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Volume 03



Breaking Fresh Grounds      Exploring New Horizons

Department of  
Management Sciences

# NEWS LETTER

# The Horizon



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



07

Corporate Advisory Board meeting was arranged by FMS on 19<sup>th</sup> December 2019



## How to Decide on a Career

There are a lot of people specially youngsters in my circle who continuously asking one question from me i.e. Hey! How do I pick the right career for my life? And I believe that picking the right career is probably one of the most important decision that you ever make, because unfortunately when you pick the wrong career, then it will waste your time even a lot of years of time. And you would agree with me if you ever had this experience in your life Now what I am talking, For example you pick a majors study in schools, colleges and universities and then you study that for a few months, maybe even a couple of years and you would like, You Know What! actually I don't like this subjects that much , and it's usually ....

# Message from Patron-in-Chief



**Prof. Dr. Naveed Akhtar**  
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 of NUML Business School.

# 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. Irum Jabeen 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 2019, traditions at NUML School of Business (FMS), students' corner and at the end an article about how to decide on a career.

I will take the privilege of this newsletter to welcome Dr. Naveed Akhtar 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 [ijabeen@numl.edu.pk](mailto:ijabeen@numl.edu.pk)



Ms. Irum Jabeen  
Lecturer FMS NUML

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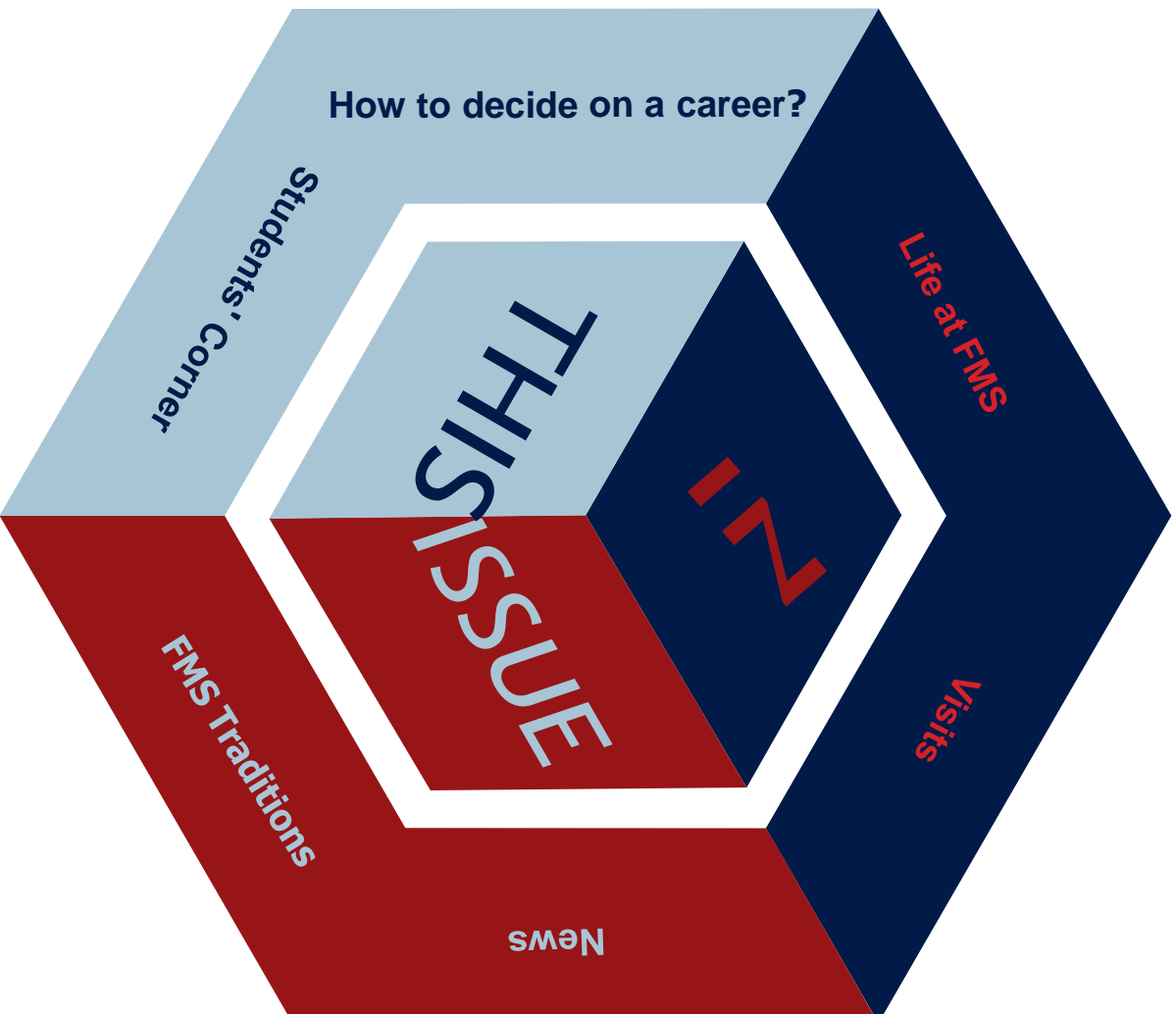
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# In This Issue



# Life at FMS

S E M I N A R S

## Case Study Methods

Imparting business education by demonstrating real life examples and challenges with the help of case studies is one of the emerging pedagogical strategies in business school. To enhance the capacity of FMS faculty with regards to case study writing and teaching, FMS arranged case study writing and teaching methods workshop on 1<sup>st</sup> April 2019. Dr. Arif Iqbal Rana, Associate Professor from LUMS was invited as resource person to discuss and deliberated with faculty on topic of how to write and teach case study to business graduates.



## School Bags for Chrag-e-Badr Students

CSR team, in collaboration with Kahmur Foundation distributed school bags to the students of Charagh-e-Badr on 25<sup>th</sup> April 2019



## Library Setup for Chrag-e-Badr

On 25<sup>th</sup> April 2019, students of M.Com with the support from CSR team initiated the library setup for students of Chrag-e-Badr with the aim to enhance their knowledge. Little learners were delighted to have the library.



# Life at FMS

S E M I N A R S

## Seminar on “Business Excellence Through e-HRM”



## “Business Excellence Through e-HRM”

To enrich the students with HR knowledge, an illuminating session was organized on 29th April 2019. Mr. Ammar Hussain Jaffari, Former DG, FIA and Ms. Tania Zuberi, Manager HR, Beaconhouse School System North, the guest speakers, demonstrated valuable and thought provoking information to the students regarding e-HRM in the current market and the future of technology by enlightening their knowledge through questions and answers session.

## MoU Signing and Campus Drive

Placement and Liaison Office engaged Al-Baraka Bank (Pakistan) Ltd., for signing of MoU, by the end of June 2019. This was mutually beneficial for both parties to strengthen industrial academic linkages. In this perspective, a campus drive of Al-Baraka Bank (Pakistan) Ltd. was rendered on 13th June 2019. At first, an awareness session on career progression in Al-Baraka Bank was delivered by a senior executive. After that, the recruitment test of NUML graduates was conducted for the position of Branch Services Officer (BSO).



# MOU

البركة  
alBaraka



# Life at FMS

S E M I N A R S

## Farewell Party of HoD MS and Dean FMS

Faculty of Management Science held a Farewell Party and paid tribute to Dean FMS Dr Maqsud UI Hassan and HoD FMS Dr. Nadeem Talib for their wonderful tenure.



## Rector Interaction with Faculty

Rector NUML Maj Gen (R) Zia udin Najam had a knack for inspiring faculty to action in order to create a better future, research orientation and solve problems in humble and courteous manner. After spending his four years tenure, he left NUML on the 10th July 2019. In his honor and to pay tribute to his endeavors especially, NUML School of Business arranged farewell party on 5th July 2019. On this occasion, Dean FMS Prof. Dr. Naveed Akhtar highlighted various endeavors of the Rector.



## 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. Dr. Faid Gul HoD NUML School of business, director QEC NUML Dr. Nadeem Talib discussed all NBEAC forms at length with them.



# Life at FMS

S E M I N A R S

## 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 6th August 2019 in multipurpose Hall. The head of department FMS Dr. Faid Gul chaired this session. Dr. Summaya Chughtai from IIUI and Dr. Mubarak Hussain 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 26th August 2019. Dr. Naveed Akhtar chaired the session, Dr. Faid Gul HoD NUML business school, Dr. Zubair Mumtaz from NUST, Ahmed Imran Hunjra from ARID Agriculture University, Mr. Arshad from SECP, Syed Asghar Abbas Naqvi from PSX, 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 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. Naveed Akhtar by introducing SOPs and timeliness related to PhD program on 25th September 2019 in Multipurpose Hall at NUML.



# Life at FMS

S E M I N A R S

## 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 (27th August to 29th August 2019). 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 29th August 2019. 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 14<sup>th</sup> October 2019, 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

S E M I N A R S

## Seminar on “Regulating Risk in Islamic Finance and the Role of IFSB”

The Faculty of Management Sciences held a seminar on “Regulating Risk in Islamic Finance and the Role of IFSB” on 10th October 2019. The guest speaker of seminar was Dr. Jamshaid Anwar Chattha who is an ex-regulator, standard-setter, and qualified chartered Islamic finance professional with thirteen years of direct Islamic financial sector experience in different countries that ranges from commercial banking to regulatory policy development and implementation. His presence at the campus was a source of motivation to the attending participants. The honorable Dean FMS, Dr. Naveed Akhter and Head Management Sciences, Dr. Faid Gul were pleased to have Dr. Jamshaid, Alumni MBA 2005, in the department.



## Mr.Hmail Niazi's Interaction with Students

On 23rd October 2019, motivational speaker Mr. Hamail Niazi, who worked in Serena and Marriott hotel Islamabad and also an alumni of NUML, visited students at the Management Sciences Department, to share the practical insight about the experiences he received during his career and employed an interactive session with students.



# Life at FMS

S E M I N A R S

## Commodity Futures Trading (Derivatives)

The Department of Management Sciences arranged a one-day awareness seminar on Commodity Futures Trading (Derivatives) on 23rd Oct 2019 for the students of finance. Key speaker was Muhammad Irfan Kasana, Sr. Manager, Product Development, Research and Agri-business, Pakistan Mercantile Exchange (PMEX). He discussed with the audience about designing various commodity derivatives including all asset classes such as Financial, Metals, Shariah Complaint, Agriculture and Energy.



## Training by Pakistan Stock Exchange (PSX) Personnel



# Pakistan Stock Exchange

Pakistan Stock Exchange has begun an initiative to develop awareness of young people especially university diaspora at large about the financial concepts, investment basics and financial planning. In this regard representatives of PSX Syed Asghar Abbas Naqvi, Iqra Awan and Saqib, from SECP Mr. Uneeb and brokerage houses Imtiaz Ahmed were invited at the Department to participate as trainers to students.



# Life at FMS

S E M I N A R S

## Corporate Grooming

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 25<sup>th</sup> October 2019. Speakers from the industry were invited to throw some light on soft skills and importance of communication skills. Key speakers were Mr. Muhammad Abdul Wahab, a renowned TV anchor for morning shows in PTV and has worked for media houses like ARY, SAACH TV and PTV World, Miss Mehroze Ali, a renowned public speaker from industry currently working on strategic leadership and public speaking and Mr. Shehzad Khan, working in United nations and has served at various places representing Pakistan.



## Cloths Recycle Campaign

On 25<sup>th</sup> April 2018, students of BBA started the cloths recycling campaign and it continued till 25<sup>th</sup> Oct 2019, where the students were motivated to provide clothes (used or new) for the underprivileged people. Students actively participated in it.



# Life at FMS

S E M I N A R S

## Emotional Intelligence: How to Control Anger & Stress

An awareness talk was steered on 26<sup>th</sup> November 2019 in Confucius Hall, Faculty of Management Sciences. Mr. Sikandar Ali Khan (Motivational Speaker/Corporate Trainer/Media Celebrity), an Alumni of NUML was invited as a guest speaker. Mr. Sikandar demonstrated valuable and thought-provoking information to the students regarding the Emotional Intelligence in general, and how to control Anger and Stress in particular.



## Cleanliness Campaign



In the month of October and November 2019, BBA students started cleanliness campaign in the University to promote a healthy environment, free from dirt with the support of CSR team.

## Uniform, Shoes and Sweaters for Charagh-e-Badr Students



CSR team distributed the school necessities among the children of charagh-e-Badr on 31<sup>st</sup> December 2019.

# Life at FMS

S E M I N A R S

## Modernism in Businesses Through Leadership: Don't Change People, Change their Behavior



A talk on changing behaviors was conducted on 12<sup>th</sup> December 2019. Shaikh Muhammad Ali, Director Resource Development, NUMS, Mr. Hanan Ali Abbasi, President, National Youth Assembly and Ms. Ammara Umar Awan, Director Operations, ICSTSI were the guest speakers. All guest speakers shared their experience and demonstrated valuable and thought provoking knowledge to the students regarding Leadership behavior in Modern Businesses and importance behaviors in the organizations. Dr. Naveed Akhtar, Dean FMS presented the seminar shield and souvenirs to the guest Speakers at the end of session.

## Training on Primavera P6



A training session on Primavera P6 for Project Management was organized for the students of MBA on 17<sup>th</sup> December 2019. Ms. Ramsha Ijaz, a practicing Primavera P6 Professional was the resource person for the training session. The students were introduced to the Project Management software and they were asked to feed the data assuming a hypothetical project. The training session provided the students with practical learning of the software being used in the industry for Project Management purposes.

## 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 19<sup>th</sup> December 2019. 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.



# VISITS



## Industrial Visit to Mahr Textiles, Sialkot

Students of BBA along with three faculty members visited Mahr Textiles, Sialkot on 26<sup>th</sup> October 2019. The delegates from NUML were received by Mr. Haseeb Ahmed and Hafiz Abdul Qadeer, Director Operations. During the visit, the coordinating staff demonstrated valuable and thought-provoking information to the students regarding the operations, processes and workflows at Mahr Textiles.

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

On 26<sup>th</sup> November 2019, 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.

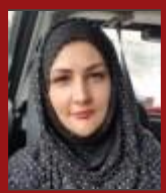




Dr. Sehar Zulfiqar completed her PhD on May 2019 from University of Debrecen, Hungary. Her research title was "The Impact of Internal Corporate Social Responsibility On Employee Behavior: Evidence From Leading Banks In Pakistan". Her research Interest are, Organizational Behavior, Corporate Social Responsibility, Knowledge Management.



NUML Business School congratulates Dr. Shanza Khan for successfully completing her PhD on 5<sup>th</sup> November 2019. The title of her research was "An integrative view of individual creativity and organizational innovativeness as an enabler of competitive advantage: A study of Information & Communication Technology sector of Pakistan".



Dr. Hina Shahab completed her PhD on 5th October 2019. The title of her research was "Interactive antecedents of an employee innovative work behavior". Her research interests include, OB, HR practices and Industrial psychology.



Dr. Hafza Zahoor completed her PhD on 18<sup>th</sup> September 2019. Her thesis title was "Other side of Dark Triad: Use of Impression Management Strategies and Feasible Situations for Work Outcomes"

# FMS TRADITIONS

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 23rd April 2019. The participants shared their views and positive statements to uplift the school's 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 16th April to 18th April 2019. Glimpses of entrepreneurial weeks are as right:



# Students' Corner

## Calligraphy

**Muhammad Umar Irshad**, a talented artist from BBA, NUML started sketching without taking any professional classes in April 2013. Later, he started freelancing in Islamabad where his two friends Muhammad



Hamza and Hamza Iftikhar also joined him. The basic idea of their business was to draw portrait sketches and sketches in time-lapse videos. Their target market included sketches of the famous Celebrities. In Sept 2019, they presented Dr Arif Alvi, President of Pakistan, his sketch with calligraphic words of national anthem, which was highly appreciated by the President. This influenced them to pursue their dream and to use the online media to reach out to the millions of people around the world. They created Facebook and Instagram profile and posted their work on it. As a result, they were able to catch the attention of the celebrities from showbiz, journalism, cricket and politics. Today their artwork is well recognized, and they sell approximately sixty to seventy sketches per month. Below is the link to his online existence where all his work can be seen and appreciated:

**Instagram:** [www.instagram.com/artistic.lounge/](http://www.instagram.com/artistic.lounge/)

**Facebook:** [www.facebook.com/artistic.lounge2/](http://www.facebook.com/artistic.lounge2/)

## PRINTING

**Fahad Azam** with his four friends Rashid Mehmood, Zain Rasool Malik, Muhammad Umar Malik, Imad-ud-din Tahir started online page on Facebook in 2014. They procured printing machines on loan of Rs.78000. In the beginning, they bought shirts from Raja bazar at discounted price, printed them and delivered to the customer by themselves. But after making profit, they acquired the services of Leopard courier. In 2015, their Facebook page had only 9000 likes but with rigorous online promotion, the likes jumped to 37,000 within 2 months. With that, the number of orders also increased. During PSL, they made customized shirt and secured profit of 5 to 6 lac. Their products include customize mugs, shirts, cushion's, key chains, badges, frames, greeting cards, stretched canvases, business cards, acrylic frames, name clocks, and posters.



# Students' Corner

## Taleem O Tarbiat Foundation

Influenced by a well-known humanitarian, Abdul Sattar Edhi, the students of MBA NUML University founded "Taleem O Tarbiat Foundation", which is a non-profit organization working towards a goal to help humanity and the needy in every way possible. They have already sponsored more than forty children by providing monthly fees, books and uniform and are eager and enthusiastic to do more in future.

'Ziyafat e Aam' and 'Donate Red' are the two projects lead by **Harris Abbasi and Ayesha Shaheen**. These projects are self running and include free 'Rashan' to deserving families and arranging blood donors for thalassemic children and for needy patients free of cost. Following is the link to their page:

<https://www.facebook.com/Taleemotarbia1oundation/>



## Letter of Appreciation by State Bank of Punjab (SBP):

Students at Management Sciences Department are no doubt hardworking and competent. In order to sharpen their skills and get a handful of practical insight to the business, they are encouraged to do internships during vacations or in their free time. Ms. Sakeena and Mr. Anjum were among those adept students who carried out their internship and received appreciation letter from SBP. It is indeed a great honor for them.



## Zaib Un Nisa

Student of BSAF, Zaib Un Nisa got third prize in inter-departmental speech competition



# Article

## How to Decide on A Career?

There are a lot of people specially youngsters in my circle who continuously asking one question from me i.e. Hey! How do I pick the right career for my life? And I believe that picking the right career is probably one of the most important decision that you ever make, because unfortunately when you pick the wrong career, then it will waste your time even a lot of years of time. And you would agree with me if you ever had this experience in your life. Now what I am talking, For example you pick a majors study in schools, colleges and universities and then you study that for a few months, maybe even a couple of years and you would like, You Know What! actually I don't like this subjects that much, and it's usually happen when you are choosing your specialization on the behave of others opinion like my friend told me that I should take this, maybe your parents told you that is good for you, but you are not like to do this, you don't like these subjects, and then you don't even like your own institute, you don't like what you are studying, and after wasting couple of days you were start thinking like I don't think I am going to have a career on this particular path and then you switch and then you would try to do something else which you are like to do.

So, when you come to picking a career in your life then remember my three advices. And the number one piece of advice I want to give you is, if you are young person and you are not so sure, what is the perfect career for you? It means that you have not tried enough things, because it's like sports how you know what sports you would expert in. if you haven't played enough, so let's say you have only played basketball in your whole life, and you are like you know what! Maybe you are a pretty good basketball player but maybe you are only five foot and you were like you know what? This is what I like to do, may be this is my career, well maybe you have not tried other things, Have you tried swimming? Have you tried football? Have you tried cricket? Have you tried other sports?

When you try enough things and choose the best one, it is an elimination process in which you would know very quickly like,

that's not my thing for example may be I am good painter but I am not a good artist because that's not my thing, I am horrible in that, I would not have a career in that, in spite others people might love it but I can't even draw a stick, may be my hand writing is not good, so that is not my career so I eliminate it very quickly and then for athlete or sports and a lot of these different things that's not my things either. So I am not going to have career in those professions, I have eliminate that.

When I was in my early 20's, I wanted to be an actor and I did some shots regarding anchoring and acting and when I go in depth I was like no this is not my path and I have eliminate it. I have tried so many different things and I have completed my business studies (Major In Marketing) and I have started as an entrepreneur and I have done with eight unsuccessful businesses and now at the age of 28 I am the CEO of my own company AvertOx Construction, I am a lecturer, I am a motivational speaker, I am a marketing consultant. what I am doing today its only because I have tried so many things in my life after so many zigzags and I found my place, you see, in life it's very important to find your place. And whenever you are doing something about your career so you should do as toughest thing that nobody can copy you easily.

**"IF SOMEONE CAN COPY YOU EASILY WHAT YOU DO THEN YOU ARE ACTUALLY NOT GOOD AT WHAT YOU DO"**

I believe whenever you are going to decide on a career you just need to focus on what you want to do what you simply love to do in your life, you should find something that you are passionate about it, so number one thing is find out your "PASSION". Now what is the definition of passion " Anything you can do and you are not get bore and tired out of it this is your passion" For example when I find out, that I like to do teaching, I like to do public speaking, then it's great for me because I am passionate about it. I learn, I study, I master the craft, and I get better and I make more money to doing that, I invest on myself, I don't golfing, I don't fishing, I don't chilling because I doesn't have interest but teaching is my interest or you can say

teaching is my passion, and I can talk without script just because of that it's my passion. Second thing which is actually more important and that is convert your passion into PROFIT now what I am talking about for example you are struggling financially you have to get money things out of the way first. You have to make some money first and that's what I did, I wasn't just follow my passion, I have converted my passion into profit. If your career can make you profitable, a decent amount of profit what I am talking about, then you have to start with that and adopt that kind of passion which make you profitable and you get money out of the way. You can get your time back once you are making good money.

And after that third thing which is PURPOSE. Why you are doing this? What I want to do for the rest of my life? I chose my career when I know, how I do impact on other people lives? That is why I am always teaching to my students how they can make their life better? Because they don't have an idea about how much competition in market when they complete their degrees because this is my belief "YOUR EDUCATION STARTS AFTER YOUR DEGREES". There are a lot of stress, a lot of depression a lot of overwhelming after completing the degrees because you will not get a job may be in 6 months or may be in year because there are number of examples are exist in our nation. And the purpose of mine to doing this like teaching, public speaking, blogging etc., is to guide my young generation, my students that what exactly you have to do. And that is why I am doing these things today. I combined my passion with my purpose, and I am generating profit today. And I am very grateful I have found my ideal career. So, whenever you are going to decide on a career you have to keep in mind these 3P's (Passion, Profit, Purpose), and after that I am 100% sure you will get on your right path.

**Syed Irtiza Zaidi**

# DEPARTMENT OF MANAGEMENT SCIENCES



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