### THE HORIZON NEWSLETTER 2023

ISSUE 1 - VOLUME 6

Ibne Khaldu Faculty of Manager

> At National University of Modern Languages Business Administration Programs are designed to help students, wishing to progress to the strategic management level, developing right kind of careers. These programs are structured to provide a firm foundation in core management disciplines and to develop the tactical as well as strategic level expertise so very essential for business managers and administra-

### **MESSAGE PAGE**

### **MESSAGE FROM PATRON-IN-CHIEF**

### **Professor Dr. Muhammad 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.



### **MESSAGE FROM PATRON**

### Dr. Hina Shahab

Head of Department Management Sciences, NUML



Department of Management Sciences was established in 2002. It is serving with the objective of providing quality education in the field of Business, Marketing, Accounting & Finance, Banking, Supply Chain Management, HRM/HRD etc, duly catering to the dynamic needs of the corporate world. The faculty is continuously working to develop sound theoretical knowledge of subjects, while experimenting and exploring ways and means to teach the application of that knowledge to the real world business and marketing situations.The faculty is striving to produce quality teachers, researchers and policy makers. The Department is by all means, comparable to that of top standard national institutions.

### MESSAGE FROM

## PATRON

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 Accounting and Finance 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.

I would end by congratulating the team of FMS Newsletter who put their utmost efforts to pile the series of events and transform them into the commendable FMS newsletter.

Over the last two decades, the Faculty of Management Sciences (FMS), National University of Modern Languages (NUML) has achieved remarkable milestones and made substantial contributions to the academic and research landscape. The dedication of the faculty members towards advancing knowledge and understanding has brought accolades not only to FMS but also to NUML.

In addition to academic achievements, the Department of Economics has also focused on fostering the collaborative and inclusive environment. The Department of Economics has organized various national and international conferences, seminars, series of guest lectures and engaging together experts from different disciplines to enrich the understanding of economic issues and interdisciplinary dialogues for the faculty members as well as for the students.

I feel privileged to express my heartfelt appreciation and gratitude to the outstanding team of the FMS Newsletter. The dedication, hardworking and innovation of the FMS Newsletter team is instrumental in making the newsletter valuable source of knowledge and inspiration.

#### **Dr. Fauzia Mubarik** Head of Department Accounting and Finance, NUML



#### Dr. Malik Saqib Ali Head of Department Economics, NUML



# CHIEF EDITOR MESSAGE

As we welcome the changing seasons and the promise of new beginnings, I am thrilled to extend warm greetings to each and every one of you. It is with great pleasure that I present to you the latest edition of our university newsletter 2023.

In this issue, we have curated a diverse range of departmental activities, seminars, webinars ,article, and updates that reflect the vibrancy and richness of our academic community. From insightful interviews with distinguished faculty members to inspiring stories of student achievements, this newsletter aims to encapsulate the spirit of excellence and innovation that defines our university. Amidst the challenges that we may encounter along our academic journey, let

us not forget the resilience and determination that reside within each of us. As we navigate through these unprecedented times, let us continue to uphold our commitment to academic excellence, community engagement, and personal growth.

I extend my heartfelt gratitude to all the contributors, editors, and staff members who have dedicated their time and effort to bring this newsletter to life. Your passion and dedication serve as a testament to the collective strength of our university community.



As we look ahead to the future with optimism and enthusiasm, let us remain steadfast in our pursuit of knowledge, understanding, and positive change. Together, let us continue to inspire, innovate, and make a difference in the world. Thank you for your unwavering support and commitment to our university. May this newsletter serve as a source of inspiration, information, and connection for us all.

Enjoy reading this year's issue and be sure to check out the online magazine at www.numl.edu.pk. Your opinion is valid for us so feel free to drop suggestions at **ayesha.shafique@numl.edu.pk** 

Chief Editor Ayesha Shafique Lecturer FMS, NUML













Ms Ayesha Shafique



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### FACULTY BOARD OF STUDIES (FBS)

The faculty board of studies was conducted by FMS NUML Islamabad on May 17, 2023. The department of Economics , Accounting & Finance and Management Sciences (Islamabad and Rawalpindi) presented their concerned agenda points for approval.



### **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 4th October 2023.



### **Orientation Session**

### **Orientation Session with new students**

Students are Welcomed in the new semester Spring 2023. An orientation session with new students of faculty of management sciences including Dept of Management sciences, Accounting and Finance and Economics were held at main auditorium, NUML, Islamabad.



### **Rector Interaction with Faculty**

Rector NUML Major General Muhammad Jaffar (Retd) 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.





### FACULTY DEVELOPMENT PROGRAM (FDP)

NUML Professional Development Centre (R&SI) has planned a 3-day Training Workshop for - MPhil / PHD Supervisors starting from 11th July to 13th July,2023.

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. 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 were distributed





### S E M I N A R S

#### SEMINAR ON **"SELF HELP THROUGH EMOTIONAL WELL-BEING OF STUDENTS**

### (RELIGIOUS PROSPECTIVE)"

A seminar on this topic " self help through emotional wellbeing " conducted on 9th March, 2023 and started by introduction to the concept of emotional wellbeing and the importance of taking care of one's mental health. The speaker "Dr. Farhat Nisar provided some statistics about mental health issues, such as anxiety and depression, and how they can affect one's daily life.

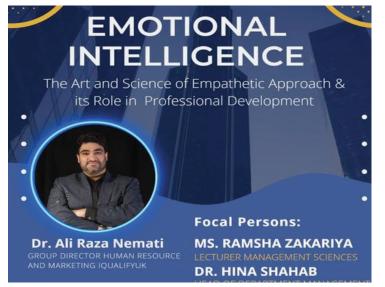
The seminar covered some practical tools and strategies that participants can use to improve their emotional wellbeing which included techniques for managing stress, improving sleep, and developing a mindfulness practice.



#### **DEVELOPING AN EMPATHETIC APPROACH THROUGH EMOTIONAL INTELLIGENCE**

On 10th March 2023, a seminar was organized to enlighten the students about "Developing an Empathetic Approach through Emotional Intelligence" under the supervision of Society of Intellectual Development (SID) at Faculty of Management Sciences, NUML Islamabad. The event was organized by Dr. Hina Shahab (HOD Management Sciences) and Ms. Ramsha Zakariya (Lecturer Management Sciences).

Guest speaker Dr. Ali Raza Nemati was invited for this session who is currently working as Group Director Human Resource and Marketing at iQualifyuk. Having the right blend of 13 plus years of experience with corporate world and academia.





### S E M I N A R S

#### SEMINAR ON "UNDERSTANDING ABOUT IFRS FOR SME'S IN PAKISTAN"

A seminar was conducted on how International Financial Reporting Standards (IFRS) was applied to small & medium enterprises in Pakistan and how it is different from the standards registered in Pakistan. This event was held on March 16, 2023 in Confucius Hall, Ibn-e-Khaldun Block. The keynote speaker was Mr Asad Yaqub, Lecturer, Accounting & Finance department.



#### A SEMINAR ON *"***TAXATION POLICY OF PAKISTAN AND INCORPORATION**

### **OF COMPANIES**"

The aim of this seminar was to orient the students with the taxation policy of Pakistan and the incorporation of companies. The event was held on March 16, 2023 in Confucius Hall, Ibn-e-Khaldun Block. The topic of the seminar was Taxation Policy of Pakistan and Incorporation of Companies. The keynote speaker was Mr. Rai Basharat Ali who addressed on how to start a company and how to get it registered. The participants gained knowledge on how to incorporate companies and how to apply taxation policy on it.





### **SEMINARS**

#### SEMINAR ON HR ANALYTICS

The objective of this seminar was to orient students with the benefits of HR analytics based on human resource processes about how to make the informed decisions. The event was held on March 22, 2023 in multipurpose hall, Ibn-e-Khaldun block. The guest speaker was Mr. Muhammad Qaiser Shafi, Senior Lecturer, Riphah International University organized by Ms. Sidra Swati, Lecturer, Accounting & Finance.



### WORKSHOP: HOW TO START E-COMMERCE ON AMAZON FROM PAKISTAN

The Supply Chain Integrated Society organized a workshop on starting e-commerce on Amazon from Pakistan. The event took place on March 22, 2023, in Ibn-e-Rush Block, NUML. The workshop provided participants with valuable insights and practical guidance on establishing an e-commerce business on Amazon, tailored specifically for students of NUML. Expert speakers (CEO & Director Amazon Gymkhana) shared their knowledge on product selection, listing optimization, inventory management, pricing strategies, marketing techniques, and fulfillment options



### **SEMINARS**

#### SEMINAR ON WOMEN EMPOWERMENT AND ITS IMPLICATION ON SOCIETAL

### **GROWTH: CONTEMPORARY AND ISLAMIC VIEW**

The Department of Economics arranged a seminar "Women Empowerment and its Implication on Societal Growth: Contemporary and Islamic View" on 06-04-2023 at Main Auditorium, Salam Block. A well renowned scholar Prof Dr Anis Ahmad, VC Riphah International University, Islamabad was a guest speaker.



#### **SEMINAR ON GRAPHIC DESIGNING**

The aim of this seminar was to orient students with the key role of graphic designing in the assignments of the students. The event was held on 17th May, 2023 in multipurpose hall, Ibn-e-khuldun block. The keynote speaker was Abdul Basit (HR manager) which was organize by Ms. Sidra Swati, Lecturer, A&F.





### **SEMINARS**

#### SEMINAR ON THEOLOGICAL ROOTS OF SOCIAL NORMS AND RESPONSIBILITIES

The seminar aimed to focus on the theological roots of social norms and corporate responsibilites. The event was held on May 22, 2023 in Confucious Hall, Ibn-e Khaldun Block, NUML, Islamabad. The seminar was organized by the keynote speaker was Mr. Abid Iqbal Khari, CEO, Positive Pakistan. The worthy Rector NUML Maj.Gen. Retd. Muhammad Jaffar (HI) M graced the seminar with his presence.



### SEMINAR ON THEOLOGICAL ROOTS OF SOCIAL NORMS AND RESPONSIBILITIES

A seminar on "Digitalizing Content Creation and Promotion in the 21st Century" was organized by BBA Students on 28th May, 2023 and supervised by Mr.Tayyab Ali Baig & Dr. Maria Zulfiqar. Thanks To Mr. Sheikh Hassan Naseer (CEO 7th Club Digital Solutions and Ms. Muryum (Content Writer & Marketer) for sharing valuable insights with the students.



### **SEMINARS**

#### **SEMINAR: HOW TO GENERATE REVENUE THROUGH NFT**

The Supply Chain Integrated Society organized a seminar on generating revenue through NFTs (Non-Fungible Tokens). The event took place on 19th May 2023, in the Multipurpose Hall, Ibn-e-Khaldun Block, NUML organized by Ms. Shizra Khan. The seminar aimed to educate participants on the concept of NFTs, their potential for revenue generation, and the process of creating, buying, and selling NFTs. Expert speakers shared insights on NFT marketplaces, digital art, collectibles, and other valuable applications of NFT technology, providing attendees with a comprehensive understanding of this emerging and lucrative space



#### SEMINAR ON "INTELLECTUAL PROPERTY RIGHTS IN PAKISTAN"

Mr. Muhammad Yasir, an alumnus of NUML, was invited as a guest speaker. Mr. Adnan Iftikhar, the In-Charge of the Pre-Incubation Center of Management Sciences, along with Mr. Waris Ali from the Faculty of Management Sciences, attended the session on 31st May,2023. During the seminar, the guest speaker, Mr. Muhammad Yasir, explained the procedures for registering Patents, copyrights, trademarks & geographical indication of sources.



### **1ST NUML C-SUITE SUMMIT**

#### UTILIZING INDUSTRY-ACADEMIC RESEARCH SYNERGIES FOR OPTIMIZED SOLUTION OF CONTEMPORARY BUSINESS CHALLENGES

1st NUML C-SUITE Summit was organized on 01 June2023, at Jinnah Auditorium Salam Block, NUML Islamabad. It was an exclusive event that brought together industry leaders from diverse backgrounds. Contemporary market insights from industry veterans are expected to open a window of opportunity to strengthen industry-academia ties for solution-driven research drives. Students and faculty members learned from these real-world examples, gained practical knowledge that was applied to their own academic or professional endeavors.





### "GREENOVATION SUMMIT- 2023: INNOVATING FOR A CLEANER AND GREENER PAKISTAN"

#### Utilizing Industry-Academia and Regulator Synergies: Solving Contemporary Environmental Challenges in the Era of Climate Change.

National University Of Modern Languages Faculty Of Management Sciences In Collaboration With Centaurs Islamabad Organized "Greenovation Summit 2023: Innovating For A Cleaner And Greener Pakistan".By bringing together passionate minds, industry leaders, policymakers, and environmental advocates, to foster groundbreaking ideas and cutting-edge solutions to drive positive change and address the pressing environmental challenges that our country is facing.







### **International Conference on CPEC**

NUML Clean and Green Society actively participated in 2days international Conference 24th and 25th July 2023 held at Serena Hotel Islamabad. The theme of the Conference was Decade of CPEC and BRI from Vision to Reality. CPEC is a significant infrastructure and economic development project initiated by China and Pakistan. The aim of this project is to increase connectivity through a network of roads, railways, pipelines, and other infrastructure projects. The corridor is a crucial part of China's larger Belt and Road Initiative.





### **SEMINARS**

#### Seminar on Employee Stress Management: A Manager's Responsibility in Employee Mental Health

December 4th, 2023, a seminar entitled "Employee Stress Management: A Manager's Responsibility in Employee Mental Health" was conducted at the Faculty of Management Sciences, NUML Islamabad. The event was overseen by Ms. Ramsha Zakariya and Ms. Fatima Shamim in collaboration with the Society for Intellectual Development (SID). Mr. Abdul Jawad Khattak (Director HR at PC Bhurban), for delivering an enlightening and engaging session. Mr. Khattak was presented with the NUML Shield and an honorarium as a token of appreciation from the esteemed Dean of the Faculty of Management Sciences, Prof. Dr. Muhammad Zahid Iqbal.



#### Hands-On-Workshop SPSS -Data Analysis Tool

The R&D Business & Economics Center at the Faculty of Management Sciences, NUML Islamabad, conducted a hands-on workshop on Data Analysis through SPSS on 16th December 2023, supervised by Ms. Fatima Shamim. The workshop was designed to provide participants with practical insights into the latest tools in social sciences research, with a specific focus on Management, HR, Marketing, SCM, Behavioral Finance, Behavioral Economics, and Entrepreneurship.





### RAMADAN DRIVE

### Ramadan Drive 2023 in Collaboration with Save the Humanity

This project aimed to enlighten students about helping society. This project tries to build a feeling of responsibility among students toward the unfortunate ones by helping Save the Humanity in arranging iftaar for deserving ones on daily basis, throughout the month of Ramadan.



# Ramzan Drive in collaboration with the Pakistan Sports Council of Persons with Disabilities

This project was aimed at helping specially abled persons which was carried out in collaboration with Pakistan Sports Council for Persons with Disabilities. This project included the provision of Brail Quran, Food Packages and Customized wheelchairs to specially abled persons.





#### espected,

I the month of Holy Ramadan you have always extended your support for Persons with isabilities for last few years. To continue this prophetic job for Persons with Disabilitie re need your support in this Holy Ramadan, 2023 concerning provision of

- Brail Quran = 18,000/Pkr- Hadiya each
- Food Package =12,000/Pkr each
- Customized Wheelchair = 22,000 /Pkr each
- Dress & Shoes for Children with Disabilities =3,000/Pkr each

 lopping for a positive nod in this concern.
 Agha Hussnain Raz

 hank you & JAZAKALLAH.
 +92 321 4927468, +92 335 520445



### Winter drive of recycling of clothes

The event was supervised by Dr. Sarah Imran and Ms. Amna Saleh. Students of BBA 1(E & F) and BSAF 2(D) participated in the event management. The purpose of this event was to spread warmth and care for the deserving persons in NUML staff as a token of appreciation for their dedicated services to the university. The CSR Society at FMS NUML Islamabad believes in sharing and caring for all and to remember all those who cannot afford to spend on winter clothing.



#### **Blood Donation Camp in Collaboration with Pakistan Red Crescent**

The CSR Society, Faculty of Management Sciences and Directorate Student Affairs in Collaboration with Pakistan Red Crescent successfully carried out the blood donation program on 10th October 2023. The students, staff and faculty were very happy to donate blood.



### **Celebrating International Day of Forests**

21 March is celebrated as International Day of Forests. In this regard NUML Clean and Green society organized a seminar titled "Role of Youth for reducing plastic Pollution and promoting Green Environment". Guest speakers of the seminar shed some light on the importance of forests and they highlighted that forests give us so much to our health like purifying the water, cleaning the air, capturing carbon to fight against climate change, providing food and life-saving medicines and they improve our well-being. They also shed some light on plastic pollution and how much it is damaging the society.



#### **Environmental Nexus and Climate Change**

NUML Clean and Green Society under the supervision of Mr. Waris Ali arranged a seminar on Environmental Nexus and Climate change. Two honorable guests were cordially invited to this seminar. The first speaker was Dr. Shams UI Hassan, who has a vast experience as an environmental specialist. 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.



# TRIPS

### Trip to Pakistan Stock Exchange, Islamabad

Finance Society aims to educate its members and equip them with the practical experience of the world. This visit to Pakistan stock exchange hosted by Arif Habib Corporation Limited (AHCL). The members got the opportunity to walk their operation floors, view the virtual trading screens and were demonstrated how an analysis is done by an expert.



### Trip to Mushkpuri Top

NUML Economics Society (NES) has organized a Trip to Mushkpuri Top. Students enjoyed the trip along with Faculty Members of the Dept of Economics.



# VISIT

### Visit Of Islamabad Chamber of Commerce

NUML Pre-incubation Center arranged the ICCI visit for BBA Students. 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.



### Visit State Bank of Pakistan

An exposure visit of the State Bank of Pakistan (NIBAF) was arranged by the Department of Economics for the students. The students were briefed about the contemporary functions of Bank of Pakistan.



### **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

### **10th Alumni Discussion Forum**

The event was conducted to expedite the previous mission of FMS Alumni Office. Dean-FMS chaired the session. The outcome of the session remained satisfactory with few areas of improvement. Alumni and the Department of Management Sciences should collaborate to groom students for the contemporary corporate world, including jobs and startups.



### **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. The participants shared their views and positive statements to uplift the FMS reputation.



#### **Entrepreneur Week**

Entrepreneurship society of NUML is proud to be the part of recent EXPO organized by Rawalpindi chamber of commerce and industries (RCCI). Team picture with president RCCI and other members.



### "Success Stories of Successful Entrepreneurs"

The (BICON) unit of the Faculty of Management Sciences (FMS) at NUML hosted a highly motivating event titled "Success Stories of Successful Entrepreneurs" on October 4, 2023. This event aimed to inspire and educate aspiring potential entrepreneurs by showcasing the remarkable journeys and achievements of successful entrepreneurs from Information Technology and Hospitality industry. The event was organized in collaboration with industry leaders in order to motivate students for entrepreneurship.





### **BUSINESS PLAN COMPETITION**

# NTU-INTERLOOP All Pakistan Business plan competition 2.0 at NTU-Faisalabad

Students of BSAF-VIII participated in NTU-INTERLOOP All Pakistan Business plan competition 2.0 at National Textile University Faisalabad. They participated with two plans Wonder Moms and Safe Safar. The event was supervised by Dr Sadia Saeed (Lecturer-DA&F) and Ms Iram Iqbal Qazi (Assistant Professor-A&F). The event went for two days and students learnt a lot from this participation and got much appreciation from NTU-Faisalabad and the Department.



### **Interuniversity Business Plan Competition at ICCI**

Students from BICON-FMS actively participated in inter university business plan competition organized by ICCI on October 03,2023. It was an honor for BICON-FMS students to perform hosting responsibilities for the whole event. Students from present their business ideas as well.





### Sports Gala 2023

NUML Economics Society (NES) has organized a 2 days sports festival in the main campus. Students from different departments participated in various sports activities. At the end the Head of Dept Dr. Malik Saqib Ali awarded the prizes to winners.



### FMS Pride

It feels proud to share that one of our student, Talha, 2nd Semester, BS & AF (Morning) is participating in Special Olympics, Berlin, Germany has won Silver Medal in Badminton for Pakistan.





#### Flounders of Life

Life seems to have manifold of waves turning upside down. The facets of life are entangled so tightly that one seems to be in the same sphere every time. The time seems to be stagnant resisting to change but the each day dusk and dawn reminds that the journey of life is constantly moving ahead. A wise thinking of a balanced life with happiness waving sorrow and sorrow waving happiness wonders me that who in this vast world is gifted with this bestowed blessing of a balanced life. A wisdom that I often question myself; is the happiness self-driven and sorrow self-built?

Deeply engrossed into the lore' s of thought, looking into the sinking sun and then its rise, I wonder if it gives a ray of hope to a sinking heart and a soul. I cherish nature that how beautifully it remains within its frame of life to fulfill its responsibility as prescribed for it by Allah Almighty. But, Alas! The mankind; the superior of all the creatures has not learnt to cherish, acknowledge and value its own frame of life; the blessing bestowed by Allah Almighty and spend years of their passionate life messing up the lives of the fellow mankind. Alas! The mankind, the superior of all living kinds in the whole world has kept itself deprived of the true essence of life which is full of ardor and fervor. Alas! The mankind has developed a thought process that is governed by the thinking of others but has kept aside its own wisdom and generosity.

Anxiety, despair, guilt, annoyance, impatience are the common traits of today' s mankind. Centuries of inhabitations have passed but the humankind has shied away from enlightenment. Enlightened to stay within their own sphere of doings, enlightened to discourage intervention, enlightened to stop criticizing, enlightened to respect the values of others, enlightened to respect the relationships, enlightened to let the people stay happy, enlightened to respect religion, enlightened to stop shattering the trust of two people. Enlightened! Enlightened! I think, the mankind is estranged from it. The mankind is not in a mood to be associated with it. For the mankind, it seems to be something that is unachievable. For the mankind, it is not the need of the civilized society to engrave the profound values and exercise peace and kindness.

Ah! Deeply engrossed into the lore's of thought, looking into the sinking sun, I eagerly wait for a knock of enlightened dawn tomorrow!

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