

2-2020

IBA Newsletter [February 2020]

Communications Department, Office of the Registrar

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Distinguished Lecture on 'The strategic importance of Economic Diplomacy for Pakistan in the 21st century' by Makhdoom Shah Mahmood Qureshi

February 10, 2020: Honourable Foreign Minister of Pakistan, Makhdoom Shah Mahmood Qureshi, delivered a lecture on *The strategic importance of Economic Diplomacy for Pakistan in the 21st century* at the main campus attended by members from the academia, media, consul generals, corporate sector, the IBA faculty, students and alumni.

Mr. Qureshi described how the 21st century is different from the old times. He said, "Borders have become fluid. Communication is instantaneous and free flowing. There are a multiplicity of actors and interests within the State, interacting constantly with actors and interests outside of it." Emphasizing the importance of economic diplomacy, he said in one word it is an 'opportunity'.

He stressed that Pakistan will no longer fight wars for other countries and will maintain its stance for peace which is why even to India's aggression, Pakistan reacted with responsibility and restraint, but also resolve. While talking about the future, he said that Pakistan must climb up the global value chains by upgrading technology, leveraging young talent, and by capitalizing on the export related opportunities that CPEC will create.

Following the lecture, a Q&A session between Mr. Qureshi and the audience ensued. Associate Deans Dr. Sayeed Ghani and Dr. Huma Baqai presented a memento to the Foreign Minister as a token of appreciation. Later, the Foreign Minister planted a tree as part of the IBA's green campus initiative.



Resource Mobilization: Enabling talent

IBA student selected for ICI Pakistan's Impact Female Scholarship Programme

February 25, 2020: Misbah Raja from the BS Economics and Mathematics program was selected as one of the recipients of the ICI's Impact Female Scholarship Programme (IFSP) and was awarded a certificate by ICI Pakistan Ltd. at a ceremony held at the main campus.

As part of the programme, Misbah will receive a scholarship for the duration of her studies covering her tuition fee. The ICI Pakistan Ltd. was represented by Manager Talent Acquisition and Culture Hira Mullick, Assistant Manager Talent Acquisition Fizzah Khan and Graduate Recruit and an IBA alumna, Ayesha Arshad. The IBA was represented by Director Alumni Corporate Relations and Communications Department (ACRC) Ms. Malahat Awan, Senior Manager ACRC Haris Tohid Siddiqui, Manager Career Development Center Danish Imtiaz and Assistant Manager Financial Aid Tanveer Ahmed.



The ICI Pakistan reached out to students from various universities across Pakistan and candidates were assessed through a video-based assessment and interview rounds.

ICI Pakistan launched the IFSP in 2016 for the sole purpose of women empowerment and facilitating higher education.

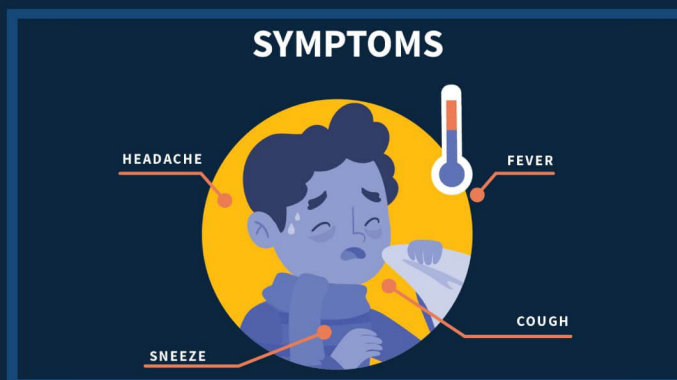
Here is what you can do to protect yourself and others from the novel Coronavirus



Wash your hands frequently with soap and water



Cover mouth and nose when coughing and sneezing



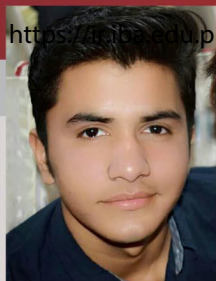
Wear a face mask



Seek medical care if symptoms appear



Avoid markets and crowded places



NTHP Rising talent

NTHP scholar secures first position in the IBA Admissions test (BBA Program)

February 18, 2020: The National Talent Hunt Program (NTHP) scholar, Sunny Kumar secured first position in the IBA admissions test (Fall 2020) for BBA Program. Kumar belongs to the Tharparkar region and attended the NTHP orientation programs in 2018 and 2019.

The IBA congratulates Kumar on this remarkable achievement and wishes him success in his educational pursuits.

CDC News Bytes



IBA
Career Development
Center



IBA Career Fair 2020

February 12, 2020: The IBA Alumni and Placement Society in collaboration with the IBA Career Development Center hosted the *IBA Career Fair 2020* sponsored by Jubilee Life Insurance and Martin Dow at the main campus.

Over 100 companies participated and approximately 4,000 students and alumni from different programs and batches attended the career fair. The IBA-CDC invited professionals from diverse fields to conduct Career Counselling Clinics at the fair, which was attended by over 150 students and around 35 advisers.

The registration process for advisers and advisees both began well in-advance of the event, where experts and students were asked to select a suitable time for their sessions. These one-on-one counselling sessions helped students gain valuable and practical advice regarding their career decisions and expanded their knowledge with useful industry insights. Students were able to explore career options, discuss their plans in detail and network with professionals and functional heads of various companies.

Corporate Connect Series: Bringing Corporate Expertise in the Classroom

February, 2020: Senior and mid-career professionals from various industries were invited for guest speaker sessions co-hosted by the CDC in coordination with faculty members. During this month, eight guest speaker sessions were conducted.

On-Campus Recruitment Drives

February, 2020: The management of Pie in the Sky, Habib Bank Limited, Unilever Pakistan, 10Pearls, L'Oréal Pakistan, GlaxoSmithKline, National Foods Limited, Bank Al-Habib Limited, Procter & Gamble Pakistan, Abudawood Pakistan, Daraz.pk and Colgate Palmolive visited the IBA for conducting their respective recruitment activities. They provided information about the programs and competitions that they were conducting and encouraged the students to participate wholeheartedly.

Nielsen Academy Sessions

February, 2020: The Nielsen Academy program is a preparatory module comprising both coursework and fieldwork; aiming to equip students with the necessary knowledge required to excel in the workforce and provide them the opportunity to learn about latest research dynamics from field experts. The leading team of Nielsen conducted seven sessions for the students.

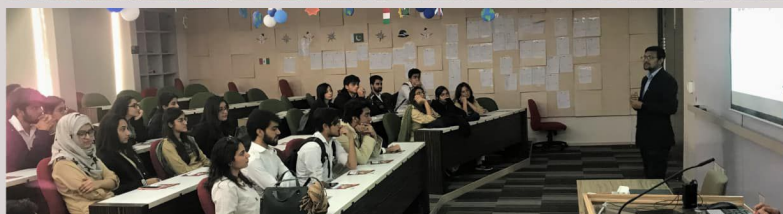
Marketing Round-up

Marketing department conducts information sessions

February 1, 2020: The Marketing department in collaboration with the NTHP team conducted an information session for the students of NJV Government Higher Secondary School at the main campus. More than 25 students and 3 faculty members attended this session. The students were briefed about the Institute, including the six undergraduate programs, alumni, facilities and admission eligibility. The session also highlighted the NTHP program and how the IBA, Karachi visited far-flung areas of the country to recruit talented and dedicated students for this program.

February 8, 2020: An information session for college and A' level students from the Ismaili community was held at the city campus. More than 80 students and a few counselors from the community attended the session.

February 12, 2020: More than 50 A' level students from the Beaconhouse College PECHS Campus got a glimpse of life at the IBA with an information session followed by a campus tour.



OTF Fundraising Event



February 9, 2020: Representatives of the IBA marketing team and NTHP participated in a fundraising event organized by the Orange Tree Foundation (OTF) by setting a stall aimed at providing information and creating awareness about the undergraduate programs and the NTHP. The stall generated a fair bit of interest among the visitors, with many students interested in the undergraduate programs and admission process as well as scholarships and financial assistance.

Educational Symposium

February 18, 2020: The IBA participated in an educational symposium organized by the City School, North Nazimabad Campus which focused on higher education and future career prospects of the A' level and Intermediate students. More than 15 different universities were a part of this event.



Alumni Achievement

The first IBA-ACF graduate to successfully clear CA exams

February, 2020: The IBA-ACF graduate Muhammad Hassan became the first graduate amongst his cohort to successfully clear all Chartered Accountancy (CA) examinations in 2 years and 8 months (within his training period).

The IBA congratulates Mr. Hassan on this remarkable achievement and wishes him success in his future ambitions.



CICT Highlights



Cheque distribution ceremony of SRIC Batch-2



February 25, 2020: Minister for Information Science and Technology Department (IS&TD) Government of Sindh, Mr. Nawab Muhammad Taimur Talpur, distributed cheques amongst the incubatees of Batch 2 of the Sindh Research Incubation Center (SRIC) at a ceremony held at the city campus. The incubates received cheques to support their startups while the CICT provided the co-working space at the Institute, utilities, and access to investors.

During the ceremony, the incubates of SRIC demonstrated progress of their startups in the form of presentations. The SRIC is a technology incubator that facilitates the incubation process for 12 months. It is a project of the IS&TD, Government of Sindh in collaboration with the IBA Karachi.

Secretary, IS&TD, Mr. Muhammad Nawaz Naseem, Director General, Mr. Muhammad Yousuf and Advisor to Minister Syed Zainulabedin Shah and Director ICT & CICT IBA Karachi, Mr. Imran Batada and C-level IT executives were present at the ceremony.

IBA-CICT gears up to execute PM's Kamyab Jawan National Youth Development Program 2020

February 21, 2020: The IBA-CICT signed a contract with the National Vocational and Technical Training Commission (NAVTTTC) to execute the Prime Minister's Kamyab Jawan National Youth Development Program 2020.

The Program aims at providing practical training to the youth in the most in-demand and highly employable high-tech trades and emerging technologies to enable them to seek employment in the national and international market. The high-tech courses of this program include: Big Data, ERP, Digital Forensics, Artificial Intelligence, Internet of Things, Cyber Security, Block Chain, and Digital Marketing and SEO.

The NAVTTTC Karachi was represented by Director General, Ms. Nabila Umer; Deputy Director Azizullah Chandio; Deputy Director Irfan Haider; and Assistant Manager Abdul Qadeer Sohoo while IBA was represented by Director ICT & CICT IBA Karachi, Imran Batada and his team.



Sports News

IBA Girls Football Team stood second in the HEC Intervarsity Football Championship 2020



February 14, 2020: The IBA Girls Football Team secured second position in the HEC Intervarsity Football Championship 2020.

The IBA Girls Football Team won their league matches against Benazir Bhutto Shaheed University Lyari and University of Sindh, Jamshoro and managed a draw with Hamdard University.

Team IBA went head to head against the University of Karachi team in the final. After a tough competition between the two teams, the match went on a penalty shootout, which also resulted in a tie by 2-2. In the end, the match was decided on sudden death and Team IBA was adjudged the runners up.

Anoosha Pervez Sharif from Team IBA was awarded Player of the Tournament.

The IBA congratulates the Girls Football Team on its commendable performance and wishes the players success in their tournaments.

CEJ Gazette



Workshop on Reporting on the Informal Economy

February 10-11, 2020: A two-day workshop on *Reporting on the Informal Economy* was organized by the Centre for Excellence in Journalism (CEJ-IBA). The lead trainer for the workshop was Editor Business pages Dawn, Khuram Hussain. The workshop was attended by 35 participants from all over Pakistan.



Information Sessions

Session on Fulbright scholarship and education opportunities in the US

February 4, 2020: The United States Educational Foundation in Pakistan (USEFP)'s Education USA adviser Karachi, Mr. Faraz Naqvi conducted an information session at the main campus. The session commenced with a detailed introduction of USEFP and its purpose in Pakistan. Students were briefed about the Fulbright scholarship, its application timeline, requirements and eligibility criteria.



International Summer School in Malaysia

February 6, 2020: A team from University of Nottingham Malaysia Campus including Student Support Officer, Anushia Thamotharem and Academic Matters Officer Sugunamalar Vijayarathnam, visited the main campus to conduct an information session with the students of IBA and encouraged them to attend the International Summer School (ISS).



Curtin University official meets IBA students

February 11, 2020: In Country Recruitment Executive (Nepal, Bangladesh, Pakistan & Bhutan) Curtin University, Mr. Surit Bhattarai visited the main campus to conduct a session with the current students and alumni of the IBA, Karachi. The session briefed the audience about the Institute, admissions, scholarships opportunities, and visa requirements etc.



Session on International Exposure

February 13, 2020: Manager of External Linkages and International Resource Center IBA IRC, Ms. Shehreena Amin held a session with the students of the IBA. She briefed them about the international opportunities that students can avail through the IBA-IRC and its other services.

South Asian Tour 2020

February 11, 2020: The teams of United States Educational Foundation in Pakistan (USEFP) and the IBA IRC collaborated to organize the *South Asian Tour 2020* where the team of USEFP including Director International Programs, University of Houston-Victoria, Ludmi Herath, Associate Director of International Admissions at New York Institute of Technology, Benjamin Dobbs and International Admissions Counsellor, Western New England University, Emilee Smith visited the main campus to conduct an information session. It aimed to guide students for further studies in the United States of America. The session ended with a Q&A session and one-to-one interaction with the university representatives.

Guest speaker sessions

Exploring the Heart of Retail



February 4-6, 2020: The MBA students of Assistant Professor Marketing Mr. Jami Moiz's Retailing course were provided a wholesome learning experience in form of a trip to Jodia Bazar, the heart of retail, mentored by a seasoned retail consultant and COO of Goto Express Mr. Adnan Mirza.

The students explored the small crowded streets of Jodia Bazar, Lighthouse and Boltan Market. Mr. Mirza shared details of suppliers for categories like skin care, fragrances, accessories, consumer goods and shoes. Students also visited Jamaa cloth market to get a wholesome experience on the cloth business.

This visit was a follow up to Mr. Mirza's session with the students earlier in the semester, where he talked about retailing and e-retailing.

A Session on 6Ps of Retailing

February 11, 2020: Mr. Jami Moiz arranged a guest speaker session for his MBA Retailing class by National Training Manager Shan foods Mr. Atif Murtaza.

Mr. Murtaza's discussion revolved around the 6Ps of retailing. The students developed an understanding of how big retailers in today's market function in relation with both the manufacturing firms and the end customers. The session was engaging as the students teamed up with the speaker to open a fictional retail store, work out its details and forecast its success or failure based on various metrics.



IFS organizes a session 'Har fard hai millat kai muqaddar ka sitara'

February 20, 2020: A guest speaker session of the Global CEO, Shahid Afridi Foundation and Co-Founder, Million Smiles, Mr. Zeshan Afzal titled, *Har fard hai millat kai muqaddar ka sitara* was organized by the Islamic Finance Society (IFS) at the main campus. The session focused on patriotism and youth empowerment. Mr. Afzal explained how youth plays an important role in the progress of the country. The session was attended by the IBA students, staff and faculty.



A talk on Pedal Power by Director HR

February 15, 2020: Director Human Resources IBA Mashooque Ali Bhatti talked on *Pedal Power* during a session at Lahooti Melo 2020.

Commencing his talk, he discussed how climate change is affecting our lives and the steps that can be taken to slow down the process and improve lives. Talking about cycling, he said it is the most enjoyable sport across the world because it does not restrict anyone, irrespective of age and weight. He also highlighted the benefits of cycling regularly, including improved mental health, slowing of the ageing process, cardiovascular fitness and toned muscles.

