

CDC Annual Report  
**THE IMPACT**

April 2020 to March 2021

# OVERVIEW

This year marks two decades of the IBA Career Development Center (CDC) in setting up a legacy of assisting students in their career and skills development. We have come a long way and have continually improved our services in connecting students and professionals for learning and networking opportunities which help in grooming their professional skills.

The impact of the recent pandemic brought all the mainstream processes to a halt. The services offered by our center have also been severely impacted in these uncertain times. As we struggled with the pandemic, we shifted gears to strengthen our functions in ensuring advanced levels of system effectiveness. Not only have we continued our annual operations, but we have also set new benchmarks of service delivery.

We are pleased to present the 2020-2021 Annual Report of the CDC. The report covers a wide range of events that took place and some constructive initiatives taken by center during this challenging yet disruptive year. Have a look at a few of the highlights below:

- Launch of 'The Insight Forum' – an online web session series
- Certificate distribution at the Nielsen Academy's virtual graduation ceremony
- Induction of online facilitation system for Corporate Connect Series
- 25 sessions hosted as part of the Corporate Connect Series
- CV review exercise carried out for students
- Webinars and information sessions organized in collaboration with corporate partners
- IBA CDC in collaboration with the Alumni & Placement Society hosted the first-ever and one-of-its kind in Pakistan, IBA Virtual Career Fair 2021
- Social awareness tour at the Green Crescent Trust
- Career excursion at the Hafiz Tannery
- Participation of more than 40 CEOs and HR leads in the IBA Corporate Leaders Advisory Board (ICLAB)
- Center hosted more than 100 recruitment events this year
- One-to-one career advisory sessions with industry experts
- 32 industry experts volunteered their time for conducting mock interviewers of our students
- Career Assessment Service in partnership with Merafuture
- In-house career advisory to students



## New Initiatives

- 1) The Insight Forum
  - 2) Webinars and informative sessions
  - 3) Online facilitation system for Corporate Connect Series
  - 4) CV Review Exercise
  - 5) IBA Virtual Career Fair 2021
- (Page 2-4)

## Annual Activities

### A) Experiential Exposure

- 1) Career Excursion/Study Tour
  - 2) Experiential Learning Projects
  - 3) Student Internships
  - 4) Recruitment Drives
- (Page 5-6)

### B) Student Advisory Services

- 1) Career Counselling Clinics
  - 2) Mock Interviews
  - 3) In-house Career Advisory Services
- (Page 7)

### C) Corporate Networking & Events

- 1) Corporate Connect Series
  - 2) Employer Feedback Survey
  - 3) IBA Corporate Leaders Advisory Board (ICLAB) meeting
- (Page 8-10)

### D) Buzzing Highlights

- 1) Employment and Placement Statistics
  - 2) Expanding the reach of graduates 2020
  - 3) Nielsen Academy's Graduation Ceremony
  - 4) Career Assessment Service in partnership with Merafuture
  - 5) Dissemination of job and internship information
- (Page 11)

### E) Digital Experience

- 1) IBA Job Portal
  - 2) WhatsApp groups
  - 3) Social Media Outreach
- (Page 12)

# NEW INITIATIVES

## The Insight Forum

The new segment titled “The Insight Forum” engaged professionals to enlighten our graduating students and mid-career alumni in honing their professional and soft skills. The segment covered live webinars, talk shows, expert opinions, personal & professional grooming sessions, Live Q&A sessions, leadership lessons, and much more. The IBA faculty members, Ms. Nadiya Sayeed and Leon Menezes, leading HR Consultant, Ms. Rahila Narejo, Senior Manager HR at Shan Foods Private Limited, Mr. Talha Sufi, Country HR Director at Schneider Electric, Ms. Ayesha Saleem along with other prominent experts facilitated sessions on multiple themes of importance.



## Webinars and informative sessions

Keeping in mind students' ambiguities about future prospects of their academic programs and the job market, the CDC partnered with alumni and employers to organize online sessions and panel discussions. The CEO, Babelfish Consultants and an IBA alumna, Mr. Farooq Hyder Shaikh, CEO & Founding Partner, Get Work Now, Mr. M. Ali Khalid Khan, HR officials of EBM Private Limited along with other prominent experts enlightened our students and young professionals with the skills and knowledge required to plan out their career paths, particularly in times of crisis.



## Online facilitation system for Corporate Connect Series

An automated online system has been introduced to streamline the process of organizing guest speaker sessions. Prime benefits offered by this system includes:

- Automation of the process of requesting and reserving industry experts
- Numerous options for the guest speakers to add and choose themes
- Real time updates and notifications for faculty members about potential profiles
- Effective matchmaking for the moderator
- Online archiving of guest speaker profiles

## CV Review Exercise

Our alumni and corporate partners offered their valuable advice and guidance to our junior and senior students to help them in developing and fine tuning their CVs.

**25** Alumni/Professionals served as CV Reviewers

Number of beneficiaries: **150** students

## IBA Virtual Career Fair 2021

The IBA Career Development Center in collaboration with the IBA Alumni & Placement Society hosted one-of-its kind and the first-ever in Pakistan, Virtual Career Fair on March 17, 2021. For the first time, the fair was entirely virtual, where students and employers were connected through an interactive and highly simulative platform.

Some of the key features of the event includes interactive virtual booths, downloadable content and resources for visitors, branding spaces to display products and services, group chat with live Q&A, one-on-one chat capabilities, live and pre-recorded webinars, mobile compatible virtual platform, event reports to track the event ROI, live webcasting capabilities with attendee Q&A, access to exhibitors' virtual booths, networking with partnered exhibitors, and personalized career advisory services.

## Key Stats



# ANNUAL ACTIVITIES

## Experiential Exposure

### Career Excursion/Study Tour

Introduced in 2018, Career Excursions were very well received by our stakeholders. This time around, a social tour was organized to the Green Crescent Trust Karachi for the IBA students on November 4, 2020. The students paid a visit to GCT's head office Karachi, a purpose-built school at Rehri Goth Jetty, Karachi Fish Harbor, 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.

On December 5, 2020, a career excursion to Hafiz Tannery was organized in collaboration with Assistant Professor, IBA, Dr. Imran Khan for the MS-IBF students, where they were briefed about the overall manufacturing cycle of raw material to finished goods. Managing Director of Hafiz Tannery, Mr. Danish Aman greeted the students and shared his journey in becoming the core lead of the company.



### Experiential Learning Projects (ELP)

ELP is a signature component of the BBA and BS-Accounting & Finance programs that equips students with hands-on working experience on real business projects. This is a credited academic endeavor for final semester students. A number of corporate partners share their projects from various business functions. After a thorough scrutiny, all projects are distributed among faculty advisors, and eventually assigned to student groups.

#### Spring 2020



#### Fall 2020

Companies	Projects	Students	FA
<b>04</b>	<b>05</b>	<b>24</b>	<b>03</b>

## Spring 2021

Companies	Projects	Students	FA
<b>36</b>	<b>63</b>	<b>313</b>	<b>20</b>

## Student Internships

Despite pandemic, a significant number of our students were able to carry out their internships. Details are given below:

Corporate Internships	
Program	# of students conducted internships
BBA	146
BSAF	85
BSCS	25
BSECO	5
BSEM	1
BSSS	7
MBA-M	20
MSJ	10
<b>Total</b>	<b>299</b>

Social internships	
Program	# of students conducted social internships
BBA	168
BSAF	138
BSCS	90
BSECO	41
BSEM	27
BSSS	45
<b>Total</b>	<b>509</b>

### Top recruiters corporate internships

1	Bayer Pakistan Private Limited
2	Citibank
3	Engro Corporation
4	Engro Energy Limited
5	Engro Fertilizers Limited
6	FoodPanda
7	Habib Bank Limited
8	ICI Pakistan limited
9	Reckitt Benckiser Pakistan Limited
10	Tasdeeq Pvt Ltd

### Top NGOs/organizations social internship

1	Aik Naiki
2	Aitebar Foundation
3	Foundation Fighting Poverty
4	Hello Happiness
5	Make A Wish Foundation
6	Safe Pakistan Welfare Trust
7	SPWT Pakistan
8	Student's Archive
9	The Bridge School
10	The Citizens Foundation

## Recruitment Drives

This time, most of the recruitment activities were planned in a virtual manner. Astera Software, 10 Pearls, Softech Worldwide, Standard Chartered, ArbiSoft, SkyElectric Pvt. Ltd, Habib Bank Limited, L'Oréal, Meezan Bank, Reckitt Benckiser, 7Vals, Unilever, Fatima Group and other reputable companies conducted different online recruitment activities for graduate apprentices.



# STUDENT ADVISORY SERVICES

## Career Counselling Clinics with industry experts

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.



A special segment of Career Counselling Clinics, powered by Bayer Pakistan, engaged advisors from a diverse range of industrial backgrounds at the IBA Virtual Career Fair 2021. The advisors guided our students and alumni regarding different career opportunities after their academic journey at the IBA, and responded to their career related queries on an individual basis. This was the first time that this program offered audio, video and chat options for customized career advisory sessions, all at a same platform.



## Mock Interviews

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 to help them in polishing 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. An individual Feedback Report was also shared with the interviewees on their performance



## In-house Career Advisory service

Students approach the CDC on an ongoing basis to discuss their academic and career plans. The CDC staff guides and assists students in charting out their early career path and navigating meaningful opportunities. All requests are catered on a first come, first serve basis.

- Around 150 one-on-one counselling sessions were conducted virtually and in person as well.
- A total of 200 hours of in-house career advisory were devoted.



# CORPORATE NETWORKING & EVENTS

## Corporate Connect Series

The CDC has been continuously thriving to creating a beneficial experience through this guest speaker segment. These guest speaker sessions were conducted in collaboration with our faculty members on various themes like Product Development, Effective (Virtual) Presentations, Compensation and Benefits, Design Thinking & Innovation etc.

Chief Risk Officer, Karandaaz Pakistan, Mr. Ammar Habib, Head of Innovation, UBL, MR. Zohair Saif, SVP/ Head Business & Market Analytics, Mr. Syed Akbar Ali and other reputable industry experts contributed to this segment as guest speakers.

**25**

guest speaker sessions

**15**

faculty members

**20**

corporate guest speakers

**1000+**

students



# CORPORATE NETWORKING & EVENTS

## Employer Feedback Survey

Every year, CDC conducts an employer feedback survey to evaluate the quality of IBA graduates, their employability aspect and to understand the current or upcoming requirements of the industry. A total of 71 companies participated in this year's survey. Following is the gist of its analysis:

- 78% of the companies rated our fresh graduates' Leadership Skills as 'Good'.
- 71% of the companies rated the Technical Skills and General Knowledge about Business and Economic matters as "Good".
- 49% of the companies rated the IBA's MBA graduates as "excellent" when compared with the leading business universities of the country.
- It was suggested to create industry awareness through local case studies, assignments, simulation, and blended learning models.
- The employers recommended to introduce and update courses on skills development, Advanced Excel, Digital Marketing, Communications, Ethics, Presentation, etc.
- The employers added to introduce courses more attuned to industry practices, especially in the IT field.
- Reason(s) for not hiring interns/MTs from IBA this year:
  - Recruitment delayed due to COVID-19: 20%
  - No entry level/internship program available: 20%
  - Freeze on new entrants/hiring: 56%

## IBA Corporate Leaders Advisory Board (ICLAB)

The IBA Career Development Center (CDC) hosted the IBA Corporate Leaders Advisory Board (ICLAB) meeting at the IBA Karachi on October 14, 2020. The prime agenda of this event was to gather feedback on the quality of the IBA graduates and its academic programs. Executive Director IBA Karachi, Dr. S Akbar Zaidi chaired the meeting. Company representatives from more than 40 organizations participated in the meeting. CEOs, Heads of HR, and Talent Acquisition leads shared their suggestions and ideas in making valuable improvements with regards to the agenda.



# BUZZING HIGHLIGHTS

	Average Salary (PKR.)	Minimum	Maximum
Undergraduate Programs	65,000	25,000	253,500
Graduate Programs	85,000	30,000	350,000

## Prominent employers of Graduating Class of 2020



14



14



11



12



8



8



7



7



7



7



6



5

Note: Employment Survey conducted in November/December 2020. The analysis is based on the number of graduates who responded to the survey.

# BUZZING HIGHLIGHTS

## Employment and Placement Statistics

Placement figures for our recent graduates have remained stable under the challenging circumstances of the pandemic. Here is the placement summary of our 2020 batch of graduates:

Employment Status	%	Respondents	Male	Female
Employed*	69%	417	250	167
Seeking Employment*	16%	95	60	35
Recruitment in Process*	1%	4	2	2
Pursuing Higher Education	4%	27	14	13
Not Interested for personal reasons	5%	29	10	19
Self Employed	5%	29	19	10
<b>Total</b>	<b>100%</b>	<b>601</b>	<b>355</b>	<b>246</b>



## Expanding the reach of graduates 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.

## Nielsen Academy's Graduation Ceremony

Nielsen in collaboration with the CDC executed a customized research skills development program for shortlisted students of the senior batch. 44 students actively took part in this semester long market research preparatory program. A Virtual Graduation Ceremony was organized on July 16, 2020 to appreciate all these 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 from Nielsen and the IBA CDC.

## Career Assessment Service in partnership with Merafuture

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.

Around 100 students were benefitted through this exercise.

## Dissemination of job and internship information

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 2000 job and internship opportunities were disseminated through our communication mediums to students.

# DIGITAL EXPERIENCE

## IBA Job Portal

Ever since its inception, the IBA Job Portal has proven to be a strengthening pivot for its stakeholders. This portal allows employers to post vacancies, view and save profiles for hiring purposes. In parallel, this platform helps alumni and students to create their profiles and find jobs/internships. A lot of other important features are also part of our portal such as candidate search, download graduate directories, access to the employment trend and much more.



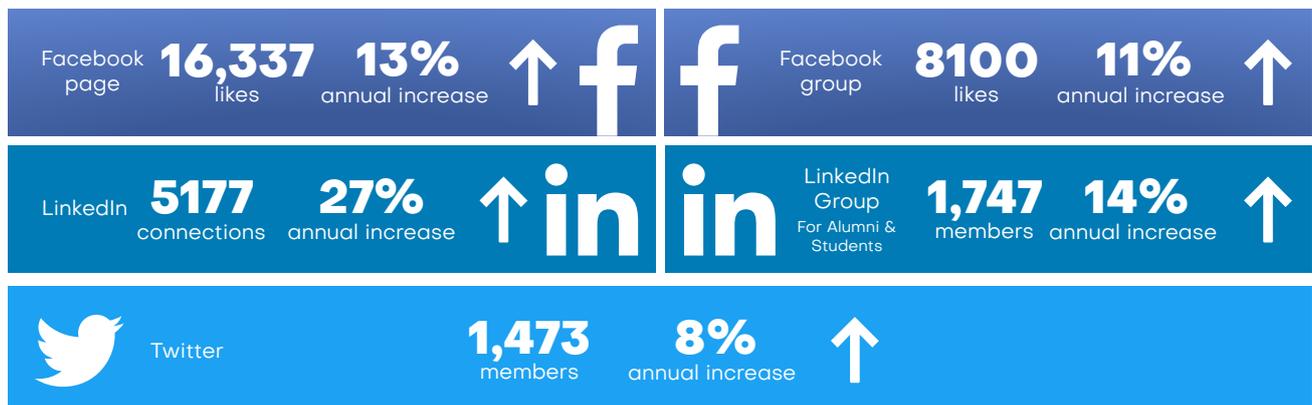
\* The data shows entries from April 2020 – March 2021

## WhatsApp groups

We aim to serve the IBA students, alumni and prospective employers with our services through reachable platforms. These groups are effective for announcements and networking purposes.

- Customized groups for each program and batch from 2020 on wards
- “CDC Consortium” group for CSO /CDC’s representatives from all over Pakistan
- “Job Basement” for circulating job opportunities among IBA graduates and alumni

## Social Forums Outreach





## CONTACT US

### Career Development Center

Institute of Business Administration Main Campus  
Room no. 212, 2nd Floor, Fauji Foundation Building,  
IBA Main Campus, Karachi University, University  
Road, Karachi – 75270

**Phone:** 92-21-38104700 | Ext. 1176, 1177, 1179, 1183

**Email:** [cdc@iba.edu.pk](mailto:cdc@iba.edu.pk)

## CONNECT WITH US:

**Website:** <https://cdc.iba.edu.pk/>

**IBA Job Portal:** <https://jobportal.iba.edu.pk/>

**Twitter:** <https://twitter.com/IBACDC>

**Facebook page:** <https://www.facebook.com/ibacdc.khi>

**Facebook group (for students and alumni only):**  
<https://www.facebook.com/groups/ibacdc>

**LinkedIn:** <https://www.linkedin.com/in/ibacdckarachi/>

**LinkedIn group (for students and alumni only):**  
<https://www.linkedin.com/groups/4613350/>

