



# ANNUAL REPORT

## THE IMPACT

May 2024 - May 2025

# Table of Contents

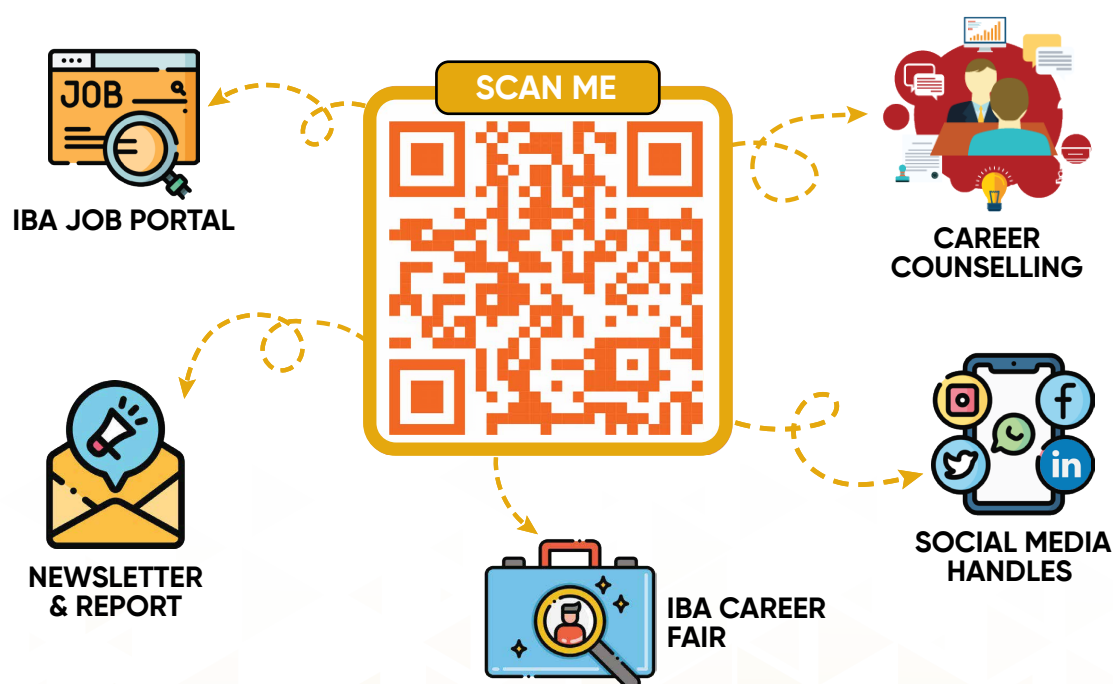
About CDC	02
Message from HOD	03
CDC Roadmap	04
Highlights	05
Employment & Placement Statistics	11
Global Grad Explore	13
Industrial Connect	14
Student Internships	15
CDC's Visibility	16
Employer Feedback Survey	17
Contact Us	18

## About CDC

The Career Development Center (CDC) at the Institute of Business Administration (IBA), Karachi 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.

The center also facilitates students in learning career readiness skills through a mentorship program, academic-industry linkages, active career resources, and age-appropriate podcasts.



# Message from Head of CDC

Dear colleagues and stakeholders,

It is my pleasure to present IBA CDC annual report for the fiscal year 2024 - 2025. As department head, I am proud of the achievements and progress we have made over the past year. It would not be wrong to say we have gone 2X this year, with every initiative being more impactful and student-centered.

Our department has been focused on delivering high-quality results and maintaining our commitment to excellence.

This year we achieved three significant milestones in addition to facilitating our students with our initiatives namely the Grad school advisory hours, In house CV review & first ever intercity study tour. 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 go all in for our students & corporate partners.

Upwards and onwards

Together we can!

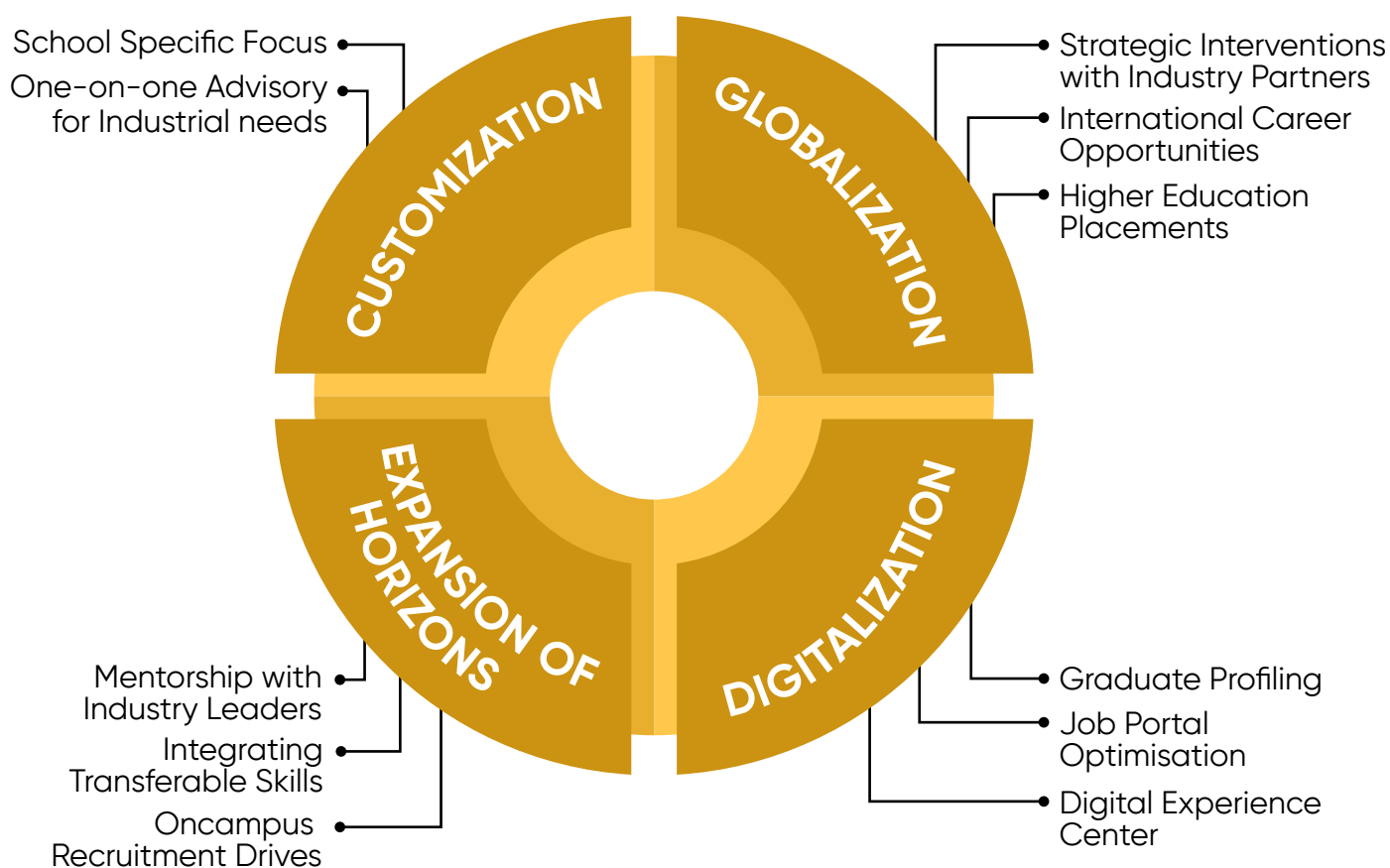
Sincerely,

**Syed Atif Murtaza Kaisar**



# CDC Roadmap

## The Building Blocks



# Highlights

## IBA Career Fair 2025

This year's Career Fair brought together ambition, innovation, and opportunity—welcoming over 165 organizations and 42 industry mentors to the IBA campus! From tech giants and financial powerhouses to dynamic startups and social sector changemakers, representatives from diverse industries connected with IBA's exceptional talent pool at our annual fair.

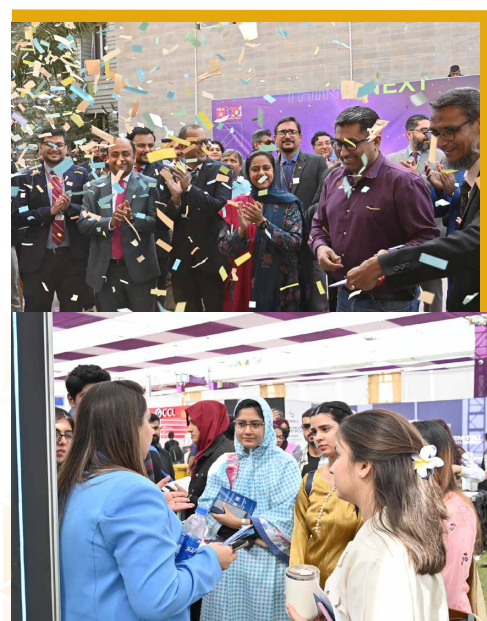
Themed "Think NEXT," this year's fair encouraged students to look beyond the present—toward future skills, emerging industries, and career paths that will define tomorrow. The setup blended innovation with experience, turning the event into more than just a job fair—it became a launchpad for what's next in corporate workforce.

The opening ceremony was graced by esteemed guests including Dr. Asad Ilyas, Registrar IBA; Syed Atif Murtaza Qaiser, Head of CDC; Ms. Faaiza Faisal, Lead HR Business Partner at NBP; Mr. Adeel Asim, HR Head at Tafsol Technologies; and Mr. Saad Ahmed, Relationship Manager at Meezan Bank. The event commenced with powerful opening remarks by Dr. S. Akbar Zaidi, Executive Director of IBA, setting an inspiring tone for the day.

We extend our heartfelt thanks to our generous sponsors for making the IBA Career Fair 2025 possible. National Bank of Pakistan (NBP) served as our Silver Sponsor, while Meezan Bank and Tafsol Technologies supported us as Bronze Sponsors. Additionally, J. contributed as the Fragrance Partner, HKHM as the Beverage Partner, and A.A Joyland as our entertainment partner, adding a fun and engaging atmosphere to the event. Their support played a crucial role in the success of the fair, and we are grateful for their trust.

### ▼ Industry Representation:

Information Technology	24%
Financial Institutions	19%
Textile & Manufacturing	17%
Consultancy, Education & Social Sector Institutions	15%
Food & Beverages	07%
Healthcare & Pharma Institutions	05%
Retail & E-commerce	04%
Logistics & Distribution	04%
Other	04%
Marketing & Advertising	01%



## Mentorship Programs

### ▼ *Mock Interview Power Hour:*

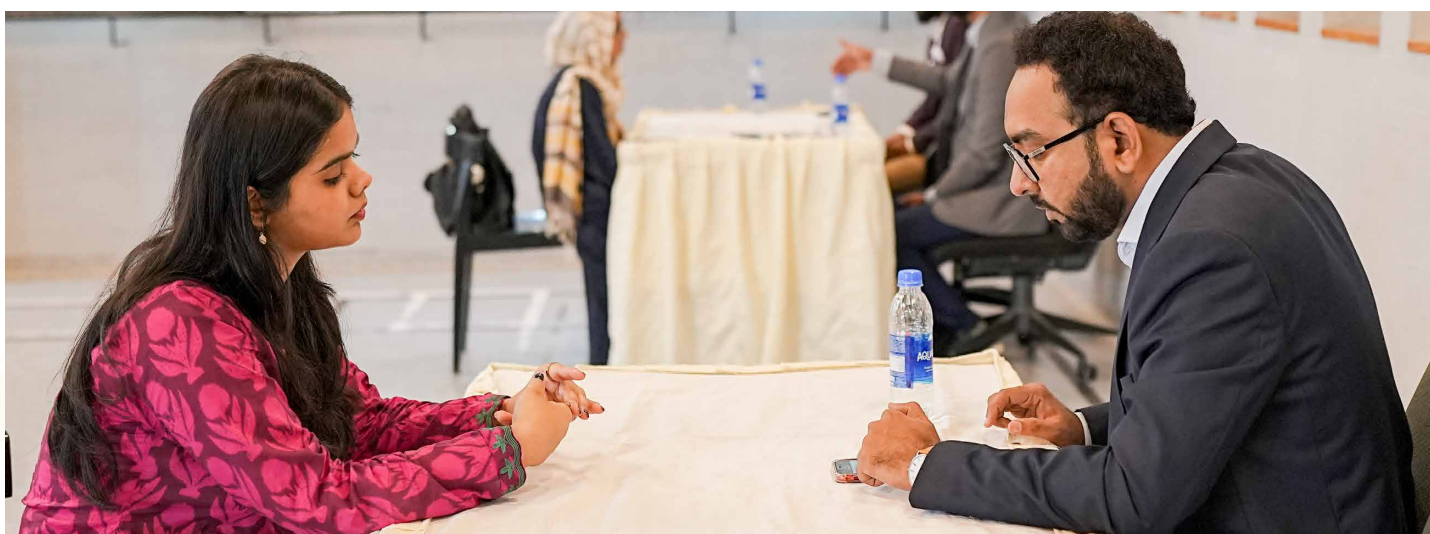
IBA CDC hosted the 'Mock Interview Power Hour,' where students participated in mock interviews with professionals from diverse organizations including HBL, Systems Limited, Teach For Pakistan, and Ismail Industries. The session aimed to enhance students' interview skills, build confidence, and prepare them for future opportunities.



### ▼ *Maverick:*

The Maverick Mentorship Program at IBA offers on-campus opportunities for students to engage directly with industry experts. Hosted by IBA-CDC each semester, the program connects students with mentors from diverse industries, offering guidance on career paths, industry trends, and professional growth.

In 2024, Maverick laid the foundation for impactful networking and mentorship with 20+ mentors. Building on that success, the 2025 edition introduced a school-wise format to deliver more personalized and relevant guidance, ensuring students received insights aligned with their academic and career goals.





## ▼ Parvaaz:

Cohort II of the Parvaaz Mentorship Program, launched by IBA CDC in collaboration with SESS and ARC, marked the first structured one-on-one mentorship initiative for final-year SESS students. 48 mentees were paired with IBA alumni and industry professionals, receiving personalized guidance to enhance career clarity, decision-making, and post-graduation readiness. Building on the success of the inaugural cycle, Cohort II deepened its focus on aligning mentorship with individual career goals and reinforced CDC's commitment to holistic student development.

“The first (and only) meeting I had with my mentor was actually very useful. She gave me a lot of examples from her own experiences and guided me on how to navigate life after graduation.”

**Batool Abbas Madhwala**

## CDC Consortium

The Career Development Center (CDC) at IBA Karachi connected with an intercity outreach career placement teams from leading universities to Islamabad and other cities. The outreach initiatives was to exchange insights, explore best practices, and strengthen collaboration in advancing student career development. As part of this initiative, the CDC team visited Bahria University, National University of Sciences and Technology (NUST), Ghulam Ishaq Khan Institute of Engineering Sciences and Technology, COMSATS University Islamabad, Pakistan Institute of Development Economics, University of Sindh Jamshoro, Sukkur IBA University, and Aror University.. The meetings provided a platform for meaningful discussions on innovative placement strategies, successful career support models, and emerging trends in graduate employability.





## Industry Exposure Visits

### ▼ Corporate Connect:

To strengthen industry-academia partnerships, the CDC team visited Lahore under the banner Corporate Connect. The team engaged with leading organizations headquartered in Lahore, including Systems Limited, Netsol Technologies, Devsinc, Parco Gunvor Limited, Nishat Mills, and Sapphire Fibres Limited. These engagements served as strategic for IBA Karachi to connect with top employers from diverse sectors. The meetings focused on exploring potential collaborations, enhancing student employability, gaining insights into evolving industry expectations, and expanding placement opportunities for students beyond Karachi.



### ▼ Student Exposure Visit:

Powered By 

The first-ever Intercity student Industry Exposure Visit was conducted with 15 students representatives of each school. Our students and team got an opportunity to meet with six leading organizations across the corporate, social, and IT sectors in Islamabad. We extend our sincere appreciation to our host organizations—Jazz, S&P Global, Bagh Grammar School, Teach For Pakistan, Systems Limited. The greatest facility was provided by our partner, CareCloud, who supported us with travel, accommodation, and sponsorship.



# 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 2025, we achieved an unprecedented milestone by facilitating the highest number of students for their ELPs in consideration with ELP office school of Business studies.

# 480

Students

# 46

Faculty

# 124

Projects

# 65

Companies

## New Initiatives

### ▼ CDC Podcast Series:

The Career Development Center (CDC) at IBA launched its very own podcast series, designed to bring valuable insights and expert advice to our student community.

Some of the conversations include:



#### 1 Study Abroad Insights:

Featuring Dr. Ismat Abbas, Assistant Professor, Department of Social Sciences, IBA. Gain practical advice and firsthand knowledge on planning your academic journey abroad.



#### 2 Hard Talk for Gen Z:

Join Ms. Malahat Awan, Director, IBA Advancement, Alumni Affairs, Resource Mobilization, and Corporate Affairs, as she shares candid insights tailored for the next generation of professionals.



#### 3 Do's and Don'ts of Career Fair Engagement:

With Syed Atif Murtaza Qaiser, Lecturer and Head of the Career Development Center. Learn how to make the most of your time at career fairs and stand out to recruiters.





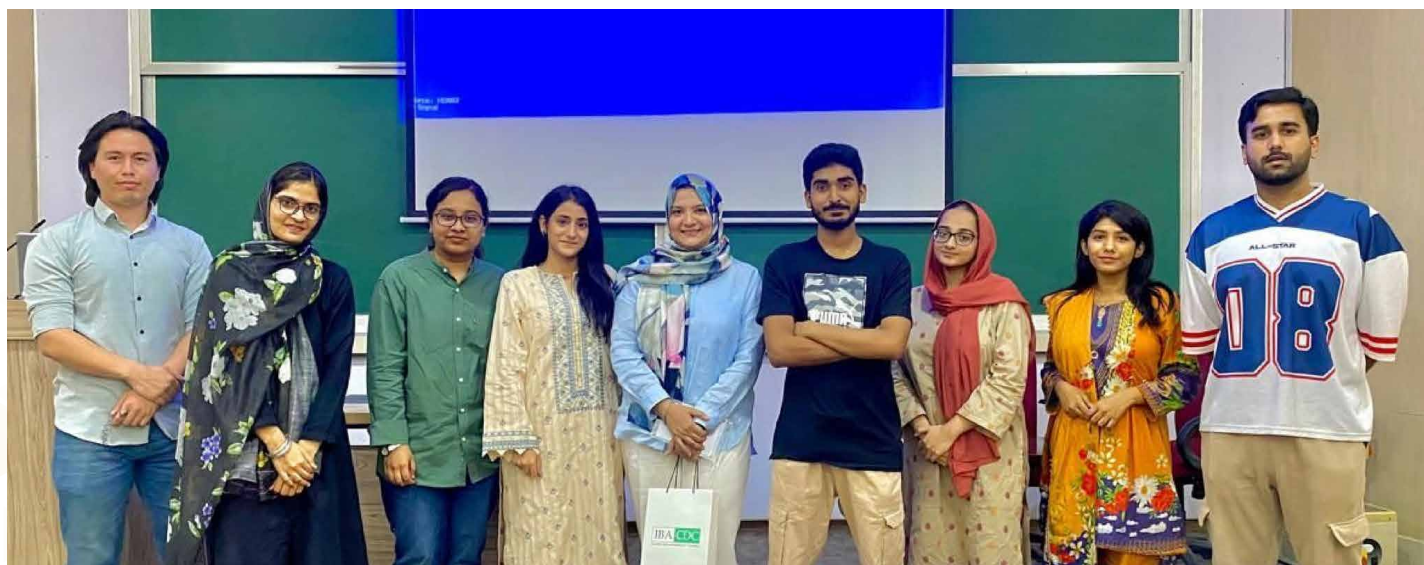
### ▼ *The Grad School Odyssey Rebooted:*

The Career Development Center launched the Graduate School Advising Initiative to support students aiming for advanced studies. Led by Advisor | Mr. Vishal Khemani, the program offers weekly one-on-one counseling to our interested students providing focused guidance and personalized mentorship to help students confidently pursue their graduate school goals.



### ▼ *Coach Me Confidence:*

As part of our student development efforts, the Career Development Center, in collaboration with Inspiring Women Pakistan hosted an empowering session titled "Coach Me Confidence." This confidence-building event aimed to equip students with essential skills in resume update. Featuring Ms. Anum M. Merchant, Supervising Talent Acquisition – Experienced Hire Recruiter at EY MENA, as the guest speaker, and moderated by Ms. Devika, Campus Ambassador inspire waven the session offered practical insights and motivational guidance to help students prepare for professional challenges with poise and clarity.





# Employment & Placement Statistics

## Class of 2024\*

Each year IBA CDC conducts its placement survey to compile graduate employability statistics.

Placement survey 2024 insights are as follows:

**1205**  
Number of Graduates

**75%**  
Undergraduate

**25%**  
Graduate

**Gender Diversity**  
**60%** Male  
**40%** Female

**86%**  
Successful placement/  
Placement in process

**5%**  
Self Employed

**5%**  
Pursuing Higher  
Education

**Average Salary in PKR**  
**115,000** Undergraduate  
**220,000** Master/Graduate

## Prominent Graduate Employers



## Industry wise Graduate Placement

Industry	%of total graduates employed
Information Technology	20%
Banking and Financial Institutions	19%
Consultancy, Research & Development	10%
Oil, Gas & Energy	08%
FMCG	06%
Manufacturing and fertilizer	06%
Health care	04%
Retail and E-Commerce	04%
Education	03%
Pharmaceutical	03%
Advertising & Media	03%
Sales, Distribution & Logistics	03%
Telecommunication	02%
Other	02%
Conglomerate	02%
Automobile	01%
Social Sector/Non-Profits	01%
Audit Firms	01%
Textile	01%
Food And Beverages	01%

*\*As per the Placement Survey conducted in December 2024*

# 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:



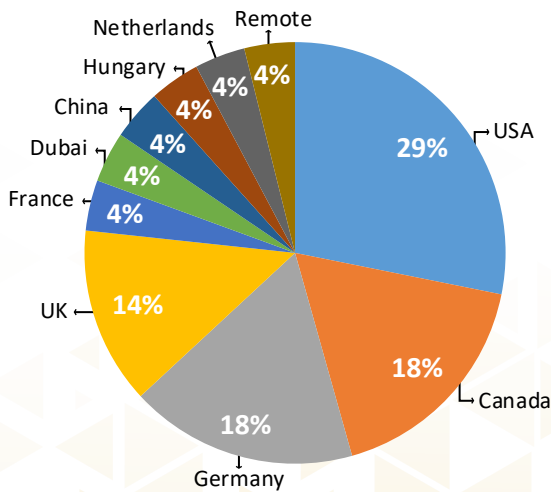
## Awareness Sessions: 10



## Grad School Expos: 03



## Grad Placement Statistics



*\*As per the Placement Survey conducted in December 2024*



# Industrial Connect

Study Trips: 10+



Guest Speaker Sessions: 86+



Recruitment Drives: 50+



# Student Internships

## Program wise Internships

Program	Social Internship	Corporate Internship
	No. of students	No. of students
BBA	98	186
BSAF	98	171
BSCS	75	95
BSECO	52	40
BSEM	09	26
BSMT	07	-
BSSS	30	40
MBA-M	01	11
MSJ	-	03
<b>Total</b>	<b>370</b>	<b>572</b>

## Top Recruiters

### ▼ Corporate Internships:



### ▼ Social Internships:



# CDC's Visibility

## Career Advisory Services

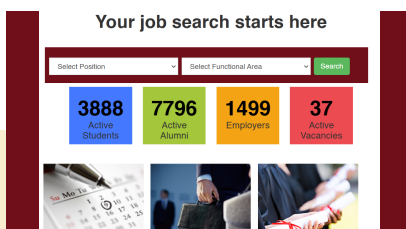


**80+**  
Contact Hours

## Job Portal Access



**1300+**  
Active Employers Reach



**5000+**  
Active Students & Alumni

## Social Media

**f 9.4k+**  
Group Members

**f 20k+**  
Followers

**in 10.3k+**  
Followers

**ig 2.6k+**  
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 2024. Industry-wise overall ratings of our graduates are summarized below:

Industry	Overall Rating of students as Employees
Agriculture	10
E-Commerce	10
Advertising & Media	09
Banking	09
Engineering & Industrial Manufacturing	09
Hospitality Management	09
Health Management, Research, and Development	8.5
Pharmaceutical	8.5
Education	08
Financial Institutions	08
FMCG	08
IT	08
Oil, Gas, and Energy	08
Other	08

# Career Development Center

## Team CDC



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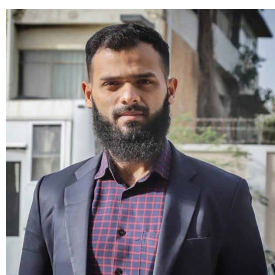


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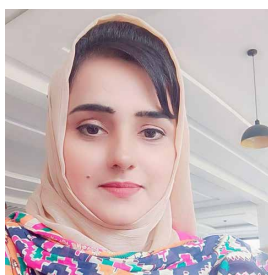


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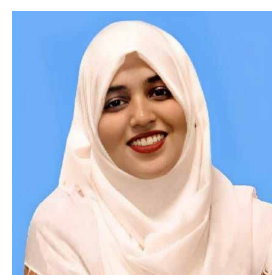


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