



DEPARTMENT OF MANAGEMENT SCIENCES

# NEWS LETTER THE HORIZON

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# Message from Patron-in-Chief

## Prof Dr Zahid Iqbal

**Dean Faculty of Management Sciences**



Faculty of Management Sciences is committed to raising the standards of business and management education keeping in view the local as well as the global perspectives. It maintains a sharp focus on the holistic grooming of the future leaders and executives by enabling them to improve the governance and management of organizations and business networks. Students are made to work responsibly, ethically and exhibit high ethical values and to develop a character and personality marked by integrity and competence. Our students have been able to make a huge difference by their entrepreneurial contributions to business and market enterprises with reference to emerging trends.

**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. Fauzia Mubarak

**Head of Department Management Sciences, NUML**

The Faculty of Management Sciences (FMS) is vibrant to carry out numerous extra-curricular activities other than academics in each semester. It endorses the true spirit of the founding of this faculty because it demands more of the practical insights to the concepts and theories taught to the students.

I am pleased to acknowledge the series of seminars, workshop, and activities carried out by the Department of Management Sciences with full zeal and fervor. Such types of events not only enhance the interpersonal skills of the students but enlightens the personality of the students with traits of confidence, motivation and passion to look forward for success and development in their careers.

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.



# 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 2022, traditions at NUML School of Business (FMS).

I will take the privilege of this newsletter to welcome Dr. Zahid Iqbal as Dean and Dr. Fauzia 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.

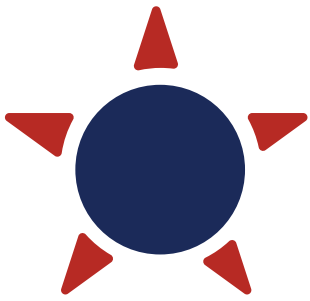
Enjoy reading this year's issue and be sure to check out the online magazine at [www.numl.edu.pk](http://www.numl.edu.pk). Your opinion is valid for us so feel free to drop suggestions at [ayasha.shafique@numl.edu.pk](mailto:ayasha.shafique@numl.edu.pk)



## Ms. Ayesha Shafique

Lecturer FMS NUML





# Newsletter Credits

PATRON-IN-CHIEF



**Prof. Dr. Zahid Iqbal**

Dean Faculty of Management Sciences

PATRON



**Dr Fauzia Mubarak**

Head of Department Management Sciences, NUML

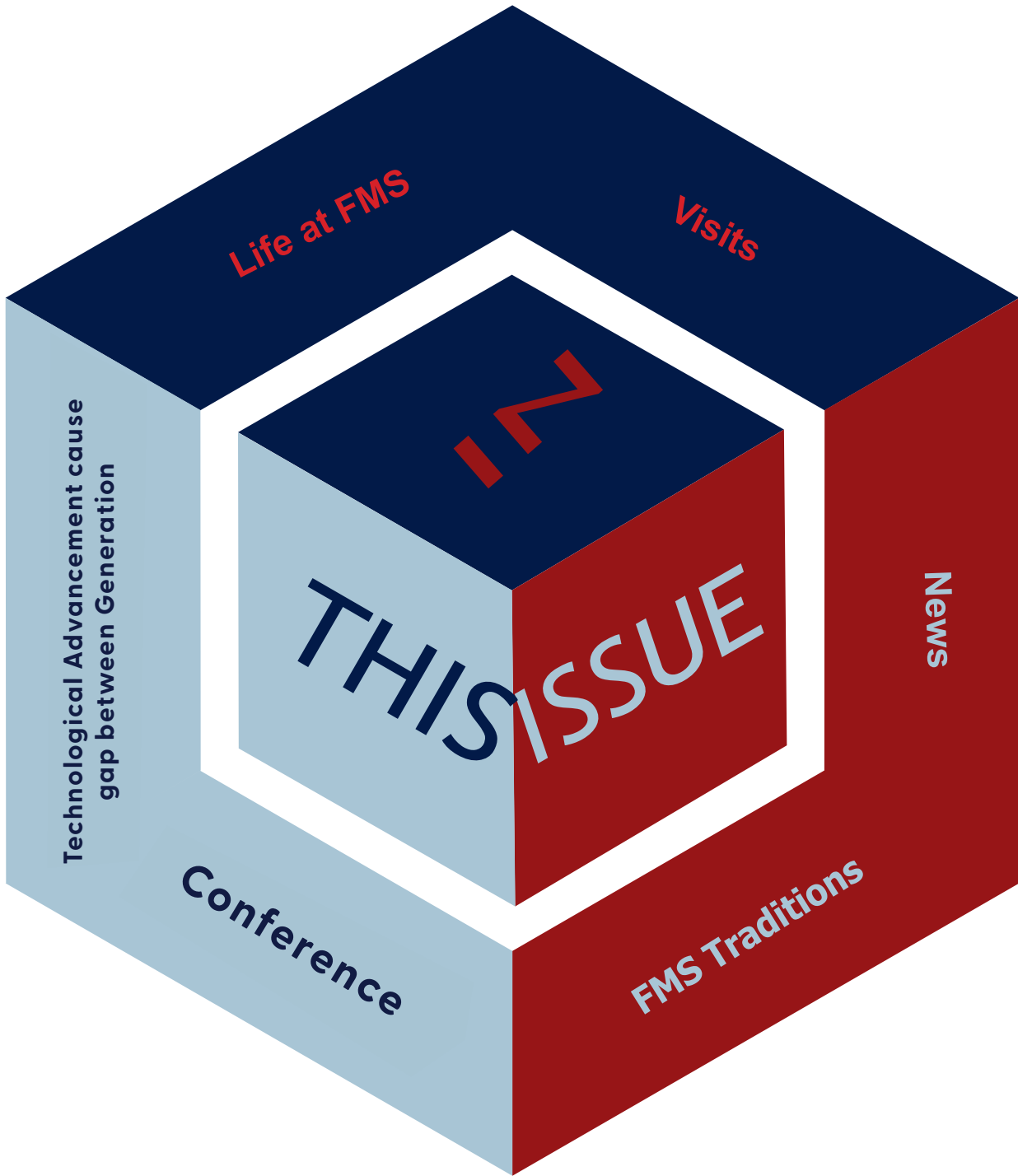
CHIEF EDITOR'S



**Ms. Ayesha Shafique**

Lecturer FMS NUML

# In This Issue





# Life at FMS

## Farewell Party of HoD MS and Dean FMS

Faculty of Management Science held a Farewell Party and paid tribute to Dean FMS Dr Naveed Akhtar and HoD FMS Dr. Faid Gul for their wonderful tenure.



## Accreditation Meeting with Regional Officials

Accreditation of Business School assures students that an institution of higher learning adheres to high quality standards based on the latest research and professional practice. An accredited school goes through a rigorous check by an authority on education to make sure the school meets their standards and is qualified to teach students the programs being offered. A degree from an accredited school is valuable. National Business Education Accreditation Council (NBEAC) awarded the accreditation to NUML main campus. On the desire of Rector NUML, regional campuses officials were invited to discuss and deliberate upon how they can get this accreditation in their respective campuses.



# Life at FMS

## Department Board of Studies (DBS)

To discuss and deliberate various academic issue and issues related to quality of pedagogy, FMS held departmental board of studies on 15th March 2022 in multipurpose Hall. The head of department FMS Dr. Fauzia chaired this session. Mr Humayun Shuja and Syed Asghar Abbas from industry, 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 29th March 2022. Prof Dr. Zahid Iqbal chaired the session, Dr. Fauzia HoD NUML business school, Dr. Zubair Mumtaz from NUST, Mr Ghulam Shabbir CEO from Momentum Pvt Ltd ,cluster incharge and all coordinators attended the session in Ibne Khuldun block.



## 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 follow. 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. Zahid iqbal by introducing SOPs and timeliness related to PhD program on 23rd September 2022 in Multipurpose Hall at NUML.





# Life at FMS

## 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 five days' workshop (18th July to 22nd July 2022). 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 22nd July 2022. DG NUML and the Deans of departments shed light on the importance of training and appreciated efforts of each faculty and ORIC team.



## Faculty Development Program

## Corporate Advisory Board Meeting (CAB)

Linkage between university and industry is essential in global village to capture the changing dynamics of business world which further fuels inclusive growth, wider connectivity and fertile ground for incubations. For this purpose, NUML School of Business (FMS) arranged a Corporate Advisory Board Meeting on 22nd September 2022. This meeting reflected FMS's commitment and willingness to engage CEOs/ Presidents and Secretaries from every angle and to take hands-on-ongoing business program revision which will fuel quality of education and knowledge exchange.



# Life at FMS

SEMINARS

## **Corporate Liaison Session with Trade Expeditors Pvt. Limited**

Department of Management Sciences arranged a meeting with Trade Expeditors Pvt Ltd. The valued organization is involved in goods clearance, transportation facilitation and other key areas of logistic management. HOD, In-charge Placement and Liaison Support Office and faculty members of the Supply Chain Cluster represented the NUML. Mr. Ehsan Ahmed Danish HR Head and Mr. Nadeem Head of Training and Development represented the trade expeditors. The avenues of mutual cooperation that remained the focus of discussion included students' corporate visit, internship and job placements, knowledge exchange and areas of research and development. Company has already offered jobs and internships to NUML students and graduates.



## **Seminar on “ how to start and excel in business on Amazon**

A Seminar on “How to start and excel in business on AMAZON” was conducted to help the students start and face the challenges of online business under Student Tutoring and Counseling Society (STCS) on 9th March 2022. The Guest Speaker was Mr. Rizwan-Ul-Haque who is a renowned motivational speaker, a career counselor and a facilitator.

He is the CEO of Avenir Commerce and Immigration Experts, where he also provides consultancy services to students and professionals for immigration. He shared his extensive experience in online marketing and enlightened the students on how they could earn better in online business. At the end a shield was presented to the honorable guest by Dr. Fouzia Mubarik.





### **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 12th March 2022. The speaker Mr. Hassan But , Innovation Analyst at HS2 Ltd UK briefed the students on CV writing, job hunting, interview and communication skills.



### **Digital Marketing Trends 2022**

The Faculty of Management Sciences held a seminar on “Digital Marketing Trends 2022” on 31st March 2022. Worthy guest speaker Mr. Shehnoor Ahmed (Founder – 360Degree-Hub) talked about the digital marketing trends evolving in 2022. He educated students with the basic knowledge of internet, how it works and how it evolved since its inception. He shared insights with the students about web 3.0 and web.4,0 and how this will change the current and future marketplace.





# Life at FMS

## Iftaar Drive

A successful journey of another group of students in BBA 1 A and 5C morning under the supervision of CSR Society CEO/Co-founder Ms Sarah Imran and maam Amna Saleh arranged a Iftaar Drive on 22nd April 2022. A project in collaboration with save the humanity.



## Cloths Recycle Campaign

On 25th April 2022, students of BBA started the cloths recycling campaign where the students were motivated to provide clothes (used or new) for the underprivileged people. Students actively participated in it.



# Life at FMS

## Study Report Launch and Panel Discussion ( Climate Resilience through local Adaptation Plan of Action LAPA)

Pakistan like other South Asian countries is at substantial risk of multiple climate-induced disasters including floods, earthquakes, cyclones, draughts, GLOFs, landslides, heat waves, and locusts' infestation which threaten the lives and livelihood of its citizens. Since its inception, Pakistan has experienced some of the worst disasters of which earthquakes and floods have been very common. Its vulnerability to hydro-meteorological disasters has increased two-fold due to global climate change. The Sustainable Development Policy institute (SDPI) organized the study launch ceremony on September 27, 2022 to share the findings of the study conducted by the IRC with broader stakeholders. The event focused on the importance of local adaptation plans against the devastating effects of climate change. Students and Faculty attended this event and they learned about climate threats and mitigation strategies.





# Life at FMS

## Environmental Nexus and Climate Change

On 19th October 2022, a seminar was conducted by NUML Clean and Green Society under the supervision of Mr. Waris Ali. Two honorable guests were cordially invited to this seminar. The first speaker was Dr. Shams Ul Hassan, who has a vast experience as an environmental specialist and subject matter expert in both the public and private sectors. He has worked extensively with regulatory agencies including USEPA, CARB, SCAQMD, and other local and state agencies.

Our second honorable guest was Dr. Farzana Altaf Shah, the Director General Pakistan Environmental Protection Agency. She talked about protection of the environment, and sustainable development while Identifying the needs and initiating legislation in various sectors of Pakistan. In the end honorable Dean FMS Dr. Zahid Iqbal and Head of the Department Dr. Fauzia Mubarak presented Shields to the guest speakers.



## Tree Plantation with CDA

NUML Clean and Green Society planted tree in collaboration with CDA on Green belt on different locations in H-9 Sector of Islamabad.



# Life at FMS

## INTERACTION SESSION ON STOCK MARKET

Pre Incubation Center and Capital Market Desk arranged a joint session on Pakistan Stock Market on 12th December 2022. The session was arranged by President Pre-Incubation Center Habib Ullah Baig. President Capital Market Desk Umer Ashfaq student of NUML, Islamabad investor and trainer at PSX had a discussion.



## SEMINAR ON EMOTIONAL INTELLIGENCE AND PROFESSIONAL ETIQUETES

On 16th December 2022, FMS Alumni Club invited FMS Alumni Mr. Muhammad Harris (Manager Sales Youngs Food Pvt. Ltd.) to shed some light on a Pricing Challenges of FMCG Industry. Mr. Muhammad Harris shared his vast experience of tackling pricing challenges that he faced over the past 8 years in FCG industry while working in Nestle Pakistan, Dalda Foods, and now in Young's Food. He also included its importance and why it is necessary for students to grasp some basic knowledge of Pricing strategies before completing the degree. He mentioned the importance of Pricing as a marketing mix tool that is needed by every marketer to successfully design the basic marketing strategies.





# Life at FMS

## INTERNATIONAL CONFERENCE ON

### **Novel Insights in Business and Management Research: Challenges & Opportunities towards Sustainable Development”**

Faculty of Management Sciences arranged an International Conference on “ Novel Insights in Business and Management Research: Challenges & Opportunities towards Sustainable Development” on 21st December 2022. The primary objective of this conference was to gain a comprehensive understanding and analysis of the latest advancements in business and management research. The conference aimed to foster critical thinking by exploring various dimensions of problems, evaluating the quality and applicability of updated theories and methods, and examining their role in resolving business and management issues. Aligned with the conference's main theme, the following objectives were prioritized:

- 1.** Encouraging researchers to identify sustainable solutions for organizational challenges.
- 2.** Stimulating the generation of new and innovative ideas in management research that have the potential to attract industry funding and foster collaboration.

- 3.** Creating a platform for bridging the gap between industry and academia through collaborative interdisciplinary research and facilitating the commercialization of research findings.

By addressing these objectives, the conference aimed to foster informed decision-making, promote collaboration, and contribute to the sustainable development of the region.





# VISIT



## VISIT TO NATIONAL INCUBATION CENTER

On 25th October 2022, President Pre-incubation center faculty of management sciences at NUML Mr. Habib Ullah Baig has organized a visit to National Incubation Center (NIC) for BBA & BSAF students under the supervision of Mr. Adnan Iftikhar, HR Resource person and Trainer Mr. Ibraheem Ahmad welcomed young entrepreneurs. Mr. Ibraheem Ahmad encourages and motivates them how to become successful entrepreneurs, addressing the challenges and issues, and solutions and tactics to overcome the problems that can be part of business journey.



## Visit Of Islamabad Chamber Of Commerce

NUML Pre-incubation Center arranged the ICCI visit for BBA Students on 23rd November 2022, where the students had a fruitful session with President ICCI Vice president ICCI members of ICCI in which they address the students about the role chamber of commerce in the business sector and how it works for the business community and how they work for business community, they told us about their efforts of promoting Pakistanis business to the International platform and opening doors for the local business by bringing the interest of international investors to Pakistan.





NUML Business School congratulates Dr. Sabtain Fida for successfully completing his PhD in 2022. The title of his research was "Impact of Internal and External Environment and Corporate Governance Practices on Risk Framework: Nested Tested Modelling of Pakistan Banking Industry".

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Dr. Fareeha Riaz completed her PhD on 2nd February 2022. The title of her research was "Macroeconomic and Institutional Drivers of Current Account in Developing Asian Countries".

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Dr. Warda Nadeem completed her Ph.D. on 21st December 2022. Her thesis title was "Assessing the Determinants of Banking Efficiency: Empirical Evidence from Pakistan"

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NUML business School introduced some creative activities that have continued ever since becoming a tradition. These include Coffee with Dean, Food War, Job Fair and Entrepreneur Week



## Coffee With Dean

Coffee with Dean is a regular activity chaired by Dean FMS and attended by FMS Alumni, HoD, In-charge Placement office and Placement officer. The aim of such arrangement is to strengthen linkages with industry, to promote camaraderie among alumni and to share extra ordinary success stories of alumni. In continuation of this tradition, NUML alumni were invited on 27th May 2022. The participants shared their views and positive statements to uplift the FMS reputation.

## Entrepreneur Week



Business school provides a launching platform to their graduates to start new business ventures and unique businesses. NUML School of Business arranged a dedicated entrepreneurial week for their graduates to inculcate entrepreneurial orientation among them from 14th -15th December 2022.



## Hunger Interventions

NUML provides interventions to target hunger among students by supplying healthy and affordable food choices for all on campus, including vegetarian and vegan food at its cafeterias.



## NUML Student Cafe

To promote on-campus entrepreneurial culture, University provided semester VII and VIII students cabins to run their own cafeteria. This activity was intended to start healthy competition among students so that they could offer quality food.





## Is it true that technological advancement can cause gap between generations?

Although technological advancement has facilitated human lives in many ways, yet it has potential to create a huge gap between the generations. This gap will be primarily due to the variations in technological innovations and disparity in the use of these aspects all around the globe. Every individual is adopting a unique approach towards the use of technology and it paves way to widen a gap between generations. Their approach towards technology is different, their level of understanding is different, their opinions are different, their life experiences are different, their perspective towards future is different, and much more. In previous generations everyone shared similar influences for instance when they watched TV and news together everyone got the same impact. But with the advancement in technology and the availability of different social media platforms, every individual whether it's Baby Boomer, Gen X, Gen Z, or Gen Alpha, all are getting diverse influence. The use of Facebook, Instagram, Twitter, etc, are primarily a source of entertainment, information, and opinion building for Gen X and Gen Z, on the other hand, Gen Alpha is using the platform to keep themselves posted among their social groups, in this way their lives are completely isolated from their peers groups and encircled by the use of gadgets. According to this, the technological advancement at the domestic level has fabricated the family structure in such a way that even sitting in one room side by side, face to face, but involved in having a digital conversation and comments. As virtual connectivity is portraying a glamorous picture so individuals are more inclined and emotionally dependent on social platforms than their family members. Here people are living in a world of fantasy, a world of imaginations where relations are merely superficial and a materialistic approach is getting over everything. Hence, it is without any doubt that technological advancement is widening the gap between generations.

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Lecturer ,NUML



# DEPARTMENT OF MANAGEMENT SCIENCES



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