



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*



IBA  
Career Development  
Center

# ANNUAL REPORT THE IMPACT

*June 2023 - April 2024*



# THE CONTENT

About CDC	02
Message From HOD	03
CDC Roadmap	04
Highlights	05
Global Grad Explore	08
Employment & Placement Statistics	10
Industrial Connect	12
Student Internships	13
Student Outreach	14
Employer Feedback Survey	15
Contact Us	16

## 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 them in career profiling and job search, increasing employability, developing strong and tangible linkages with employers and supporting alumni in their career progression. Our main focus lies in building long-term relationships with corporate, social, and public sector organizations within Pakistan and also with international employers.

The center also focuses on facilitating students for their Higher Education (HE) journeys. With partnerships with multiple HE institutions & organizations including USEFP, CampusFrance, and various university's international offices, The center guides students in their application requirements.



# 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 2023-24. 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.

This year we achieved three flagship initiatives for CDC namely the Career fair, Global Grad Explore, and Parvaaz Mentorship Program. 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 & Mentorship  
Sustainable Future  
Job Placement



### ▼ *Digitalization*

Alumni Profiling  
Job Portal Optimisation  
Digital Experience Center

# Highlights

## » *IBA Career Fair 2024:*

This year's Career Fair witnessed an impressive turnout, with over 170 companies and 40 career counselors participating in the event. Representatives from various sectors, including banking and financial institutions, social and service sectors, industrial manufacturing, and information technology, engaged with the diverse pool of talented students at IBA.

Dr. S Akbar Zaidi, Executive Director of IBA; Dr. Asad Ilyas, Registrar IBA; Mr. Rehan Naeem, Head of Culture Enablement, Bank Alfalah; and Mr. Arif Hussain Nomani, HR Leader, Ismail Industries Limited were among the notable guests at the opening ceremony.

The IBA Career Fair 2024, themed around an airport terminal, added a unique and engaging twist to the event.

The IBA Career Fair 2024 came to a successful fruition with the support of our sponsors. Bank Alfalah served as the Lead Sponsor, Ismail Industries Limited as the Platinum Sponsor, and Meezan Bank and National Bank of Pakistan as Silver Sponsors. Bronze Sponsors included Z2C Limited, Tafsol, and DP World, while PepsiCo contributed as the Beverage Partner.



## » *Mentorship Programs:*

### ▼ *Parvaaz:*

The School of Mathematics and Computer Science (SMCS), IBA Karachi, proudly launched its highly anticipated Parvaaz Mentorship Program with an inaugural session held at the Main Campus. Developed in partnership with CDC & ARCC, this initiative represents a significant stride towards nurturing the professional growth and development of computer science students. Through this program, 50 students are matched with 32 industry experts for a three-month-long mentoring experience.



### ▼ *Maverick:*

Our Maverick mentorship program provides on-campus opportunities for students to interact with industry experts. Each semester IBA-CDC hosts 20+ mentors from diverse industries to guide our students about their professional journeys.



## » *CDC Consortium:*

Team CDC in order to learn best practices and enrich the Career Readiness of the youth of Pakistan, conducted outreach activity with three universities in Lahore. Esteemed institutions that team CDC interacted with included the Lahore University of Management Sciences, the Lahore School of Economics, and the National University of Computer and Emerging Sciences. The aim was to foster collaboration, share best practices, and initiate a stronger liaison between the institutes.



## » *Experimental 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.

### ▼ *Statistics:*



Students  
**498**



Faculty  
**46**



Projects  
**130**



Companies  
**66**



# Global Grad Explore:

Under the banner of Global Grad Explore IBA-CDC partnered with various organizations and higher education institutions for Awareness Sessions, Advisory Hours, and Grad Expo. *Some of the highlights are:*

## » Awareness Sessions: 10



## » Grad School Expos: 02



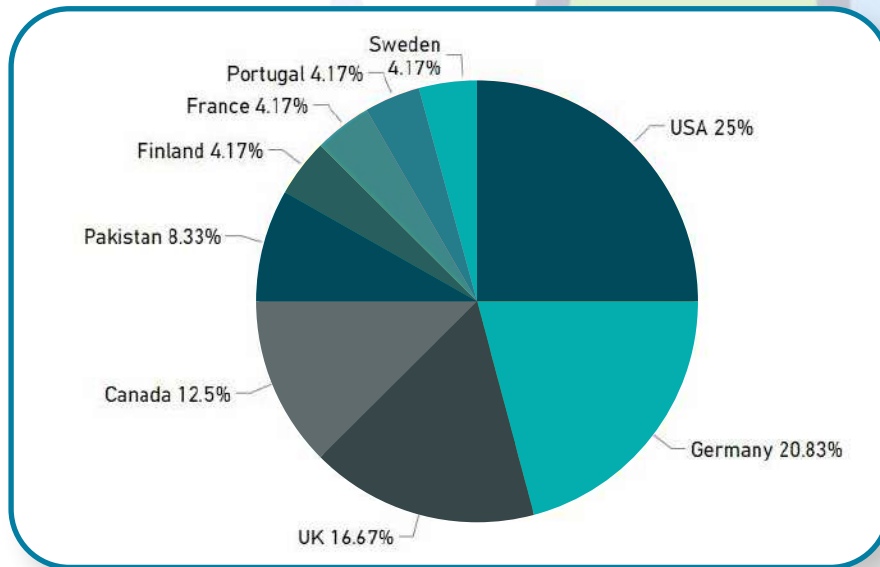
## » Alumni Experience Sessions: 02



## » *On-Campus Visits: 03*



## » *Grad Placement Statistics:*



## » *USEFP On-Campus Advisory:*



**10+ hrs**

# Employment & Placement Statistics

## Class of 2023\*

The annual placement survey conducted by the IBA Career Development Center (CDC) for the graduating class of 2023 offers valuable insights into the prevailing career trends and employment opportunities for IBA graduates.

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.



Employed  
72%



Gender Diversity  
Male 56%  
Female 44%



Self Employed  
5%

Seeking Employment/  
Employment in Process  
14%



Average Salary  
Undergraduate 108,000 PKR  
Master/Graduate 194,000 PKR



Grad School Placements  
6%



*\*based on placement survey conducted within six months of graduation*

## » Prominent Graduate Employers:



## » Industry wise Graduate Placements:

Industry wise analysis	
Industries	% of total graduates employed
Banking and Financial Institution	19%
Information Technology	18%
Retail and E-Commerce	10%
Other	7%
FMCG	6%
Advertising & Media	5%
Education	5%
Audit	4%
Oil, Gas & Energy	3%
Sales, Distribution & Logistics	3%

# Industrial Connect:

## » *Study Trips:*



**08+**

## » *Guest Speaker Sessions:*



**40+**

## » *Recruitment Drives:*



**60+**

# Student Internships:

## » Program wise Internships:

Program	Social Internship	Corporate Internship
	No. of students	No. of students
BBA	184	195
BSAF	192	193
BSCS	111	120
BS-ECO	60	70
BSEM	23	48
BS-SSLA	60	58
MBA-M		22
<b>Total</b>	<b>630</b>	<b>706</b>

## » Top Recruiters:

### Corporate Internships:



### Social Internships:



# Student Outreach:

## » Career Advisory Services:



**50+**  
Contact Hours

## » Corporate Networking & Events:



**1200+**  
Beneficiaries



**3500+**  
Job Portal Accessibility

## » Graduate Directories:



**400+**  
Students Profiles for Recruiters

## » Social Media:



9.4k+ members



6.4k+ followers



1.5k+ Followers

## Employer Feedback Survey:

Every year, the CDC conducts an employer feedback survey to evaluate the quality of IBA graduates in terms of their employability. The survey assesses 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 151 companies participated in the recent survey for 2023. Industry-wise overall ratings of our graduates are summarized below:

<i>Industry</i>	<i>Overall Rating of Students as Employees</i>
Banking	8.7
Pharmaceutical	8.3
E-commerce	8.3
Retail	8.0
Oil, Gas, and Energy	8.0
Telecommunication	8.0
Sustainability & Environment	8.0
FMCG	8.0
Advertising & Media	8.0
IT	7.8
Financial Institutions	7.7
Engineering & Industrial Manufacturing	7.7
Education	7.7
Health Management, Research, and Development	7.5
Other	7.5
Social Sector/Non-Profit/NGO	7.4
Textile	7.3
Sales Distributions & Logistics	7.3
Training, Management Consultancy, and L&D	7.2
Real State & Construction	7.0



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**Team CDC**

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