

Experiential Learning Projects 2020

January-June 2020: The CDC manages the Experiential Learning Projects during Spring semester which were executed under close supervision of the IBA faculty advisors.

Total number of students participated in ELP 195

Total number of projects undertaken 39

Total number of faculty advisors involved 13

Total number of partnering companies 35

Recruitment Drives

January-June, 2020: A series of recruitment activities ranging from orientation sessions and online assessments was scheduled for junior and senior year students.

Total number of recruitment events 50

Total number of companies 50

Number of opportunities for MTs 34

Number of on-campus interviews 15

Number of opportunities for interns 55



Launch of the online graduate directory for the batch of 2020

April 20, 2020: The IBA Graduate Directory for the batch of 2020 has been successfully published online on the JOB PORTAL. More than 745 students are expected to graduate this time around from our undergraduate and graduate programs. The directory is accessible to more than 600 employers and recruiters who are registered on the IBA Job Portal.

Dissemination of job and internship information

March-June, 2020: The IBA CDC has offered unwavering support to the graduating batch of 2020 amidst the COVID pandemic. As part of our services, we assist students in finding the most suitable job and internship opportunities apart from the ones available on the Job Portal. The job details are regularly shared on the WhatsApp groups of each program. Around 400 job and internship opportunities were disseminated through our communication mediums to students.

Corporate Connect Series

January-May, 2020: The following guest speaker sessions were conducted in coordination with faculty members under the title of "Corporate Connect Series" which were well received by our stakeholders.

Faculty Member	Guest Speaker's Details	Topic
Dr. Nida Aslam	Training Manager, Shan Foods Private Limited, Mr. Atif Murtaza	Marketing and Retailing
Dr. Sana Tauseef	Executive Director-Research & Business Development, Intermarket Securities, and Director (University Relations Chair) of CFA Society Pakistan, Mr. Raza Jafri	Pakistan's Equity Market: Inefficiencies and Biases
Dr. Saqib Sharif	Assistant Director, Securities and Exchange Commission of Pakistan (SECP), Mr. Aneel Akhtar Memon	Insurance Industry of Pakistan
Mr. Mohsin Adhi	Representative of the CFA Society Pakistan, Mr. Azfar Naseem	Ethics in Research and Publications
Mr. Sabir Syed	Head of Rewards and Shared Services, Khaadi Corporation Pvt Ltd, Mr. Shuja ul Haque	Organizational Development and Change Management
Dr. Nida Aslam	Director Sales and Director Marketing, P&G Pakistan, Mr. Danish Shah and Mr. Arsalan Siddique (respectively)	Marketing the Brand YOU
Dr. Saima Husain	Group Product Manager, PharmEvo Private Limited, Mr. Adil Tanveer	Challenges of Marketing Pharma Brands in Pakistan
Ms. Rimsha Bilal	Marketing Manager, Dawlance, Mr. Arshad Jabbar	Product Development and Launch
Ms. Rimsha Bilal	Senior Brand Manager - Hair Care, Unilever Pakistan Limited, Mr. Tabish Rizvi	Product Development and Launch
Dr. Kamran Mumtaz	Group Head of Manufacturing, English Biscuit Manufacturers (Private) Limited, Mr. Muhammad Shahid	Operations Management

Connect with us:

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🌐 <https://www.jobportal.iba.edu.pk> [f](#) [t](#) [in](#) #IBACDC

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Supporting career services amidst COVID 19



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Strengthening the corporate Linkages

January-February, 2020: Over the past few years, our focus has remained on building industry-academia linkages. During the Spring semester, we had regular interactions with numerous organizations including Dinar Standard, SWVL, Teach for Pakistan, Work Force Institute International and Glaxo Smith Kline Pakistan Ltd to discuss mutual areas of collaboration.



The Insight Forum

June 2020: The Career Development Center launched an online segment titled "The Insight Forum" to support and facilitate the graduating students and young alumni in honing their professional and soft Skills. The segment covers live webinars, talk shows, expert opinions, personal & professional grooming sessions, Live Q&A sessions, leadership lessons, and much more. The IBA Faculty Member, Ms. Nadiya Sayeed, leading HR Consultant, Ms. Rahila Narejo, Senior Manager HR at Shan Foods Private Limited, Mr. Talha Sufi, Deputy Manager Recruitment and Training at Pak Suzuki Motors Company Limited, Ms. Sana Rehman led the sessions.



Ms. Nadiya Sayeed
IBA Faculty
Member



Ms. Rahila Narejo
Leading HR
Consultant



Mr. Talha Sufi
Senior Manager HR
Shan Foods
Private Limited



Ms. Sana Rehman
Deputy Manager
Recruitment and
Training
Pak Suzuki Motors
Company Limited

Career Counselling Clinics

Feb 12, 2020: The IBA CDC invited industry experts from diverse fields to participate as career advisors in Career Counselling Clinics at the IBA Career Fair 2020. Around 35 advisers catered to over 150 students on one-on-one basis to facilitate them in their early career exploration and development.

Showcasing of the 2020 graduating class

June-July, 2020: An exclusive campaign was initiated to increase the visibility and outreach of our recent graduating batch. The profiles of our graduates were featured on the IBA and CDC's social media platforms. This initiative helped graduates in highlighting their academic and professional journey, and connecting them to diverse people and organizations.



Webinars

April-June, 2020: We hosted numerous webinars with our corporate partners to enlighten our students and young professionals with the skills and knowledge required to chart out their early career path in today's cut throat world of competition. The CEO of Babelfish Consultants, Mr. Farooq Hyder Shaikh, CEO & Founding Partner, Get Work Now, Mr. M. Ali Khalid Khan, Director, IBA CEIF and SEVP & Group Head - Shariah Compliance Department at Meezan Bank, and IBA Faculty and Program Director IBA Center for Entrepreneurial Development (CED), Dr. Shahid Qureshi addressed the audience on different career related topics.

IBA Career Fair

February 12, 2020: The IBA Alumni and Placement Society in collaboration with the IBA Career Development Center hosted the annual IBA Career Fair. More than 120 companies partnered with us, with a footfall of approximately 4000 students of all programs and batches.



Mock Interviews

April-June, 2020: For the very first time, Mock Interviews were organized online for our junior and senior year students amidst COVID 19. This virtual program was initiated to assist the students with ongoing recruitment processes and polish their interview skills.

The IBA Alumni and our corporate partners were approached to volunteer and register as interviewers, while students of the graduating classes signed up as interviewees two weeks in advance of the activity. Around **145 students** and **32 industry experts** took part in this online exercise. An individual Feedback Report was also shared with the interviewees on their performance.

Nielsen Academy at the IBA

January-March, 2020: Nielsen Academy program was launched in the beginning of the year 2020 for graduating students of the IBA. This program is a set of coursework and fieldwork to equip students with the necessary knowledge required to excel in the workforce, and engage them in an interactive learning process with market research experts. A series of workshops were conducted by eminent professionals from Nielsen including the Managing Director, Quratulain Ibrahim which served as an interactive way for students to learn more about market research, power of data, leadership and interviewing and presentation skills, with inclusion of case studies and focus group sessions.

- **150+** students applied for the program
- **43** students were selected to attend this program
- **11** leading professionals from Nielsen Pakistan moderated these sessions

