



INSTITUTE OF BUSINESS MANAGEMENT  
**Public Affairs Section**

# BUSINESS RECORDER

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**Karachi, Tuesday 5 April 2016, 26 Jamadi-us-Sani 1437**

KARACHI: Pakistan's premier International Conference on Experiential Learning (ICEL) is scheduled to be inaugurated at the Institute of Business Management (IoBM)

Invited to this Conference are prominent entrepreneurs, corporate leaders, Heads of multinational companies, Heads from the Education Sector, including medical, engineering and professional colleges and universities and front-liners from the social, health and development sectors.

Experiential learning is learn-

ing by doing and includes PBL: Project/problem-based learning and activity-based learning through action, experience, discovery and/or exploration. The Conference emphasizes on Case studies in the following areas: Best Practices: IT, Engineering, Medicine, Business, Education and other fields; Startup cost and implementation challenges, change management; Social challenges and benefits; Faculty mentoring and change resistance.

ICEL at IoBM has been designed to primarily focus on such specialized tracks as

Experiential Learning in Business Management, Experiential Learning in Higher Education and Experiential Learning in Childhood Development and Schools.

IoBM's team of academic and professional experts includes Dr Muhammad Yousuf Sharjeel and Dr Muhammad Abid Ali, with Syed Irfan Hyder, Dean, leading from the front. Indeed the initiating and inspiring support for ICEL at IoBM has been from Shahjehan Karim, President, Talib Karim, Rector and Sabina Mohebin, Executive Director. —PR

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