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Volume 04



Breaking Fresh Grounds Exploring New Horizons

# The Horizon

Department of  
Management Sciences

# NEWS LETTER



Also Available at

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Faculty development program at FMS is a tradition to continuously equip the faculty with up-to-date knowledge and skills



Corporate Advisory Board meeting was arranged by FMS on 16<sup>th</sup> July 2021



## HARDWORK VS SMART WORK

The importance of hard work and smart work is a topic that has been discussed and debated by many people. Some points can be made: Hard work and smart work are two different approaches to completing tasks. Hard work involves putting in a lot of physical and mental effort, while smart work involves finding the most efficient and effective way to achieve the same results. Hard work helps to lay the foundation for success, while smart work helps to optimize and streamline the process. A combination of both hard work and smart work is the key to achieving great results.

# Message from Patron-in-Chief



**Prof. Dr. Naveed Akthar**  
Dean Faculty of Management Sciences

NUML Business School is committed to achieving excellence in teaching and research as well as to endlessly nurturing and expanding close bonds between the academia and businesses at national and international levels.

The Faculty of Management Sciences is the largest faculty of the university in terms of the number of students. Academic and associated activities are regularly arranged for the students in order to develop their critical thinking as well as enhance their academic performance by exposing them to a variety of new ideas presented by different speakers. The HORIZON serves as a vehicle to disseminate information about these activities held at the NUML Business School.

I wish The Horizon serve as a source of motivation for the faculty and students

# Message from Patron



**Dr. Faid Gul**  
Head of Department  
Management Sciences, NUML

It gives me great pleasure to interact with our dear students and worthy colleagues through a platform like "The Horizon". The department of Management Sciences is constantly striving to provide conducive environment to its students to facilitate effective learning and transfer of knowledge. Similarly, the department is encouraging its faculty to further their personal and professional growth through innovative research and development. The smooth functioning of the department is not possible without the immense contributions of its dedicated administration staff. It is a matter of great pleasure to lead a department where everyone is committed to the great vision and mission of developing tomorrow's leaders.

All business programs of management sciences are accredited from National Business Education Accreditation Council (NBEAC)-HEC which gives the department a distinguished position and competitive advantage to its graduates. The students of management sciences have won prizes in SECP mock trading competitions, business plan competition, business education expo, speech competition etc.

Currently, 20 PhD faculty members are working in the department; this number has doubled in the last two years and many more are expected to complete their PhDs soon. The department has been proactive in designing and updating its curriculum to cater to the needs of industry. Regular Department Board of Study (DBS) and Faculty Board of Study (FBS) meetings are conducted in the department where experts from the academia and industry are invited for curriculum revision. The course contents are updated on regular basis to align it with the needs of the corporate world. In this regard, the department is seeking guidance from corporate leaders through regular meetings of Corporate Advisory Board (CAB).

For stronger university-industry linkage with graduated students, the department has established a Placement, Liaison & Alumni Office which arranges corporate grooming sessions for passing out students and re-unions of graduated students on regular basis. To create a bond with the society, the department has a Corporate Social Responsibility (CSR) society. The environmental society "Go Green" is also playing its role to inculcate the sense of environmental friendliness in our students. In the departmental Incubation Center (developing entrepreneurs of tomorrow), students work on their business ideas and receive professional help from faculty and industrial gurus. The Society of Soft Skills is not only playing its role in preparing students for speech and debate competitions but also arranges seminars and talks on presentation and communication skills. Students are integral part of all these societies while the faculty is providing guidance and oversight. Through all these initiatives, the department is providing ample opportunities to students to polish their skills and prepare them for the practical life.

The popularity of our academic programs is evident from the number of applicants seeking admission in management sciences. Over the last two years, more than 1500 applications are received each semester. There are many success stories of our graduates who excelled in different fields of life. The department cherished it with programs like Alumni Get-together and Coffee with Dean. My special thanks go to Ms. Ayesha Shafique and the whole team of The Horizon for their tireless efforts to make its uninterrupted publication possible. Credit also goes to those who have contributed by writing good articles, sections and sub-sections. I hope and wish that The Horizon will play its role in promoting the positive aspects of management sciences and NUML among its readers.

Have a great time reading The Horizon!

# CHIEF EDITOR'S MESSAGE

I am delighted to bring this year's newsletter. The essential purpose of The Horizon is to inform, engage, inspire and entertain a diverse readership -- including alumni, faculty, staff, students, parents other friends of NUML -- by presenting an intimate, timely and honest portrait of the Department -- its people, its programs, its history, its challenges, its resources and its mission.

This edition offers curricular and co-curricular events convened during the year 2021, traditions at NUML School of Business (FMS), students' corner and at the end an article hardwork vs smartwork.

I will take the privilege of this newsletter to welcome Dr. Naveed Akthar again as Dean and Dr. Faid Gul to be the Head of Department of NUML School of Business (FMS). With Allah's will and under this prolific leadership, the Department will progress by leaps and bounds. I also congratulate the faculty members who have successfully completed their PhD and joined back the Department.

Enjoy reading this year's issue and be sure to check out the online magazine at [www.numl.edu.pk](http://www.numl.edu.pk). Your opinion is valid for us so feel free to drop suggestions at [aysha.shafique@numl.edu.pk](mailto:aysha.shafique@numl.edu.pk)



Ms. Ayesha Shafique  
Lecturer FMS NUML

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# Newsletter Credits

**Patron-In-Chief**



**Dr. Naveed Akthar**  
Dean FMS (NUML)

**Patron**



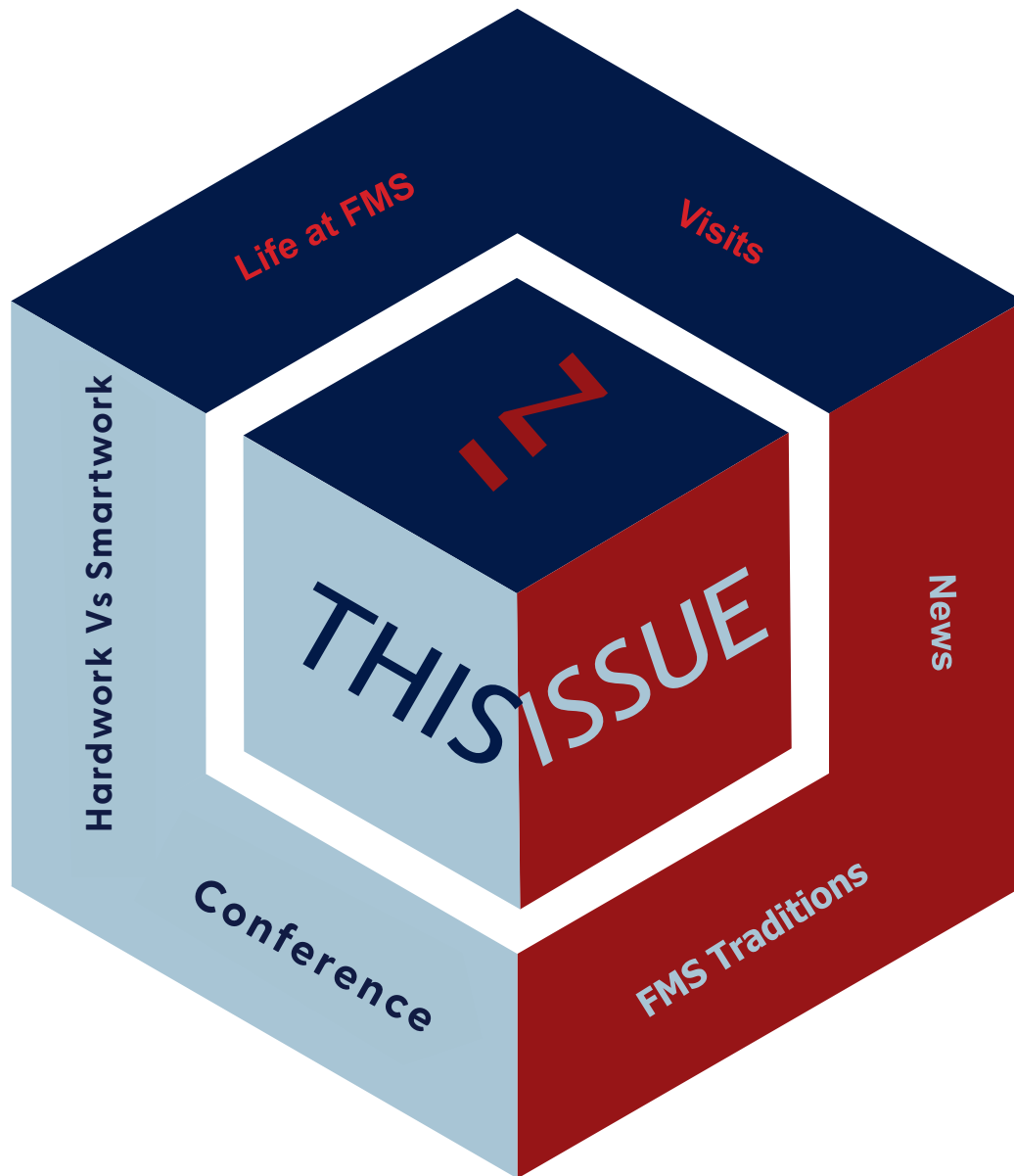
**Dr. Faid Gul**  
HOD FMS (NUML)

**Chief Editor**



**Ms. Ayesha Shafique**  
Lecturer FMS (NUML)

# In This Issue



# Life at FMS

## Department Board of Studies (DBS)

To discuss and deliberate various academic issues and issues related to quality of pedagogy, FMS held departmental board of studies on 29<sup>th</sup> June 2021 in multipurpose Hall. The head of department FMS Dr. Faid Gul chaired this session. Dr. Mubashir Hassan from Riphah International University Islamabad Program coordinators and cluster incharges also participated as members.



## Faculty Board of Studies (FBS)

Faculty Board of the studies meetings is one of the few occasions when the diversified intellect is together. This provides a great opportunity to focus on professional development, quality of education and synchronization of theory and practices in business. For this purpose, Faculty Board of Studies meeting was conducted in FMS on 30<sup>th</sup> July 2021. Dr. Naveed Akhtar chaired the session, Dr. Faid Gul HoD NUML business school, Dr Zeb from NUML Rawalpindi Campus, Dr Khurram Shahzad from Riphah Intl University Islamabad, cluster incharge and all coordinators attended the session in Ibne Khuldun block. Agendas of the meeting were course revision, Phd cases and how to improve quality of education.



## Orientation of PhD Students

Orientation is important because it lays a foundation for the new student's entering the PhD degree. First impressions are important since they establish the basis for everything that follows. Without orientation, a new student feels uncomfortable in his/her new class and takes longer to reach his/her full potential. Similar activity has been followed in NUML Business School in the class of PhD by Dean FMS Professor Dr. Naveed Akhtar by introducing SOPs and timeliness related to PhD program on 30<sup>th</sup> September 2021 in Multipurpose Hall at NUML.



# Life at FMS

## Faculty Development Program (FDP)



## Faculty Development Program (FDP)

FDP is a tradition at FMS to continuously equip the faculty with the up-to-date knowledge and skills. The faculty members at FMS actively participated in the three days' workshop (20<sup>th</sup> September to 23<sup>rd</sup> September 2021). After its completion, certificate awarding ceremony was arranged to present shields as token of remembrance to resource persons and certificates as token of appreciation to participants in NUML auditorium on 23<sup>rd</sup> September 2021. DG NUML and the Deans of departments shed light on the importance of training and appreciated efforts of each faculty and ORIC

## Rector's Interaction with Students

On 30<sup>th</sup> September 2021, Rector NUML, Major General Muhammad Jaffar, HI (M), (Retired) interacted with students of FMS where students gave their feedback to the Rector.





# Life at FMS

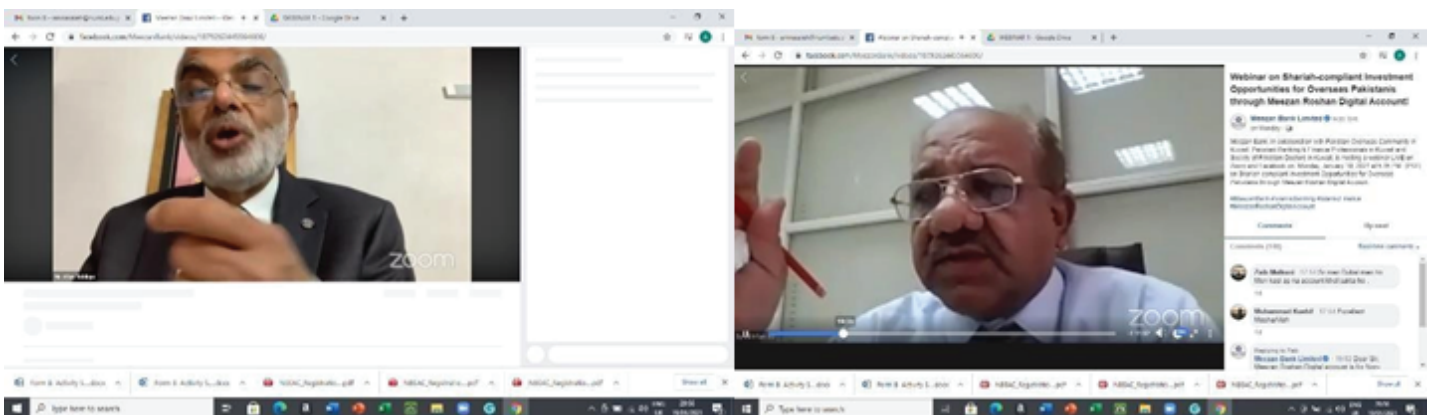
## Seminar On “Role of SECP in Financial Markets Development:

The Faculty of Management Sciences held a seminar on “Role of SECP in financial markets development” on 15th March 2021 through google meet. The webinar was arranged to enlighten students about the awareness of practical trading in capital markets and the role of SECP in financial markets development. DG SECP Waris Niazi was the Speaker. It was a discussion base session. The session involved discussions regarding different matter such as crypto currency, IPO's, and other stock market instruments. The session also highlighted the procedures through which the students can participate in the stock market. The new laws regarding SECP were also shared by the speaker.



## Webinar on Shariah-compliant Investment Opportunities for Overseas Pakistanis:

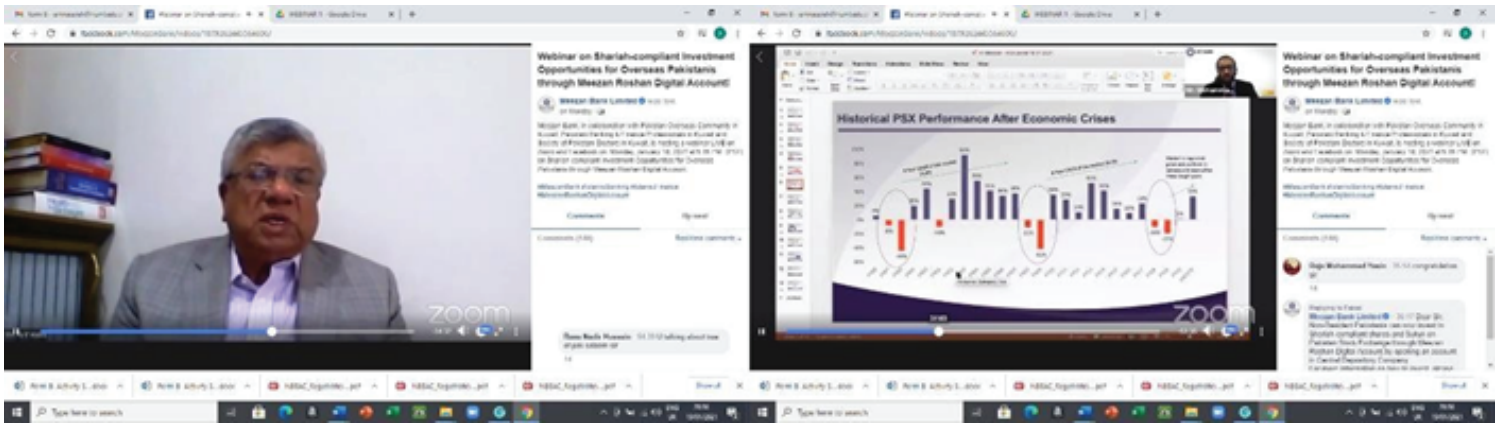
The Webinar was an awareness session about the investment opportunities available under shariah compliance ordinance for the overseas Pakistanis to attract the investments. The seminar aimed at creating an awareness among the students regarding the shariah compliant investments. Webinar was arranged by the Meezan bank team on 21st March 2021 via Zoom. Mr. Irfan Siddique and Dr. Murtaza Syed (Corporate Executives of Meezan Bank) Was the guest speaker.



# Life at FMS

## Webinar Practical Implications of Islamic Banking & Finance in Pakistani Market:

Islamic Banking and Finance has deepened its roots in the modern world today because of some of the striking features such as Riba free transactions, Asset-backed financing, Equity based transactions, Prohibition of gharar (uncertainty), Prohibition of speculation (Gambling) and Investment in halal businesses. Since the 20th century, the practical concept of Islamic finance has been understood and applied worldwide. The most commonly prevailing Islamic Instruments in the market are Musharakah, Diminishin Musharakah and Mudarabah and Murabahah both at corporate level as well as consumer level. The Faculty of Management Sciences held a Webinar on “Practical Implications of Islamic Banking & Finance in Pakistani Market” on 4th May 2021 through google meet. Mr. Yasir Ahmed Sales Support Manager in HBL Islamic bank was a guest speaker.



## Webinar on Clean and Green environment

The Department of Management Sciences arranged a webinar on Clean and Green Pakistan on 19th May 2021. The resource person for this webinar was Mr. Sikandar Ali Khan who is Corporate Trainer, Consultant and Learning Facilitator. Mr. Sikandar delivered a motivational lecture on promoting green environment. He stated that we can take different steps through which we can upgrade our environment and this we lead to personal branding as well. This personal branding will give us fame and access to job market as well.



## World Environment Day:

World Environment Day is the United Nations Day for encouraging worldwide awareness and actions to protect our environment. Pakistan is acting as a global host of world environment day 2021. The theme of this year's World Environment Day is Ecosystem Restoration. In this regard NUML Clean and Green Society organized a Clean-up and Hiking activity on Trial 5 Islamabad on June 5, 2021. Chairman Punjab Investment Board Sardar Tanveer Ilyas joined in this activity.



# Life at FMS

## Global Industrial Defense Solutions Paid Internship/Jobs Nominations

A valued Pakistani organization involved in international sales and marketing of defense products is offered paid internship program as Management Trainee Officers held on 30th September 2021. Trainees will undergo 6-8 months MTO program. Trainees may be offered employment on completion of 6-8 months training program subject to satisfactory performance.



## Seminar on Cyber Security and Human Resources: Issues and Challenges

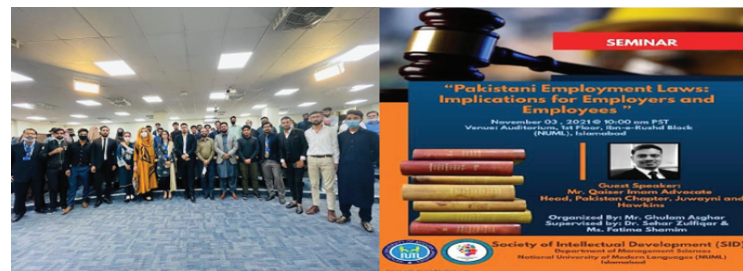
NUML Society of Intellectual Development (SID) at Management Sciences Department, Islamabad organized a seminar on Cyber Security and Human Resources: Issues and Challenges in 2021 in collaboration with FIA. The seminar was conducted on 02 November 2021 in the Iqbal Auditorium at Ibne e Rushd block. The objective of the seminar was to create awareness among students on cyber security issues and challenges for organizations in general and specific issues related to employees.

The target audience of the workshop was the faculty and undergrad students of management sciences. The guest speakers of the seminar were Mr. Najeeb Hassan, cyber-crime analyst and Dr. Zooni Ashfaq, Assistant Director, cyber-crime reporting centre, Rawalpindi. They shared their experiences with the students and educate them about various cybercrime laws. After the successful completion of the workshop, the shields were distributed among the guest speakers. At the end of the workshop participants had very positive feedback about the seminar contents and the speakers.



## Pakistani Employment Laws: Implications for Employers and Employees

Society of Intellectual Development (SID) at Department of Management Sciences, NUML, Islamabad organized Seminar "Pakistani Employment Laws: Implications for Employers and Employees" on November 02, 2021. The Guest Speaker of Seminar was Mr. Qaiser Imam, who's a law graduate having LL.M in commercial law and working with many legal institutions as visiting faculty and member of study Boards and Policy making bodies. He served as judicial officer (judge) and then as Deputy Director in Securities and Exchange Commission of Pakistan. The expected outcome of the seminar was to provide insights to our students on the Pakistani laws that govern the employer and employee relationship.



# Life at FMS

## Alumni Session:

Alumni Session was organized at 05 November 2021 to form Alumni association and to discuss the other related agendas through which alumni can contribute towards their home NUML. The session brought useful insights on strengthening the academia-industry linkage and other avenues of research and development in collaboration with industry.



## Cloths Recycle Campaign:

On 25th November 2021, students of BBA started the cloths recycling campaign and it continued till 30 Oct 2021, where the students were motivated to provide clothes (used or new) for the underprivileged people. Students actively participated in it.



## Corporate Grooming Session:

Society of Soft Skills has been on the mission to improve the personnel skills among students. In this context, an interactive session was arranged on Personality Grooming on 24 November 2021. Speakers from the industry were invited to throw some light on soft skills and importance of communication skills. The main objectives of this session to equipping students with skills related to CV writings, job hunting, interview skill and acceptable corporate norms. Various on spot mock interview sessions of students helped to overcome the issues related interviews.



## Coffee with Dean:

Coffee with Dean session was organized by placement and Liaison office FMS-NUML on 27th November 2021. Session chaired by Dean FMS and attended by 10 Alumni from corporate sector, HoD, In-charge Placement office, placement officers, In-charge Alumni office, alumni officers and cluster In-charges.

Agenda points included conversation on solidification of linkages with corporate sector, sharing success stories of alumni and establishment of alumni association. The participants shared milestones achieved by them in professional life, highlighted challenges faced at inception of career and appreciated Management Sciences department efforts to coordinate with alumni.



# Life at FMS

## INTERNATIONAL CONFERENCE ON

### Belt & Road Initiative: Business, Peace & Economic Development:

Faculty of Management sciences arranged a International Conference on "Belt & Road Initiative: Business, Peace & Economic Development" on 23rd December 2021. The objective of the conference was to impart awareness and emphasize various contemporary and future aspects of the Belt and Road Initiative (BRI) with reference to Pakistan, particularly in relation to the China-Pakistan Economic Corridor (CPEC).

Overall, the conference sought to provide a platform for in-depth discussions and knowledge sharing, enabling participants to gain a comprehensive understanding of the BRI, particularly within the context of Pakistan and the CPEC. By addressing these objectives, the conference aimed to foster informed decision-making, promote collaboration, and contribute to the sustainable development of the region.



# VISITS



## Visit to Rawalpindi Chamber of Commerce and Industry (RCCI)

On 6th December 2021, Rawalpindi Chamber of Commerce and Industry (RCCI) celebrated the Global Entrepreneurship Week (GEW). Management Sciences faculty and students attended the session by collaborating with chamber and industry representatives. Chamber president acknowledged the participation of students. Rawalpindi Chamber of Commerce and Industry (RCCI) also invited NUML female entrepreneur to the incubation center of female entrepreneurs on the same day along with entrepreneurship faculty. The main purpose was to promote the entrepreneurial culture among females.



## Corporate Visit of Management Sciences students to Pakistan Stock Exchange

Placement Office organized corporate visit of senior students to Pakistan Stock Exchange at 15th December 2021. The purpose of visit was to observe the working mechanism of financial market, interact with PSX team and various brokerage houses to get hands on practical knowledge of capital market.



## Faculty visit to JS Mutual Funds PSX Islamabad

Placement and Liaison Support Office organized the visit of 06 faculty members of Department of Management Sciences to Pakistan Stock Exchange on 07 January 2022, where visit of JS mutual funds and various brokerage houses offered fresh market insights to uplift the financial acumen of faculty members.



# TRADITIONS

## JOB FAIR

The placement Centre of the National University of Modern Languages (NUML) in collaboration with Placement and Liaison Support Office organized a job fair at the University on Wednesday 23rd February 2022. Around 70 national and international companies set up their stalls to interact with NUML alumni and the students of the final semester for employment, internship, and training purposes.



## FOOD WAR

Food war is a regular activity aimed at developing practical awareness of marketing strategies and sense of entrepreneurship among students



## ENTREPRENEUR WEEK

Entrepreneurial week was organized on 29th November to 6th December 2021 with full zest.



# FACULTY ACHIEVEMENT

## Dr. Abdul Wahid

Dr. Abdul Wahid Assistant Professor (Accounting and Finance) was awarded 1.6 Million worth project in 2021 from Beijing Language and Culture University & Confucius Institute on project titled “Understanding Rising China (A Research project of BLCU and CII)”.

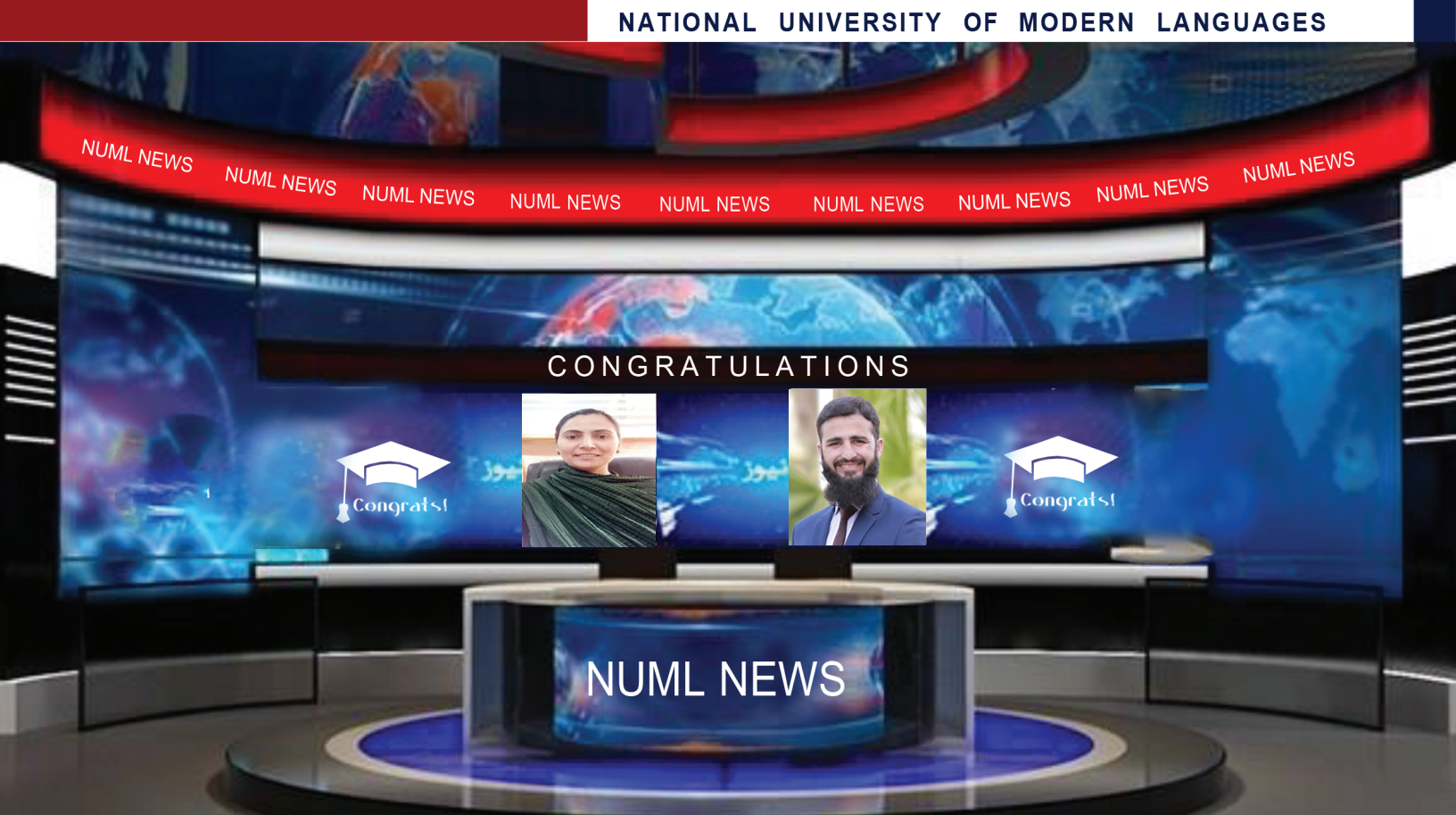


## Dr. Nisbat Ali Malik

Dr. Nisbat Ali Malik, Assistant Professor, of Management Sciences, was awarded PROVISIONAL AWARD UNDER National Research Program for Universities-NRPU entitled “Measuring Success of Public sector funded social health initiatives – Case of Sehat Sahulat Program (SSP)” having total cost of Rs. 6512000/- and project duration of 24 months.







**NUML Business School congratulates Dr. Maria Zulfiqar for successfully completing her PhD in Marketing on 9th April 2021. The title of her research was "Cause Related marketing to Model Green Products Purchase Decision through Brand Attitude and Ad Credibility".**



**Dr. Muhammad Irshad completed her PhD in HRM on 31st August 2021. The title of her research was "The Cascading Effect of Organizational through Psychological Entitlement: Testing Sequential Mediation for Positive and negative Outcomes". His research interests include, OB, HR practices and Industrial psychology.**

# Article

## HARDWORK VS SMART WORK

The importance of hard work and smart work is a topic that has been discussed and debated by many people. Some of the points that can be made are:

Hard work and smart work are two different approaches to completing tasks. Hard work involves putting in a lot of physical and mental effort, while smart work involves finding the most efficient and effective way to achieve the same results.

Hard work helps to lay the foundation for success, while smart work helps to optimize and streamline the process. A combination of both hard work and smart work is the key to achieving great results.

Hard work helps to gain experience, knowledge and skills, while smart work helps to apply them creatively and innovatively. Hard work teaches perseverance, discipline and consistency, while smart work teaches planning, prioritization and analysis.

Hard work and smart work are both important and useful depending on the situation. The right approach may depend on the industry, objectives or preferences. One can integrate methods of hard work with smart work and achieve the best outcomes.

Hard work and smart work are two different approaches to completing tasks. The main difference between them is how much time and effort you spend on completing your goals.

Some of the benefits of hard work are:

It builds perseverance, discipline and consistency. It produces predictable and uniform outcomes. It helps you learn a process and gain a full understanding of it.

Some of the benefits of smart work are:

It saves time, energy and resources. It involves creativity, innovation and analysis. It focuses on both quality and quantity of work.

Many professionals use a mix of hard work and smart work to complete quality work within deadlines. The right approach for you may depend on your industry, objectives or preferences. You may also integrate methods of hard work with smart work and achieve the best results. I don't have a preference for either hard work or smart work. I think both are important and useful depending on the situation. Sometimes, hard work is necessary to achieve a goal that requires a lot of effort and dedication. Other times, smart work is more suitable to find a better solution or a shortcut that saves time and resources. I try to use both approaches when I can to optimize my performance and results.

The nature and complexity of the task or goal. The deadline and urgency of the task or goal. The availability and quality of resources and tools. The expectations and requirements of the task or goal. The potential risks and benefits of the task or goal.

For example, if I have a simple and straightforward task that needs to be done quickly, I may use hard work to finish it as soon as possible. However, if I have a complex and challenging task that has a longer deadline, I may use smart work to plan, prioritize, analyze and find the best way to complete it. I can give you an example of a task that requires hard work. One example is writing a research paper for a school or work project. This task may require hard work because:

It involves a lot of research, reading, writing and editing. It requires following a specific format, style and citation. It needs to be original, accurate and informative. It has to meet a certain length, quality and deadline.

To complete this task successfully, you may need to work hard by:

Choosing a relevant and interesting topic. Finding reliable and credible sources of information. Organizing your ideas and arguments in a logical structure. Writing clearly, concisely and persuasively. Proofreading and revising your paper multiple times. Submitting your paper on time and according to the guidelines.

You can work smarter on writing a research paper by using some of these methods:

Use online tools and software to help you with research, writing and editing. For example, you can use search engines, databases, plagiarism checkers, grammar checkers and citation generators to save time and improve your paper quality. Collaborate with others who are working on similar or related topics. You can share ideas, feedback, resources and insights with them and learn from their perspectives and experiences.

Break down your paper into smaller and manageable sections or tasks. You can set mini-deadlines and goals for each section or task and track your progress and performance.

Seek help from experts or professionals who can guide you or assist you with your paper. You can consult your instructor, supervisor, mentor, tutor or peer reviewer for advice, suggestions, recommendations or corrections.

Here are some recommendations on hard work and smart work:

Identify your goals and objectives and align them with your values and passions. This will help you stay motivated and focused on your tasks. Assess your strengths and weaknesses and seek feedback and guidance from others. This will help you improve your skills and performance.

Plan and organize your tasks and projects and prioritize them according to their importance and urgency. This will help you manage your time and resources effectively.

Use online tools and software to help you with research, writing, editing, communication and collaboration. This will help you save time and improve your quality of work.

Seek opportunities to learn new things and expand your knowledge and expertise. This will help you stay updated and relevant in your field.

Be flexible and adaptable to changing situations and challenges. This will help you cope with stress and uncertainty. Balance your work and life by taking breaks, relaxing, exercising and having fun. This will help you maintain your physical and mental health and well-being.

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# DEPARTMENT OF MANAGEMENT SCIENCES



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