



IBA IN THE MEDIA

DECEMBER 16-22, 2024

WINTER IMMERSION PROGRAM 2024

PRINT MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Dec 22, 2024	Publication	Dawn	IBA Winter Immersion Program	English	Entrepreneurship in academia discussed	Positive
02	Dec 21, 2024	Publication	The News	IBA Winter Immersion Program	English	Trainers from Finland come to IBA-CED for training entrepreneurs	Positive
03	Dec 21, 2024	Publication	Pakistan Observer	IBA Winter Immersion Program	English	IBA hosts winter immersion programme 2024	Positive
04	Dec 21, 2024	Publication	The Frontier Post	IBA Winter Immersion Program	English	IBA Karachi organizes Winter Immersion Program	Positive
05	Dec 21, 2024	Publication	The News Lark	IBA Winter Immersion Program	English	IBA Karachi organized winter immersion programme 2024	Positive
06	Dec 21, 2024	Publication	Jahan-e-Pakistan	IBA Winter Immersion Program	Urdu	IBA Karachi organized winter immersion programme 2024	Positive
07	Dec 21, 2024	Publication	Awami Awaz	IBA Winter Immersion Program	Sindhi	IBA Karachi organized winter immersion programme 2024	Positive

DAWN

Entrepreneurship in academia discussed

KARACHI: The Institute of Business Administration had conducted the Winter Immersion Programme 2024 at its City Campus in collaboration with IBA's Centre for Entrepreneurial Development (IBA-CED).

According to a statement, the programme brought together international trainers to shed light on the importance of entrepreneurship education, research and incubation management in academia.

Speaking on the occasion, IBA's Executive Director Dr S Akbar Zaidi said that there was need to overhaul of the curriculum taught to students to consider the ever-evolving realm of entrepreneurship.

Dr Sanna Ilonen, Joachim Ramstrom and Islam Mohamed were the trainers for the two workshops held over four days.

IBA-CED Director Dr Lalarukh Ejaz thanked the speakers and participants for being a part of the programme. "There was a dire need for universities and incubators to engage in such activities and workshops where the knowledge exchange and structured discourse took place," she said.—PPI

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INTERNATIONAL
THE NEWS

Trainers from Finland come to IBA-CED for training entrepreneurs

News Desk

The IBA Karachi's Centre for Entrepreneurial Development (CED) conducted its 'Winter Immersion Programme' (WIP) from December 16 to 19 at the City Campus, bringing renowned international trainers to shed light on the importance of entrepreneurship education and research along with incubation management in academia.

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**Pakistan
OBSERVER**

IBA hosts winter immersion program 2024



STAFF REPORTER

The Institute of Business Administration (IBA), Karachi, hosted the Winter

Dr. S. Akbar Zaidi, Executive Director, IBA Karachi, inaugurated the program with a keynote address emphasizing the ur-

experts from the University of Turku, Finland, this workshop equipped university faculty, incubation center staff, and media

IBA-CED, commended the speakers and participants, noting, "This program addresses a critical gap by fostering knowledge exchange

[Newspaper Clipping](#)

The
Frontier Post

IBA Karachi organizes Winter Immersion Program

F.P. Report

KARACHI: IBA proudly conducted the "Winter Immersion Program 2024" at the City Campus, which was organized in collaboration with IBA's Centre for Entrepreneurial Development (IBA-CED). The program brought together renowned international trainers to shed light on the importance of entrepreneurship education, research, and incubation management in academia.

Dr. S Akbar Zaidi, Executive Director, IBA Karachi, delivered the keynote address. He highlighted that there needs to be an overhaul of the curriculum taught to students to consider the ever-evolving realm of entrepreneurship. Dr. Zaidi added, "Workshops such as this allow participants to think creatively to keep up with changing trends in business."

Dr. Sanna Ilonen, University Teacher and Mr. Joachim Ramstrom, Education Expert on Entrepreneurship & Innovation Education, School of Economics, University of Turku, and Islam Mohamed, Chief



Investment Officer, Arweqah Al Reyadah, Saudi Arabia, were the trainers for the two workshops held over four days.

The first workshop, "Fostering Entrepreneurship in Academia", was led by Dr. Ilonen and Mr. Ramstrom, who have over two decades of combined experience in Entrepreneurship. They allowed participants to develop a robust understanding of the tools and resources needed to create and deliver engaging entrepreneurship modules or courses. The participants included university faculty, incubation centre staff and media professionals in attendance.

The second workshop, led by Mr. Mohamed, one of the brightest minds in the innovation ecosystem, on

"Elevating Innovators and Incubators", underscored the necessary hands-on knowledge and skills to design and manage a thriving university-based business incubator program.

Dr. Lalarukh Ejaz, Director, IBA-CED, gave the closing remarks. She thanked the speakers and participants for being a part of the program. Dr. Lalarukh stated, "There was a dire need for universities and incubators to engage in such activities and workshops where the knowledge exchange and structured discourse took place."

A combination of lectures, interactive discussions, and case studies ensured that the WIP 2024 was a truly immersive learning experience for participants.

Daily
The NEWS LARK

IBA Karachi Organized Winter Immersion Program 2024: Redefining Entrepreneurship in Academia



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اور اختراع تعليم، اسڪول آف اڪنامڪس، يونيورسٽي آف ٽرڪو، اور اسلام محمد، چيف انويسٽمنٽ آفيسر، عروقه الرياض، سعودي عرب، چار دنون تک منعقد ہونے والی دو ورکشاپس کے ٹرينر تھے۔ پہلی ورکشاپ، "Fostering Entrepreneurship in Academia" کی قيادت ڈاکٽر Ilonen اور M Ramstrom نے کی، جن کا انٽرپرائيزيشپ ميں دو دہائیوں سے زيادہ کا مشرک تجربہ ہے۔

آئی بی اے کراچی آرگنائزونٽرپرائيزيشپ پروگرام 2024، اکیڈمیا میں انٽرپرائيزيشپ کی نئی تعريف

کراچی (سٹی ڈیسک) IBA نے فخر کے ساتھ سٹی کیمپس میں "Winter Immersion Program 2024" کا انعقاد کیا، جس کا اہتمام IBA کے سینئر فار انٽرپرائيزيشپ ڈویلمنٽ (IBA-CED) کے کراچی نے کلیدی خطبہ دیا۔ انہوں نے اس بات پر روشنی ڈالی کہ طلباء کو پڑھائے جانے والے نصاب میں ترمیم کی ضرورت ہے تاکہ انٽرپرائيزيشپ کے ہمیشہ سے ابھرتے ہوئے دائرے پر غور کیا جاسکے۔ ڈاکٽر زیدی نے مزید



انہوں نے شرکا کو انٽرپرائيزيشپ ماڈیولز یا کورسز بنانے اور فراہم کرنے کے لیے درکار ٹولز اور وسائل کی مضبوط سمجھ پیدا کرنے کی اجازت دی۔ شرکاء میں یونیورسٹی کی فیکلٹی، انکیوبیشن سینٹر کا عملہ اور میڈیا پروفیشنلز نے شرکت کی۔

کہا، "اس طرح کی ورکشاپس شرکاء کو کاروبار میں بدلتے ہوئے رجحانات کو برقرار رکھنے کے لیے تخلیقی انداز میں سوچنے کی اجازت دیتی ہیں۔" ڈاکٽر سنا ایلون، یونیورسٹی ٹیچر اور مسٽر یو آخمرامسٽروم، ماہر تعليم برائے انٽرپرائيزيشپ

تعاون سے کیا گیا تھا۔ اس پروگرام نے معروف بین الاقوامی ٹرینرز کو اکٹھا کیا تاکہ اکیڈمیا میں انٽرپرائيزيشپ کی تعليم، تحقيق اور انکیوبیشن مینجمنٽ کی اہمیت پر روشنی ڈالی جاسکے۔ ڈاکٽر ایس اکبر زیدی، ایگزیکٹو ڈائریکٽر، IBA

روزاني عوامي آواز

روزاني عوامي آواز (6) چنچر 21 ڊسمبر 2024 ع

آءِ بي اي سٽي ڪيمپس ۾ نون انٽرپرائيزيشپ ٽريٽ لاءِ ورڪشاپ

ورڪشاپ چار ڏينهن جاري رهندو جنهن ۾ عالمي معياري ٽرينر شرڪت ڪندا پهرين ڏينهن سانا ايلون، جو آخري رامسٽر، محمد، عروقه ۽ ٻين ٽرينر ٽريٽ ڏني

ڪراچي (پ ر) آءِ بي اي سٽي ڪيمپس جي انتظار هيٺ "ونٽروسرچن 2024" منعقد ڪيو ويو، جنهن ۾ نون انٽرپرائيزيشپ جي ٽريٽ لاءِ وقف ڪيو ويو هو، ان موقعي تي شرڪت ڪندڙن جي ٽريٽ لاءِ عالمي سطح جي ٽرينرز جي دعوت ڏني وئي هئي جنهن مختلف تقريبن ۾ نون انٽرپرائيزيشپ ٽريٽ ڏني، هنن پنهنجي ٽريٽ ۾ انٽرپرائيزيشپ جي تعليم ۽ انڪيوپيشن مينيجمينٽ جي اهميت تي روشني وڌي. ڊاڪٽر اي اس اڪبر زیدی، ایگزیکٹو ڊائریکٽر، آءِ بي اي ڪراچي خطاب ڪندي ان ڳالهه تي زور ڏنو ته شاگردن کي سيڪاريل نصاب ۾ ترميم ڪرڻ جي ضرورت آهي ته جيئن انٽرپرائيزيشپ جي مسلسل ترقي ڪندڙ پهلو تي غور ڪيو وڃي. هن وڌيڪ چيو ته، "اهڙي قسم جا ورڪشاپ نون انٽرپرائيزيشپ کي اها ٽريٽ ڏين ٿا ته اهي کاروبار ۾ بدلجندڙ رجحانن کي برقرار رکڻ لاءِ تخليقي انداز سان سوچين. ڊاڪٽر سانا ايلون، يونيورسٽي ٽيچر ۽ مسٽر جو آخري رامسٽر، تعليمي ماهر انٽرپرائيزيشپ اينڊ انويسٽن ايجوڪيشن، ڊي مھمانن جا ثور مھيا.



DIGITAL MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Dec 21, 2024	Digital	Pakistan Observer	IBA Winter Immersion Program	English	IBA hosts winter immersion program 2024	Positive
02	Dec 22, 2024	Digital	Academia Mag	IBA Winter Immersion Program	English	IBA Winter Immersion Program 2024: Advancing Entrepreneurship in Academia	Positive
03	Dec 21, 2024	Digital	News Update Time	IBA Winter Immersion Program	English	IBA Karachi Organized Winter Immersion Program 2024: Redefining Entrepreneurship in Academia	Positive
04	Dec 21, 2024	Digital	Daily The AZB	IBA Winter Immersion Program	English	IBA Karachi Organized Winter Immersion Program 2024: Redefining Entrepreneurship in Academia	Positive
05	Dec 21, 2024	Digital	The Biz Update	IBA Winter Immersion Program	English	IBA Karachi Hosts Winter Immersion Program 2024	Positive

**Pakistan
OBSERVER**

IBA hosts winter immersion program 2024



The Institute of Business Administration (IBA), Karachi, hosted the Winter Immersion Program 2024 at its City Campus, a four-day initiative designed to elevate entrepreneurship education in academia. Organized in collaboration with IBA's Centre for Entrepreneurial Development (IBA-CED), the program featured internationally acclaimed trainers addressing the significance of entrepreneurship education, research, and incubation management.

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ACADEMIA
INTERNATIONAL PREMIER EDUCATION MAGAZINE

IBA Winter Immersion Program 2024: Advancing Entrepreneurship in Academia

BY ACADEMIA MAG | DECEMBER 22, 2024 | 0 COMMENTS | 44 VIEWS | 9 HOURS AGO



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NUT
News Update Times

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The Biz Update

IBA Karachi Hosts Winter Immersion Program 2024



KARACHI, December 19, 2024: The Institute of Business Administration (IBA), Karachi, in collaboration with its Centre for Entrepreneurial Development (IBA-CED), successfully conducted the Winter Immersion Program 2024 from December 16-19 at its City Campus. This initiative brought together

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THANK YOU.