



INSTITUTE OF BUSINESS MANAGEMENT
Public Affairs Section

DAILY NEWS

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Pakistan's first ICEL organised

KARACHK, April 11 (PR): Pakistan's premier International Conference on Experiential Learning (ICEL) at IoBM featured 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, according to IoBM Public Affairs Section.

The keynote Speaker for the Conference was Malik Ahmad Jalal, CEO, Aman Foundation. Besides participation from Pakistan's corporate, educational and development sectors, this Conference included concerned international experts as Dr. Margaret Madden, Australia, Dr. Jonathan Damiani, USA Mr. Sait Salik, Turkey, Ms. Ramona Anna-Maria Grigorie, Romania, Dr Sarfaro Niyozov, Tajikistan and others. Present on this occasion were IoBM President Mr. Shahjehan S. Karim, Rector Mr. Talib Karim, Executive Director Ms. Sabina Mohsin, Deans, HoDs, faculty members, students, management and alumni.

ICEL at IoBM was designed on tracks as Experiential Learning in Business Management, Experiential Learning in Higher Education and Experiential Learning in Childhood Development and Schools. Also shown was a video prepared by students of Public Relations, Event Management and Corporate Communication, mentored by their Faculty Mr. Parvez Jamil, on student societies pursuing experiential learning by planning and organizing career focused events and activities amid the guidance of their respective faculty advisors.

Experts at ICEL pondered Experiential Learning as learning by doing and included PBL: Project/problem-based learning and activity-based learning through action, experience, discovery and/ or exploration. The Conference focused on Case studies in Best Practices pertaining to IT, Engineering, Medicine, Business, Education and other fields; Startup cost and implementation challenges, change management; Social challenges and benefits; Faculty mentoring and change resistance.

PJ- IoBM