



I O B M A L U M N I

New horizons in career excellence



Nida Waqar
Management Trainee
← Lakson Tobacco

Masuma Anjarwala
Asst. Manager Training and
Devt., Octara (Pvt.) Ltd. →



Javaria Bokhari
Senior Manager International
Carrier Relations, Sido Telecom ←

Mariam Zain
Strategic Account Planner
JWT →



Maliha Naz Hashmi
Relations Manager
← Citibank NA

Maria Mushtaq Ali
Senior Executive
Maersk Logistics →



Sophia Iqbal Malkani
Manager International Carrier
Relations, Sido Telecom ←

Maha Zahid
Asst. Manager HR
ABN AMRO Bank →



Hira Arshad
Asst. Manager HR-Devt.,
← Getz Pharma (Pvt.) Ltd.

Hina Makhani
Management Trainee
The Aga Khan University →



IoBM spirit and sense of belonging

Amid an instrumental sense of belonging to IoBM, our Alumni is engaged in career excellence activities and events. Stealing the show is meticulous planning, organizing, directing, controlling and promoting in routine matters and for special occasions.

Nazish Khimani
Registered Nurse
Royal Victoria Hospital
Oncology
Hematology
Quebec Canada

Umer Shaikh
Senior Brand Manager
Continental Biscuits Ltd.

It is a rejuvenating situation when delving in or looking for new horizons in career excellence at local, national, multinational and international organizations count and where sky is the limit in individual and institutional credibility and rewards in business or the vibrant corporate sector both home and abroad.



Athar Ali Shah
System Support Executive (MNP)
← South-I, Telenor Pakistan

Muammar Khakwani
Marketing Manager
KSB →



Ali Babras Jalali
Management Trainee
← Officer, Merck (Pvt.) Ltd.

Muhammad Naveed
Asst. Manager Product Devpt.
ARY Shopping Channel →



Farzain Messman
Asst. Manager Talent Acquisition,
← HR and OD Division, GSK

Syed Ali Ahmed
Asst. Brand Manager
Unilever Pakistan →



Sohail Kamran
Management Trainee
← Officer Bank Al-falah

Faisal Tahir
Business Coordinator
Qaiser Brothers →



Hidayatullah Rajar
Asst. Manager (Auto Sales &
← Marketing Division), Pak Suzuki

Amir Shafique
Financial Analyst
JCR-VIS (Credit Rating Co. Ltd.) →



FACULTY, MANAGEMENT AND STAFF NEWS

WELCOME ABOARD



- Samin Ahmad, Associate Professor, Marketing
- Muhammad Moinuddin Ali Khan, Sr. Fellow, Industrial Eng. and Mgmt.
- Dr. Nadeem Ahmed, Associate Professor, Economics
- Shamim Ahmed Khan, Assistant Professor, Marketing
- Syed Aley Ahmed, Project and Maintenance Manager
- Sadia Naz Alam, Instructor Marketing
- Dr. Ali Asghar Malik, Senior Fellow, Communication
- Syeda Ambreen Wakil, Instructor, Urdu, CESD
- Maria Michael, Instructor, Pak Studies, CESD
- Shahida Shahzad Instructor, English, CESD
- Rafique Ahmed, Instructor, Chemistry, CESD
- Zakir Khatib, Teacher, Computer and Math, CHS
- Arthur Joseph, Teacher, English, CHS
- Rizwana Hafeez, Teacher, Pak Studies, CHS
- Shaista Rashid, Teacher, Science, CHS
- Nasir Ali, Assistant Security Officer
- Umair Farooqui, Internship and Placement Assistant
- Arsalan Khan, Examination Assistant
- Muhammad Owais Siddiqui, Computer Lab. Assistant
- Muhammad Hussain, Computer Lab. Assistant
- Muhammad Kashif, Computer Lab. Assistant
- Muhammad Anwer, Security Supervisor
- Umair Rajput, Secretary, CESD
- Haseen Fatima, Library Assistant
- Saifullah, Library Assistant
- Muhammad Saad, Trainee, Library

- Iftikhar Ahmed, Courier
- Syed Wajid Ali, Generator Operator
- Wasit Siddiqui, Asst. Generator Operator
- Riaz Hassan, Photocopy Operator
- Hina Pervez, Trainee, Receptionist
- Shabana Ali, Trainee, Receptionist



OBITUARIES AND CONDOLENCES

INNA LILLAHE WAINNA ELAHE RAJAEON

- Father of Mr. Shahid Zaki (Visiting Faculty Marketing Management) passed away on July 2, 2008.
- Mother of Mr. Muhammad Kamran Khan, (Assistant Network Officer), passed away on January 13, 2008.
- Mother of Ms. Ghazal Muzaffar, (Asst., Purchase and Record), passed away on March 05, 2008.

Faculty, staff and management condoled with Mr. Shahid Zaki, Mr. Muhammad Kamran Khan and Ms. Ghazal Muzaffar on the sad demises of their respective parents:

May ALLAH rest their souls in peace and grant them the courage to bear the loss with fortitude. (A'MEEN)



PROMOTIONS / TRANSFERS



Name

Previous Position

Current Position

- Mr. Asad Hussain Asst. Officer Admissions and Finance Secretary Internship and Placement
- Mr. Muhammad Hassan Sayeed Senior Admissions Officer Senior Admission Officer (CHS)



PERSONAL HIGHLIGHTS



- Syed Moin Jillani, Assistant Network Officer, was married on March 14, 2008 in Karachi. Congratulations!
- Mr. and Mrs. Khalid Bin Muhammad were blessed with a baby girl on May 22, 2008. She is named as Eshal Khalid, Mr. Khalid Bin Muhammad is Manager IT. Congratulations!
- Mr. and Mrs. Asad Hussain were blessed with a baby girl on August 28, 2007. She is named as Haiqa Asad, Mr. Asad Hussain is Secretary, Internship and Placement. Congratulations!
- Mr. and Mrs. Aamir Khan were blessed with a baby boy on April 08, 2008. He is named as Mohammad Shahmir Ali Khan, Mr. Aamir Khan is Assistant Admissions Officer. Congratulations!
- Mr. and Mrs. Aamir Ali Khan were blessed with a baby boy on July 04, 2008. He is named as Inshall Ali Khan, Mr. Aamir Ali Khan is Assistant Officer Admissions. Congratulations!

ORIENTATION TOWARDS EXCELLENCE

The Orientation for the Summer semester 2008 was held on Saturday May 24, 2008. Although it was an orientation for the students of the Executive program and that too, for the Summer Semester, as many as 248 students were present on this simple but impressive occasion.

Advertising and Communication Management (ACM) = 13
Educational Management (EM) = 18
Industrial Management (IM) = 34
Media Management (MM) = 15
MBA Executive (MEX) = 89
MBA 3 years = 36
Master of Health Management (MHM) = 43
Total number of students = 248

The program commenced with Tilawat by Ahmed Hanif Shaikh and its translation by Sana Ahmed. Mr. Talib Karim, Executive Director Academics, Corporate Affairs and BSC welcomed the students and wished them well in studies and career. He highlighted the all-important DOS AND DONTs at the Institute. Mr. Ashraf Janjua, Dean, CBM, obliged the students with his thought-provoking speech and tips for success in studies, career and life.

Mohammad Merchant (President Students Entertainment and Publications Society) briefed about various Students Societies and invited the new students to actively participate in students activities. The break up of the 248 registered students for Summer 2008 program is given in the table.

CAREER FOCUSED HIGHER EDUCATION

An Advisory Council on Media Management, chaired by Mr. Javed Jabbar, reviewed the Higher Education Commission (HEC) compliant MBA Media Management of the Institute of Business Management (IoBM), the only program of its kind with a harmonious blend of media and business management courses. While this program prepares students for careers in print and electronic Media and in Advertising and Public Affairs, some students are already associated with TV, radio, newspapers, ad agencies and in media-oriented careers in national and multinational organizations.

MBA Media Management is a career-focused program spreading over nine semesters, 36 courses and three years for two-year Bachelor's degree holders. Students with a four-year Bachelor's degree may be exempted from some courses reducing time, term or tenure accordingly. As Business Management and IT courses are the same as for regular MBA, media courses comprise Print And Electronic Media, Media Law and Ethics, Advertising Management, Public Relations and Event Management, Video Making and Film Production, Media in World Affairs, International News Networking, Media image, crisis, conflict, time and priorities management.

The Council also comprises Ms. Sultana Siddiqi, President, HUM TV; Mr. Usman Zuberi, Director, AAJ TV; Mr. Masood Hashmi, Managing Director, Orient-McCann-Erickson; Ms. Qudsia Khan, Editor-in-Chief and CEO, Financial Post; Mr. S. M. Fazal, Editor, Daily News; Mr. Agha Masood Hussain, print and electronic media analyst; Mr. Kamran Khan, GEO TV; Syed Jawaid Iqbal, President,

Corporate and Marketing Communications; Kazi Sajjad Akbar, Editor-in-Chief, Regional Times. Mr. Shahjehan S. Karim, President and Mr. Talib S. Karim, Executive Director Academics, Corporate Affairs and BSC represent IoBM. Mr. Parvez Jamil, IoBM is the Coordinator of the Media Management Program and for its Advisory Council.

MBA Educational Program of the IoBM has been designed for the first time in Pakistan to suit the academic, professional and managerial needs for school and college system directors, principals, administrators and finance and HRD managers. While this program is fully compliant with the HEC requirements, it is designed in line with the highly successful MBA Education Management Program of the Institute of Education, University of London. Very generous stipends and teaching assistantships are available for this Educational Management program. Other IoBM career-focused MBA programs include MBA in Industrial Management, Banking, MIS and Finance, Health and Hospital Management, Advertising and Communication etc. Moreover, MBA Telecommunication Management is in the offing.



Mr. Masood Hashmi, Head of Orient McCann Erickson presenting shield to a student of MBA Advertising and Communication, a program jointly initiated by Marketing Association of Pakistan (MAP) and IoBM. Mr. Farukh Mazhar, President MAP and others also seen in the picture.

CONFERENCE ON SINDH: PROGRESS AND PROSPECTS



A Higher Education Commission supported Conference on “SINDH PROGRESS AND PROSPECTS” was organized by the Institute of Business Management in collaboration with the University of Sindh, Jamshoro in Karachi on Saturday, August 9, 2008. Mr. Talib Karim, Executive Director, IoBM welcomed the delegates. Mr. Nisar Khuhro, Speaker Sindh Assembly and Pir Mazhar-ul-Haq, Sindh Education Minister attended the inaugural session. They expressed the hope that the Conference recommendations would contribute positively to the progress and prospects of Sindh. The objective of the Conference was to assess the progress that has been made during the past decade in socio-economic sectors; investment, HRD, IT strategies; health, media and the development of Sindhi as business language. The Conference also articulated a coherent developmental strategy in these sectors for the full realization of Sindh’s inherent potential. The Conference provided a sound research and reference base for the Center for Research in Sindh (CRIS) being established to contribute to enhancing Competitiveness and Productivity in Sindh.



IoBM to conduct entrance tests for Sindh medical colleges

A team of the Liaquat University of Medical and Health Science, Jamshoro, Sindh paid a visit to the IoBM on Karachi on Friday June 6, 2008.



The visitors met with Mr. Shajehan S. Karim, President, Mr. Talib S. Karim, Executive Director, Faculty and Management staff. The venue of was IoBM Business Support Center (BSC). The objective was to analyze the expertise and service for entrance tests, pre-admissions tests for admissions to the MBBS and BDS programs for the academic session 2008-2009.

The team comprised Professor Dr. Noshad A. Shaikh, Professor Dr. Sikander Ali Shaikh, Professor Dr. Ali Akbar Ghumro, Professor Dr. Assadullah Mahar, Professor Dr. Azam Hussain Yousifani, Syed Ghulam Kadir Shah and Dr. Aijaz Ahmed Suhag. The meeting ended on a positive note with both sides practically agreeing to a workable modus operandi to be mutually streamlined to hold the vital test.

The IoBM has been successfully: efficiently and effectively organizing entrance tests for thousands of its own applicants each year, conducting the entrance tests for institutions for higher learning in Sindh and for MBBS and BDS programs of the Karachi Medical and Dental College (KMDC) year after year.

BUSINESS OPPORTUNITIES IN FRANCE



The Strategic Management Society of the IoBM organized a Seminar on “Business opportunities in France” on Monday, March 31, 2008 at the auditorium. The Seminar was attended by entrepreneurs and representatives from leading national and multinational organizations. The program of this Seminar included the presence of eminent speakers from France speaking on Entrepreneurship in France and the address of notable Pakistani business and corporate figures on the prospects of Pakistan-France trade ties.

A distinguished list of guest speakers included Mr. Pierre Seillan, French Consul General and Mr. Francis Widmer,

Commercial Counselor, France.

The objective of this Seminar was to inform participants, especially to young entrepreneurs and future managers, of the business potential in France. Moreover, the Seminar aimed at disseminating information on career and business prospects in France. Furthermore, it discussed how businesses transform and delve on such aspects as business risks and opportunities in France. It focused on how to encourage interaction between corporate leaders and business students.

GERMAN SPECIALIST VISITS IoBM

Mr. Hartmut Wellerdt, a notable German marketing and management faculty and business professional visited the IoBM on March 19, 2008. He is a distinguished marketer from Germany who teaches marketing at Bremen University, Germany and has been associated with the Unilever Germany and Nestle Austria. The German government has a program whereby experienced business professionals are sent to developing countries to assist in setting up and improving business processes. During his visit Mr. Wellerdt, met with Mr. Shahjehan S. Karim, IoBM President and exchanged views on matters of mutual interest. He also met with IoBM faculty and management and explored ways to promote a harmonious relationship between the business management institutions of Germany and Pakistan. Mr. Wellerdt, visited IoBM campus facilities like the Business Support Center (BSC), College of Business Management (CBM), College of Computer Science and Information System (CCSIS), College of Economics and Social Development (CESD), Creek High School (CHS) Examination Hall, Library, Auditorium, IT labs and Student Activity Center. Later he was entertained to lunch at the IoBM.

FRG-IOBM ASSESS TECHNICAL COOPERATION

Mr. Hans-Joachim Kiderlen, Consul General of the Federal Republic of Germany (FRG), visited the IoBM on April 22, 2008 and attended a briefing on the planned Vocational Training Center for persons from the low/middle income group. The objective of this Vocational Training Center, funded by the Foundation for Higher Education, which has also set up the IoBM, is to impart subsidized training facilities in Mechanical, Telecommunication, Refrigeration and Air-conditioning and Instrument and Process Control Technologies, which would also include Plumbing, Carpentry, Electricity and Masonry. The Consul General paid a call on Mr. Shahjehan S. Karim, President, IoBM at his office. He was received at the Presentation by Mr. Talib S. Karim, Executive Director, Academics, Corporate Affairs and (BSC) and members of the Faculty and Management. Mr. Talib S. Karim explained about the Institute’s initiative of blending higher education excellence in business and allied disciplines for the vibrant corporate sector with subsidized vocational training for the low/middle income groups. During the briefing it was informed that Pakistan produced 250,000 skilled workers annually as against the requirement of one million. Mr. Hans-Joachim Kiderlen was recapitulated of his country’s excellence in Vocational Training and technical trades and requested for a German expert’s short term consultancy for preparing a feasibility study and Vocational Training Center and Workshop. On the proposal for seeking German collaboration on cost effective yet durable equipment for the Center, the FRG Consul General suggested that first a German expert needs to visit, review and exchange concepts followed by another expert advising on modalities for equipment.

Islamic Banking

Beyond the take-off stage

The IoBM Finance Society in association with the *Financial Daily* organised a panel discussion on the *prospects and challenges for Islamic banking in Pakistan*, on February 27, 2008 at the CBM Auditorium. The event was a sign of significant progress made by the revitalized Finance Society. The auditorium recorded a full house attendance long before the start of the program, which showed immense interest taken by students.



The discussion was shown by “Business Plus”, one of the TV news channels of the country. The panel comprised: Mufti Irshad Ahmed (Shariah Advisor for Bank Islami Pakistan), Mr. Rasheed Rahman (Dy. CEO, First Dawood Islamic Bank), Mr. Shaad Qureshi (Head of Risk Management at Emirates Global Islamic Bank), Shazad Iqbal of “Business Plus” hosted the discussion.

Mufti Irshad Ahmed pointed out that in order to gain insight into Islamic banking, like reduction in income disparity, a comprehensive Islamic Economic System needs to prevail. He said that Islamic Banks are obliged to run parallel with conventional banks, which is why there isn't much of a difference seen between Islamic banking and common banking practices. He said that misconception amongst people is that; *shariah* compliant products can only be *halaal* if they are based on trade. He added that as Islamic banking evolves, will is needed to develop and implement it as the sole banking system in an economy.

Islamic banks in Pakistan cater to four percent of the banking market. Mr. Rasheed Rahman said the industry is capable of providing complete banking solutions. He pointed towards new products such as working capital borrowings as major breakthroughs for corporate Islamic banking. He said that Islamic banks offer compatible rates in various products; banks are obliged by the State Bank to maintain rates in line with conventional banks; otherwise they can offer better rates to customers.

Mr. Shaad Qureshi invited students to take interest in Islamic banking. He said that it offers excellent career opportunities and healthy pay scales. The development of laws and regulations is amongst the primary challenges being faced by the industry, this problem is also related to the lack of qualified individuals available to do so.

Much of the Question and Answer session reflected the concerns of students about the linkages with interest in the prevailing Islamic banking network. Questions were particularly posed towards the KIBORG rates being referred for inter bank borrowing. In response to these queries, Mufti Irshad acknowledged the concerns and said that the absence of an alternative mechanism leaves no option but to refer to the KIBORG rates.

Islamic Banking in Pakistan is expected to capture 12 % of the total market share in a span of 3-5 years. The industry has an asset base of Rs.178 Billion and deposits of over Rs.124 Billion, experiencing growth at a rate of 3.8 % and 3.6 % respectively. There are approximately six full fledged Islamic Banks with 185 branches across the country. 12 Commercial Banks are also offering Islamic banking services through a branch network of 103 branches country wide. Foreign Islamic Banks are taking increased interest in the Pakistani market.



The Finance Society at IoBM gained significant prominence through the event. Naemullah khan, President of the Society in his opening speech announced that the society shall continue to plan and organize such events in future in order to increase exposure of IoBM students to the industry.

The panel discussion on Islamic banking was the result of intense effort from Society members, specially Vice President Saad Rafi, Secretary Taha Sajjad and the HoDs. The Society is on track for progress with the successful execution of this event.

SECURITIZATION A FUNDING TECHNIQUE OR AN EXOTIC OPTION

IoBM Finance Society organized a panel discussion: *Securitization: A funding technique or an exotic option* on March 17, 2008 at the CBM Auditorium.

The event was graced by the presence of Prof. Ismail Iqbal, CEO ACE Securities and Mr. Munawar Hameed, External Resource of NBP. A panel discussion was moderated by Syed Maqbool-ur-Rehman, Assistant Professor, IoBM.



Speakers emphasized caution on the use of securitization as a funding technique. They stated that policy implications for the regulatory and rating agencies have to tighten up.

Mr. Ismail Iqbal said that securitization process requires an effective regulatory system which seems to be lacking in the financial infrastructure of Pakistan. Mr. Maqbool-ur-Rehman stated that there have been successful securitization transactions indeed.

Mr. Rahman said securitization transactions of up to PKR 100 million have been successfully carried out. Mr. Munawar Hameed questioned the expertise and skill required to manage a securitization transaction in Pakistan.

On the whole, the seminar was interesting and informative for the students which was reflected in the question and answer session, where the students and the faculty members interacted passionately.

President of IoBM Finance Society Mr. Naeem Ullah Khan presented the opening note and acknowledged the efforts of Mr. Saad Rafi and Mr. Taha Sajjad in arranging applicable seminars for the students under the banner of Finance Society.

Mr. Muhammad Ashraf Janjua, Dean of the CBM gave the concluding remarks and explained the complexities of economic ambience regarding securitization. He also highlighted the need for development of financial infrastructure.

COLLOQUIUM ON MATHEMATICS

The College of Computer Science and Information System (CCSIS) of the IoBM organized the Second Mathematics Workshop / Colloquium on Simulation: Applications in Business, Economics and Management on Tuesday, March 18, 2008 at the CBM Auditorium.

The Workshop was creditably participated by the PAF-KIET, Baharia University Karachi, PNEC, NUST Karachi, Usman Institute of Technology, University of Karachi, Muhammad Ali Jinnah University, Sir Adamjee Institute, Alchemy Associates Pvt. Ltd.



SEMINAR ON NEURO-LINGUISTIC PROGRAMMING (NLP)



A Seminar was organized on various facets of "NEURO-LINGUISTIC PROGRAMMING (NLP)" on August 12, 2008 at the CBM Auditorium. It was arranged by IoBM Mathematics Society. Mr. Wajahat Ali is the Advisor of this Students Society. The Presenter at this thought-provoking program was Mr. Kamran Sultan and it was attended by Mrs. Sabina Mohsin, Executive Director, A, A & F, Mr. Ashraf Janjua, Dean, CBM, Dr. Ejaz Ahmed, Dr. S. Iftikhar Ali, Faculty members and Students.

CAPITAL MARKET

ROLE OF KSE, CDC AND SECP

IoBM Finance Society organised a seminar on April 23, 2008 on “The Role of KSE, CDC, and SECP in the Pakistan’s Capital Market” at the CBM Auditorium. The speakers were Mr. Bashir Janmohammed, Chairman. CDC, Mr. H. Jamal Zubairi, Head of Finance and Accounting Faculty, IoBM, Mr. Adnan Afridi, MD KSE; Mr. Farrukh Khan, CEO, BMA Capital Management; Mr. Muhammad Hanif , CEO, CDC and Mr. Rashid I. Malik, Commissioner, Company Law and Securities Market Division, SECP.



Mr. Bashir Janmuhammad explained what stock exchange is and how one can invest. He stressed upon the need for effective use of local resources, especially human resource, for the development of economy. He emphasized that identifying, analyzing and capitalizing on business opportunities, particularly in the oil, banking and services sectors, remained crucial.

Mr. H. Jamal Zubairi spoke on the role of IoBM in creating student about the capital markets in Pakistan. He described various steps IoBM has taken to enhance curriculum in order to make students competent and pertinent for the corporate sector. He stated that there was a need to update students on the changes in the regulatory framework and practices. To develop a better understanding, text books with a Pakistani flavor should be introduced in the course outline so that graduates can understand the local markets better.

Mr. Adnan Afridi was convinced that the sudden surge in KSE is due to current developments taking place in the economy and there is a very fine line between fundamentals and speculation taking place in the Pakistani capital market. He said that KSE has been ranked amongst the Top 10 Best Performing Markets of the World in 2003 and 2004 respectively. Mr. Afridi said that KSE plans to introduce derivatives in the near future regarding sector index trading and option market. He expects that within 5 years, the volume of trades in derivatives will reach 50% of the total trading volume at the KSE.

Mr. Farrukh Khan was optimistic about Pakistan’s performance at the international level. He stated that the year 2007 was politically unstable for the economy. Apart from the hurdles faced, KSE-100 index reached the highest level 4 times in a given year. Referring to the strategic and geo-political situation of Pakistan he emphasized that we have the potential to become one of Asia’s premier trade, energy and transport corridor.

Mr. Muhammad Hanif delivered his presentation on role of CDC in the Capital Market in Pakistan. He started by explaining what CDC is and what its core functions are. He explained how transactions are carried out and regulated through CDC. He added that they are trying to increase their services by acting as a trustee for REITs and also back office accounting for Mutual Fund. He explained CDC’s initiative in road shows locally and internationally for the education of potential investors for the Capital Market.

Mr. Rashid I. Malik, highlighted new methods, techniques and strategies to reduce risks associated with the market. He said that their prime objective was to protect small investors. Apart from being regulators for the capital markets, they have been regulating for other external bodies like Chartered Accountants, Rating Agencies etc.

Mr. Shahjehan S. Karim, President of IoBM, presented mementos to the distinguished speakers. Earlier Mr. Talib S. Karim, Executive Director, Academics, Corporate Affairs and BSC of IoBM, thanked the honorable guests for taking out time from their busy schedule and coming here to make this session vibrant and informative for all of us.



Naeemullah Khan, President of the Society thanked the guests and added that the society shall continue to hold such events in order for the benefit of IoBM students. He commended efforts from society members, specially Saad Rafi, Vice President, Taha Sajjad, Secretary under the guidance of Mr. Jamal Zubairi, HoD and Faculty Advisor.

Guru of all gurus

RON KAUFMAN LIVE IN PAKISTAN

Highlights Customer Service

'Building a service culture that sizzles and succeeds'



Ron Kaufman is the globetrotting “Customer Service” *guru of all gurus*, who has been voted as the Best Customer Service Writer, Thinker and Presenter. Ron is one of the world’s most informational and inspirational public speakers. Ron, “The Motivation Locomotive” has an infectious enthusiasm that makes education engaging, effective and a lot more fun. More than a million people have been motivated by Ron’s high-energy keynote speeches and interactive workshops. Singapore Airline’s prestigious Service Quality Center was created by Ron in the nineties. Hundreds of companies engage Ron to present these workshops as in-house programs around the world. They include American Express, AIA, Arab Malaysian Bank, Citibank, DHL, Fuji-Xerox, IBM, Hewlett Packard, Johnson & Johnson, Nokia, Philips, Prudential and many other multinational corporations.

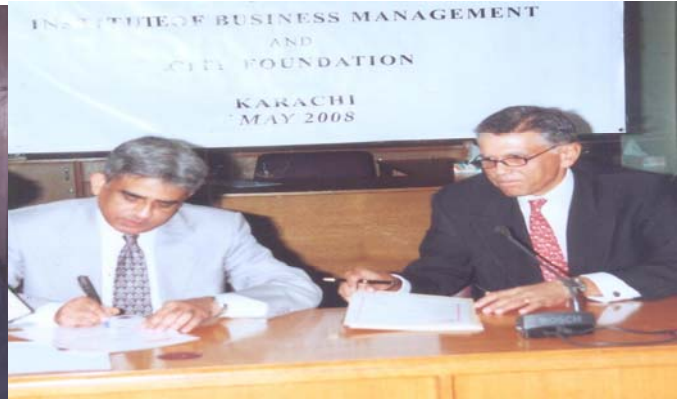


The Business Support Center (BSC) of the Institute of Business Management (IoBM) organized a workshop by RON KAUFMAN, “guru of all gurus” on April 03, 2008 at Sheraton Hotel and Towers, Karachi. The Workshop pertained to *Customer Service* through “*Building a service culture that sizzles and succeeds*”. It was attended by, besides corporate and business leaders, Ms. Shazia Marri, Sindh Information Minister.



IoBM-CITIBANK

PARTNERSHIP IN RISK MANAGEMENT



Citibank N.A. (Citi) and its philanthropic arm Citi Foundation announced an award of PKR 1.6 million (US\$25000) for the Institute of Business Management (IoBM) Karachi by way of support for a joint risk management training initiative for 30 master's level students of banking and finance. The grant was commemorated at a small ceremony hosted by the IoBM.



Planned over 2 weeks in December during the academic winter break, the program will invite 30 nominations from business schools in Karachi, Lahore, Islamabad, Sukkur, Quetta, Multan and Peshawar to ensure participant diversity and maximum reach. The grant will cover all administrative expenses related to the program, including student boarding, lodging, travel and recreation.

Executive Director IoBM Talib S. Karim said “such initiatives are significant because they encourage interaction between academic and corporates and give students and faculty alike the benefit of gaining insight in to the real world. We look forward to facilitating training for so relevant an area and providing an excellent networking opportunity for students of different universities”.

Speaking at the occasion Citi Country Officer and MD Arif Usmani said “This program on risk is in line with its agenda to upgrade skills and create

awareness amongst the next generation of business leaders. Our objective is to share the wealth of knowledge Citi has globally gathered on the subject of risk across a wide cross section of students”.

A similar program has been successfully conducted with the Institute of Business Administration in 2006 where faculty included CEO Pakistan Business Council Salim Raza, Shaukat Tarin, current President ABN AMRO Shehzad Naqvi, President Tameer Microfinance Bank Nadeem Hussain, in addition to international Citi experts from New York, London and Turkey.

The Seminar is part of Citi's global initiative to drive financial education programs that assist academic and financial institutions in promoting knowledge and sound management of economics, markets, and financial systems. Citi recently organized a roundtable on corporate governance with Lahore University of Management Sciences.



Citi has had a presence in Pakistan for the past 45 years and has been actively involved in the development of the local financial services sector and has a demonstrated record of transferring its expertise via training programs on corporate governance, treasury and trade products, anti-money laundering and compliance amongst others. This program on risk is in line with its agenda to upgrade skills and create awareness amongst the next generation of business leaders.



All Pakistan



Inter-university

Declamation Contest



Talent speaks for itself

The Institute of Business Management (IoBM) organized All Pakistan Inter-university Declamation Contest from March 12 - 14, 2008. As many as 22 universities of the country participated in the All-Pakistan Inter-university Declamation contest that just concluded at the IoBM in Korangi Creek, Karachi.



Young speakers from Pakistan's leading institutions demonstrated remarkable skills in oratory both through serious and humorous

topics pertaining to national and human interests at large.

The topics of the declamation contest included such thought provoking topics as: "Religion has taken a backseat in the modern world. Where wealth accumulates, men decay. Universities are places of learning, not politicking. Censorship negates democracy. Scientists have made the world a better place. Fair is foul, foul is fair. South Asian countries are destined to be poor. Give me one good reason to study. Some men are wise, others are married. Don't hate me because I am beautiful. All men are human, all women despot. Youth is the slave of fashion, Films influence ordinary minds."etc.

The invited institutions included Karachi University, Dow Medical University, NED University, Hamdard University, Bahria University, Tabani School of Accountancy, School of Business Studies, Dadabhoy University, Mohammad Ali Jinnah University, NUST, FAST,

KASBIT, CAMS, Sindh University, Shah Abdul Latif University, Khairpur, IBA Sukkar, Baluchistan University, Institute of Management Sciences, Lahore, Quaid-e-Azam University, Islamabad, Foundation University Islamabad, Gomal University, D.I. Khan.

The winner of the contest was the Institute of Management Sciences Lahore (first prize). The second and third prizes as well as the team trophy were taken by the Tabani School of Accountancy. Judges from the hosts were Mr. Anwar Khan, Mr. Parvez Jamil and Mrs. Naz Soomro.

The real winner, however, seemed a feeling of friendship and a sense of patriotism between/among young fellow citizens in an atmosphere of mutual rejuvenation and rewards. Many remarked that it was one of the life-time opportunities to assemble young and promising Pakistanis on one platform towards a highly informative, interesting and inspiring interaction and a compelling reason to visit IoBM on such future occasions.



The event was planned and coordinated by the Literary and Public Speaking Society of the Institute of Business Management. Besides the organizing part of the event, the hosts ensured that the stay of the participants was comfortable and convenient as well as interesting and entertaining. As such, the guests were entertained to a host of wonderful lunches, dinners, sight seeing, variety programs, and of course, to the traditional IoBM *Jashn-e-Baharaan!*

INTER UNIVERSITY SPORTS HIGHLIGHTS



Several prominent universities of the city participated in a keenly contested the Inter-university sports tournament organized from February 26 to March 6, 2008 at the Institute of Business Management (IoBM).

Among the participating universities, besides hosts IoBM, were Jinnah Medical and Dental University, KASBIT University, Agha Khan University, Sir Syed University, Dadabhoj University, IQRA University and Preston University.

There were multiple entries from each university in such sports as Table Tennis, Snooker and Squash.

The highlights of this Inter-university sports tournament was an encouraging moral support and/or technical guidance from such sports celebrities as Mr. Arif Nakhuda, one time Pakistan Table Tennis national champion; Mr. Mohammad Yousuf, national, Asian and world snooker titles holder; and the legendary Mr. Jehangir Khan of squash.

The sporting atmosphere and ambiance and physical arrangements and facilities provided by the (IoBM) amid the inspiring presence of Ms. Sabina Mohsin, Executive Director, Admissions, Administration and Finance were sources of inspiration for young sports participants. The results in table tennis from the female participants were IoBM defeating Jinnah Medical and Dental University and from the male participants IoBM defeating IQRA University. In snooker KASBIT defeated IoBM and in squash IQRA had the better of IoBM.

As sports stars from Karachi's universities demonstrated promising speed, skills and stamina, the highlight of this rejuvenating sporting occasion was sportsmanship indeed. The aura and ambiance was in conformity with the traditional IoBM hospitality blended with healthy competition and an atmosphere of long and strong lasting cheers and contacts.

Speed, skill, stamina, sportsmanship

Inter-university

Football Tournament

IoBM steals the show



Showing remarkable speed, skill and stamina the IoBM boys had the better of Agha Khan University team in the finals of the Agha Khan University (AKU) Football Tournament.

This tournament took place on May 20-29, 2008 at AKU Sports and Rehabilitation Center Football Ground. It was at the grand finale on May 29 that the IoBM were declared champions.

IoBM clinched the coveted trophy by beating Agha Khan University 1-0. Earlier IoBM had beaten Ziauddin Medical University 2-1 in a thrilling semi final. A number of universities participated in the tournament.

Among the participating universities were Agha Khan University, Institute of Business Management, Greenwich University, Liaquat University of Medical and Health Science (Jamshoro), Jinnah Medical and Dental College, Institute of Business Administration, Dow University of Health Sciences, Altamash Institute of Dental Medicine, Ziauddin Medical University, Bahria University and Baqai Medical University.

IoBM players highlighted in the list of the best players of the tournament. The best players of the tournament from IoBM side were Shahid Afridi Man of the Match Final, Ali Ilyas, Safiuddin and Haider Siddiqui.

Happenings

Eid Milad-un-Nabi (PBUH)

Eid-e-Milad-un-Nabi was commemorated at CBM auditorium on Wednesday, April 9, 2008. It was organized by the Entertainment and Publications Society (EPS) under the guidance of Ms. Naz Soomro, Faculty Advisor of the Society. Mrs. Talat Hashmi, the renowned “*na’at Khawan*” graced the occasion with her spiritually inspiring *na’at* and speech. This program of students, faculty, staff, management and guests was conducted by Ms. Khulood Mazhar Khan a CBM faculty member with IoBM students presenting stimulating *na’at* presentations, speeches and *salam* according to the sanctity of the occasion respectively.

Youm-e-Hussain (A.S.)

Youm-e-Hussain (A.S.) was organized on January 31, 2008. It commenced with the recitation from the Holy Quran by S.M. Fakhruddin of BBA Hons. The guest speakers on this occasion were scheduled as Prof. Ghafoor Ahmed and Maulana Shehansha Hussain Naqvi. Students and faculty presented MANQABAT, NOHA and TEHTUL LAFZ. SALAM and SALAM-E-AAKHIR were presented by Ms. Midhat Fatima and Ashraf Abbas respectively. After the DUA by Umul Binin Kharral of BBA Hons., the participants gathered for NIAZ.

VACCINATION DRIVE AGAINST HEPATITIS B

Dr. Syed Shahanshah Hasan, Incharge Student Activity Center (SAC) and Medical Advisor has coordinated second vaccination drive against Hepatitis B on January 10, 2008 at health room, First Floor, SAC with the cooperation of the “The Health Foundation”. This comprises three injections periodically on subsidized rates for Faculty and Management Staff and free of charge for non-management staff.

News in brief

TALENT HUNT IN IOBM SPORTS (OPEN FOR ALL)

The Institute of Business Management (IoBM) organized a Talent Hunt in Sports from April 2 – 16, 2008. This talent hunt scheme was open for all basically with a view to select different teams as well as their captains: The talent hunt is being launched in such sports as Basket Ball (Boys and Girls), Table Tennis (Boys and Girls), Volley Ball, Snooker, Squash, Badminton (Boys and Girls) and Throw Ball (Girls).

J A S H N - E - B A H A R A A N 2 0 0 8

A large number of special children from Umeed Special Academy (USA) Landhi and Aagosh Trust Gulistan-e-Johar children were welcomed as guests of honor at the *Jashn-e-Baharaan* held on Friday, March 14, 2008 at the IoBM in Korangi Creek.

While this occasion was an example of how IoBM students themselves plan, organize, direct and promote their events and activities, it was an inspiring presentation of paintings, comedy skits, folk dances, songs and discipline by scores of special children.

The entire Institute wore a festive look with fascinating colors of spring, a captivating aroma of customary and fast food delights, traditional and contemporary music.

There was a pulsating performance from such heartthrobs of the youth or celebrities of the world of showbiz: Shazia Khushk and Jawwad Ahmed.

It was a feast of an entertaining occasion for students, parents, faculty, staff and management alike where mutual cheers, recreation and harmony prevailed indeed.

Corporate Social Responsibility PART OF THE COURSE IN PUBLIC RELATIONS

It is high time students start thinking, feeling and sharing something positive and pertinent for the underprivileged and for special children.

The students of the Public Relations Class Spring 2008 invited representatives from AGHOSH TRUST, an institution for special children in Karachi, to share views, feelings and information on how routine caring, sharing and training of these physically and mentally debilitated yet spirited and inspiring little folks are managed.



“It is high time students start thinking, feeling and sharing something positive and pertinent for the underprivileged and for special children at the threshold of joining the vibrant corporate sector where sky is the limit in career, professional and business rewards”, remarked Mr. Parvez Jamil, Faculty Advisor.

It is recalled that students of a number of institutions for special children in Karachi have already visited the Institute of Business Management as special guests where students, faculty and management share with them the festivities of “Jashn-e-Baharaan” year after year.



A teacher shows a superb piece of work by special children

As students study Public Relations in such professional and practical perceptions of corporate or business activity as those pertaining to budgeting, management, marketing, communication and promotional strategies as well as from such routine and regular perspectives as crisis, conflict, time, event and image management, a little provision has been made in the course content to incorporate Public Relations for the underprivileged or for that matter for our shy, subdued and special children.



Some students of the Public Relations class Spring 2008

These institutions for special children include SOS village, Malir, Karachi School of the Handicapped, Korangi, IDA Rieu, Jacob Lines, UMEED SPECIAL ACADEMY, (USA) Landhi and AAGHOSH TRUST, Gulistan-e-Johar.



Unity, faith, discipline

*Glimpses of the
Creek High School*

First Open Day



Two Creek High School girls, namely: Fabiha Khan and Hadia Khan participated with honors in the Chief of Air Staff (CAS) International Regatta from 8 to 15 April 2008 at Yacht Club PAF Base, Korangri Creek.



JANUARY 2008
IoBM NEWS
 REGULATING ACTIVITIES OF STUDENTS, FACULTY, STAFF AND MANAGEMENT

FOCUS ON ALUMNI
Budding careers and credibility

Recent graduates who are looking to establish themselves in the corporate sector, should always have a strong network of contacts. IoBM alumni have a wide range of professional and personal assistance that also in the form of a mentorship and career guidance. This is a valuable asset for budding professionals who are looking to enter the corporate world.

The success of budding IoBM alumni for IoBM and the way that IoBM alumni have helped them in their professional lives. IoBM alumni have helped them in their professional lives. IoBM alumni have helped them in their professional lives.

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IoBM PANORAMA OF PUBLICATIONS

CREEK HIGH SCHOOL: News
 Vol No. 1 Dec 2007

INSIDE THIS ISSUE:

- Wonderful Beginning
- Messages
- Our Campus
- How every Room
- Meet Our Teachers
- Editors: Ajean Memon, Nadia Khan

CREEK HIGH : A WONDERFUL BEGINNING

August 10th, 2007 was the opening of a new school. The Creek High School was inaugurated by the first batch of Creek High School students. The school was inaugurated by the first batch of Creek High School students. The school was inaugurated by the first batch of Creek High School students.

Students are showing an immense interest in joining O Level Programme for the University of Cambridge.

More than 200 students attended during Creek High School's first term in August in Classes 7th to 10th. The school was inaugurated by the first batch of Creek High School students.

IoBM Graduate Directory 2007

IoBM INSTITUTE OF BUSINESS MANAGEMENT

2005 2003 2002 2000

A Decade of Excellence

PAKISTAN BUSINESS REVIEW

Volume 9, Number 4 January - March, 2008

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DIMENSIONS

THE OFFICIAL MAGAZINE OF THE MARKETING SOCIETY OF COLLEGE OF BUSINESS MANAGEMENT

Institute of Business Management

Literary and Public Speaking Society

SOUTH ASIAN DEBATE CONTEST

September 12-14, 2006

ECONOMIZER

INAUGURAL ISSUE-2007

EGALITARIANS
 Socio-Economics Society

Institute of Business Management

Institute of Business Management

Tenth Commencement Program, December 8, 2007

U2
 FALL 2007

Institute of Business Management
 College of Business Management

MEDIA PLUS
 First Steps in Media Management

1st Batch Semester MBA Media Management Class...
 in collaboration with The Public Relations Class

Public Relations

DISCOVERY

Unfolding the Promise and Potential...

IoBM News is coordinated, edited and promoted as an in-house newsletter by the Public Affairs Section. Inquiries may be addressed to Mr. Parvez Jamil, Manager Public Relations and Student Affairs, Institute of Business Management (IoBM), Korangi Creek, Karachi-75190, Pakistan. Tel: 021-5091905, 111-002-004 ext. 334. e-mail: parvez@iobm.edu.pk