By Faraz Jamil

The essence of education in business management and allied disciplines is a homogeneous blend of pioneering in students' academic excellence and professional training. Such is the core concern and concentration of the Institute of Business Management (IoBM), with its distinctive faculty and state-of-the-art facilities, enhancing its brand image in the corporate sector and contributing to its credibility ratings at the local, national and international levels. Along with IoBM contemporary and interactive academic programs and criteria in compliance with the HEC and conformity with international standards, the following are a few latest examples of IoBM career focused and professional activities planned and organized by its Business Support Centre (BSC) and Student Societies.

An International / National Business Psychology Conference was held at the RCC, IoBM on November 27, 2010. Emerging trends and challenges in an organizational set up were brainstormed with pertinent proposals by academicians and professionals. Dr. Asila Kamal, Director, National Institute of Psychology, Islamabad was the keynote speaker on this occasion.

At the same time, IoBM hosted a seminar on 'The Performance of' NPLs as part of its series to discuss economic and management issues. It was attended by Mr. Tallib Karim, Rector, faculty and students with active participation. Mr. S. Fahim Ahmad, an international banking expert with Citibank background, was the keynote speaker. An industry perspective was provided by Mr. Wajid Javed, former Chairman Export Promotion Board. Mr. Zaheer Qureshi, IR Expert, gave opening and closing remarks. The Seminar recommended improving credit management and analysis in local financial institutions. IoBM, therefore, plans to host a Credit Workshop shortly. This program will focus on a structured credit process and lending approach.

IoBM Mathematics Society organized a Seminar on Global Warming on November 30 at the auditorium. At the same time, Green Day, highlighting the importance of Environmental protection, was observed. Attending the Seminar was Syed Mustafa Kamal, former City Nazim, Dr. Nazoob Bashir, Dr. Darshad, Mr. Tallib Karim, Rector, IoBM and Dr. Ahsan Ali, BDO, Environment and Energy and Head, QEC, IoBM. Besides an interactive session on the importance of environmental problems and protection, the day was marked by plantation by the guests and certificate distribution to the office bearers of the Mathematics Society. Syed Wajahat Ali, Faculty Advisor to the Mathematics Society, was commended for his coordinating role in planning and organizing this event.

CBM Society of Health Managers (CSHM), MBA Health Management Program, IoBM held a Health Camp "Me & My Health" at IoBM on the 5th and 6th of December 2010. Dr. Syed Ahmed, Medical Director of Health, SidN inaugurated the camp. He appreciated the Society and encouraged to carry on such activities at national level. Mr. Shabbir Jumma, President, Ms. Sabira Mohsin, Director Administration and Ms. Sadaf Rani, a student, with a team of devoted educators and research minded member students, in President of this Society, Mr. Usman Qaiser elected as the Vice President. This Society works under the guidance of Mr. H. Jamil Zabeti, HEC, Accounting, Finance and Economics.

Media Management students produce a compilation/publication in "MEDIA PLUS" every semester. On its launching at seminars and held an inter-active session. Media students of Fall 2010 semester launched this publication of thought-provoking articles recently. Guests invited on this occasion were Mr. S.M. Faisal, Editor, Daily News, Mr. Waisan Badami, Anchor, Aisat and Oasis Magwals. Producer Dawn News, Mr. Hameed Feroz with rich CNBC and GEO background and international exposure in "Innovation Journalism" and Mr. Ehsan Ali, a prominent name in national cricket and in sports shows. Media students and guests were involved in a healthy inter-active session on "Join Media Strategy to address public issue". CIBM Event Management Class of Fall 2010 expressed a presentation: "Marketing Showdown", Students presented their work on 'Subliminal Advertising / Marketing, Comparative Marketing / Advertising, Religion in Marketing, Research Importance in Marketing / Advertising, Nauman Ansari, Fareeha Siddiqui, Humaira Ahlum, Aamir Ali and Ovais Chishti made top class presentations. The judges comprised: Mr. Ali Eusa, Merchant Executive Director, SY Synergy Advertising, Mr. Faisal Durani, Group Manager Radio Communication Publicity, Miss Fatima Bitt Brand Manager, Castrol, Mr. Faiq Alam Head of Marketing Dawn News, Mr. Inam Asif, PhD, Marketing, Business Unit Head Searl Pakistan.'
The essence of education in business management and allied disciplines is a harmonious blend of endeavouring in students' academic excellence and professional training. Such is the core concern and concentration of the Institute of Business Management (IoBM), besides its distinguished faculty and state-of-the-art facilities, enhancing its brand image in the corporate sector and contributing to its credibility ratings at the local, national and international levels. Along with IoBM contemporary and intensive academic programmes and criteria in compliance with the HEC and in conformity with international standards, the following are a few latest examples of IoBM career focused and professional activities planned and organized by its Business Support Centre (BSC) and student societies:

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At the same time IoBM hosted a seminar on non-performing loans (NPLs) as part of its series to discuss economic and management issues. It was attended by Talib Karim, Rector, faculty and students with active participation. S. Fahim Ahmad, an international banking expert with Citibank background, was the Keynote Speaker. An industry perspective was provided by Wajid Jawad, former Chairman Export Promotion Bureau. Zafar Osmani, HR Expert, gave opening and closing remarks. The Seminar recommended improving credit management and analysts in local financial institutions. IoBM, therefore, plans to host a Credit Workshop shortly. This programme will focus on a structured credit process and lending approach.

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CBM Society of Health Managers (CSHM), MBA Health Management Programme, IoBM, held a Health Camp "Me & My Health" at IoBM on the 5th and 6th Dec. Dr. Sagheer Ahmed, Sindh Minister for Health inaugurated the camp. He appreciated the Society and encouraged to carry on such activities at national level. Shah Jehan Karim, President, Sabina Mohsin, Director Administration and Talib Karim, Rector, IoBM attended the camp and lauded the role of the Society in this regard.

There was free screening for Hepatitis, Blood grouping, Diabetes, BMI, Bone Densitometry, free consultations on skin health, dental, mental, eye check up, female health, general health, diet and fitness, vaccinations, Dengue, and various infectious diseases. Saad Rafi, a student, with a team of devoted editorially and research minded member students is President of this Society. Usman Quaiser Kidwai is the Vice President. This Society works under the guidance of H. Jamal Zubairi, HoD, Accounting, Finance and Economics.

IoBM students Finance Society launched its research-oriented magazine "BIG NUMBERS" on 9th Dec. Shazia Marri, Minister of Power and Energy, Sindh was the Chief Guest and Ashraful Janjua, former Governor, State Bank of Pakistan and Advisor to the President, IoBM was the Keynote Speaker. Talib Karim, Rector and Sabina Mohsin, Executive Director Administration, IoBM attended on this occasion. The Society was acknowledged for research oriented articles, layout and production of this magazine.

CBM Event Management Class of Fall 2010 organized a presentation: "Marketing Showdown." Students presented their work on "Subliminal Advertising/Marketing, Comparative Marketing/Advertising, Religion in Marketing, Research Importance in Marketing/Advertising. Naurain Ansari, Farrukh Siddiqui, Humaira Akhtar, Anum Aliaf and Ovais Chippa made top class presentations. The panel of judges comprised: Ali Raza Merchant, Executive Director Synergy Advertising, Faisal Durani, General Manager Red Communication Publication; Fehmina Butt, Brand Manager Castrol, Farz Alain, Head of Marketing Diwan News; Imran Asif, Marketing, Business Unit Head, Searlo Pakistan.
**The Regional Times**

**Tuesday, December 14, 2010, Muharram 7, 1432 A.H**

### Essence of Career Focused Education

By Pervaiz Jamil

The essence of education in business management and allied disciplines is a harmonious blend of endeavoring in students’ academic excellence and professional training. Such is the core concern and concentration of the Institute of Business Management (IoBM), besides its distinguished faculty and state-of-the-art facilities, enhancing its brand image in the corporate sector and contributing to its credibility ratings at the local, national and international levels. Along with IoBM contemporary and intensive academic programs and criteria in compliance with the HEC and in conformity with international standards, the following are a few latest examples of IoBM career focused and professional activities planned and organized by its Business Support Centre (BSC) and Student Societies.

As an International National Business Psychology Conference was held at the BSC, IoBM on November 27, 2010. Emerging trends and challenges in an organizational setup were transformed into discussions and suggestions by academicians and professionals. Dr. Anila Kamal, Director, National Institute of Psychology, Islamia College, hosted the keynote speaker on this occasion. The same time IoBM hosted a seminar on non-performing loans (NPLs) as part of its series to discuss economic and management issues. It was attended by Mr. Talhah Karim, Recruit, Faculty and students with active participation. Mr. S. Fatimah Ahmed, an international banking expert with Citibank background, was the keynote speaker. An industry perspective was provided by Mr. Wajid Iqbal, Former Chairman Export Promotion Bureau. Mr. Zafar Osmani, HR Expert, gave opening and closing remarks. The seminar recommended improving the credit management and analysis on local financial institutions. IoBM, therefore, plans to host a Credit Workshop shortly. This seminar will focus on a structured credit process and lending approach. IoBM Mathematics Society organized a Seminar on Global Warming on November 30 in the auditorium. At the same time on December 1st, Dr. Sagheer Ahmed, Minister of Health, Sindh inaugurated the camp. He appreciated the society and encouraged them to conduct such activities in the country level. The lecture was taken by Prof. Dr. Shahab Khan, President, Pakistan Mathematical Society, who invited the audience to the International Conference on Mathematics, held in September 2011. The IoBM Chapter of IoBM was organized in the society and hosted the role of the society in this regard. The first and largest corporate health camps at a business institution to generate awareness of students, faculty and staff as regards health. There was an open-door policy for hepatitis, blood grouping, diabetes, BMI, bone density, free consultations on skin health, dental, mental, eye check-up, female health, general health, diet and fitness, vaccinations, Dengue, and various infectious diseases. Renowned companies, corporate organizations and public health promoting agencies contributed to this CSR activity.

IoBM students Finance Society launched its research-oriented magazine “Big Numbers” in 2016. Shariq Marri, Minister of Power and Energy, was the Chief Guest and Mr. Ahsan Jauja, former Governor, State Bank of Pakistan and Advisor to the President. IoBM was the keynote speaker. Mr. Talib Karim, Recruit, and Mr. Sabeha Maching, Executive Director, Free Consultations on skin health, dental, mental, eye check-up, female health, general health, diet and fitness, vaccinations, Dengue, and various infectious diseases. Renowned companies, corporate organizations and public health promoting agencies contributed to this CSR activity.

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Karachi: Sindh Minister for Health, Dr. Sagheer Ahmed is seen inaugurating the Health camp of the CBM Society of Health Manager, Institute of Business Management at its campus.—RT

Karachi: Sindh Minister for power and energy, Shazia Marri is seen on the occasion of launching of the IoBM students’ Finance Society’s publication “Big Numbers” at the IoBM campus.—RT

14-12-10