



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



IBA
Career Development
Center



ANNUAL REPORT THE IMPACT

April 2022 - May 2023

cdc.iba.edu.pk

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ABOUT CDC

The Career Development Center (CDC) at the Institute of Business Administration (IBA) is dedicated to facilitate students and graduating classes in the overall process of self-evaluation, creating awareness about career opportunities, assisting in career profiling and job search, increasing the employability, developing strong and tangible linkages with employers and supporting alumni in their career progression. Our main focus lies in building long-term relationship with corporate, social and public sector organizations within Pakistan and also with international employers.



OUR MISSION

Our prime aim is to facilitate students and alumni in their career development processes and to help them make better career plans. Our goal is to work with students from day one to explore the best options, connect with employers and facilitate them to navigate the complex job market that saves time and maximizes employability prospects.

MESSAGE FROM HEAD OF CDC

Dear colleagues and stakeholders,

It is my pleasure to present the annual report for the IBA Career Development Center for the fiscal year 2023. As the head of the department, I am proud of the achievements and progress we have made over the past year.

Our department has been focused on delivering high-quality results and maintaining our commitment to excellence. We have continued to pursue new initiatives and collaborations, while also improving our existing programs and services. Our efforts have led to several notable accomplishments.

None of these accomplishments would have been possible without the dedication and hard work of our team. I am grateful for their contributions and collaboration, and I look forward to continued success in the years to come.

As we move forward, our department remains committed to our mission and values. We will continue to seek out opportunities for growth and improvement, while also remaining focused on the needs of our stakeholders.

Thank you for your ongoing support of our department, and we look forward to working with you in the future.

Upwards and onwards
Together we can!

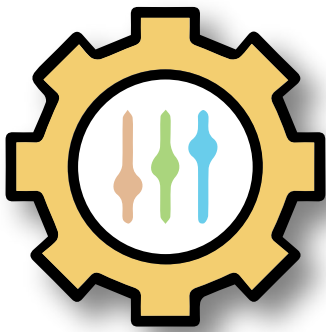
Sincerely,

Syed Atif Murtaza Qaiser



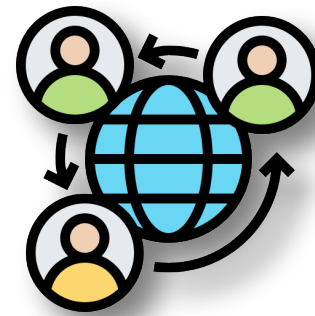
CDC Roadmap

The Building Blocks



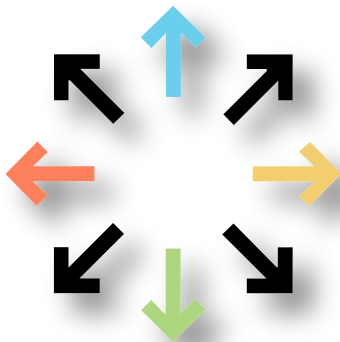
▶ Customization

- ▼ School Specific Focus
- ▼ Grad Specific Focus



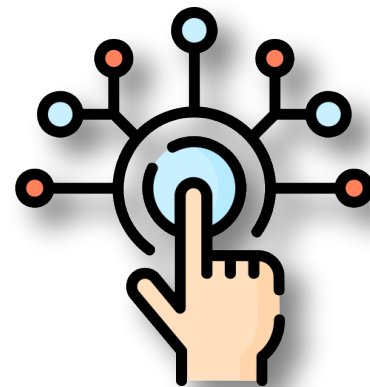
▶ Globalization

- ▼ Partnership with recruitment portal
- ▼ LinkedIn partnership
- ▼ International career opportunities



▶ Expansion of Horizons

- ▼ Partnership and Mentorship
- ▼ Sustainable Future
- ▼ Job Placement



▶ Digitalization

- ▼ Alumni Profiling
- ▼ Job Portal Optimisation
- ▼ CDC Infrastructure Development

► Highlights

▼ Connecting to Leading Universities Abroad

Throughout the year, IBA Career Development Center partnered with esteemed UK and USA schools of graduate studies, creating opportunities for students to explore exciting prospects for their higher education.

University of Texas at Arlington: We had the privilege of hosting Ms. Lin Larson, Graduate Recruiter from The University of Texas at Arlington. She guided students through a wide range of master's and PhD programs offered by the university. Students gained valuable insights, explored academic disciplines, and learned about the enriching experiences awaiting them at UT Arlington.

Western Kentucky University: Our collaboration with Western Kentucky University brought Bryson Keltner, Global Learning Recruitment Specialist, to engage with students. He provided information and answered questions about the diverse and innovative graduate programs available at WKU. Students discovered exceptional resources, research opportunities, and a supportive learning environment at the university.

Fulbright Scholarship Information Session: We organized a highly successful Fulbright Scholarship Information Session, featuring Shiza Toor, Senior Advisor & Team Lead, and Omer Bashir, Educational Advisor, from the EducationUSA Karachi team. They provided valuable guidance on applying for Masters or Ph.D. programs in the United States. Students learned about the five steps to pursuing higher education in the US and explored the prestigious Fulbright Scholarship opportunities.

We are proud of the impact these initiatives had on our students' academic journeys. Through these connections with leading universities abroad, students gained valuable insights, expanded their horizons, and embarked on transformative educational experiences.

Together, we continue to connect students with the best universities, unlocking new possibilities and empowering them to achieve future success.



▼ U.S Graduate Studies Fair 2023

This event provided our students with a unique opportunity to interact with representatives from top universities in the U.S. They had the chance to gather valuable information on admissions and funding procedures, as well as explore a wide range of academic programs available.

vstudents throughout this initiative, making the most of their interactions with the university representatives. The fair featured representatives from the following top 10 U.S. universities:



Top 10 U.S. representatives from the following universities participated:

1. University of Colorado Boulder - Adeel Ahmed
2. University of Alabama at Birmingham - Vince Milam, MBA
3. Youngstown State University - Binti Basnet
4. University at Albany, SUNY - Chloe Glenn
5. University of Bridgeport - Kenneth DiSaia
6. University of Nebraska at Omaha - Samantha Salvatori
7. University of New Hampshire-Manchester - Madison Ferreri
8. Washington State University - Daniel Saud
9. Louisiana Tech University - Jay R. Ligon
10. Saint Louis University - Ryan Saale

These representatives provided valuable insights into their respective institutions and answered students' queries regarding admissions, scholarships, and academic programs. The fair was an excellent platform for students to gather firsthand information and gain a deeper understanding of the opportunities available to them in pursuing their graduate studies in the U.S.



▼ Launch of Fireside Chat

IBA Career Development Center is proud to announce the launch of our new segment, "**Fireside Chat.**" This engaging initiative aims to connect our students and audience with esteemed alumni and influential leaders from diverse backgrounds. The Fireside Chat series features a wide range of speakers, including artists, media personalities, entrepreneurs, government representatives, politicians, businesspeople, athletes, and ambassadors.

In this segment, attendees have the unique opportunity to engage in candid, face-to-face conversations with the speakers in a relaxed and informal setting. These conversations delve into various aspects of the speakers' lives, including their personal journeys, notable achievements, valuable learning experiences, and the challenges they have overcome.

As part of the Fireside Chat series, we organized an insightful session with **Mr. Abdul Rafay Shaikh, the Chief Executive Officer of Dunkin' International Franchises Pvt. Ltd.** Mr. Rafay graciously shared his remarkable life journey, accomplishments, and the lessons he has learned along the way.



▼ Maverick Mentorship Program

The IBA Career Development Center organized the Undergraduate and Graduate Maverick Mentorship program for graduating students. The program was created to provide students with professional development training and mentoring from industry professionals from various backgrounds. 100+ students from both programs received two CV reviews, two mock interviews, and a mentorship session followed in the upcoming months.

Our recruitment partners who contributed to this programme, including FrieslandCampina private Limited, Reckitt Pakistan, Habib Bank Limited, McDonalds Pakistan, Bank Al Habib Limited, Meezan Bank Ltd, AKD Securities, Orange Tree Foundation, and others.



► Newly Established Partnerships

The IBA Career Development Center continues to expand its network and forge valuable connections with companies and organizations from various sectors. In the past academic year, we had the privilege of meeting with representatives from the US consulate to explore potential areas of partnership.

During our discussions, we identified exciting opportunities for collaboration in areas such as internships, counselling, and training programs for our students. These potential partnerships have the potential to provide invaluable experiences and resources to enhance the career prospects of our students.

In addition, we are thrilled to announce that we have recently signed Memorandums of Understanding (MoUs) with esteemed organizations, including **United Bank Limited**, **DINERs Al Baraka**, and **the Institute of Rural Management (IRM)**. These collaborations open doors to new avenues for our students, enabling them to gain exposure to real-world challenges and develop essential skills through internships, research projects, and other mutually beneficial initiatives.

At the IBA Career Development Center, we are dedicated to nurturing fruitful partnerships that create meaningful opportunities for our students' professional growth.



▶ Employment & Placement Statistics Class of 2022

The annual placement survey conducted by the IBA Career Development Center (CDC) for the graduating class of 2022 offers valuable insights into the prevailing career trends and employment opportunities for IBA graduates. This comprehensive survey provides a detailed analysis of the current employment landscape and job market trends.

The findings derived from this survey serve as a valuable resource for individuals seeking suitable employment opportunities after graduation. By shedding light on the current job market situation, the survey equips students and job seekers with a better understanding of the prevailing trends and demands in various industries.

This data empowers individuals to make informed decisions regarding their career choices, allowing them to align their skills and aspirations with the current job market needs.

The CDC's annual placement survey serves as a reliable guide, providing valuable information and illuminating the path towards successful career outcomes.

▼ Placement Statistics



▼ **Employed**
96%



▼ **Seeking Employment
in Process**
4%



▼ **Gender Diversity**
Male 59%
Female 41%



▼ **Average Salary**
Undergraduate 90,000
Master/Graduate 150,000

▼ Prominent Employers of Graduating Class of 2022



▼ Top Industries Recruited 2022 IBA Graduates

| Industry wise analysis | |
|--------------------------|-------------------------------|
| Industries | % of total graduates employed |
| Information Technology | 20% |
| Banking | 11% |
| Financial Institution | 10% |
| E-commerce | 8% |
| FMCG | 6% |
| Industrial Manufacturing | 5% |
| Audit Firms | 5% |
| Education | 4% |
| Oil, Gas & Energy | 4% |
| Consulting | 4% |

▶ Industrial & Practical Exposure

▶ Career Excursion/Study Tour:

A significant number of students, totalling over 180, greatly benefited from the excursions organized by the CDC. The CDC has made Industrial Visits a regular and highly valued feature, organizing more than 12 study trips throughout the academic year.



▼ Bazaar Technologies:

The primary aim of this excursion was to provide students with an open-house opportunity to network with industry professionals.

▼ Folio3 Software:

This excursion aimed to equip students with a deeper understanding of the industry landscape and the skills necessary for success.

▼ Unilever Pakistan:

The CDC facilitated an excursion to Unilever Pakistan, where students had the opportunity to listen to experienced professionals and learn about the company's employee improvement efforts.



▼ Soorty Enterprises:

Students were guided through the entire production process of a single product. They gained knowledge about frontend and backend integration, as well as cost-reduction strategies, with a particular emphasis on quality, cost, and timely delivery.

▼ Lucky Core Industries:

The main objective was to guide students and provide them with an overview of the company's history. During the visit, students learned about key characteristics that should be considered when making career choices, offering valuable insights for their professional paths.

▶ Experiential Learning Projects (ELP):

Experiential Learning Projects (ELP) serve as a distinctive feature of the BBA and BS-Accounting and Finance programs, providing students with invaluable practical work experience on real business projects. ELP is an academic endeavor offered to final semester students, allowing them to earn credits while applying their knowledge in a professional setting. In Spring 2023, we achieved an unprecedented milestone by facilitating the highest number of students for their ELPs.

▼ Here are some Stats:



Students

409



Projects

109



Companies

74



Faculty

56

▶ Student Internships:

A considerable number of our students had the opportunity to undertake internships in various sectors, reflecting their diverse interests and career aspirations.

| Corporate Internship | |
|-----------------------------|------------------------|
| Program | No. of Students |
| BBA | 176 |
| BSAF | 124 |
| BSCS | 103 |
| BS-Eco | 45 |
| BSEM | 21 |
| BS-SSLA | 31 |
| MBA-M | 24 |
| Total | 524 |

| Social Internship | |
|--------------------------|------------------------|
| Program | No. of Students |
| BBA | 139 |
| BSAF | 115 |
| BSCS | 97 |
| BS-Eco | 47 |
| BSEM | 30 |
| BS-SSLA | 32 |
| Total | 460 |

▼ Top Recruiters Corporate Internship



▼ Top Recruiters Social Internship



► Recruitment Drives:

Recruitment drives have evolved significantly with each passing year, offering companies a valuable opportunity to conduct on-campus recruitment activities and select top talent from the graduating batch. These drives have become an integral part of the recruitment season, providing a platform for companies to engage with junior and senior students through orientation sessions, tests, assessments, and interviews for internships and full-time positions across various departments. The IBA Career Development Center (CDC) plays a crucial role in facilitating these on-campus recruitment activities, often paired with brand activations to enhance the overall experience.

In addition to recruitment drives, Coffee Chat sessions were organized by several companies. These sessions involved a 30-40 minute meeting between one or more company representatives and a small group of students. These intimate interactions provided an opportunity for meaningful conversations, where students could learn more about the company culture, career opportunities, and industry insights. The CDC took an active role in moderating and coordinating these recruitment events, ensuring a seamless experience for both the companies and the students. By fostering connections between students and employers, the CDC played a pivotal role in facilitating successful recruitment outcomes.

On-Campus
Recruitment
Events:
80+

Orientation/
Information
Sessions:
20+

On-campus
Interviews/
Assessments:
15+

Coffee Chat
Sessions:
17+

Companies
Hosted:
70+



▶ Student Advisory & Support Services

▼ In-House Career Advisory Services:

Our In-House Career Advisory Services provided continuous support to students as they navigated their academic and professional journeys. Throughout the year, students approached the CDC to discuss their academic and career plans. The CDC staff played a crucial role in facilitating students' self-evaluation and helping them make informed decisions about their future career paths.

One of the key areas of support was assisting students in developing and aligning their resumes according to industry standards. Recognizing the importance of a well-crafted resume, the CDC offered guidance and feedback to ensure that students' resumes effectively showcased their skills, experiences, and qualifications. To cater to the individual needs of students, the CDC conducted one-on-one counselling sessions. These personalized sessions allowed students to engage in in-depth discussions about their goals, aspirations, and concerns. The CDC team provided guidance, advice, and resources to help students make informed decisions about their academic and professional choices.

By offering these In-House Career Advisory Services, the CDC remained committed to supporting students in their career exploration and empowering them to make informed decisions. We will continue to provide guidance and resources to help students navigate the ever-changing professional landscape and achieve their career goals.

Students were facilitated for one-on-one counselling sessions: 400+

CV Reviews: 380+

▼ Corporate Networking & Events:

The Guest Speaker Sessions provided students with a unique opportunity to gain insights from corporate professionals through various sessions, workshops, and panel discussions. Students were able to get first-hand knowledge about the current trends in the industry and develop their skill sets. It also enabled them to network with industry experts, alumni, and other professionals. It was an amazing journey of learning which helped students understand the value of networking and its importance in professional success.

Guest speaker sessions 35+

Student Beneficiaries 1800+

Faculty Members 40+



▼ Employer Feedback Survey:

Every year, CDC conducts an employer feedback survey to evaluate the quality of IBA graduates in terms of their employability. The survey is designed to assess the quality of education that IBA provides, as well as the preparedness and capabilities of its graduates for the job market. The survey also helps in understanding employer's expectations from IBA graduates, which can be used for future improvement in curriculum and teaching methodology. A total of 71 companies participated in the recent survey for 2022. Some of the key highlights of the survey are:

▼ Industry Representation:

| Name | ## |
|--|----|
| Daraz | 30 |
| Coca Cola Beverages Pakistan Limited (CCBPL) | 30 |
| K-Electric | 18 |
| Bank Alfalah | 15 |
| 10Pearls | 14 |
| Astera Software | 14 |
| Meezan Bank Limited | 12 |
| NDC Tech | 12 |
| Unilever Pakistan Limited | 12 |
| Ernst & Young | 11 |
| Habib Bank Limited | 11 |
| SadaPay | 11 |
| EY Ford Rhodes | 10 |
| Bazaar Technologies | 9 |
| CreditBook | 9 |
| National Foods Limited | 9 |
| Jubilee Life Insurance Company Limited | 8 |
| Medznmore | 7 |
| Shan Foods (Pvt.) Limited | 6 |
| A.F. Ferguson & Co. | 6 |
| Aga Khan University | 6 |
| Bank AL Habib Limited | 6 |
| Indus Motor Company Limited | 6 |
| Reckitt Benckiser Pakistan Limited | 6 |
| United Bank Limited | 6 |

▼ Career Fair 2023:

The Institute of Business Administration (IBA), Karachi 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. This year's participants came from a wide range of businesses, including consumer products, banking, e-commerce, software houses, textiles, and many more. Students on the other hand receive career counselling through career counselling clinics.

Number of Companies: 170+

Attendees: 4000+

Career Advisors: 90+



▶ Digital Experience

▼ IBA Job Portal:

This year, we reached a milestone by partnering with over 1200 companies on the IBA Job Portal. Employers can use the platform to advertise positions, download graduate directories, save profiles for hiring reasons, and collect profiles against vacancies. More than 2000 students and 5000 alumni visit the portal on a regular basis.



▼ Testimonials of our employers who are utilizing the portal:

Thanks for your usual support and for providing us with a platform where we can reach out to potential candidates. – **IBEX Pakistan**

IBA-CDC has been helpful in connecting diverse talent from various academic background with numerous companies. – **DigitalHire**

IBA is a reputable institution and their programs are designed to meet the needs of students who wish to pursue a career, we appreciate IBA Career Development Center for the initiatives and supporting students.

– **Power Cement limited**

▼ Profile Book of Graduating Batch 2022

The Profile Book of the Graduating Batch 2022 serves as a valuable resource for partner companies seeking to connect with our talented graduates. Released in May 2022, the profile books were made accessible through the IBA Job Portal, providing registered recruiters with the opportunity to browse through the profiles of over 900 graduates from our undergraduate and graduate programs.

To ensure secure access, registered recruiters were able to log in using their official credentials and access the profile booklets directly from the portal's homepage. This streamlined process facilitated efficient and convenient browsing of the profiles, enabling recruiters to identify potential candidates who align with their hiring needs.

Recognizing the significance of hiring beyond the boundaries of Karachi, we also released a list of our alumni residing outside of the city. This additional resource aimed to assist companies located in other cities in their recruitment efforts, expanding the reach and opportunities for both our graduates and potential employers.

The profile booklets provide comprehensive information about the graduates, including their academic backgrounds, skills, experiences, and contact details. By presenting a diverse range of talents and qualifications, the profile booklets enable recruiters to identify candidates who match their specific requirements and align with their organizational goals.

▼ Engagement through Interactive Platforms

The IBA CDC remains committed to providing comprehensive support to the graduating class of 2022. As part of our commitment, we continuously strive to connect students with the best career and internship opportunities, going beyond the listings available on the IBA Career Portal. To achieve this, we leverage the power of interactive platforms such as WhatsApp and Facebook groups, serving as dynamic channels for information dissemination and networking.

Through these platforms, we have successfully shared over 2500 career options, including internships and jobs, with our students. This ensures that our beneficiaries are well-informed about the diverse range of opportunities available to them. Additionally, these interactive venues foster engagement, allowing students to connect with one another and build valuable professional networks.

▼ Social Media Outreach:

Our social media presence has witnessed significant growth and engagement, reflecting the impact of our outreach efforts. Here is a summary of our achievements on various platforms:



Facebook page: 17,653 likes (up by 4%)

Facebook group: 9,075 members (up by 8%)



LinkedIn Profile: 7,327 connections (up by 20%)

LinkedIn Page: 2,561 followers (new addition)

LinkedIn group: 1,939 members (up by 5%)



Twitter: 1,540 Followers (up by 3%)



Instagram: 967 Followers (up by 50%)

Through these interactive platforms, we strive to provide timely and relevant information, foster engagement, and empower our students in their career journeys. The IBA CDC remains dedicated to leveraging the power of technology and social media to create meaningful connections and expand opportunities for our students and alumni.

▶ **Career Development Center**

Institute of Business Administration

CDC Office, First Floor, Faysal Academic Block, IBA City Campus, Karachi

Phone: 92-21-38104700 | Ext. 1176, 1177, 1179, 1183, 1186

Email: cdc@iba.edu.pk | teamcdc@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>

Instagram: <https://www.instagram.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/company/ibacdc>

LinkedIn group: <https://www.linkedin.com/groups/4613350>