

IBA



IBA Alumni e-Newsletter

Launching the IBA Alumni Islamabad Chapter

Following much anticipation, the IBA Alumni Islamabad Chapter was officially launched on February 23, 2012. Over 60 IBA graduates, between the 1980 and 2011 batches, joined us on the evening to bring forward this initiative. It was an absolute honour to have Dr. Ishrat Husain, Dean and Director IBA, amongst us on this grand occasion. The event started off with some informal networking followed by a short speech by Dr. Ishrat Husain.

Dr. Ishrat highlighted IBA's achievements in the last few years and its potential to become one of the world's top ranked business schools. He repeatedly emphasized that IBA should not be seen as a local institution, but rather a national and regional institute



An Executive Committee comprising four members was elected by a show of hands. The new office bearers

that is open and attractive to all.

Mr. Zafar Ahmed Siddiqui, Director Alumni, Public Affairs and Resource Mobilization at IBA, later gave a brief presentation on IBA's current and future plans and the changes taking place at the academic institution. Many of the senior graduates

who had not visited IBA in years were quite amazed by how much the university had transformed in such a short span of time. Photographs of the newly renovated and modern buildings certainly generated excitement amongst everyone.

are: Shahnaz Kapadia Rahat



(President), Fawad Khurshid (Vice President), Raza Chinoy (General

Secretary) and Abdullah Ikram Kazi (Treasurer). This Committee will now work actively to set up a team of volunteers who will help organise future activities

and networking events for IBA Alumni residing in the city.

The event concluded with a dinner giving Alumni the opportunity to meet old friends and interact with fellow graduates. The Chapter has set off to a good start and we hope it has a successful year ahead. All the best to the new Committee members! [Click here](#) if you want to visit Islamabad Alumni chapter's page.

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IBA Alumni Chapter – Canada Networking Session –Entrepreneurship

On January 27, 2012 a panel of five IBA Karachi Alumni entrepreneurs shared their experiences of setting up businesses in Pakistan and Canada at the IBA Alumni Entrepreneurship and Networking event. The three-hour event was held at the RBC Auditorium in Toronto, Canada. Haroon Malik was instrumental in getting the event organised and was a superb moderator throughout the evening.



Guest speakers were:

Sabir Sami, Country Manager of Yum Foods Canada;

Muneeb Ghuman Founder and CEO, Envision Mobile Ltd.

Alam Najiullah, President, The Shirt Store and justwhiteshirts.com

Ahmad Saeed, President General Trading, Distribution and Wholesale Company

Irfan Sattar, Founder and Vice President, Greeniche Natural Health

Introductions

All speakers had varied circumstances that led them to jump into an entrepreneurial role. Alam began by talking about starting from scratch, selling sports magazines at the age of 12. He always had the urge to initiate something new. Muneeb and Ahmed did not intend to go into business, but identified opportunities and were able to capitalise on them. Irfan's family business gave him the platform and he decided to build on it and take it to a different level.

Risk - taking: the Hallmark of an Entrepreneur?

"Entrepreneurs have a different vision and mindset," pointed out Haroon and panellists discussed the difference in mindset between secure job-holders versus business owners. Muneeb emphasized the tremendous opportunities and remarked that while there is significant risk inherent in entrepreneurship, it is possible to reduce that risk.

He further noted that a job holder these days faces similar risks. All panellists agreed that time and personal finances do play into the risk-taking, but if one really believes in the viability of an idea, then it's important to go for it. The challenge is leveraging your skills to find and exploit the opportunities that exist, which requires a certain passion. Salary is not a motivating factor for many entrepreneurs; several panellists mentioned that they could earn more working in a cushy job, but they chose to pursue something that really excited them.

Irfan warned, however: "Only do it if you're looking for that 'kick'. If it's in you, then you'll know it." Not everyone does, pointed out Sabir, who deals with over 130 entrepreneurs on a regular basis.

On the differences between the Pakistani and Canadian business environment and markets

"With our education and experience, no market in the world is difficult." - Muneeb Ghuman. Both markets present great challenges and opportunities, depending on the specific industry. It was agreed that doing business in Canada is much simpler and rewarding.

The issue of work-life balance was also discussed, with some claiming that being their own boss provided a good feeling of independence and comfort, while Alam stated that "Time is something an entrepreneur never has. Every day is a working day." Some in the audience found an elegant solution to the family problem: working with your spouse. Ahmed mentioned that his wife played a big role in the company's success with her great eye for the product, and went on to cite a number of successful husband-wife teams in businesses.

The audience, which included a number of budding entrepreneurs, was eager to learn about access to financing and business advice. The good news is that while raising seed capital is difficult, it's not impossible. Business advice is also available from a number of advisors, consultants and incubators in Canada. Sabir mentioned that depending on the type of business, different forms of advice are available - franchisees, for example, can often count on significant support from parent companies.

At the end, the panellists shared some major lessons they had learned. From learning not to trust anyone too much to realizing the importance of industry experience, from judging market entry on the basis of education or intuition ("go with your heart") to the fine art of knowing when to cut your losses, this part of the conversation was particularly fruitful.

"Sometimes we get so entangled with what we're doing, we fall in love with what we're doing and it's difficult to run away, even when it's clearly not working." - Alam Najiullah

"if one really believes in the viability of an idea, then it's important to go for it. The challenge is leveraging your skills to find and exploit the opportunities that exist, which requires a certain passion"

The session ended with the consensus that IBA alumni in Canada should share ideas and sources of support on the LinkedIn group, and resolving to carry the conversation forward.

The agenda for the evening was simple and clutter-free: the panellists introduced themselves and described their journey as an entrepreneur, after which the floor was open for a Q&A session. This allowed enough flexibility for an interesting conversation to develop, and the moderator ensured that the topics kept revolving smoothly.

Haroon's role was quite critical, since there was no shortage of questions. The event began and ended with half an hour of time for networking and refreshments, with pizza, sandwiches, muffins and coffee readily available.

"Sometimes we get so entangled with what we're doing, we fall in love with what we're doing and it's difficult to run away, even when it's clearly not working." - Alam Najiullah

The buzz of conversation afterwards indicated that the participants were tremendously inspired and excited by the session. Certainly, an external audience would have benefited from the knowledge and experience of the entrepreneurs as well.

The IBA Alumni Canada Chapter has set a high bar for future events!

Mera Passion Pakistan- Irfan Mustafa in Distinguished Lecture Series

"IBA has made me into a human being", said Irfan Mustafa while addressing an audience of IBA students. Though they are simple words, but according to me, it is a biggest compliment that a person can pay to his or her Alma-Mater.

**Karachi Stock Exchange
was the 2nd best
performing stock exchange
in Asia in 2011**

But it's not only IBA that have given Irfan Mustafa something, Irfan Mustafa have also made IBA puff up with pride when it sees how vigorously he is working to induce in the youth of his homeland some of his passion for his country. It was on 11 February 2012, when he was invited to a Distinguished Lecture Series at IBA, Main Campus, where he made us all remember why we should be proud to belong to Pakistan.

Addressing his audience he posed a very important question to them;

"Who is responsible for bringing about a change in the condition of Pakistan?"

Although the students were unanimous in agreeing that the responsibility rests on their shoulder being the educated and privileged class who are not living in the oblivion, they were not so clear about his next question; "How the desired change will come about?"

The answer that he gave was simpler and shorter than one would have imagined. According to him if we change our negative mindset to a more positive one, a lot of problems would be solved.

Starting himself he gave a couple of examples and I bet you wouldn't have known all of



them before. Want to know a few of them?

Karachi Stock Exchange was the 2nd best performing stock exchange in Asia in 2011

There are 400 multinationals operating in Pakistan and are making money

Despite of what we all facing, in 2011, 5 leading banks in Pakistan increased their profits by 50% since last year

Pakistan ranks 4th out of 125 countries in Innovation Efficiency Index produced by INSEAD, even though in terms of inputs (enabling environment, infrastructure etc) we are on rank 123. Clearly a lack of a favorable environment has not been able to hinder us (and yes we did leave India and china behind in something)

But that is not all! And if you want to hear real life stories about Pakistanis who have achieved the impossible against all odds then

you can log on to www.merapassionpakistan.com and feel proud that you belong Pakistan (you can also join its facebook page)!!

Whatever else Irfan Mustafa had managed, I have to commend him especially on the fact that he managed to grab the attention and enthusiasm of the students (and that is no mean feat) and most of them were imbibing some of his passion and patriotism. Well I do wish him the same success with all the rest of his endeavors!



Irfan Mustafa is an IBA Alumni who is the Managing Director for the Middle East, North Africa, Pakistan and Turkey region for Yum Restaurants International (parent company of KFC, Pizza Hut, Taco Bell, A&W and Long John Silvers). He is also Chief Leadership Development officer (CLDO), and his primary role is developing global systems and personally facilitating high powered sessions in developing next generation leaders. He holds two post graduate degrees in Business Administration - one from IMD (Lausanne, Switzerland) and second from IBA Karachi, Pakistan.



"Because when you're old and lonely, you'll get mail from your alumni association. That's why you need to graduate from college."



Teaching at IBA *By M.Khawer Ikram*

There are numerous institutes in Pakistan, specifically in Karachi offering MBA degree but what is so different about IBA? Many of my friends, mostly not from IBA, do ask me what I have gained from IBA. They ask if IBA has taught me marketing, economics, sales, or finance in the MBA program.

My only answer to all of these questions is NO! The beauty of IBA's teaching is not dependent only on course or subject knowledge but more on the soft skills that it has cultivated in me. IBA has taught me how to tackle problems, manage time, sustain under work-

do multi tasking and have given me the techniques of good analysis. It has taught me how to brainstorm and how work in team keeping aside our individual differences. Teaching at IBA enhanced my creative skills and have boosted my thinking capabilities. In short I have learned the art of learning from IBA.

And how, you may ask, IBA accomplishes that?

IBA has taught me how to be punctual and how to value time, which

has been a real help for me in my workplace where achieving goals within deadlines is of utmost importance.

A group study teaches how to perform different roles in a team.

When class mates belonging to different age groups work together to achieve collective goals then there is a transmission of ideas. Younger members may learn from experienced classmates while a casually given idea by an inexperienced mind may find its way

to senior boardroom meeting at work place.

Different classmates in every course make the social circle wider. That helps a lot in practical life when you are in a situation and need expert advice.

Knowing that a student will be expelled from

IBA if caught cheating in exam makes every student a man of principles. The value will then reflect in his/her character at work place.

With all of these soft skills when IBA's expert faculty adds the hardcore theory of

Economics, Marketing, Sales, and Psychology etc, it creates an IBA GRADUATE. And such a graduate can contribute much more than an ordinary MBA degree holder and has the capability of bringing around revolutionary change in a company to take it to new heights.

Mr. Khawer Ikram is a graduate of IBA Karachi (2005 batch). He is currently working at southern Electric as a District Sales Manager.

"The beauty of IBA's teaching is not dependent only on course or subject knowledge but more on the soft skills that it has cultivated in me"



load and still excel. IBA has taught me how to

IBA Student Center's Donor Wall

IBA has come up with another innovative scheme to engage its alumni along with generating funds for the Alumni Student Center which is to be constructed in the Main Campus. Under this scheme IBA Alumni can donate Rs. 20000/- and have their name and class inscribed on a brick that would be placed on the Donor Wall at the IBA Alumni Student Center.

The contribution for the Donor wall would be utilized in building a much needed students center at IBA where students would be provided with the dedicated facilities for indoor and outdoor sports, event organization, gymnasium and other facilities for relaxation and enjoyment that are available to students at any reputable organization.

By purchasing a Brick at the Donor Wall IBA Alumni would not only be ensuring that their name remains forever more on the stately walls of their beloved campus but they would also be showing their commitment to educational excellence of your University.

If you wish your name to be honored on the Donor wall, then kindly fill out this [form](#) and send a copy back to us along with your cheque. For your convenience you can also donate online through our alumni website.

Inscribe your name on the
**IBA Student Center
Donor Wall**

IBA Institute of
Business Administration
Karachi
Leadership and Ideas for Tomorrow

The IBA invites you to celebrate your lifelong connection to IBA by purchasing a brick in the Alumni Center. Add your name – or the name of any alumnus or alumna you wish to honor or remember – to the beautifully designed Donor Wall at the Student Center.

For information, visit our website at
<http://www.iba.edu.pk>
Or email: info@iba.edu.pk

Zafar Ahsan
Class of 1962

Mujtaba Siddiqui
Class of 1984

Zain Aamir
Class of 2002

Changing our approach for building a better Pakistan

One thing which you learn from cricket is that the team, which performs under pressure wins and the guys in the middle, can adjudge the best way to win the game. Younus Khan in Dubai proved exactly how to get it done with a superb century. Spectators will always be heard making suggestions like the Barmy Army members sitting next to me were lecturing how Pakistan has good talent but no technique; but then again you can never know if you are not in the middle.

A major problem with Pakistan is that the favorite past time of the masses is sitting as spectators on the sidelines and commenting about the misgivings of politics on the whole. Since most of us do not have off hand experience of the political challenges on and off the streets we really do not know how to bring about a change or in-fact what kind of change we need. We are over dependent on views of news anchors and media. But we should realize that independent analysis and research is needed before forming opinions.

When elections happen in the US; people take pride to choose their candidates and volunteer to supporting the same in their campaigns in addition to voting. Whilst in Pakistan the turnouts are in the vicinity of 35-40% and of that it has been ascertained that over 35 Million votes across the country are bogus. So if you do the math; the actual turnout may not be over 10% of all the elections that have taken place. Unfortunate isn't it? So if we have not participated in the political process on the whole from canvassing till the vote then what gives a right to us to despise our political forces in the country? Once I met Mr. Farooq Sattar on a flight to Islamabad and that next few words became memorable for all my life. He asked me that "Why literate and capable people like you do not come forward to serve this nation?" Of course, like everyone I have been too much



focused on climbing the corporate ladder to earn money and have missed the larger picture. I might do well as an individual. What good is the success whilst everyone around me crumbles with every passing day?

Whilst in Pakistan the turnouts are in the vicinity of 35-40% and of that it has been ascertained that over 35 Million votes across the country are bogus. So if you do the math; the actual turnout may not be over 10%

The situation in Pakistan currently needs a herculean effort to salvage this nation of Quaid-e-Azam. For that you need a party grown from amongst the masses, has a proven track record for delivery and the will to see Pakistan at the top by dedication and effort and not just by emotional speeches. We need a party to which you may feel connected, a party which has a huge pool of people to serve the nation successfully and also a party who has room for all types of Pakistanis irrespective of their caste, creed, ethnicity and religion. A party which do not have pseudo intellectuals and consultants but they have doers and those who belief in action.

All the parties in the pursuit of power forget that the same people who vote for them to bring them in power also have an equal right to sit in the assemblies, carve and decide the future of the nation. The masses are more than just mere voters and supporters. They are the back bone of this nation as they are closest to the ground realities of the people. There are parties in Pakistan which has proved that with their existing pool of representatives and from the list of all in the past has proved again and again that they believe not in heredity politics, has given chance to its true workers and believe in politics of principals for winning over people's mandate.

My advice to people who read this is that they should first choose a party

to side with in case they haven't as yet. They should choose a party above their theological, tribal and ethnic background and then step on the pitch to understand politics like I did it before they cast their vote. And their vote should be for Pakistan only!



Danish Kazi, a business graduate from Institute of Business Administration, keeps a close eye on the politics activity in Pakistan and wants empowerment of the masses in the country.

WE NEED YOU



Budding Entrepreneurs at IBA!!!

The students of FME class are taking the lead for establishing an entrepreneurial culture that IBA is trying to promote; Want to listen to their stories of success?

Street Pool – An Innovation Entrepreneurship ventures are all about a brilliant idea and execution of that idea to exploit a market niche. Street pool had a similar story. Keeping in mind that innovation is a key to success in this era, we came up with something different. People are playing football and snooker since decades but no one thought of merging both to make it a single sport. But we did it. Street Pool is played on a large wooden table with a height of 2 ft. Instead of small snooker balls, size 4 footballs are used for this game. A white football is used to kick colored balls inside and all rules of pool are implemented. The table is custom made by Team Street Pool as the table is not available anywhere in Pakistan. In fact this idea has been brought to Pakistan for the first time. It's a game suited for both football lovers and snooker addicts. It's a perfect solution for relaxation and keeping yourself busy due to its nonaggressive competitive feature.



Shutup & Eat The journey began back in September when we realized that a big market for good quality food is lurking right under our nose at IBA. Therefore we carried out the market research and the result was “subwich”, a subway style sandwich with meat and veggies topped with sauces and stuffed in oregano bread. We launched our business with a bang at city campus and started operating. Day 1 revenues went extremely well as we sold about 100 Subwiches probably due our marketing which made sure the whole IBA knew about us (and obviously our operations team which made sure we had enough to cater to the whole campus!).



Currently we are adding more variety to our menu like “Chocowich” which we launched on the 4th of March. “Chocowich” is a decadent combination of warm dark chocolate cake served with a scoop of ice-cream.

We are looking forward to the rest of the semester; we have new ideas, deals and products lined up for launch and we can proudly say – We’re doing just fine in the profit department! We really hope Shutup&Eat turns out to be a massive success and caters to the needs of the ever hungry IBA!

The Main Campus Auditorium has been named as Gani-Tayub Auditorium



Our Alumni... Our Pride...

IBA Alumni Department is proud of Syed Faraz Naseem on being selected to be placed in Chengdu, China as 'Global Business Performance Manager at Maersk'. We wish him all the best in his new role!

We want to know about the achievements of our Alumni so do not forget to write to us about them at alumni@iba.edu.pk!



Leadership and Ideas for Tomorrow

SPECIAL THANKS TO

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Change in IBA's MBA Policy

The following modifications have been made in the admission policy to MBA Program beginning Fall 2012.

- Those who have obtained BBA degree from IBA with a minimum CGPA of 2.5 do not have to appear in the IBA entry test for MBA 2012
- The duration of the MBA Program Morning for those who have BBA degrees from any HEC recognized university or Business school or Degree awarding institution or foreign universities of repute will be 18 months instead of 24 months,
- The BBA degree holders admitted to MBA will complete their requirements after 22 courses or 66 credit hours instead of the 24 courses or 72 credit hours for all others.
- Those admitted to MBA after doing BBA will no longer be required to do Internship.

IBA News and Events



IBA YOUTH FESTIVAL 2012– 28th Feb to 4th March- IBA Youth Festival 2012 was the first biggest student collaboration at IBA for a 6 day competition centric event. The IBA Students' Council along with 10 other societies organized this event that had competitions related to 7 themes including music, dramatics, finance, marketing, media, photography, public speaking and sports.

IBA LEADERSHIP CONFERENCE 4.0 was held at the Main Campus from 17th to 20th January 2012. This year about 100 students from IBA and 130 students from various institutions such as CBM, Iqra University, NED, etc. participated.

MUNIK was held from 19-24th January at the Main Campus. This Model UN event attracted about 900 participants from outside IBA and a few from countries like Australia, Indonesia and Hong Kong.

IBA ENIGMA-25th to 28th January 2012 – held under the auspices of the Arts Society in the last week of January. 400 Students from LUMS and many other schools of Lahore, Hyderabad and Karachi participated in Enigma. Auditorium, lawns and classes facilities at the main campus were utilized for this purpose.

Dubai Study Tour for Advertising and Media Management classes: 35 students from both BBA and MBA went on a study tour to Dubai from the 19th-25th of January 2012.

Drama Fever 2011 was held on 23rd December 2011 at the IBA Main Campus auditorium.

Marketing Club at Transform 2012 Conference: On 18th February, 2012, IBA's Marketing Club held a conference for understanding the dynamic world of consumer psyche and evolving marketing practices at PC.

