



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*



IBA  
Career Development  
Center

# THE IMPACT

APRIL 2019 – MARCH 2020

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Message from the Manager,

## **IBA CAREER DEVELOPMENT CENTER (CDC)**

Dear Readers,

Over the past few years, our focus has remained on redesigning our processes and services with an aim to deliver effective output to each of our stakeholders. We are triggered by the highly innovative and dedicated professionals in the center and by the countless members of our corporate community who are committed to the career success of our students and alumni. Following are some of the major highlights of our activities for the year 2019-20:

- Acquired around 60 projects from 48 companies for the Experiential Learning Projects (ELP) Program. Currently, ELP is catering to almost 200 students, both from BBA and BS-Accounting & Finance programs, 13 faculty advisors, and 31 companies.
- Increased the participation of employers by almost 100% in the annual employer survey
- This time around, our graduate directories have been made available in April 2020 which is the quickest turnaround time in the history of the institute.
- Around 200 students (250 hours) were counselled on a one-to-one basis by the CDC representatives.
- Some 1000 students carried out their internships.
- Launched the Nielsen Academy - one of its kind preparatory module for the graduating students interested in pursuing their careers in research and consultancy.
- Our career fair hosted 120 companies – the biggest fairs in terms of company participation.
- Around 80% of our 2019 graduates are placed in the market within 2-3 months of their graduation.

I am grateful for the incredible support received from our corporate partners, IBA alumni, faculty members and students that has enabled us in achieving our objectives!

Danish Imtiaz Gangani



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# HIGHLIGHTS



Around **60** advisers provided career advisory service to more than **250** students



**71** companies participated in the Employer Feedback Survey

**83%** of the companies hired MTs/interns from the IBA



**80%** of the batch of 2019 was employed within three months of their graduation

More than **120** companies participated in the IBA Career Fair 2020 catering to approximately **4000** students



Around **200** students availed in-house career advisory services

More than **1500** vacancies were posted on the IBA Job Portal

More than **50** guest speaker sessions were conducted benefitting more than **1000** students



**4** Study tours were organized in leading companies catering to more than **100** students



Collaborated with **25** companies on initiating possible avenues to increase the employability and enrich students' experience

**43** students from the graduating batch were shortlisted for the Nielsen Academy program



# INTRODUCTION

The IBA Career Development Center (CDC) aspires to ensure that students of all programs are engaged in career and skills development programs throughout their time at the IBA.

We focus on connecting students and professionals from various fields and industries, for learning and networking opportunities, which helps in grooming and developing their professional skills. We ensure that each student's interests are equally catered to, and that they are all prepared to start their professional lives as informed individuals.

The IBA Career Development Center is pleased to share with you its annual report for the year 2019-20 reflecting on our year's highlights and the impact your support has made to the tailored career services and job readiness of our students.



# INITIATIVES

The CDC aims to stay up to date with the market trends and offer students innovative platforms to explore their career options. The center has been continually expanding its portfolio to serve the IBA students, corporate partners and wider community in the best way possible. Following new initiatives were taken during this year:

- ▶ Formation of an interactive consortium for the career development and placement office representatives of different universities in Pakistan
- ▶ Inception of a job readiness program for students interested in joining market research firms titled “Nielsen Academy” in collaboration with Nielsen Pakistan
- ▶ Launch of a new user-friendly website
- ▶ Launch of an online application for issuing recommendation letters to students required for their social/corporate internships
- ▶ Profile showcasing of the MBA graduating batch for helping them increase their employability and professional network
- ▶ Execution of focused campaign to create awareness about the IBA Job Portal among students
- ▶ Capacity building workshop for the team visited from University of Peshawar



Consortium of

## CDC REPRESENTATIVES ACROSS PAKISTAN

In July 2019, the IBA CDC proactively approached placement centers of few universities and business schools working across the country and developed a common interest consortium. The purpose of this group is to bring representatives from career development centers and placement offices of various universities/institutes under one umbrella for mutual learning and future collaborations. More than 30 members are currently part of this consortium with representation of 20 universities and institutes.

Launch of

## THE NIELSEN ACADEMY PROGRAM

Nielsen Pakistan in collaboration with the IBA Career Development Center (CDC) launched a market research initiative for graduating students titled "Nielsen Academy" at the IBA Karachi. The program, comprising of both coursework and fieldwork aims to not only equip students with the necessary knowledge required to excel in the workforce but also provides them the opportunity to learn about the latest research dynamics from experts in the field.

A series of workshops were conducted by eminent professionals working at Nielsen Pakistan that served as an interactive way for students to learn more about market research, the power of data, leadership skills, interview and presentation skills, with case studies and Q&A sessions.

**43** students from the graduating batch were shortlisted for the program.

**10** sessions were conducted including the Launch ceremony.

Senior Management including the Managing Director from Nielsen Pakistan conducted these sessions as learning facilitators.





launch of

## THE NEW WEBSITE

We launched our new website to provide a convenient experience to our stakeholders in exploring our services and connecting with us for multiple activities. With the new user interface, visitors can now view our upcoming events, latest news & happenings, key statistics, do live chat through Facebook and watch out video testimonials right on the landing page. The site contains request forms to avail our services or to participate in an event/activity as contributors. Log on to <https://cdc.iba.edu.pk/> and enjoy the new experience!

Online Application for

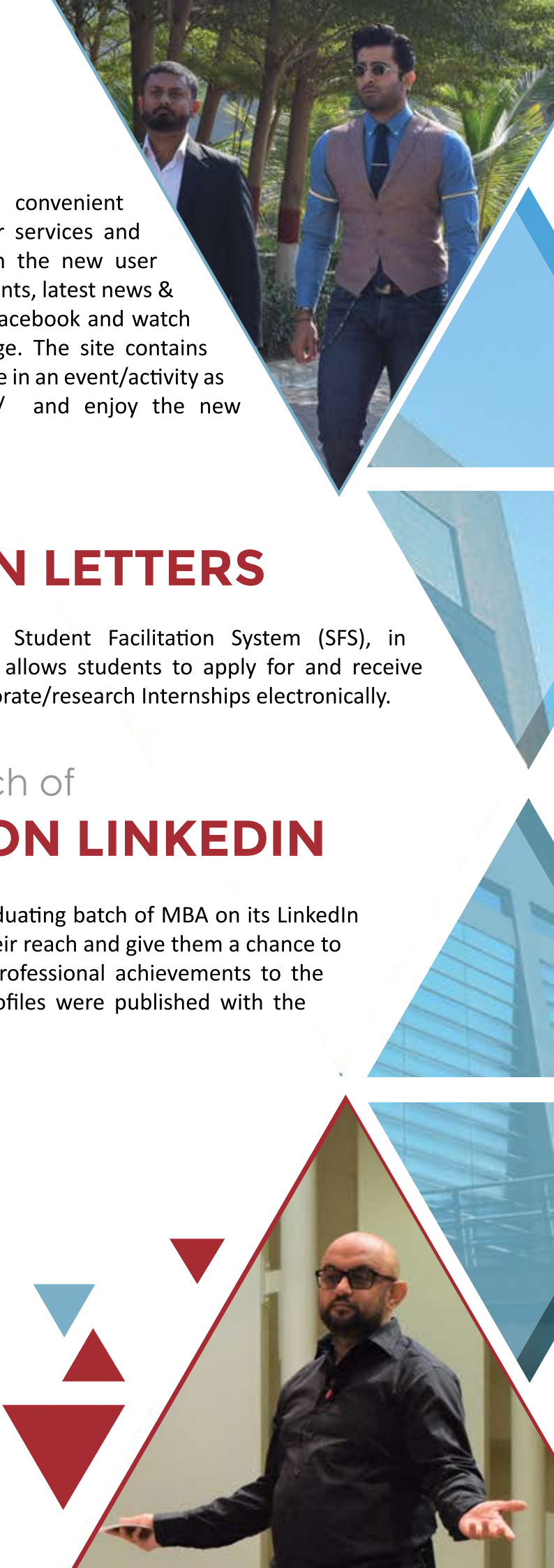
## RECOMMENDATION LETTERS

A new application has been added on the Student Facilitation System (SFS), in synchronization with the ERP. This application allows students to apply for and receive recommendation letters for their social and corporate/research Internships electronically.

Expanding the reach of

## GRADUATES ON LINKEDIN

The CDC shared profiles of the graduating batch of MBA on its LinkedIn platforms, in order to increase their reach and give them a chance to highlight their academic and professional achievements to the IBA's network. Around 15 profiles were published with the consent of the students.





# JOB PORTAL CAMPAIGN



The IBA Job Portal was launched by the IBA CDC and Alumni Department, in collaboration with the IBA ICT. It is a user-friendly platform that allows current students and alumni to apply for internships and jobs, and employers to post vacancies, download graduate directories and shortlist candidates according to their requirements.

The IBA CDC conducted a two-week campaign followed by a coffee chat session to create awareness of the Job Portal amongst the Junior and Senior students, and to engage with them on building their profiles and using the Portal effectively.

## Capacity Building Workshop for

## THE DELEGATES OF UNIVERSITY OF PESHAWAR (UOP)

A three-day capacity development program for the staff of Career Development Center (CDC), University of Peshawar (UoP), was hosted at the IBA, Karachi. Senior officials of the IBA CDC & Alumni Affairs department trained the UoP team on the basics of establishing effective systems and processes to ensure smooth function of the unit, and advised them on how to institutionalize the CDC and Alumni departments in the UoP.



# MAJOR EMPLOYERS & RECRUITERS

**Deloitte.**

Brainchild



Careem



daraz



Bank Alfalah



بنك دبي الإسلامي  
Dubai Islamic Bank



LIFE  
Zaroori Hai



engro eximp

faysal digibank



Getz  
pharma



ICI PAKISTAN LTD.

HBL



Fatima Group



JS BANK



Khaadi



METRO



L'ORÉAL  
PARIS



nielsen



Meezan Bank



# ANNUAL ACTIVITIES

## Employment & Placement Statistics

An employment survey was conducted with the Batch of 2019 to analyze employment trends of the IBA graduates. This survey aimed to assess the sectors that seem to be growing in importance, and the percentage of students who opt for further studies, their own entrepreneurial ventures, or immigration, etc. after graduating from the IBA.

## Top Employers of the IBA graduates – Class of 2019

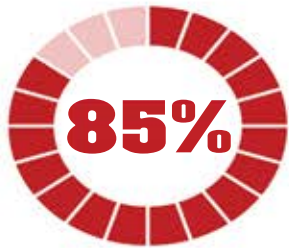
S. No.	Company	Graduates hired
1	Meezan Bank Limited	23
2	Daraz	21
3	Bank Alfalah	16
4	Habib Bank Limited	13
5	Logicose	13
6	K-Electric	13
7	Abu Dawood	12
8	A.F. Ferguson & Co.	10
9	Engro Foods Limited	10
10	Khaadi	10



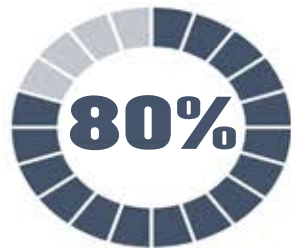


# EMPLOYMENT AND PLACEMENT STATISTICS 2019

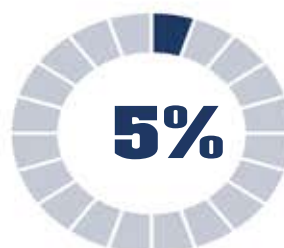
Graduates sought employment



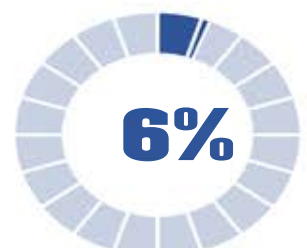
Employed



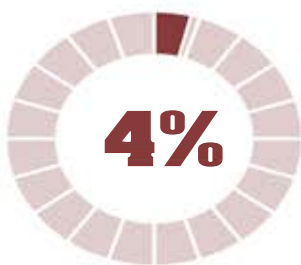
Not interested in employment



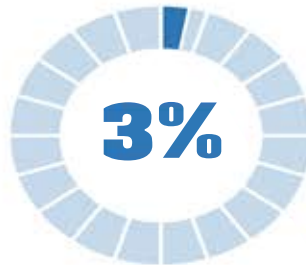
Pursuing higher education



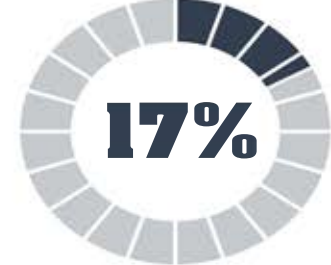
Self-employed



Recruitment in the process



Seeking employment



## AVERAGE SALARIES (IN PKR.) OF GRADUATES

Programs	Average Salary (in PKR.)
BBA	67,000
BS-ACF	59,000
BS-CS	60,500
BS-EM	57,000
BS-ECO	52,000
BS-SSLA	61,000
MBA -M	86,000





# RECRUITMENT DRIVES

Recruitment Drives have been varying each passing year. This intervention provides companies an opportunity to organize on-campus recruitment activities, and choose top talent from the graduating batch each year. They are an essential part of the recruitment season, and serve as a platform for companies to host orientation sessions, tests and assessments with the junior and senior batches for internships and full-time positions in various departments. The CDC facilitates these companies in organizing these on-campus recruitment related activities, which are often paired with brand activations.

This year, Coffee Chat sessions were also organized by many companies, entailing a 30-40 minutes meeting between one or more company representative(s) and a small group of students. These sessions provide students with a chance to know the tips & tricks about the recruitment season, clarify any queries they have regarding the application process, and have an informal chat with the company representative(s). Following is the summary of the recruitment events moderated by the Center:

- ▶ Total number of recruitment activities: **98**
- ▶ Orientation/Information sessions: **21**
- ▶ Coffee Chat Sessions: **4**
- ▶ Online Recruitment Programs: **44**
- ▶ On-Campus Interviews: **15**
- ▶ On-Campus Tests/Assessments: **14**



# INTERNSHIP STATISTICS

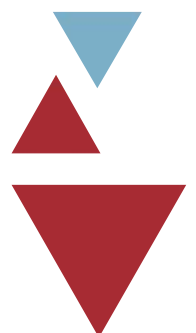
The IBA focuses on learning beyond the classroom and encourages students to do at least one social and corporate Internship each during their time of studies. This provides them an opportunity to give back to the community by working for a cause they are passionate about and be responsible citizens, and to get hands-on experience in the field they would like to pursue. Our internship placement stats for the current year remains as follows:

## ANALYSIS OF CORPORATE INTERNSHIP

Program	# of Students
BBA	202
BS-ACF	135
BS-CS	66
BS-EM	5
BS-SSLA	24
MBA	22
MSJ	4
<b>Total</b>	<b>458</b>

## ANALYSIS OF SOCIAL INTERNSHIP

Program	# of Students
BBA	178
BS-ACF	164
BS-CS	79
BS-ECO	35
BS-EM	40
BS-SSLA	36
<b>Total</b>	<b>532</b>



# CAREER COUNSELLING CLINICS

The Career Counselling Clinics are personalized advisory sessions to provide students with an opportunity to explore their career choices, receive resume building and interview tips, and get information regarding the industry and job market. Industry experts and professionals are invited as counsellors to meet students on a one-on-one basis. The advisers assist students in career planning and counsel them to make the transition from academic to professional life easier and effective.

- ▶ Engaged Around **60** advisers
- ▶ Catered to more than **250** students
- ▶ **28** hours of intervention

## MOCK INTERVIEWS

Mock interview sessions help students in managing their real interviews in a professional manner. Numerous human resource and talent acquisition professionals were invited to take part in this event as the interviewers. This activity aims to ease students through the recruitment process for internships and full-time positions.

- ▶ Engaged around **40** professionals
- ▶ Catered to more than **150** students
- ▶ Approx. **80** hours of interventions





# CAREER FAIR 2020

The IBA Alumni and Placement Society in collaboration with the IBA Career Development Center hosted its flagship recruitment event, the IBA Career Fair in the beginning of Spring semester. The booths were set up by the companies presenting students with innumerable opportunities for networking, internships and full-time positions, and for taking part in several activities and competitions. The representatives informed students about their recruitment processes and hiring programs, facilitated with the exchange of resumes through the IBA Job Portal and conducted screening interviews on spot as well. The IBA Job Portal played a crucial role in minimizing the usage of paper during the Fair and making it yet another eco-friendly event.

- ▶ Participation of **120** companies with more than **400** company officials
- ▶ Footfall of approximately **4000** students
- ▶ One-on-one career counselling was provided by around **35** advisers to more than **150** students





# EXPERIENTIAL LEARNING PROJECTS

The Experiential Learning Projects (ELP) program has explicitly reached out to corporate clients since its inception. Several corporate partners connect with the IBA and share their projects of various fields/departments, which are then distributed among the faculty advisors, and eventually assigned to groups of students of BBA and ACF program to work on during their final semester. This program equips students with hands-on working experience on a real business project in their last semester.

## DESCRIPTION

**2020      2019**

Total number of students participated in ELP

195

281

Total number of projects undertaken

39

60

Total number of faculty advisors involved

13

24

Total number of partnering companies

31

53



## Graduate Directory for **THE BATCH OF 2020**

Graduate Directories are compiled and circulated to our corporate partners each year. This time around, the Graduate Directories were published online in April 2020 which is the quickest turnaround time in the history of the institute. More than 800 students are expected to graduate in the batch of 2020 from different programs.

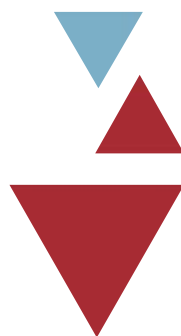


## **CORPORATE LINKAGES**

The CDC believes in continuously expanding and strengthening its corporate network. We reached out to many companies in order to discuss and explore possible avenues for collaboration that aim to increase the employability prospects of students.

### ► **25 Meetups**

- Some of the companies include GSK Pakistan, SWVL, Engro Corp, Shan Foods Limited, Hapag Lloyd Pakistan (Pvt.) Ltd., Karachi Down Syndrome Program, and DinarStandard



# EMPLOYER FEEDBACK SURVEY

We carry out an Employer Feedback Survey every year in order to obtain feedback on the perception of quality of the IBA graduates and education from our corporate partners. This formal Employer Feedback Survey also helps us in bringing constant improvement and innovation in our services and programs.

This time around, 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. Feedback on quality of graduates, education and CDC services remained as follows:



**83%** of the companies hired MTs/interns from the IBA



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



Provide more exposure of local market to students to develop understanding of local perspective and dynamics of everyday consumers



Candidates should have a fair understanding of financial modeling



More than **60%** of the companies found the Job Portal user friendly and effective in shortlisting candidates



**65%** of the companies are satisfied by support rendered by the CDC staff



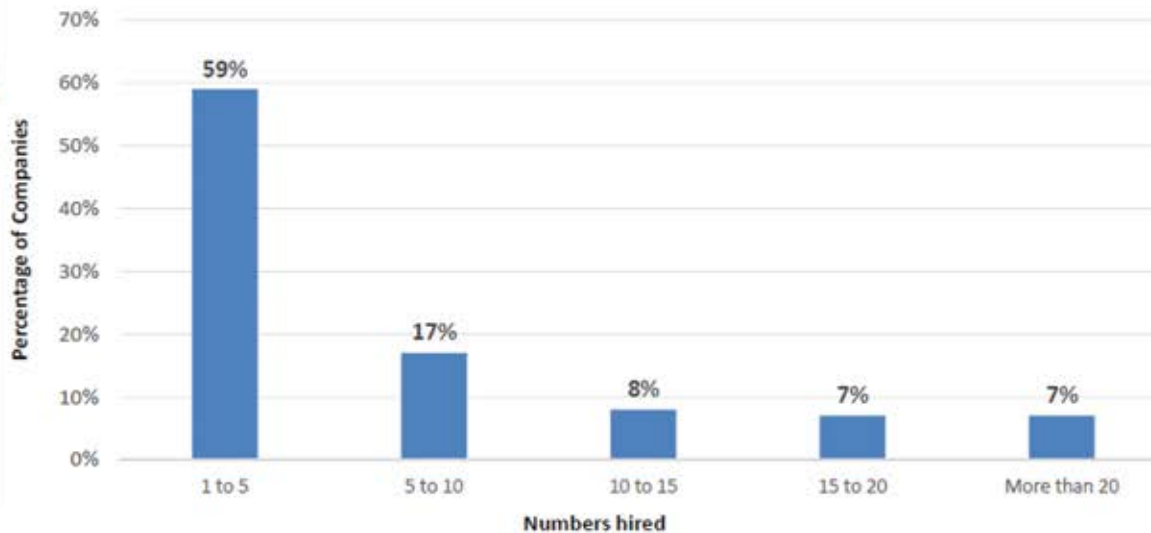
It was suggested to improve the functionality of the Job Portal and make the outlay more attractive



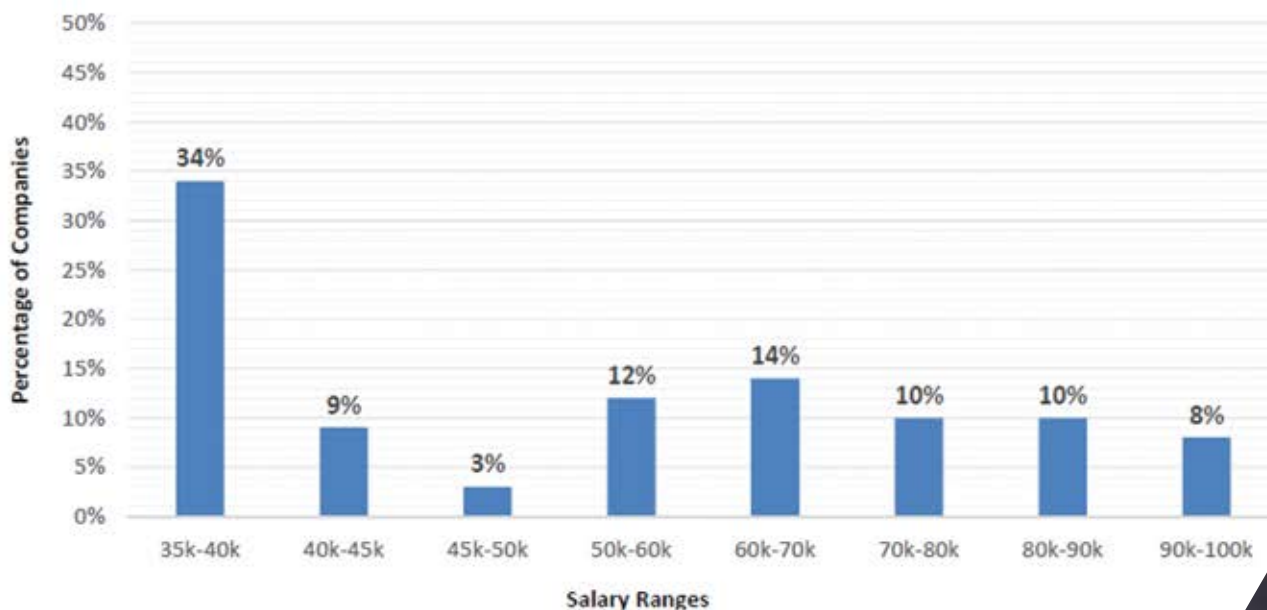


# EMPLOYER FEEDBACK SURVEY

## IBA INTERNS/MANAGEMENT TRAINEES/ENTRY LEVEL EMPLOYEES HIRED IN THE YEAR 2018-2019



## STARTING AVERAGE SALARY (IN PKR) OF THE MT/ENTRY LEVEL ROLE





## MENTORING MATTERS

Mentoring Matters is an extensive coaching and learning program that offers junior and senior batches a chance to connect with industry experts, that are often alumni of the IBA, for professional grooming and development.

- ▶ **Number of Mentors: 14**
- ▶ **Number of Mentees: 42**

## CORPORATE CONNECT SERIES

This CDC has been successfully organizing guest speaker sessions under the banner of Corporate Connect Series by inviting speakers from various fields in a classroom setting to give students an insight about the practical aspects of their learning. This blended learning experience is enriching and beneficial for the students, faculty members and the guest speaker, and we ensure that students stay up to date with the recent market trends.

- ▶ **Organized more than 50 sessions**
- ▶ **Engaged more than 20 faculty members**
- ▶ **Engaged 40 quality experts**
- ▶ **Benefitted more than 1000 students**



## CAREER EXCURSIONS

Career Excursions were introduced by the center in 2018 to give students the opportunity to observe and get to know about the day-to-day operations of an organization, network with company representatives, and experience the culture and working environment. They consist of visits to the site/field area or head office of various organizations, and take place with a small group of students accompanied by a member of the CDC. These trips prove to be a great learning experience for students and help them in making key decisions about their career.

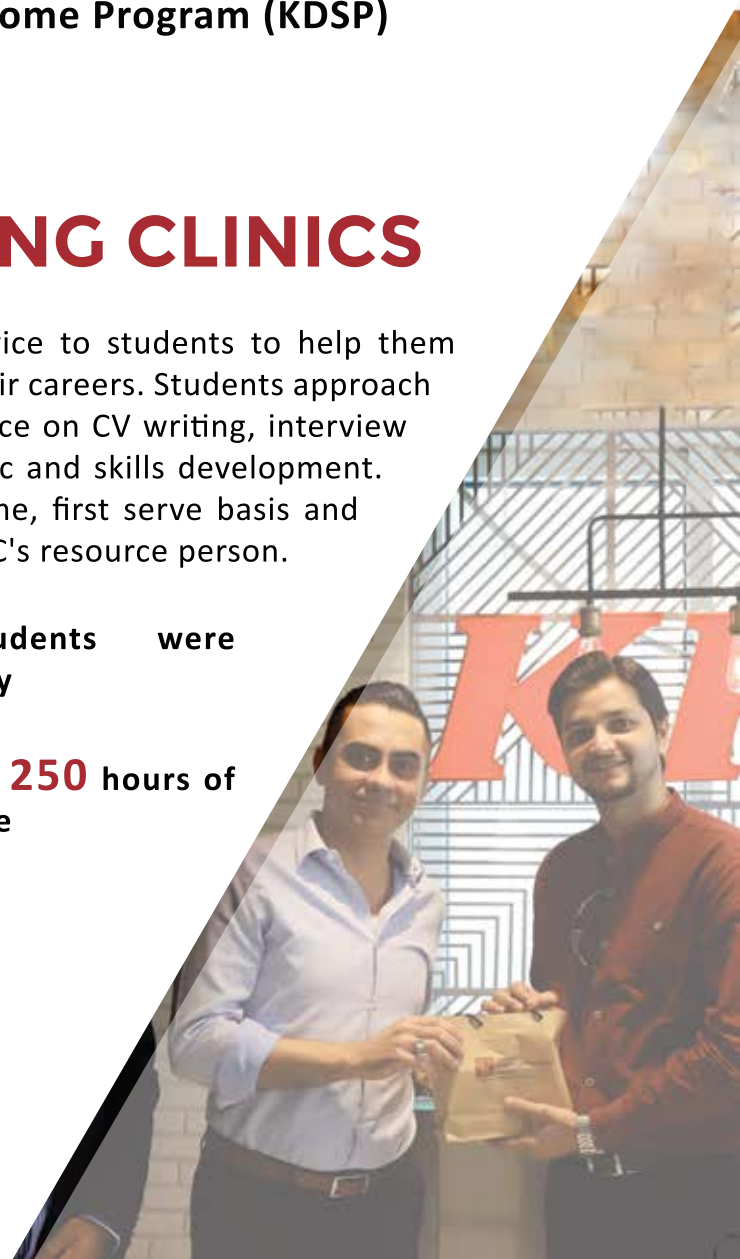
- ▶ Number of study tours: **4**
- ▶ Number of students benefitted through Study Tours: **105**
- ▶ No. of companies visited: **4**
  - KFC Pakistan
  - Lucky Textile Mills Limited
  - Karachi Down Syndrome Program (KDSP)
  - Dairyland (Pvt) Ltd

In-house

## CAREER COUNSELLING CLINICS

We provide in-house career advisory service to students to help them make informed decisions and plan out their careers. Students approach us for career guidance and related advice on CV writing, interview and assessment preparation, academic and skills development. All requests are dealt on a first come, first serve basis and based on the availability of the CDC's resource person.

- ▶ Around **200** students were counselled individually
- ▶ Totaling to more than **250** hours of career advisory service





First anniversary of

# THE IBA JOB PORTAL

Aiming to streamline 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. All of our registered Employers use this medium to post vacancies, shortlist candidates, download Graduate Directories and save profiles for future vacancies. We continuously strive to make the Portal more user-friendly and substantial for all our stakeholders.

- ▶ **Number of Students: More than 2000**
- ▶ **Number of Alumni: More than 14000**
- ▶ **Total number of vacancies posted: 1503**
- ▶ **Total number of vacancies approved: 1288**
- ▶ **Total number of full-time vacancies: 1054**
- ▶ **Total number of part-time vacancies: 17**
- ▶ **Total number of internships: 217**
- ▶ **A total number of NEW companies who joined the IBA job Portal: 367**

## SOCIAL MEDIA PRESENCE

We actively manage and update the CDC's social media platforms to connect and communicate with our stakeholders regarding important announcements, new initiatives and ongoing career-related services. The official platforms include Facebook, Twitter and LinkedIn.



**Facebook Group : 7200+ members**



**Facebook Page : 14,200 likes**



**Twitter : 1350+ followers**



**LinkedIn : 3800 connections**



**LinkedIn group : 1500+ members**



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