



Received
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24/4/14
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WORK ORDER

To : M/s Iris Communication
Order No : IBA-MC/PD/P&S/208/0094/2013-14
Date of Issue : April 8, 2014
Date of Delivery : 14 weeks after getting work order
Place of Delivery : IBA, Main Campus & City Campus
Total Amount : **Rs.538, 200.00 (including of all taxes)**
(Rupees Five Hundred Thirty Eight Thousand Two Hundred Only)

Description	
Survey Objective:	IBA CEE wants to understand the reasons: 1. How CEE can become first choice of Executive Education provider in Pakistan for Top and senior executives. a. To understand Target market in terms of developmental needs and difference within different pockets of the market b. What do executives at different management positions expect from training to deliver at individual and organizational levels? c. What is the existing Customer perception on Cost, Value and Reputation? 2. How best to position the offerings of CEE. a. Open Enrollment Programs b. Customized Programs 3. What are the challenges of aligning business imperatives with strategic priorities; and how can they be helped through executive education? 4. How does and organizational HR assess "Return on Expectations" of the value of learning?
Feedback to be obtained from internal /external customers	Using Qualitative &/or Quantitative Survey Tools (interviews/ focus groups etc.) with the following audience: 1. Management/ Staff of CEE 2. Faculty of CEE 3. Past Participants of Training Programs 4. HR/ Functional Heads of Participating companies/ sectors. (the consultant may propose survey tools and target audience)
Sample Size	Minimum 100 (the consultant may propose a different sample size, if required)
Participation Method	Anonymous & Voluntary
Total Project Duration (including submission of final report)	3 months (maximum) from the date of Tender allotment
Proposal Format	The proposal should be in 3 parts: Part 1: Covering the design of the survey instrument and process Part 2: Covering the execution and methodology thereof.

	Part 3: Financial Proposal	
Duration of Contract	3 years (on year-on-year basis)	
	Amount	Rs.460,000.00
	17% GST	Rs.78,200.00
	Total Amount	Rs.538,200.00

The Institute of Business Administration (IBA) aims to become one of the top 100 business school in the world by the year 2014. The Institute combines with its program of formal management education, an elaborate program of management training for executives and professionals. These specialized programs are conducted by the Center for Executive Education (CEE). The CEE provides opportunities to executives working at different echelons in organizations to enhance their careers by gaining knowledge and insight into state-of-the art management techniques and technologies. Executive Education Programs consist of various training courses and workshops that are organized and conducted by the distinguished IBA faculty as well as leading Industry Professionals. Besides open enrolment programs, the Center also offers client specific training to organizations on their request, keeping in view their unique and distinct requirements. Organizations that have benefited from the Executive Education Program include private firms, small business corporations, multinationals and transnational corporations, government departments, defense and public sector organizations.

The findings / results of this survey will be used as guidelines that will be incorporated in the operational strategy of the CEE IBA.

The consultant is expected to design the survey activities and material in the context of following organizational mission, vision and values:

Mission:

- To provide education and training for leadership in Business and Public Sector Management in Pakistan and be one of the best business schools in Southeast Asia and amongst the best in the world.
- To establish links with the renowned business schools in the world and try to introduce the knowledge, culture and work ethics for making Pakistan amongst the most competitive countries in the world.
- To be a 'quality' institute. IBA will aim to work with other local and foreign institutions for the development of modern business education in the country.

Vision:

A world-class business school for leadership and innovation in management.

Values:

- Merit
- Truth
- Integrity
- Creativity
- Discipline
- Tolerance
- Humility