its potential and provide a platform for the students to express themselves more confidently. Radio IBA intends to give IBA a voice that speaks to the masses and spreads the word about everything happening under the red flag! On a lighter note though, Radio IBA plans to keep you going throughout the day with good music and radio presenters that are sure to spark your interest and connect IBA together!

So hold on to your reins, folks! Good music that will always keep you smiling is on its way very soon!

**IBA Finance Club - A Home For Financial Wizards**

- **Farid Farooq Madhani**

The IBA Finance Club is one of the newly formed co-curricular clubs of The Institute of Business Administration, Karachi. As part of our mandate of skill development, we organized our first event, a seminar on ‘Mutual Funds’ in collaboration with The Financial Daily. This seminar was held on Wednesday November 4, 2009 at APWA auditorium. The dignitaries from the industry, who spoke at the session, were:

- Mr. Rehan Shiekh, COO at HBL Asset Management. Before joining HBL Asset Management, he was associated with State Street Corporation, USA. He has also helped companies with mergers and acquisition during his association with State Street Co.
- Mr. M. Shoaib, Chief Executive at Al-Meezan Investments. He is the founder and current president of CFA Pakistan. He was titled ‘The most influential CFA charter-holder of 2006.’
- Mr. Tanweer Haral, SVP Product Management at Arif Habib Investments.

Secondly as part of our mandate of practical work, we have started an article writing competition on topics of Finance. The best entries that are received shall be published in the Financial Daily.

Finally, the new team of financial analysts for Business Recorder has been selected by the coordinator of the project, Ms. Tahira Jaffery. These students do company analyses that get published in Brief Recordings, a section exclusive to IBA, Karachi.

**Welcome Dinner**

**Muhammad Farhan Bashir**

The Welcome Dinner for the freshman batch was organized at the Main Campus, IBA on the 28th of September 2009. It was an event managed well and enjoyed by the students. The event kicked off with a speech from the Dean/Director, Dr. Ishrat Hussain, in which he briefed the guests about the projected future outlook of the Institute.

The crowd consisting of about 300-400 people, was not only made up of the newcomers, but also a large number of senior students. Several popular underground bands performed on the occasion. They were joined in by the well known band ‘Raeth’ who added a rich color to the event and got the crowd really excited. An informal ice-breaking award ceremony was conducted for the freshman BBA and MBA batches and mementos and titles were given out to a chosen few by their seniors.

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Create a short video that completes the phrase: 'Democracy is...' - The winning videos will be screened in Hollywood, New York and Washington, giving you exposure to the US film and television industry.

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Midnight GMT January 31, 2010
See contest site for a complete list of rules:
[www.videochallenge.america.gov](http://www.videochallenge.america.gov)

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