NATIONAL UNIVERSITY OF MODERN LANGUAGES ISLAMABAD

DEPARTMENT OF MANAGEMENT SCIENCES

DMS SOCIETIES ANNUAL REPORT

1st January 2025 – 31st December 2025

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Department of Management Sciences

1.1 Overview

The Department of Management Sciences at the National University of Modern Languages (NUML), since its inception in 2002, has been committed to academic excellence and professional relevance. With a firm foundation in the core disciplines of Finance, Marketing, Human Resourse Management, Project Management, Supply Chain Management, FinTech and Business Analytics, the department continues to evolve in response to the rapidly changing dynamics of the global business environment.

Our vision is to develop socially responsible business leaders and researchers, who not only excel in their professional pursuits but also contribute meaningfully to the broader society. Guided by this vision, our mission is to foster business leadership through creative thinking, research and learning, entrepreneurship, and social responsibility. We take pride in our faculty members who are actively engaged in scholarly research, academic development, and industry collaboration. They bring a blend of theoretical rigor and practical insight to the classroom, preparing students to confront real-world challenges with analytical acumen and ethical integrity.

At the Department of Management Sciences, we strive to create a learning ecosystem that encourages innovation, critical inquiry, and a deep sense of civic responsibility. Our graduates are envisioned not only as skilled professionals but also as thought leaders, educators, and policy influencers equipped to drive sustainable growth in an interconnected world. We welcome aspiring students, researchers, and partners from academia and industry to join us in our pursuit of academic distinction and social impact.

1.2 Activities of the DMS Societies for the Year 2025

The Department of Management Sciences Societies organized the following activities in the year 2025:

1. The Department of Management Sciences CSR Society organized an “Eye Camp in Collaboration with Al-Shifa Eye Trust Hospital” from March 12 to 14, 2025.
2. The Department of Management Sciences NUML Clean & Green Society organized “Indoor Plantation Drive” on March 18, 2025.
3. The Department of Management Sciences CSR Society organized a “Ramzan Drive – Iftar Drive with Sponsors Sardar Group, Zam Zam, Diva, Crusteez” throughout March 2025.
4. The Department of Management Sciences BBA 1(B) Students organized a “Ramzan Drive 2025 – Acts of Kindness” during Ramadan 2025 (March 2025).
5. The Department of Management Sciences CSR Society organized a “Ramzan Drive – Iftar Drive with Sponsor Parinda Be-Fikar” during Ramadan 2025 (March 2025).
6. The Department of Management Sciences CSR Society organized a “Ramadan Drive Food Package Support – Spring 2025” during Ramadan 2025 (March 2025).
7. The Department of Management Sciences CSR Society organized a “Ramzan Drive – Grocery Distribution” on March 24, 2025.
8. The Department of Management Sciences CSR Society organized an “Eid Gifts Distribution Ceremony in Collaboration with Pakistan Sports Council for Persons with Disabilities” on March 25, 2025.
9. The Department of Management Sciences Supply Chain Integrated Society organized an “Industrial Trip to SAPS (Airport Services)” on April 10, 2025.
10. The Department of Management Sciences NUML Finance Society organized an “Intra Departmental Accounting Quiz” on May 6, 2025.
11. The Department of Management Sciences NUML Finance Society organized a “Visit to the Pakistan Stock Exchange (PSX)” on May 7, 2025.
12. Google Career Certification Program 2025 by DMS Soft Skills Society in Partnership with Tech Valley Pakistan
13. The CSR Society of the Department of Management Sciences organized an Orientation Desk for Fall 2025 on September 8, 2025, to welcome newly admitted students and encourage participation in CSR and community service activities.
14. The CSR Society and Markovation Society of the Department of Management Sciences, in

collaboration with Shaukat Khanum Memorial Cancer Hospital, organized a Breast Cancer Awareness Seminar on October 8, 2025 for faculty members and students.

15. The CSR Society of the Department of Management Sciences organized a Winter Clothing Drive on December 18, 2025, benefiting over 450 support staff and other deserving members of the NUML community.
16. The Clean and Green Society of the Department of Management Sciences organized a Cleanliness and Awareness Drive on October 2, 2025, to promote environmental responsibility and sustainability through campus-wide cleanup and awareness activities.
17. The Finance Society of the Department of Management Sciences organized a Workshop on "Filing Income Tax Returns" on September 17, 2025, to provide practical training on tax return filing procedures and tax compliance.
18. The Finance Society of the Department of Management Sciences organized a seminar on "Financial Literacy and Investor Protection" on October 7, 2025, to enhance students' awareness of responsible investing, financial literacy, and investor protection.

1.3 Details Activities of the DMS Societies for the Year 2025

The brief summary along with pictures of each of the activities held by the DMS Societies in 2025 is as follows:

1.3.1 The Department of Management Sciences CSR Society organized an "Eye Camp in Collaboration with Al-Shifa Eye Trust Hospital" from March 12 to 14, 2025.

From 12th to 14th March 2025, the CSR Society of FMS NUML Islamabad, in collaboration with Al-Shifa Eye Trust Hospital and the Salt Range Social Welfare Foundation, organized a Free Eye Screening Camp at NUML University. Supervised by Dr. Sarah Imran, Dr. Ramsha Zakariya, Ms. Amna Saleh, and Ms. Uzma Azam, and supported by society members, students, and staff, the camp provided preventive eye care to numerous students, staff, and local residents using professional medical equipment. The initiative promoted health awareness, reinforced CSR values, and encouraged active student participation in community welfare activities.

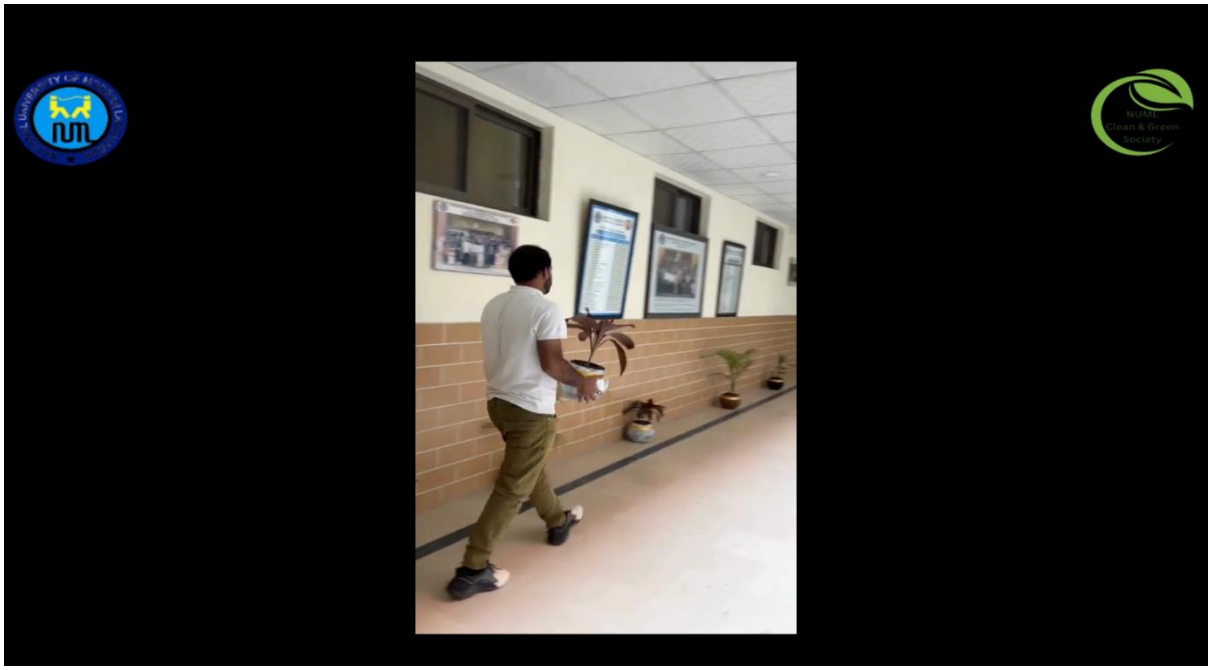




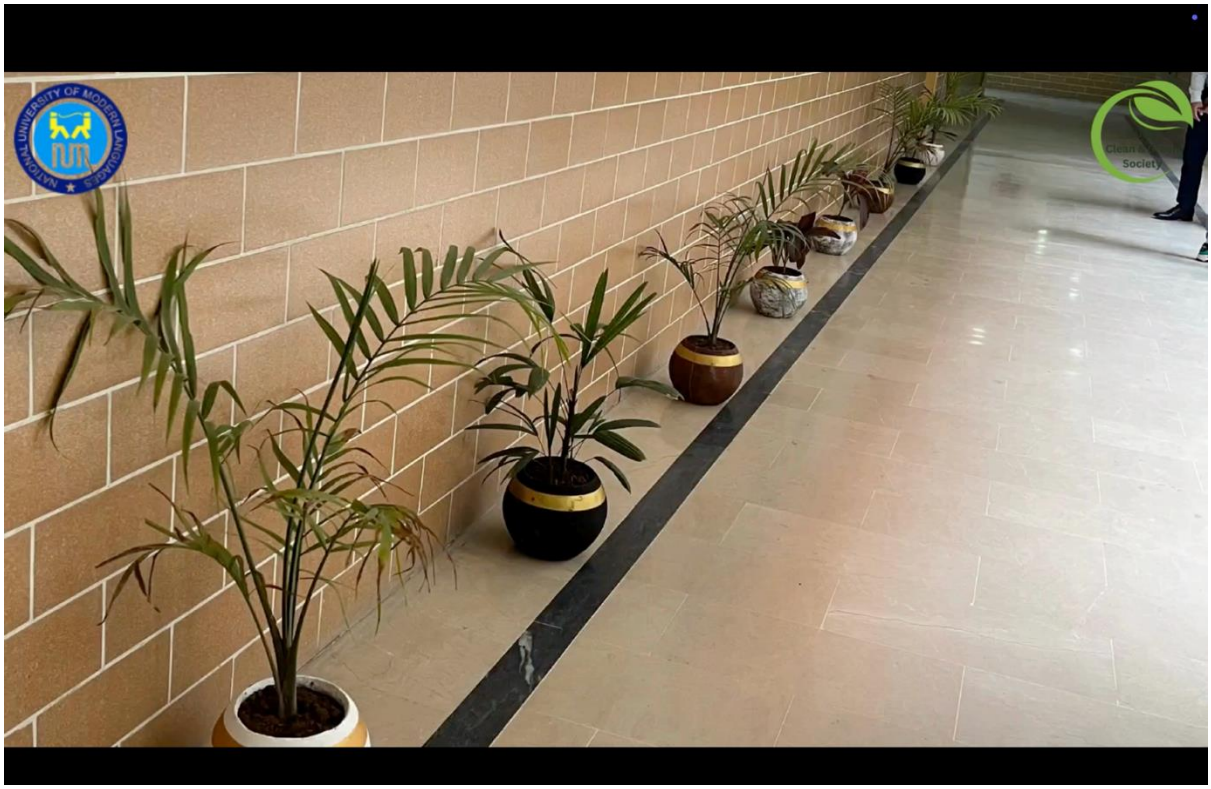
1.3.2 The Department of Management Sciences NUML Clean & Green Society organized an "Indoor Plantation Drive" on March 18, 2025.

On 18th March 2025, the NUML Clean & Green Society organized an Indoor Plantation Drive at the Department of Management Sciences, NUML. The initiative aimed to raise awareness about environmental conservation, enhance indoor aesthetics, and encourage student participation in creating a greener campus. Students actively installed various indoor plants,

fostering responsibility toward nature and promoting eco-friendly practices. The activity was well-received by faculty and students, significantly improving the department's ambiance while aligning with SDGs 3 (Good Health and Well-being), 11 (Sustainable Cities and Communities), and 13 (Climate Action).







1.3.3 The Department of Management Sciences CSR Society organized a "Ramzan Drive – Iftar Drive with Sponsors Sardar Group, Zam Zam, Diva, Crusteez" throughout March 2025.

Throughout March 2025, the CSR Society of FMS NUML Islamabad organized a series of Iftar Drives across Rawalpindi and Islamabad during Ramadan. The drives, held at Chakri Road (2–11 March), Zam Zam Refreshments in I-10 Markaz (11–19 March), and I-8 Markaz (21–27 March), provided meals to needy individuals, daily wage earners, and street dwellers. Under the supervision of Dr. Sarah Imran and with support from sponsors including Sardar Groups, Zam Zam Refreshments, Diva Restaurant, and Foresta Hotel, student volunteers from BSAF 5D and BBA 6C distributed food with compassion and teamwork, bringing relief and joy to the underprivileged while reflecting NUML's commitment to community welfare.

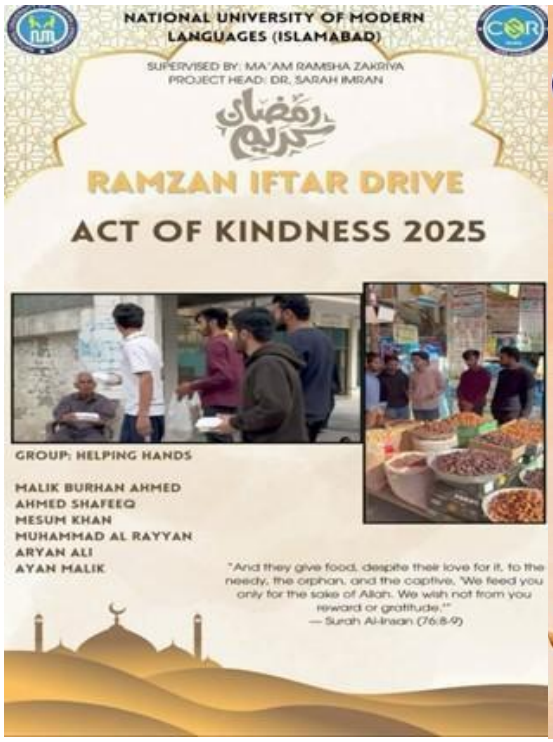


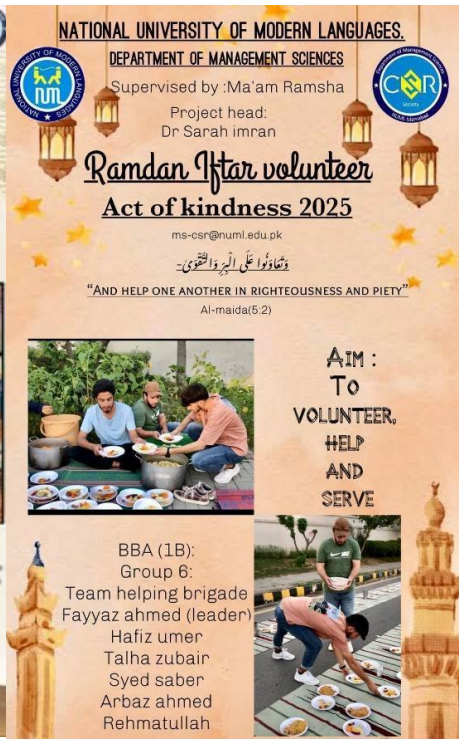


1.3.4 The Department of Management Sciences BBA 1(B) Students organized a "Ramzan Drive 2025 – Acts of Kindness" during Ramadan 2025 (March 2025).

During Ramadan 2025, BBA 1(B) morning students, under the supervision of Dr. Sarah Imran and Dr. Ramsha Zakariya, engaged in community outreach initiatives including visits to orphanages and sweet homes, distribution of gifts and essential supplies, and food drives for underprivileged individuals. Conducted from 5th to 30th March, these activities fostered social awareness, empathy, and responsibility among students while bringing joy and support to the

local community

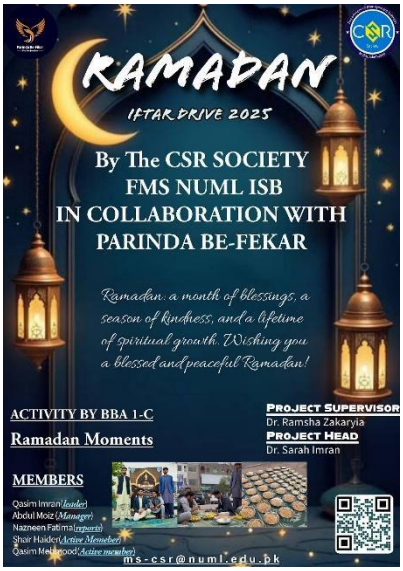




1.3.5 The Department of Management Sciences CSR Society organized a "Ramzan Drive – Iftar Drive with Sponsor Parinda Be-Fikar" during Ramadan 2025 (March 2025).

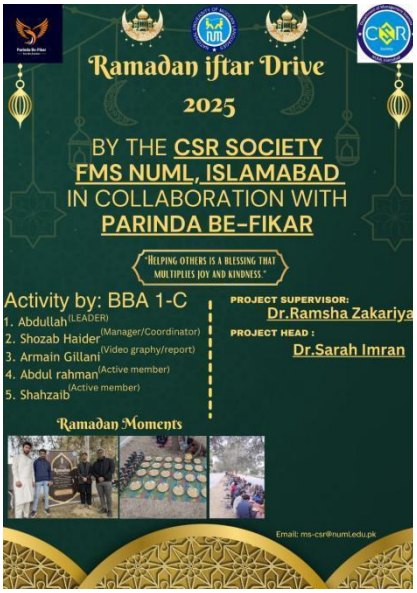
During Ramadan 2025, the CSR Society of NUML organized an impactful Iftaar Drive, with BBA-1C morning students volunteering under the supervision of Dr. Ramsha Zakariya and in collaboration with sponsor Parinda Be-Fikar. Held from 1st to 30th March, the initiative served Iftaar to over 400 individuals daily, promoting empathy, teamwork, community engagement, and management skills among students. The drive also raised awareness about the challenges faced by marginalized communities and reinforced NUML's commitment to social responsibility, leaving a lasting positive impact on both volunteers and recipients.

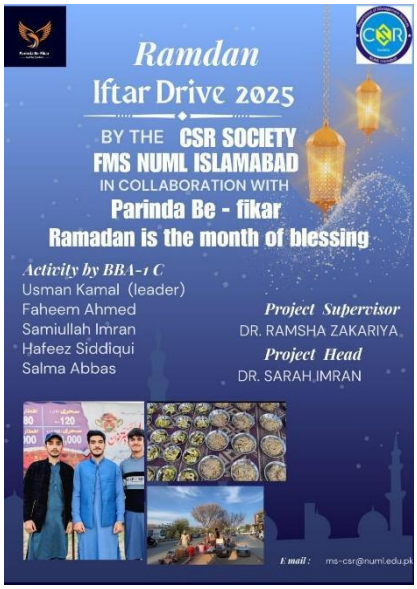
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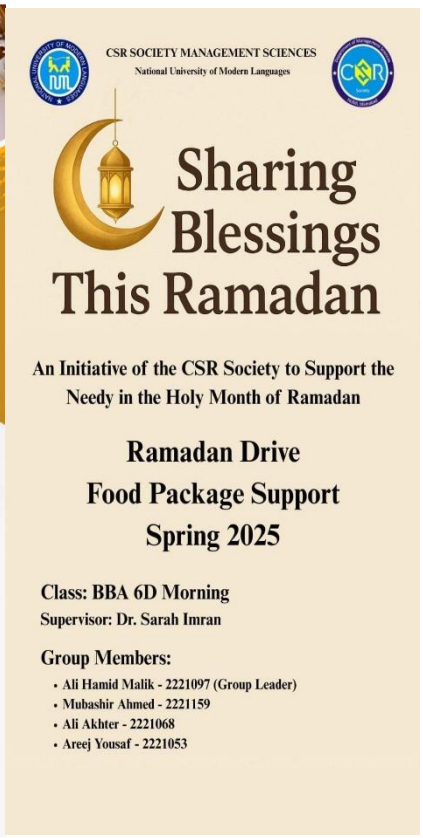




1.3.6 The Department of Management Sciences CSR Society organized a "Ramadan Drive Food Package Support – Spring 2025" during Ramadan 2025 (March 2025).

On 25th March 2025, the CSR Society of FMS NUML Islamabad conducted a Ramadan Drive Food Package Support, providing essential grocery items to over 100 deserving families and NUML support staff across Islamabad, Rawalpindi, and nearby areas. Organized by BBA 6-D semester students under the supervision of Dr. Sarah Imran, this decentralized distribution ensured dignity and convenience for all recipients. The initiative not only offered vital assistance but also inspired students and volunteers to actively engage in community welfare.


Ramadan Drive
Food Package Support
Spring 2025
Supervised by:
Dr. Sarah Imran
BBA 6D
GROUP MEMBERS
Fahad Abbas
Zain Ul Abideen
Urmish Shabbir
Aima Rizvi
The CSR Society FMS NUML
ISLAMABAD


CSR SOCIETY MANAGEMENT SCIENCES
National University of Modern Languages
Sharing
Blessings
This Ramadan
An Initiative of the CSR Society to Support the Needy in the Holy Month of Ramadan
Ramadan Drive
Food Package Support
Spring 2025
Class: BBA 6D Morning
Supervisor: Dr. Sarah Imran
Group Members:
Ali Hamid Malik - 2221097 (Group Leader)
Mubashir Ahmed - 2221159
Ali Akhter - 2221068
Areej Yousaf - 2221053


Ramadan Drive
(Food Package Support-Spring 2025)
BBA 6 D MORNING
SUPERVISED BY:
Dr. Sarah Imran (In-charge CSR Society) Faculty of Management Sciences
GROUP MEMBERS:
1.Maryam Bashir
2.Muhammad Awais khan
3.Hasnain Karim


Ramadan Drive
Ramadan food package
Spring 2025
Supervised by
Dr SARAH IMRAN
BBA 6D
GROUP MEMBERS
MOHSIN JAVED
HASSAN AHMED
LAIBA FARAZ
AREEBA MATEEN
THECSR SOCIETY FMS NUML
ISLAMABAD

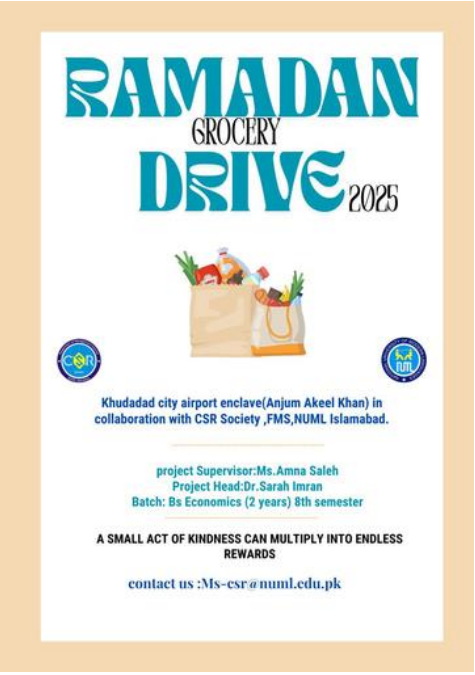
1.3.7 The Department of Management Sciences CSR Society organized a "Ramzan Drive – Grocery Distribution" on March 24, 2025.

On 24th March 2025, the CSR Society of FMS NUML Islamabad organized a Ramadan Ration Distribution Drive to support underprivileged and homeless individuals near Khudad City Airport Enclave, Islamabad. The initiative, carried out in collaboration with Khudad City Airport Enclave (Anjum Akeel Khan), involved the distribution of over 200 ration packages, providing essential relief to those with limited access to food during Ramadan. The drive was executed by BS Economics 2 Years Morning students under the supervision of Dr. Sarah Imran (In-charge CSR Society) and Ms. Amna Saleh (Associate In-charge CSR Society). This activity not only provided vital support to the community but also fostered empathy, social responsibility, and a sense of community engagement among the participating students.

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1.3.8 The Department of Management Sciences CSR Society organized an "Eid Gifts Distribution Ceremony in Collaboration with Pakistan Sports Council for Persons with Disabilities" on March 25, 2025.

On 25th March 2025, the CSR Society of FMS NUML participated in an Eid Gifts Distribution Ceremony for persons with disabilities, organized by the Pakistan Sports Council at the Golden Wings Marquee, D22 Main Sixth Road, Rawalpindi. The event, held from 11:00 AM to 2:00 PM, distributed Eid gifts, wheelchairs, grocery packs, jewelry, stuffed toys, and an automatic wheelchair to 60 beneficiaries, bringing joy to many awaiting this special occasion. Students of BSAF 5-D and CSR Society members executed the event under the supervision of Dr. Sarah

Imran (In-charge CSR Society), fostering empathy, social responsibility, and community engagement among participants.

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1.3.9 The Department of Management Sciences Supply Chain Integrated Society organized an "Industrial Trip to SAPS (Airport Services)" on April 10, 2025.

On 10th April 2025, the Supply Chain Integrated Society organized an industrial visit to SAPS (Airport Services) for BBA 5th (F) students of Management Sciences enrolled in Fundamentals of SCM. The trip included a briefing on air cargo operations by Mr. Naeem and Mr. Abdul Raheem from SAPS Aviation College, followed by a guided tour of import and export warehouses. Students also interacted with the Pakistan Customs team and observed real-time air cargo handling processes, gaining valuable practical exposure to supply chain operations. The visit was well-coordinated and highly informative, organized by Ms. Ammara Umar Awan.



1.3.10 The Department of Management Sciences NUML Finance Society organized an "Intra Departmental Accounting Quiz" on May 6, 2025.

On 6th May 2025, the NUML Finance Society (NFS-A&F and DMS) organized an intra-departmental Accounting Quiz for students from the Department of Accounting & Finance (3rd semester onwards) at Lab 1, Lab 24, and Room 1A. The activity reinforced key accounting concepts, encouraged practical application of theoretical knowledge, and prepared students for professional certification exams such as ACCA and CPA. By assessing students' understanding, providing feedback, and recognizing top performers, the quiz fostered academic growth, skill refinement, and motivation, contributing to both their professional development and deeper engagement with accounting studies.

Event Pictures:



1.3.11 The Department of Management Sciences NUML Finance Society organized a "Visit to the Pakistan Stock Exchange (PSX)" on May 7, 2025.

On 7th May 2025, the NUML Finance Society organized a visit to the Pakistan Stock Exchange (PSX) for 65 students from the Management Sciences and Accounting & Finance Departments, accompanied by faculty including Dr. Warda Nadeem, Sir Ahmed Mushtaq Kiyani, Dr. Nosheen, Ms. Irum Qazi, and Dr. Shehla. The visit included sessions by Mr. Saqib Ali on investor awareness and Muhammad Waris Niazi on stock market demutualization. Students gained practical insights into IPOs, investor motivation, capital market functions, price movements, hedging against inflation, and regulatory mechanisms of the PSX, as well as guidance on starting investments, trading accounts, clearing and custody, and Shariah-compliant investment options. The interactive session provided a comprehensive

understanding of Pakistan's capital markets, fostering financial literacy and investment awareness among participants.The visit was highly informative and beneficial for the students and the faculty.







1.3.12 Google Career Certification Program 2025 by DMS Soft Skills Society in Partnership with Tech Valley Pakistan

The DMS Soft Skills Society, in collaboration with Tech Valley Pakistan, launched the Google Career Certification Program 2025 to enhance students', faculty members', and staff's digital skills, employability, and professional readiness. Conducted during Spring–Fall 2025 through Coursera, the program offered 12 Google Career Certifications in areas including Generative AI, Project Management, Data Analytics, and Digital Marketing. A total of 219 participants from diverse disciplines participated, including 33 faculty members and 18 alumni who completed certifications. The initiative promoted industry-relevant learning, interdisciplinary engagement, and digital capacity building through globally recognized certifications.



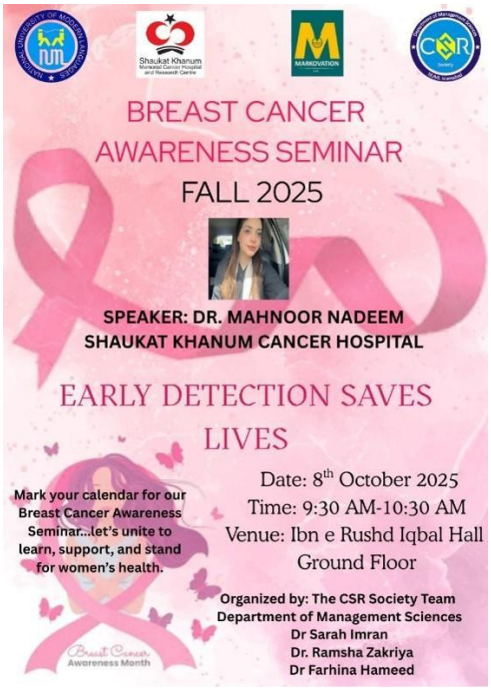
1.3.13 Orientation Desk Fall 2025

The CSR Society of the Department of Management Sciences (DMS) organized an Orientation Desk for Fall 2025 on September 08, 2025, to welcome newly admitted students and introduce them to the vision, mission, and activities of the Society. The Orientation Desk created awareness about Corporate Social Responsibility (CSR), volunteerism, and the Sustainable Development Goals (SDGs), while encouraging students to participate in future community service initiatives. A large number of students registered as society members and expressed keen interest in upcoming projects. The activity was supervised by Dr. Sarah Imran, Dr. Ramsha Zakariya, and Ms. Amna Khattak.



1.3.14 Breast Cancer Awareness Seminar

The CSR Society and Markovation Society of the Department of Management Sciences (DMS), in collaboration with Shaukat Khanum Memorial Cancer Hospital, organized a Breast Cancer Awareness Seminar on October 08, 2025. Dr. Mahnoor Nadeem delivered an awareness session on breast cancer prevention, early detection, and self-examination. The seminar witnessed active participation from faculty members and students and was supervised by Dr. Sarah Imran and Dr. Farhina Hameed.





1.3.15 Winter Clothing Drive Fall 2025

The CSR Society of the Department of Management Sciences (DMS) organized a Winter Clothing Drive on December 18, 2025, for the support staff and other deserving individuals of the NUML community. The activity was conducted under the supervision of Dr. Sarah Imran, with active participation from the students of BBA 5A and 5B (Morning). More than 450 members of the NUML community benefited from the initiative. In its second phase, the drive was extended to flood-affected areas of Sindh in collaboration with Pak Aid, Islamabad, in January 2026.





1.3.16 DMS Clean and Green Society Cleanliness and Awareness Drive

The NUML Clean & Green Society organized a Cleanliness and Awareness Drive on 2nd October 2025 at NUML Islamabad, engaging 33 students in a campus-wide initiative focused on environmental responsibility, waste reduction, and sustainability awareness. Students conducted cleanup activities across campus areas and promoted responsible waste disposal through awareness messages and banners. The activity encouraged student participation in environmental protection and strengthened the commitment toward a cleaner and greener campus.






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1.3.17 Workshop on Filing Income Tax Returns

The Finance Society of the Department of Management Sciences (DMS) organized a Workshop on “Filing Income Tax Returns” on September 17, 2025, at Confucius Hall, Ibn-e-Khaldun Block. The workshop was organized by Dr. Warda Nadeem, In-Charge, DMS Finance Society, and delivered by Mr. Asif Ashraf from the Finance Department, NUML Main Campus. A total of 110 students and faculty members attended the session, which provided practical training on the IRIS portal, tax return filing procedures, wealth statements, asset reconciliation, and the importance of tax compliance.

Pictures of the Workshop









1.3.18 Seminar on “Financial Literacy and Investor Protection"

The DMS Finance Society organized a seminar on “Financial Literacy and Investor Protection” on 7th October 2025 at Confucius Hall, Ibn-e-Khaldun Block, NUML Islamabad, under the supervision of Dr. Warda Nadeem. The seminar aimed to enhance awareness about financial literacy, responsible investing, and investor protection mechanisms. Ms. Zubaria Anam (PMEX) and Mr. Muhammad Shahid Saleem (NCCPL) delivered expert sessions on commodity futures, investment opportunities, market regulations, and risk management. The event was attended by 100 students and faculty members.


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