

COUNSELLING PROGRAMS

Virtual career advising sessions with industry experts:

November - December 2020: Our integral program, Career Counselling Clinics where students get an opportunity to interact with industry experts on a one-to-one basis, was organized virtually. Around **15** experienced advisors from varied backgrounds facilitated us with these personalized sessions for around **45** students.

Career Assessment Service in partnership with Merafuture

December 23, 2020: The IBA Career Development Center (CDC) partnered with Merafuture, (an AI based Career Counselling Company) to offer free of cost online career assessments to the IBA students. The online assessment helped our students to identify their aptitude, personality traits, and skills and find suitable careers in their specific area.

CV Review Exercise

December, 2020: Our alumni and corporate partners offered their valuable advice and guidance in creating an effective CV/resume to our junior and senior year students.

We connected more than **20** alumni to volunteer in reviewing the CVs/resumes of our graduating batch **2021**. More than **100** students have been engaged with the reviewers for a thorough CV review activity.



EXPERIENTIAL ACTIVITIES

Recruitment activities:

November – December, 2020: The CDC organized a social study drive to the Green Crescent Trust Karachi and a career excursion at Hafiz Tannery for the IBA students. The students paid a visit to GCT's head office Karachi, a purpose-built school at Rehri Goth Jetty, Karachi Fish Harbour, a leather production factory, Hafiz Tannery and GCT- Hilal School Martin Dow campus. The social trip encouraged young minds in contributing to the social issues of marginalized areas in Pakistan. The students were briefed about how raw material is finished into fine leather and then processed into fine goods at Hafiz Tannery. Managing Director of Hafiz Tannery, Mr. Danish Aman greeted the students and shared his journey in becoming the core lead of the company.



Connect with us:

🌐 www.cdc.iba.edu.pk ✉ 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

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CDC Newsletter

July – December 2020 | ISSUE 8

Reshaping Resilience



ONLINE INTERVENTIONS

The Insight Forum:

July – August, 2020: The new segment titled “The Insight Forum” featured live webinars about different aspects of career and professional world. Experts from various industries took part in this segment and shared their knowledge and professional viewpoints on different topics. General Manager HR at KFC Pakistan Ms. Nida Nasir, Country HR Director at Schneider Electric, Ms. Ayesha Saleem and Director HR & Administration at Coca Cola UAE & Oman, Mr. Shaban Butt were some of the prominent speakers of this segment. Our Faculty Members, Ms. Nadia Sayeed and Mr. Leon Menezes also took part in this intervention.



Nadia Sayeed



Nida Nasir



Shaban Butt



Leon Menezes



Ayesha Saleem

Information Sessions:

July-September, 2020: Keeping in mind students' ambiguities about future prospects of their academic programs and the job market, we continued partnering with our alumni and employers to organize online sessions and talks. An online workshop was held where M. Ali Khalid Khan, CEO & Founding Partner at Get Work Now, briefed our graduating batch about the gaps in job hunt strategy, and how they can prepare themselves for their job interviews. A panel discussion was also held with the HR officials of EBM Private Limited titled “Transition into the corporate world”.



M. Ali Khalid Khan

Launch of an online system for the Corporate Connect Series

September 16, 2020: An automated online system has been introduced to streamline the process of organizing guest speaker sessions. The prime benefits of this system include automation of the entire process of requesting and reserving industry experts, numerous options for the guest speakers to add and choose themes, real time updates for faculty members about potential profiles, automatic notifications, effective matchmaking, online archiving of corporates and alumni for future use and easy tracking for faculty members.

NIelsen ACADEMY'S GRADUATION CEREMONY

July 16, 2020: Nielsen in collaboration with the CDC executed a customized research skills development program for the selected senior batch of IBA. A Virtual Graduation Ceremony was organized to convoke all the participants who successfully completed this program and confer certificates among them. The event was attended by the Executive Director IBA, Dr. S Akbar Zaidi, Managing Director Nielsen, Ms. Quratulain Ibrahim, Operations Lead Nielsen, Mr. Moutasim Ehsan, core team members of Nielsen and the IBA CDC.



PLACEMENT ENDEAVORS

Recruitment activities:

As we grappled with the pandemic, multiple recruitment activities including campus ambassador programs, interviews, internship programs etc. were organized virtually. More than **30** organizations including KDSP, K-Electric, Colgate Palmolive, Unilever Pakistan, Novo Nordisk, McKinsey & Co., Proctor & Gamble, HBL, Abu Dawood Pakistan etc. conducted their recruitment activities with us.

Jobs and Internships

July-December, 2020: Amidst the pandemic, more than **1000** jobs and internship opportunities were disseminated through our different communication mediums apart from the job portal to our junior and graduating batch students. This step helped them in finding suitable jobs and internships during the times of crisis.

Experiential Learning Projects (ELP) in Fall 2020:

Students participated **25**

Projects undertaken **05**

Faculty **03**

Organizations Involved **04**

Showcasing profiles of 2020 graduating batch

July-August, 2020: Apart from sharing graduate directories with our partner employers, profiles of the **2020** graduating batch were also showcased on the CDC's official social media forums to increase their reach, and to provide them with an opportunity to highlight their academic and professional achievements to the wider network.

IBA CORPORATE LEADERS ADVISORY BOARD (ICLAB) MEETING

October 14, 2020: The IBA Career Development Center (CDC) hosted the IBA Corporate Leaders Advisory Board (ICLAB) meeting at the IBA Karachi City Campus. The meeting was attended by representatives from more than **40** organizations including CEOs, Heads of HR, and Talent Acquisition leads. Executive Director IBA Karachi, Dr. S Akbar Zaidi chaired the meeting. The prime agenda of this event was to gather feedback on the quality of the IBA graduates and its academic programs.



CORPORATE CONNECT SERIES

October-December 2020: The CDC has been continuously thriving to creating beneficial experience through this guest speaker segment.

Around **20** guest speaker sessions with more than **10** faculty members were conducted in collaboration with our faculty members on various themes like Product Development, Effectual (Virtual) Presentations, Compensation and Benefits, Design Thinking & Innovation etc. Head of Training, OD & Culture, House of Habib, Ms. Muneeba Qasim, Head of Innovation, UBL, MR. Zohair Saif, SVP/ Head Business & Market Analytics, Mr. Syed Akbar Ali and many more contributed to this segment as guest speakers.

