

## Employer Feedback Survey

A total of 71 companies participated in the survey including some prominent ones such as Nielsen, HBL, Daraz, Friesland Campina (Engro Foods), UBL, Pfizer, Coca Cola, and ICI to name a few. More than 80% of the companies rated our fresh graduates' Communication Skills and Personal Grooming as 'good'. The attrition rate of the IBA trainees and interns was between 30% to 40%. It was suggested to include more academia-industry interventions in the curriculum. More than 60% of the companies found the Job Portal user friendly and effective in shortlisting candidates.

## Recruitment Drives

**September – December, 2019:** The IBA Career Development Center hosted a series of recruitment drives at the IBA Karachi with the following companies:

| Company                        | Program/Competition       | Recruitment Activity                 |
|--------------------------------|---------------------------|--------------------------------------|
| Huawei                         | Huawei ICT Academy        | Info session and Test                |
| Pakistan Tobacco Company (PTC) | Battle of Minds           | Info session                         |
| Unilever Pakistan Limited      | Unilever Talent Hunt 2019 | Info session                         |
| McKinsey & Company             | Young Leadership Program  | Info session and Coffee Chat session |
| Reckitt Benckiser              | RB LGC                    | Info session                         |

Some of these sessions were graced by the Chief Executives of the companies themselves, such as CEO – RB, Mr. Akbar Ali Shah and CEO – McKinsey, Mr. Salman Ahmad.

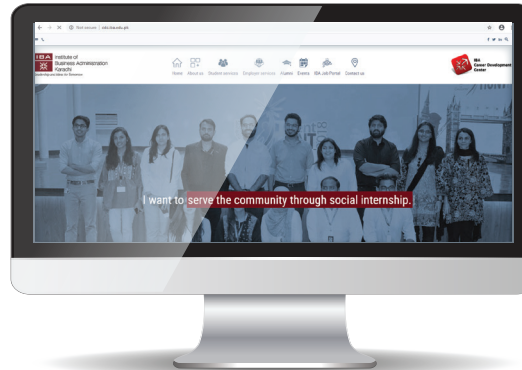


## First year of the IBA Job Portal

Aiming to simplify the recruitment process, the IBA Job Portal was launched in October 2018 and has been a huge success among all our stakeholders within a short span of time. We grew exponentially by building up a collaborative network of students, alumni and employers under one roof. Within a year, more than 450 companies were taken on board. Around 1,300 vacancies including 1072 full time, 15 part-time, and 223 Internship opportunities were floated through this platform. Many of our corporate partners have shortlisted candidates directly from the portal as well. Approximately 6,000 applications were received within the portal by different employers who are registered with us. We continuously strive to make this digital solution more user-friendly and bring more substantial benefits to all our stakeholders.

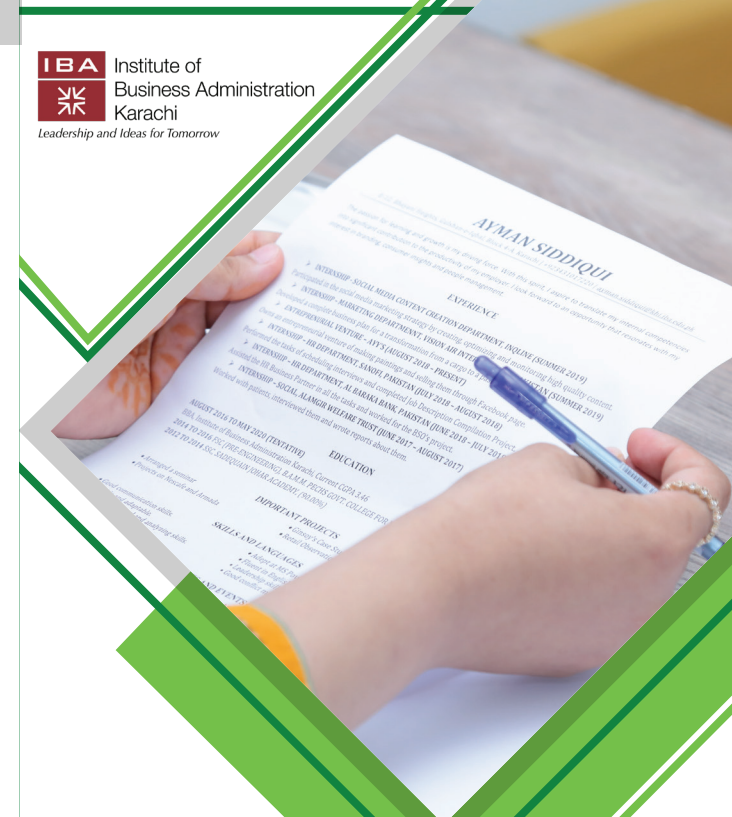
## Launch of the New Website

The CDC's fresh website outlay provides convenience to our stakeholders in exploring our services and connecting with us for multiple activities. Visitors can also view our upcoming events, latest news & happenings, key statistics and video testimonials right on the landing page. The site contains quick request forms to avail our services or to participate in an event/activity as contributors. The Facebook live chat is also integrated to foster quick communication with users. Log on to <https://cdc.iba.edu.pk/> and enjoy the new experience!



## CONNECT WITH US:

-  [www.cdc.iba.edu.pk](http://www.cdc.iba.edu.pk)
-  [cdc@iba.edu.pk](mailto:cdc@iba.edu.pk)
-  92-21-38104701 (1176, 1177, 1179, 1183)
-  Room # 212, 2nd floor, Fauji Foundation building, IBA Main Campus, Karachi University, University Road, Karachi, Pakistan
-  <https://www.jobportal.iba.edu.pk>



## IBA CAREER DEVELOPMENT CENTER NEWSLETTER

ISSUE 6

*Connecting beyond the peripherals*

**2019**  
July – December



## Introducing Nielsen Academy at the IBA

**November 15, 2019:** The IBA CDC joined hands with Nielsen Pakistan to cohost one of its kind program, Nielsen Academy to educate senior students about the market research industry. The program comprising of coursework and fieldwork, aims not only to equip students with the necessary knowledge required to excel in the workforce but will also provide them the opportunity to learn about latest research dynamics from experts in the field. Around 150 students applied for the program. After a thorough screening process and an interview round, 43 students were selected to be a part of its inaugural batch. Integral themes such as consumer insights, retail management services, power of data, interviewing and presentation skills are made part of the curriculum.



## Going the extra mile

**July, 2019:** In order to increase the visibility and outreach of our recent MBA graduating batch, the CDC published their profiles on its official LinkedIn forum. This initiative helped graduates in highlighting their academic and professional journey to all the followers of the CDC's LinkedIn forum, and consequently increased their network by connecting them to diverse people and organizations.

## Launch of an online application for Recommendation Letter

**July, 2019:** An online application for requesting internship recommendation letters has been introduced by the Center. Students can now send their requests for a general or customized Recommendation Letter required for their Social and Corporate Internships through this application. This system is launched to automate and simplify the procedure and it is available on the Student Facilitation System (SFS).

## Summer internship experience

**January – December, 2019:** This year, our students were engaged with multiple social and corporate sector organizations to carry out their internships; which is a mandatory part of their curriculum. Following are the key statistics:

| Total | Corporate Internship | Social Internship |
|-------|----------------------|-------------------|
| 1078  | 490                  | 588               |

## Building industry-academia linkages

**June-December, 2019:** Team CDC met with representatives from companies to discuss multiple areas of possible collaboration. The CDC services and programs such as Career Excursion, Career Counselling Clinics, Corporate Connect Series, IBA Job Portal etc. were briefly discussed in majority of the visits. Some of the companies visited by the CDC include Brainchild Communications, Ideas by Gul Ahmed, A.A. Joyland Private Limited, Gul Ahmed, Gerry's international, Hapag Lloyd Pakistan (Pvt.) Ltd., Daraz.Pk, Karachi Down Syndrome Program (KDSP), Jaffer Brothers (Private) Limited, Shan Foods Pvt. Ltd and Airlift.

## Experiential Learning Projects 2019

More than 55 projects were undertaken by 259 students from both the BBA and BS-Accounting & Finance programs in 2019. The projects ranged from marketing strategy to feasibility analysis. Some of the prominent clients catered through ELP this year were Bank Alfalah, Byco Petroleum, Careem Pakistan, Coca Cola, Daraz, Dawlance, EBM, EFU Life Assurance, GSK, ICI Pakistan, Ideas by Gul Ahmed, Khaadi, J., TCS and Friesland Campina.

## Job Portal campaign

**November, 2019:** Team CDC executed a two-week campaign to encourage junior and senior year students for updating their profiles on the Job Portal. With the assistance of few faculty members, team CDC conducted classroom presentations to increase portal's awareness and help students in developing employer centric profiles.

**December 3, 2019:** The campaign was followed by a coffee chat session with students at the Alumni Student Center. Students were guided in detail on making the most effective use of the portal. The session concluded with an interactive Q&A segment.



## Career Counselling Clinics

The Career Development Center (CDC) organized two cycles of Career Counselling Clinics in October and December 2019 respectively at the IBA Karachi Main Campus. Through these personalized sessions, students were able to connect with the corporate experts to discuss their career aspirations and receive advice on basics of job hunt skills such as creating resumes, tips for acing interviews etc. Around 100 students benefitted themselves through this exercise.



## Corporate Connect Series

**September – December, 2019:** Expert professionals from various industries were invited to conduct sessions which were co-hosted by the CDC and IBA faculty members. 31 sessions were hosted on versatile topics during the Fall 2019 semester. Some of the themes discussed during these sessions include Regulatory challenges to non-bank finance companies sector in Pakistan, Business Decisions using Big Data, Shift to Human Centric Organizations through Business Restructuring and Pakistan's Equity Market: Current Valuation and The Way Forward.



Mr. Azfer Naseem CEO Akseer Research, Mr. Aziz Jindani, Chief Commercial Officer at Colgate Palmolive, Mr. Baqar Abbas Jafri, Founder and CEO at Investors Lounge and Mr. Ajeet Kumar, Deputy General Manager at Pakistan Stock Exchange Limited, Ms. Ayesha Saleem, Senior Manager HR at English Biscuit Manufacturers and many other potential guest speakers conducted these sessions.

## Study Tours

**September – October 2019:** The Career Development Center organized career excursions to KFC Pakistan and Karachi Down Syndrome Program (KDSP) premises for the IBA students. Moreover, Dr. Muhammad Kamran Mumtaz and Dr. Farah Naz Baig joined hands with the CDC in organizing trips to Lucky Textile Mills Limited and Dairyland Pvt. Ltd. for their classes respectively. These trips provided students an opportunity to explore about the operational aspects of these organizations, its processes, business functions and culture and also made them aware of the career opportunities awaiting to welcome them in the near future.

