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IBA Newsletter [April 2018]

Communications & Public Affairs Department

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IBA Strategy 2020 Conference

Senior management formulates strategy to guide the IBA through the year 2020



March 2 – 3, 2018: The IBA Strategy 2020 Conference, organized by the HR department at Ramada Hotel was a 2-day retreat comprising of IBA's top leadership. The aim of the conference was to review IBA's achievements, to assess existing issues and future opportunities and to develop a strategy that would guide IBA through the year 2020. The event was facilitated by Mr. Asim Rashid, who is a consultant by profession and the founder & CEO of Creative Swan Consulting.

MBA Executive Program

Orientation session welcomes 30 participants in the MBA Executive Program



April 21, 2018: MBA Executive Program conducted its orientation session at AMAN CED, IBA. Dean and Director, Dr. Farrukh Iqbal, General Manager - Administration, Mr. Aamer Shabbir, and Program Director, Mr. Saleem Umer welcomed a batch of 30 participants. A question & answer session was conducted by the Dean where he stressed upon the need of maximum capitalization of this program.

IBA Probattle'18

IBA becomes a platform for the development of IT education



March 30, 2018: IBA Probattle'18, organized by IBA Computer Science Society (CSS), was held at IBA, main campus. Participants from various universities and colleges belonging to the fields of Computer Sciences, Engineering, Business and Communication Design attended the event. Team UBIT won the competition for the 5th time.

Talent Hunt Program

THP hosts the largest entrance exam for 4458 students in 14 cities across Pakistan



March 25, 2018: IBA Karachi conducted the Talent Hunt Program (Scholarship) assessment test for the Batch 2018 of IBA Ihsan Trust National Talent Hunt Program and IBA-CDP Sindh Talent Hunt Program with the support and help of CDP, GoS and Ihsan Trust- Meezan Bank. It has been the largest test under the cap of Talent Hunt Programs in which 4458 Students from across Pakistan, were shortlisted and invited for the test in 14 cities.

For more information, please visit:

<https://www.nthp.iba.edu.pk/>

and

<https://www.facebook.com/IBA.NTHP>

CDC hosts recruitment activities and an interactive session for students at the IBA



March - April, 2018: CDC hosted more than 15 companies to conduct their multiple recruitment activities on-campus. 17 orientation and informative sessions, 12 online and written assessments and 8 on-campus interviews were carried out as part of the recruitment activities.

March 10, 2018: CDC hosted an interactive session on 'how to prepare for assessment centers' at the IBA city campus, in order to prepare students for recruitment assessments centers – a modern and integral recruitment tool.

To know more about the event and other on-campus activities, visit our website: www.cdc.iba.edu.pk

News flash from CEJ

CEJ launches reporting courses and workshops



February 12 - March 6, 2018: The Centre for Excellence in Journalism and the British High Commission launched their first 'Basics of Reporting' and 'Basics of Editing' courses leading up to standardized tests and certification. The courses were offered by Ms. Naveen Mangi, former Pakistan Bureau Chief for Bloomberg News, and Mr. Nizamuddin Siddiqui, Dawn. The training was attended by 30 mid-level professionals representing various media organizations.

February 26 – March 08, 2018: CEJ and TABEER – Consolidating Democracy in Pakistan (CDIP) launched 'Reporting on Delimitation Workshops'. A total of 10 workshops were held across Pakistan, training a total of 220 journalists, belonging to diverse news mediums, and both regional and mainstream news organizations. The trainers for this course were senior elections experts, Shabir Ahmed and Muhammad Saleem Akhtar, Resident Editor at Daily Jang Peshawar, Arshad Aziz Malik, and former News Director Aaj TV and former BBC correspondent, Aamer Ahmed Khan.

April 05 – 13, 2018: CEJ organized two three-day workshops on 'Education and Data Journalism' with Alif Ailaan. The main trainer for this course was Asim Basher, a PhD candidate at the IBA. The trainings focused on improving the quality of education reporting in the country and included a special focus on data journalism. Guest lectures were delivered by Qazi Khizar, a journalist and documentary maker, Mahim Maher, head of Digital Properties, and Dr. Asha Bedar, a clinical psychologist.

CED - Turning ideas into reality

IBA AMAN CED and IBM sign an MoU to promote the start-up culture in Pakistan

March 19, 2018: IBA AMAN CED and IBM have come together to promote startup culture in Pakistan by signing an MoU. IBA AMAN CED will provide access to the startups of its incubator and entrepreneurship programs and IBM will provide access to its cloud platforms and make available expert mentors. Dr. Shahid Qureshi, Program Director, signed the MoU on behalf of IBA AMAN CED and Mr. Shariq ur Rehman signed on behalf of the IBM.



March, 2018: The 7th batch of Certificate in Entrepreneurship (CIE) program reached its presentation phase. The participants presented diversified business ideas ranging from Agriculture to Engineering and from fashion design to Architecture.

March 30, 2018: IBA AMAN CED, as a part of its national development strategy has successfully launched the 2nd cycle of National Entrepreneurship Program (NEP) in Hyderabad, Faisalabad and Gujranwala. NEP is a weekend certificate program being held in collaboration with local universities to inculcate the entrepreneurial mindset among the masses.

April 04, 2018: Ms. Anum Kamran, founder & CEO of buyon.pk (Incubatee at IBA AMAN CED), graduated from the first class of Asian Entrepreneurs from UNCTAD and Alibaba Business School's e-founders fellowship program at Hangzhou China.

Guest Speaker Sessions

Leaders from the corporate world enlighten the Marketing students at the IBA



Ms. Fatima Akhund, Lecturer IBA, organized a series of guest speaker sessions at G&T auditorium for her course Marketing Issues in Pakistan. Mr. Omar Abedin, CEO of Starcom, talked about digital marketing and its future in Pakistan.



Mr. Asad Khan, General Manager Careem, gave insights on Careem and its journey in becoming a leading transportation company of Pakistan, and shared his expertise in branding. This session was organized by Ms. Sumayyah Khan.



April 12, 2018: Mr. Shah Saad, Chief Human Resource Officer & Head Corporate Planning at HASCOL Petroleum Limited, addressed the MBA students' of Strategic Marketing course and informed them about the purpose, vision and working of HASCOL.



March 29, 2018: Mr. Fahad Ashraf, General Manager Health Business and Chief Executive at Reckitt Benckiser (RB) and also an IBA Alumnus, visited the Strategic Marketing class and delivered a speaker session on "purpose-driven business".

Ardeshir Cowasjee Center for Writing (ACCW) News

ACCW conducts study sessions on literature and poetry



February 15, 2018: Ardeshir Cowasjee Center for Writing (ACCW) held its first study circle session on "What is Literature?" written by Terry Eagleton. The session was led by Muhammad Khurram, a senior consultant at ACCW. A second study circle was dedicated to discussing the poetry written/sung during the 1947/71 partition in order to inch closer to a nuanced understanding of literature.

QEC organizes ISO 9001 Lead Auditor Course



February 26 – March 01, 2018: In order to develop a core team of lead auditors, Quality Enhancement Cell, IBA Karachi organized a four day "IRCA/LRQA Certified ISO 9001:2015 QMS Lead Auditor Course" for its Head of functional departments and staff members. The course was conducted by a senior consultant of M/S Lloyd's Register, UK at IBA. At the end of the fourth day, a two-hour exam was conducted to assess the participants' learning.

IBA Alumni Reunion

IBA honors its distinguished alumni



April 24, 2018: The IBA, Karachi held its annual Alumni Reunion 2018 for all batches. The theme of this year's reunion was "Celebrating Excellence" where the IBA honored its distinguished alumni whose achievements, both within and outside the country, helped strengthen the IBA's resolve towards being the top institution of higher education in Pakistan.

IBA in Dubai

Corporate Engagement Event in the UAE



March 7, 2018: The IBA Corporate Engagement Event was organized in collaboration with the Alumni & Placement Society, the UAE Alumni Chapter and the Pakistan Executives' Organization for Promotion of Leadership and Entrepreneurship (PEOPLE), which took place at the Conrad Hotel, Dubai. Prominent guests included Minister for Tolerance, UAE, His Highness Sheikh Nahyan bin Mubarak Al Nahyan, Former Prime Minister of Pakistan, Mr. Shaukat Aziz and Governor Sindh, His Excellency Mohammad Zubair, graced the occasion as Chief Guest.