

IBA NEWS



September 2024

Issue No: 09

IBA Karachi & Stanford Life Design Lab Collaborate to Transform Pakistan's Educational Landscape



In a landmark event at Scotts Valley in California, IBA Karachi and Stanford University's Life Design Lab partnership was unveiled by the Director, Alumni Affairs, Resource Mobilization & Corporate Relations, IBA, Ms. Malahat Awan, and Assistant Professor, SBS, IBA, Mr. Azam Ali, setting the stage for a transformative shift in Pakistan's educational landscape. Through the application of design thinking, this collaboration aims to tackle Pakistan's educational challenges by focusing on sustainable, context-driven solutions, and fostering long-term growth and innovation.

The event featured an insightful panel discussion led by the Chief Minister of Sindh and Patron IBA, Syed Murad Ali Shah, who was joined by the Executive Director, IBA, Dr. S Akbar Zaidi; Executive Director, Stanford Life Design Lab, Mr. Bill Burnett; and Co-Founder of Designing Your Spiritual Life, Stanford Life Design Lab, Mr. Junaid Aziz. Their conversation explored the significance of this collaboration and how it brings globally renowned expertise to Pakistan while remaining deeply attuned to local realities.

A key takeaway from the panel discussion, emphasized by the Chief Minister, was the crucial role of IBA alumnus, who now serves as a senior faculty member at Stanford's Life Design Lab, Mr. Aziz's firsthand knowledge of IBA's context and Stanford's cutting-edge methodologies, acts as a pivotal link between the two institutions. The Chief Minister highlighted that this unique connection ensures that the collaboration is not just an academic exchange but a meaningful, locally relevant effort to address Pakistan's educational challenges. IBA alumni's dual understanding of Pakistan's specific needs and Stanford's innovative approaches was repeatedly underscored as a cornerstone of the partnership's success.

Throughout the dialogue, the Chief Minister stressed that this is not about implementing pre-packaged solutions but about Stanford's faculty immersing themselves in Pakistan's challenges to co-create solutions alongside IBA. He emphasized that the presence of Stanford experts at IBA's Karachi campus is vital to developing solutions that resonate with the local environment, driving home the importance of solving Pakistan's problems within its borders.

Echoing these sentiments, Mr. Burnett explained that he sees this collaboration as a reciprocal learning experience. Not only will Stanford contribute its expertise, but it will also draw inspiration from Pakistan's unique challenges. The transfer of knowledge, and this collaboration will enable IBA to serve as a hub for innovation, supporting the next generation of Pakistani leaders by equipping them with the tools to tackle complex societal issues through human-centred design.

Dr. Zaidi noted that this collaboration stands out because it is rooted in context and designed for long-term impact. By embedding this new pedagogy into the educational framework at IBA, the center will provide a space for nurturing innovation, testing ideas, and developing solutions that are both practical and sustainable.

The dialogue highlighted concrete plans to fast-track the integration of this innovative teaching process through faculty workshops, curriculum enhancements, and hands-on involvement from Stanford experts. The overarching goal is to ensure that IBA students start experiencing the transformative impact of this partnership immediately, equipping them with world-class skills that will position them as future leaders and innovators in Pakistan and beyond.

SBS & the Ministry of Energy (Power Division) kick off the 1st Pakistan Power Reforms Project Roundtable



SBS and the Ministry of Energy (Power Division) co-hosted the first keynote session for the Pakistan Power Reforms Project.

Honourable Federal Minister for Power, Sardar Awais Khan Leghari, delivered a keynote laying a roadmap for boosting the power sector's efficiency and driving industrial and economic growth.

The keynote was followed by a panel discussion featuring Minister Leghari, IBA's Executive Director, Dr. S Akbar Zaidi, which Mr. Junaid Iqbal moderated.

The Minister emphasized that structural reforms are complex, with results expected in a few months. The Power Division is focused on enhancing governance in distribution companies and transforming transmission infrastructure to boost efficiency and reduce losses. Additionally, plans are underway to stimulate industrial demand and accelerate economic growth.

The event ended on a positive note, with a clear focus on a reform agenda that will result in improved governance standards, and better efficiency in the generation, transmission, and distribution of electricity – resulting in lower prices of electricity, which can trigger industrial, and economic growth in the process.

IBA Karachi & HEC collaborate to Propel Entrepreneurship with the 'I-INCUBATE' Program

IBA-CED launched 'I-INCUBATE', an incubation program supported by the Higher Education Commission (HEC) at the City Campus. The launch event was attended by personnel from the local entrepreneurial ecosystem.

This initiative formally establishes IBA's incubation program following a highly competitive process, further strengthening the Institution's commitment towards start-up innovation. The HEC-funded I-INCUBATE is a 13-month program offering structured training, dedicated mentoring, goal setting, accountability, networking, and co-working space amongst many other resources and facilities. The program aims to increase the sustainability of the selected student startups, empowering them to create a positive societal impact through innovation, job creation, income generation and economic growth while strengthening the entrepreneurial ecosystem.



The event commenced with a welcome address by Dr. Lalarukh Ejaz, Director of IBA-CED, while a program overview was given by Ms. Kanza Sohail, Lead Incubation Program, followed by an introduction to the selected startups.

Printing Holy Texts The Case of the Qur'an in Comparative Perspective' by Professor Roberto Tottoli – an SESS lecture

SESS hosted a lecture titled 'Printing Holy Texts: The Case of the Qur'an in Comparative Perspective' featuring Professor Roberto Tottoli at the City Campus. Students, faculty, historians and scholars attended the enlightening lecture.



Professor Tottoli, Rector of the University of Naples, L'Orientale, is an eminent Arabist, scholar of Islamic history and an expert in Arabic Qur'anic manuscript traditions as well as in the history of European Latin and vernacular translations of the Qur'an. Executive Director, IBA Karachi, Dr. S Akbar Zaidi in his welcome remarks appreciated Professor Tottoli's expertise and invited him to discuss his research. Professor Tottoli explored early European printing of the Qur'an.



His research suggests that the first Qur'an was printed in Europe due to the technical expertise available and because of the strong European interest in the study of Arabic and Islam. The speaker argued that obstacles to early Qur'an printing in Europe had less to do with socio-economic and cultural factors, and more likely due to lack of familiarity with Arabic letters and their vowel markers and pauses. The complex script and lack of Arabic literacy posed problems with the accuracy and quality of printing.

He concluded the lecture by reminding the audience that the Qur'an is the most printed book in the world and that a contemporary history of the production of the printed Qur'an is a complex and rich topic of study.

IBA Hosts University of Essex Delegation to Explore Collaborative Initiatives

IRC at the IBA hosted a distinguished delegation from the University of Essex, to explore potential collaborative initiatives between the two institutions.

The delegation included Mr. Ivan Hutchins, Director of International Business Development; Mr. Muhammad Talha, Country Manager for Pakistan & Iran; and Ms. Sabahat Mahmood, Recruitment and Development Officer. IBA was represented by Ms. Maheen Ghauri, Dean of Student Affairs; Ms. Mehar Un Nisa and Sheikh Muhammad Uzair, Senior Executives at Student Affairs.

During the meeting, representatives discussed various collaboration opportunities, including student, faculty, and staff exchanges, research partnerships, joint teaching programs, and scholarship possibilities. The focus was on enhancing educational ties and broadening academic horizons for both institutions. As part of the collaboration, the IBA-IRC partnered with SESS and SMCS to host a series of guest lectures for IBA students.

Esteemed faculty from the University of Essex delivered insightful and engaging presentations. Professor Simon Weidenholzer spoke on 'Understanding Coordination Problems Using Game Theory,' while Dr. Joseph Bailey's session focused on 'From Predicting Netflix to Analyzing Animal Behaviour: Data Science at the University of Essex.'



Additionally, Dr. Laura Sudulich addressed the topic '2024 – A Big Year for Elections,' and Dr. Antonio Da Silva discussed 'AI in Language Teaching and Learning: Transforming TESOL for the Future.'

The sessions were well-received, fostering a dynamic exchange of knowledge and expertise between the speakers, IBA students and faculty, marking a successful step towards a fruitful collaboration.

IT & Tech Alumni Reunion

IBA hosted its IT & Tech Alumni Reunion which gathered esteemed leaders from the IT sector to share their insights and experiences regarding the growth and future of the IT industry in Pakistan. The panel featured distinguished speakers, including Asif Peer, CEO of Systems Limited; Najeeb Agrawalla, CEO of 1LINK; and Nadir Khan Feroz, CEO of TimeTrax. The session was moderated by Malik Ahmad Jalal, CEO of Cordoba Ventures, who guided the discussion with his extensive industry knowledge.

The evening began with welcoming remarks by Malahat Awan, Director, Alumni Affairs, Resource Mobilization & Corporate Relations, IBA. She emphasized the importance of fostering connections between academia and the business world.





The discussion covered a range of topics, starting with the evolution of the IT field in Pakistan. Panelists discussed the shifting expectations of the workforce, particularly among Generation Z, who seek enriching experiences.

All three panellists emphasized the importance of a strong attitude towards learning, a hunger for experience, and the ability to carve out one's niche in the industry.

The Alumni IT & Tech Reunion highlighted IBA Karachi's ongoing commitment to bridging the gap between education and industry, inspiring the next generation of leaders in the IT sector.

Step Up, Stand Out—a Workshop by CILET

IBA's Center for Innovation in Learning & Ed-Transformation hosted an impactful workshop on 'Step Up, Stand Out!' with Professor Rahat Munir from Macquarie Business School, Sydney where he shared insightful strategies on personal branding and networking skills to help participants excel in their careers.

For the participants, the key takeaways of the workshop included: building a strong personal brand for professional success; and mastering the art of networking—locally and internationally.



IBA-SBS Hosts Inaugural Advisory Board Meeting

SBS hosted its inaugural Advisory Board Meeting, bringing together high-profile individuals from industry and academia, reflecting the School's commitment to bridging the gap between theoretical knowledge and real-world practice.

The distinguished board members included renowned business leaders and academic experts who engaged in insightful discussions to shape the School's future direction. Their valued perspectives shaped an insightful dialogue on enhancing curriculum relevance, fostering industry partnerships, and promoting research innovation.



The Advisory Board will be crucial in guiding SBS's long-term strategic foresight, ensuring that the School remains at the forefront of business education and stays ahead of the curve.

Students' Project Highlights the Installation of Floating Wetlands in Karachi's Korangi & Lyari Rivers to Highlight Severe Pollution

IBA students' work is shortlisted for a project that involves the installation of floating wetlands in Karachi's Korangi and Lyari Rivers to highlight severe pollution. The floating wetlands will be created from recycled bamboo jute foam, addressing water pollution, urban flooding, and rising temperatures. The Students Society for Climate Change Awareness (SSCCA) shortlisted four students from the IBA - Nazish Abro, Areesha Aslam, Amna Lakha, and Aleezeh Ali known as PK Team 22.

Pakistan: On the Frontline of Climate Change

CEJ is proud to launch a resource book titled 'Pakistan: On the Frontline of Climate Change' in Urdu translated and edited by Shabina Faraz and supported by GIZ Pakistan. The book is authored by Rina Saeed Khan and designed by Khizer Laghari. The book provides journalists with an overview of the impact, governance and legal structures, and tips to improve climate change journalism in an easy-to-understand format. Access the book here: <https://ir.iba.edu.pk/cej-research-reports/1/>



Power BI workshop – Exploring Real-world Applications

CICT hosted an engaging two-day intensive workshop on Power BI for IBA staff members led by Salman Hanif, a data expert. Participants gained hands-on experience in utilizing Power BI for data visualization and analysis, enhancing their skills in making data-driven decisions. The workshop provided an interactive platform for the participants to explore real-world applications of Power BI, fostering a deeper understanding of data analytics in their respective roles.



Strategies & Tools for Social Media Marketing

CICT organised an intensive Social Media Marketing workshop for the employees of IBA, facilitated by Resham Rajper, a renowned SMM expert. The workshop covered essential strategies and tools



for leveraging social media platforms to enhance brand visibility and engagement. Participants explored the latest trends in social media marketing, learned how to create compelling content, and developed skills to analyse their social media performance effectively.

‘Responsible Digital Engagement’ – a workshop by CEJ & UNDP under the iVerify Pakistan project

CEJ and UNDP under the iVerify Pakistan project, conducted a workshop on ‘Responsible Digital Engagement’ which focused on enhancing students’ skills in media literacy, fact-checking, addressing information disorder at the Institute of Management Sciences, Peshawar, with Shahzeb Ahmed Hashim, as the lead trainer.



SMCS organizes ‘Pitch Perfect: Mastering the Art of Selling Your Project’

SMCS organized a focus group discussion titled 'Pitch Perfect: Mastering the Art of Selling Your Project' for the students. With insights from Safeer-e-Hussain and Mujtaba Ali, Co-Founders of Digital Eggheads, participants learned what it takes to effectively pitch their project ideas and turn them into reality.

From interactive exercises like "Sell me this pen", to insider tips from startup successes, this session had everyone sharpening their pitch game in real time. The students actively engaged with the speakers and networked over ideas and strategies to further refine their pitches and execute their visions.



IBA STEM Circles: Nurturing the Passion for Learning among Students

SMCS Faculty, Dr. Shabana Nisar, an Associate Professor of Mathematical Sciences at the SMCS, led the IBA STEM Circles, across the country, inspiring curiosity and appreciation for STEM subjects among middle and high school girls from public schools while exploring diverse career opportunities in the field.

Recently, Dr. Nisar visited schools in Gilgit, Quetta, and Karachi to expand IBA STEM Circles nationwide. This initiative promotes subjects such as Science, Physics, and Mathematics, providing hands-on learning experiences for students who need it most.



FYP Guidance Session for Final Year BSCS Students

SMCS hosted a key session for Final Year BSCS students with the Final Year Project Committee comprising faculty members from the CS Department: Assistant Professors, Dr. Salman Zafar, Dr. Tahir Syed and Dr. Faisal Iradat and Lecturers, Mr. Behraj Khan, Ms. Maria Rahim and Ms. Samreen Kazi.



Dr. Tahir began by detailing the significance of the final year project, including its processes and best practices. Dr. Zafar then introduced Objective-Based Education, explaining how this approach is integrated into the school's framework to enhance project outcomes with clear, measurable goals.

Making Dreams a Reality

Last year, IBA through its National Talent Hunt Program had 49 students successfully enrolled, but this year the count has almost doubled, out of 300 students who went through 2 months of rigorous training, 124 students are successfully enrolled and studying at IBA through the IBA-Ihsan Trust Talent Hunt Program and IBA-OGDCL Talent Hunt Program.



Student Elections at IBA

The Student Elections at IBA were successfully held at the Main Campus, showcasing the vibrant and democratic spirit of the student body. The campus was abuzz with excitement as students from different backgrounds came together to participate in the electoral process. The election campaign was marked with spirited speeches and passion, with one vision which was to make a difference in the university community.

On election day, the campus transformed into a hub of activity, with students lining up to cast their votes and show their support for their preferred candidates. After a fair and transparent voting process, the results were announced, and the newly elected student representatives were met with cheers and applause.



Oath-Taking Ceremony for ISG

OSA extended a warm welcome to this year's IBA Student Government (ISG) along with the clubs and societies, encouraging them to foster an enriching campus environment at the oath-taking ceremony. OSA emphasized the importance of planning and organizing events that are engaging and inclusive and reflect the diverse interests and aspirations of the student body.



Beyond Orientalism: Islamic Studies in the West Today & Future Perspectives

SESS hosted a conversation between Professor Roberto Tottoli, Rector of the University of Naples, L'Orientale, and Dr. S Akbar Zaidi, Executive Director, IBA Karachi, on 'Beyond Orientalism: Islamic Studies in the West Today and Future Perspectives.'

The conversation highlighted the evolution of Islamic studies in the West, moving beyond stereotypes to foster deeper understanding. The session concluded with an engaging Q&A session, where students and faculty got the opportunity to interact with Professor Tottoli.



Post Your Thoughts – what makes IBA special?

OSA organized a 'Post Your Thoughts' activity where students engaged and enjoyed sharing what they love about IBA. It was a fun and engaging session, filled with positive vibes as students reflected on their experiences. The top three things that stood out were the library, the cricket ground, and the friendships they have made along the way. It was a reminder of what makes IBA special!

Startup Master Class: From Concept to MVP – Mastering Rapid Prototyping

M. Furqan Karim Kidwai, Co-Founder of YPay and Director at ASF Tech Partners, led an interactive session on "From Concept to MVP - Mastering Rapid Prototyping" at the CED. Students and alumni participated, presenting their final-year projects and learning to transform ideas into MVPs through hands-on activities.



Greater Good Challenge 2024

CED held an information session for the Greater Good Challenge. The event, in collaboration with Beba Foundation, Turkey and August Leadership, US featured a presentation by Ms. Umran Beba, a distinguished global business leader, inspiring students to develop innovative solutions for global issues, with opportunities for seed funding and mentorship.



I-TALK Series: Unleashing the Phoenix Era

The I-TALK session, led by Amin Sheikh, Chief Venture Builder, focused on startup strategies, leadership, and sustainability. It fostered meaningful discussions and connections among students, alumni, and incubates.



CEIF's Executive Learning Program on SME Credit Framework for IFIs

CEIF conducted a two-day Executive Learning Program on 'SME Credit Framework for IFIs' at the City Campus. Participants from various Islamic Banks, Non-Banking Financial Companies and the corporate sector attended the course.

The course trainer was the former Head of SME & Agriculture Banking, UBL Ameen, Mr. Muhammad Shoib Malick, who elaborated on the credit cycle from initiation to the culmination stage.



Basics of Islamic Finance

CEIF's two-day course on the Basics of Islamic Finance was attended by 40 participants. The trainers from Meezan Bank included: Mufti Muhammad Naveed Alam, a Resident Shariah Board Member, and Mufti Zubair Ahmed, a Shariah Board Member.

The trainers elaborated upon the differences between Islamic Banking and Conventional Banking and explained the major characteristics and uses of Islamic Finance modes.



Alumni Meetup in Singapore

IBA's alumni community in Singapore gathered for an evening of networking and camaraderie at the prestigious British Club. The event saw an impressive turnout, with over 40 alumni participating.

The evening was graced by the presence of distinguished guests, including the Pakistan High Commissioner to Singapore, H.E. Ms. Rabia Shafiq, and Ms. Malahat Awan, Director, ARC. Their insightful speeches and engaging discussions added great value to the meet-up.

A highlight of the evening was a talk by guest speaker Dominique Rose Van-Winther, an AI expert, who shared her insights on the role of AI in business and its future potential. Her presentation sparked lively discussions and left the audience with much to ponder about the evolving landscape of technology.



Alumni Meet up in California

In a luncheon hosted by IBA, Ms. Malahat Awan, Director, (ARC), Dr. Abdullah Zafar Sheikh, Dean, SBS, and Mr. M. Azam Ali, Assistant Professor, SBS, in Palo Alto, California, IBA's US-based Alumni gathered for an exciting discussion on the future of business education.

The conversation focused on redesigning IBA's undergraduate and graduate business degrees with the help of Stanford's world-class faculty to ensure our programs remain cutting-edge and aligned with the evolving global landscape.



PCOS Awareness: Breaking the Silence

The IBA Medical Facilitation Team and HR, in collaboration with Pharm Evo Pvt Ltd, organized a session on Polycystic Ovarian Syndrome (PCOS) at the Main Campus. It was attended by around 60 participants. The event was led by Dr. Qurat Ul Aman Siddique, a

distinguished Gynecologist and Assistant Professor at Liaquat National Hospital.

The consultant discussed causes, prevention strategies, and treatment options for PCOS. The session also included an open discussion on various gynaecological issues affecting women, along with expert guidance on the importance of physical activity and dietary recommendations.



BPS to IBA PayScale Conversion

HR recently conducted an exercise to convert BPS (Government Employees) to the IBA PayScale, offering market-competitive packages and a one-time service goodwill amount, with six employees initially opting for it. This phase transition is necessary for IBA due to the need for uniformity and cohesion in pay scale, policies, and processes, the requirement for flexibility in decision-making, and staying competitive in the market.

This conversion yields numerous benefits for IBA, including a uniform pay scale, unified policies and processes, cohesive work environment, performance and excellence culture, enhanced competitiveness, and positive financial performance impact.



Trainings @ IBA – September 2024

The HR training calendar for September 2024 was successfully executed by training 45 participants of IBA Staff in programs as per their training needs.

Course Name	Participants	Trainer
Empower Your Data Journey With Power BI	11	Mr. Salman Hanif
Strategic Thinking And Execution	15	Dr. Muhammad Shafique
Social Media Marketing	19	Ms. Resham Jamal Rajper
Grand Total	45	



CONNECT WITH US

    @ibakhiofficial

 Institute of Business Administration

 www.iba.edu.pk  +92 111 422 422

EDITORIAL TEAM

EDITOR

Fuad A. Mehdi, Head - Marketing & Communications

Team MARCOMMS

Mariam Khan - Assistant Manager Content

Atif Khan - Graphic Designer

Email

publications@iba.edu.pk