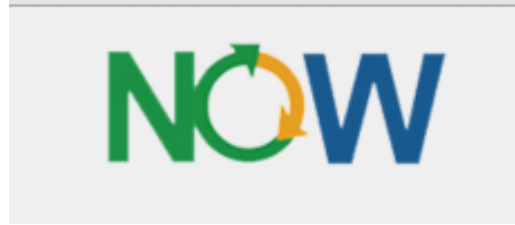




INSTITUTE OF BUSINESS MANAGEMENT

Public Affairs Section



April 3, 2016

LINK: [http://now.com.pk/?s="+Pakistan%27s+premier+conference+on+problem-based+solutions+"&submit=Go](http://now.com.pk/?s=)

Pakistan's premier conference on problem-based solutions



WEB DESK: Pakistan's premier International Conference on Experiential Learning (ICEL) is scheduled to be inaugurated at the Institute of Business Management (IoBM) at 9:30 am on Saturday, April 09, 2016, according to IoBM Public Affairs Section.

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 learning 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 concerned experts include Dr. Muhammad Yousuf Sharjeel and Dr. Muhammad Abid Ali, with Dr. Syed Irfan Hyder, Dean, leading from the front. Indeed the initiating and inspiring support for ICEL at IoBM has been from Mr. Shahjehan Karim, President, Mr. Talib Karim, Rector and Ms. Sabina Mohsin, Executive Director. Meanwhile, there are as many as 20 IoBM students' societies endeavoring in experiential learning by planning and organizing career-focused events and activities under the guidance of their respective faculty advisors.

PJ

**INSTITUTE OF BUSINESS MANAGEMENT
Korangi Creek, Karachi.**

Tel: 021-35091905, 111-002-004, ext. 334 Cell: 0334-3013971