



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



IBA
Career Development
Center

CDC ANNUAL REPORT



THE IMPACT

April 2021 - March 2022

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Message from Director

Alumni Affairs, Resource Mobilization & Corporate Relations (ARC)



The IBA Karachi takes prides in itself for being the leading institute of higher education which delivers outstanding career services and development opportunities for its students and graduates. Although the pandemic presented many challenges, we were fortunate to be able to offer all our major events including career fair and on-campus recruitment events. This enabled our employers to proceed with many summer internships and full-time hires. Moreover, the placement outlook of our 2021 graduating batch remains exceptional.

During a time when a lot of our peers were seeing exponential decrease in student engagement, we saw more. I attribute this not only to our great team but also to our outreach efforts to recent graduates, our new service offerings, and outreach to faculty. On the employer relations side, we have been very pleased with the large number of employer connections that are available to us now through the IBA Job Portal. This has greatly enhanced our ability to partner with other institutions to pool our resources and deliver a robust list of employer engagement activities.

We continue to, and always will be, eager to help our stakeholders to meet their goals. We look forward to assisting students and alumni with career exploration internship/job searching, and their post-graduation pathways. Employers, we are very excited to help you recruit our world-class students and alumni. As always, to our esteemed faculty and colleagues, we look forward to working closely with you to advance our students' development.

Malahat Awan

Message from Senior Manager

IBA Career Development Center (CDC)



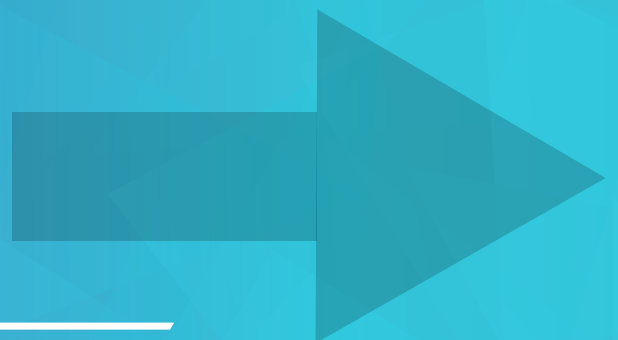
It is my personal goal for the IBA Career Development Center (CDC) to become a national leader in career services. We continue to work on new ways to introduce more students to our career facilitation services. At the same time, we work diligently to ensure that local employers are aware of the talent, passion, and drive that characterize our students. We began the academic year with a strong job market with amazing growth and opportunities for our students. In the 2021-22 academic year, our center:

- › Hosted more than 50 companies for on-campus recruitment drives and events
- › Launched a segment titled “Learning Hub” to impart practical skills
- › Administered the Experiential Learning Projects (ELP) for over 500 final semester students
- › Conducted “2021 Placement Survey” which was completed by over 750 graduates
- › Organized preparatory workshops and sessions for case study assessments of consulting firms
- › Hosted over 100 employers at the annual career fair
- › Coordinated industry visits for students to Karachi Port Trust, Feroze1888 and Pakistan Stock Exchange
- › Facilitated internship placements of over 1500 students
- › Co-hosted over 30 guests speaking in collaboration with faculty members

All these initiatives and results would not be possible without the tireless work and ongoing support from the IBA family. My sincere appreciation goes to our entire team, staff, faculty, campus partners, students, employers, and the local community. Each of them play a meaningful role, as we continue to assist our students as they pave their career journey.

Danish Imtiaz

Snapshot of the Career Development Center's Engagements 2021-22



Placement Statistics

AVERAGE SALARY

UNDERGRADUATE: PKR.76,000 (17% INCREASE)

GRADUATE: PKR. 105,000 (24% INCREASE)

90%
Employment Rate
Class of 2021

TOP RECRUITING INDUSTRIES

INFORMATION TECHNOLOGY,
E-COMMERCE, BANKING,
CONSULTANCY, AND FMCG

Student Internships

600+
Corporate
and Research
Internships

950+
Social
Internships

Experiential Learning Projects

500+
Students

125+
Projects

70 Client
Organizations

50+
Faculty Members

Study Trips

3
Study
Trips

130+
Students

Recruitments Drives

10
On-Campus
Assessments

60+
On-Campus
Events

50+
Companies

Career Advisory Services

150+ students were facilitated
with one-on-one counselling sessions

200 Hours of in-house career
advisory

170+ CV reviews

Mock Interviews

16
Mock Interviews

40
Hours of
Intervention

50+
Students
Beneficiaries

Career Counseling Clinics

400 Beneficiaries (Students + Graduates)

100+ Hours of Advisory

50 Career Advisors/Industry Experts

Guest Speaking Sessions (Corporate Connect Series)

30+

1500+

40+

80+

Guest Speaker Sessions

Student Beneficiaries

Faculty Members

Corporate Guest Speakers

120+
Companies

4000+
Attendees

50
Career Advisors

Career Fair 2022

Internships
163

Active Students
2205

Active Alumni
4906

Vacancies Posted
1648

Full Time Vacancies
1431

Part Time Vacancies
29

New Company
Registrations
395

**IBA Job
Portal**

Social Media Reach



Facebook page:
17,044 likes (up by 4%)

Facebook group:
8751 members (up by 8%)



LinkedIn:
6,016 connections (up by 16%)

LinkedIn group:
1846 members (up by 6%)



Twitter:
1,523 Followers (up by 3%)



Instagram:
642 Followers (new addition)

Buzzing Highlights



Launch of Learning Hub:

A brand-new segment entitled "Learning Hub" has been launched to incorporate real-time practical skills and training that go beyond the conventional classroom approach. This segment aims to connect students with real-world concepts and provide them with some of the most important skills to be in their best element in today's competitive workplace. This segment includes seminars, interactive lectures, virtual and on-site trainings, competency-based workshops, and real-time simulations. The following events have been organized as part of this segment this year:

- Virtual Workshop on Financial Modeling 101
- Insightful session on the topic "What Employers Seek in Candidates?"
- 'FinAcademy' program in collaboration with Unilever Pakistan
- Awareness session on "Central Superior Service (CSS)"
- Data Integration Bootcamp – a skills workshop in collaboration with Astera Software
- Informative session on the topic 'Digital Transformation is about Talent'

Cracking Case Studies & Personal Experience Interviews:

A series of practical sessions were organized by the center to prepare students to crack case studies and interviews of consulting companies, in particular McKinsey. Following events were organized in this respect:

- An interactive session was organized for Preparing for Management Consulting Interviews
- Virtual training session was hosted on "Personal Experience Interview for McKinsey"
- Finally, a case study coaching session was organized in collaboration with IBA faculty.

Employment & Placement Statistics – Class of 2021:

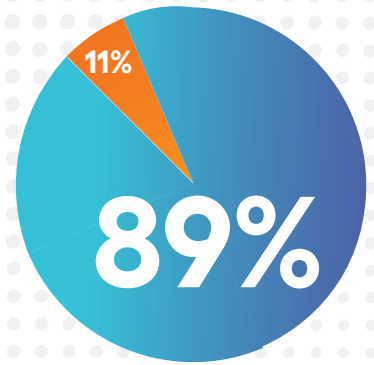
The center conducts an annual placement survey of the passing out batch. Despite the challenges posed by COVID-19, IBA graduates have managed to make their mark in the sector with a record employment rate of 90 percent. We also observed an increase in the average salary.

Detailed analysis is presented on page 9.

Placement Statistics

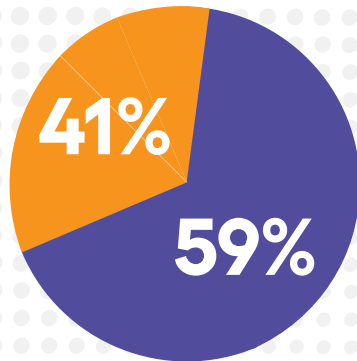
Employed

Seeking Employment/ Recruitment in Process



Gender Diversity

Male
Female



Average Salary

Undergraduate: PKR. 76,000
Masters/Graduate: 105,000

Prominent Employers of Graduating Class of 2021



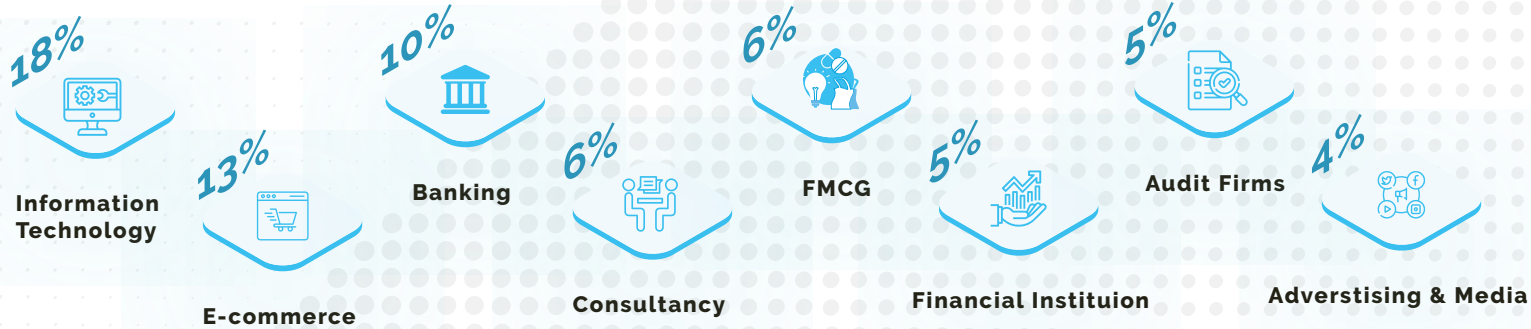
Meezan Bank
The Premier Islamic Bank



THE AGA KHAN UNIVERSITY



Top Industries Recruited 2021 IBA graduates



Industrial and Practical Exposure

Career Excursion/Study Tour:

Over 130 students benefited from these excursions. Industrial visits have become a regular feature of the center. This year, CDC organized the following study tours:

Pakistan Stock Exchange (PSX): The main objective of this excursion was to guide students on the capital market and provide them with practical experience in stock market operations.

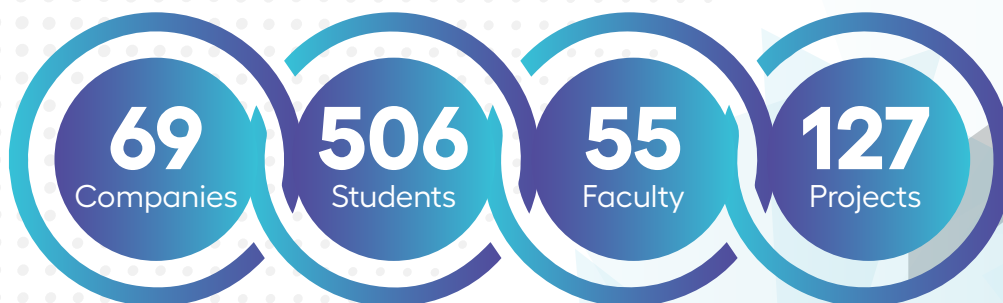
Karachi Port Trust (KPT): The main objective of this excursion was to provide students' knowledge of maritime sector, career prospects and how KPT works to uplift the economy of Pakistan.

Feroze1888 Mills Limited: The main objective of this excursion was to provide students practical exposure of manufacturing industry along with the networking opportunity with Feroze1888 HR team.

Experiential Learning Projects (ELP):

ELP is a signature component of the BBA and BS-Accounting and Finance programs that equip students with practical work experience on true business projects. This is a credited academic endeavor for final semester students. This year was unprecedented as we managed to facilitate the highest number of students for their projects in Spring 2022.

Here are some stats:



Student Internships

A significant number of our students were able to carry out their internships in multiple sectors. Details are given below:

Corporate Internship

Program | Students

BBA	284
BSAF	202
BSCS	64
BS-Eco	14
BSEM	8
BS-SSLA	33
MBA-Morning	9
MS-Journalism	2
Total	616

Social Internship

BBA	273
BSAF	220
BSCS	187
BS-Eco	131
BSEM	65
BS-SSLA	78
Total:	954

Top Recruiters



Top Recruiting Organizations



Recruitment Drives:

After a hiatus of almost two years, the companies were enthusiastic in participating in the on-campus events. CDC hosted many organizations during this year including but not limited to Astera Software, 10 Pearls, Softech Worldwide, Standard Chartered, Bykea, Shan Foods, Habib Bank Limited, L'Oréal, Meezan Bank, Reckitt Benckiser, Unilever, and Fatima Group amongst others.

On-Campus Recruitment Events: **61+**

Companies Hosted: **50+**

Orientation/Information Sessions: **40**

Coffee Chat Sessions: **05**

On-Campus Interviews/Assessments:
Around 10

Student Advisory & Support Services

Mock Interviews:

Simulated in person interviews were organized to prepare students for the real-time internship/employment interviews. Mock interviewers received a detailed guideline, including a few basic screening questions and a student feedback report to share with interviewees. Over 50 students benefitted from the exercise. 16 industry experts participated in this exercise. The following experts from our employer partners conducted interviews with students:

Name	Designation	Company
Muhammad Hussain	Head of Talent & OD	Cnergyico Pk Limited
Asas Arif	Head of Business Development & Operations	ESW
Salman Adam Virani	DGM HR, Head of Talent & OD	Lucky Cement Limited
Umna Abid	Talent Advisor	Unilever Pakistan Limited
Samia Ali	HR Business Partner	Novo Nordisk Pharma
Sunaira Malik	Talent Acquisition Manager	Pfizer
Hadia Khalid Petiwald	Senior Manager	PwC
Berishna Bashir	Talent Acquisition Analyst	Lucky Motor Corporation Limited
Abeera	Talent Acquisition Analyst	Lucky Motor Corporation Limited
Aishah Kamil	Regional Finance Manager	Midas Safety
Hassan Shahid Hashmi	Head of HR & IR, Midas Safety	Midas Safety
Talha Malik	Manager Planning - Supply Chain	Midas Safety
Noman Javaid	Director People & Organization	Novo Nordisk Pakistan
Najam Fatema	Training and Development Manager	Novo Nordisk Pakistan
Maira Akhtar	Talent Acquisition Manager	Pfizer
M. Ashaar Saeed	Chief People Officer	Lucky Motor Corp

In-House Career Advisory Services:

Students approached the center throughout the year to talk about their academic and professional plans. CDC staff facilitated students' self-evaluation and assisted them in making the right career choices. The center also supported students in the development and alignment of their resumes according to industry standards. All applications were processed on first-come, first-served basis.

150+

students were facilitated for one-on-one counselling session

200

hours of in-house career advisory

170+

CV Reviews

Career Counseling Clinics:

A special segment of Career Counseling Clinics engaged advisors from a diverse range of industrial backgrounds at the IBA Career Fair 2022. These counseling sessions aimed at providing students personalized support and assistance in nurturing their career growth. The industry experts were associated with many renowned brands like Unilever, L'Oréal, Coca Cola Beverages, Shan Foods, Engro, P&G, Khaadi, Swvl, Pepsi, and several others. The advisors guided our students and alumni regarding different career opportunities and responded to their career related queries in a personalized setting.

400

Beneficiaries
Students + Graduates

50

Career Advisors/
Industry Experts

Corporate Networking & Events

Corporate Connect Series:

Various sessions, workshops and panel discussions were held for students through the Corporate Connect Series platform. The sessions aim to connect students with the corporate sector by bringing industry experts into the classroom teaching. Themes are defined in consultation with faculty.

30+

Guest Speaker
Sessions

1500+

Student
Beneficiaries

40+

Faculty
Members

80+

Corporate Guest
Speaker



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 the recent survey for 2021. Some of the key highlights of the survey are:

Industry Representation

Information Technology

Social Sector/Non-Profit/NGOs

E-commerce Education

Industrial Manufacturing

Financial Institutions

Telecommunication

Banking

Pharmaceutical

Oil, Gas & Energy

Conglomerate

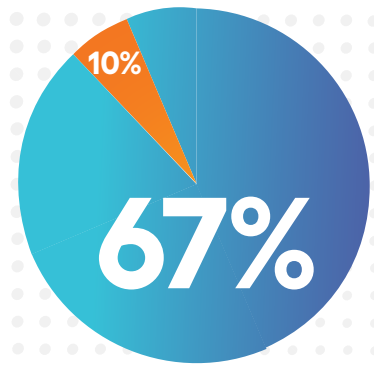
Automobile

Consultancy

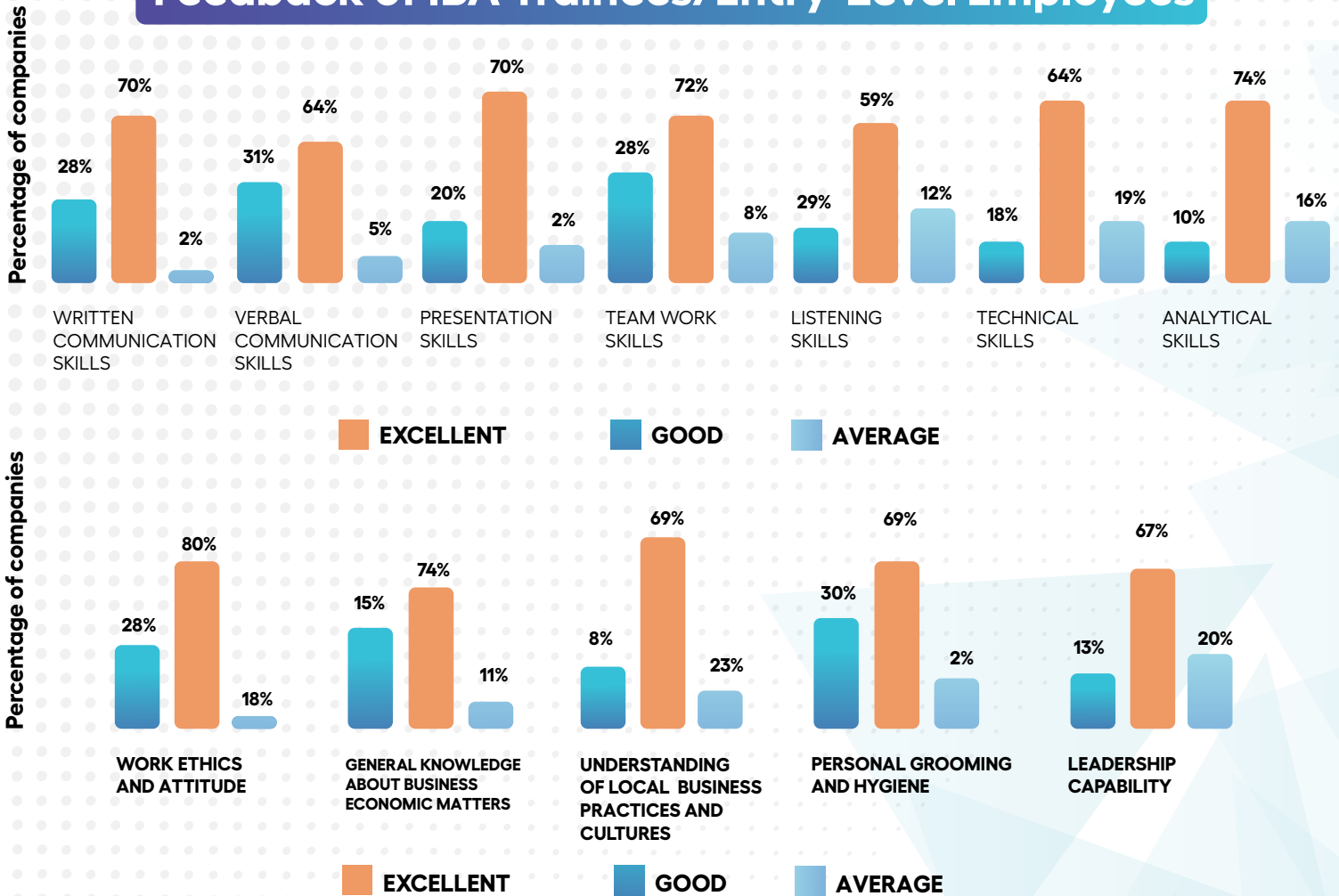
Textile FMCG

Number of companies that hired IBA students and graduates in 2021

YES ■
NO ■



Feedback of IBA Trainees/Entry-Level Employees



Career Fair 2022:

Owing to the pandemic, after a wait of two years, the IBA Career Fair 2022 was brought back on campus in all its splendor and glory by the Institute of Business Administration (IBA) Karachi at the main campus for its students to explore the job market. The companies that were in attendance this year were from a variety of industries including but not limited to the consumer goods, banking, e-commerce, software development, textile, food, and many more.

No. of Companies: **120+**

Attendees: **4000+**

Career Advisors: **50**



Digital Experience

IBA Job Portal:

We have reached a landmark of partnering with over 1000 employers this year on the IBA Job Portal. The portal allows an employer to post vacancies, download graduate directories, save profiles for hiring purposes, and collect profiles against vacancies within the portal. The portal is accessed by more than 2000 students and around 5000 alumni on a frequent basis.

2205 Active Students

4906 Active Alumni

1648 Vacancies Posted

1431 Full-time Vacancies

395 New Company Registrations

29 Part-Time Vacancies

183 Internships

Here are the testimonials of our employers who are utilizing the portal:



"It's a good platform to get connected with a valuable resource from the prestigious university"



"Thanks to CDC, finding talent from IBA has always been a wonderful experience!"



"One of the best services of IBA when it comes to matching employers' recruitment needs. Efficient and user-friendly!"



"It is an excellent initiative and will serve as the effective hiring tool for all the employers"



"Thank You for being proactive and bridging the industry-academia gap through this platform"



"The services IBA-CDC provides to the employers is one of a kind. The job portal is very updated and provides ample help to the recruiters"



"The IBA online job portal is a wonderful initiative, as it has made it extremely easy to hunt for the best fitting candidates."

Profile Book of Graduating Batch 2021

The center compiles profiles of each batch of graduates to disseminate across partner companies. The profile books for graduates class of 2021 were published in May 2021 and were made available on the IBA Job Portal. Registered recruiters accessed the profile booklets on the portal's homepage by logging in using their official credentials. List of our alumni residing outside Karachi was also shared to help hiring companies in other cities. Over 900 graduates from our undergraduate and graduate programs have been featured in these profile books.

Facilitation through Interactive Platforms

The IBA CDC has offered unwavering support to the graduating batch of 2021. As part of our services, we are assisting students in finding the most suitable job and internship opportunities apart from the ones available on the IBA Job Portal. These opportunities are regularly shared on the WhatsApp and Facebook groups. Around 2500 career opportunities, including internships and jobs, were disseminated through these interactive mediums. Our beneficiaries are finding these platforms engaging for networking and effective for getting themselves updated. Currently, the center is administrating the following groups:

- A closed Facebook group for IBA students and alumni
- 45 WhatsApp groups from the class of 2020 and onwards program wise.
- 3 WhatsApp groups with the name "Job Basement" for circulating job opportunities among IBA alumni of previous years (batch of 2019 and earlier)
- A "CDC Consortium" WhatsApp group for Career Service representatives of different universities across Pakistan

Social Media Outreach



Facebook page:
17,044 likes (up by 4%)

Facebook group:
8751 members (up by 8%)



Twitter:
1,523 Followers (up by 3%)



LinkedIn:
6,016 connections (up by 16%)

LinkedIn group:
1846 members (up by 6%)



Instagram:
642 Followers (new addition)

Contact Us

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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/in/ibacdckarachi/
LinkedIn group:	https://www.linkedin.com/groups/4613350/