



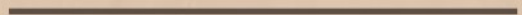
**IBMAS**



# BBA MAGAZINE



0 35545 62336 78 1



# 04

MESSAGE FROM  
THE DEAN

# 08

WELCOME TO  
IBMAS

# 09

THE BBA  
PHILOSOPHY

# 11

DMS FACULTY

# 12

SCHEME OF  
STUDY

It is my pleasure to welcome you to our business school, where we are dedicated to providing a world-class education that prepares our students for success in the dynamic global business environment.

Our mission is to develop future business leaders who are not only skilled in the latest business practices, but also possess strong ethics, critical thinking skills, and a passion for innovation. To achieve this, we offer a comprehensive curriculum that is designed to meet the needs of a diverse student body, with courses taught by renowned faculty members who are experts in their respective fields.

We believe in providing our students with hands-on learning experiences, which is why we offer a variety of experiential learning opportunities, including internships and various competitions. We also offer access to a vast network of business experts and community partners, who can provide mentorship, career guidance, and other resources to help our students succeed.

As a business school, we recognise our responsibility to make a positive impact in society, and we are committed to promoting diversity, equity, and inclusion in all aspects of our work. We believe that a diverse community of students, faculty, and staff enriches our learning environment, and are essential to achieving excellence in education and research.

Thank you for choosing our business school, and I look forward to working with you as we strive to achieve our shared goals.

A handwritten signature in blue ink, appearing to read 'Jawad Iqbal', with a stylized flourish at the end.

Prof. Dr. Jawad Iqbal,

# 17

EXECUTIVE CLUB

# 21

EXECUTIVE  
TRAINING  
CENTRE

# 25

BUSINESS  
INCUBATION  
CENTRE

# 30

YOUNG  
ENTREPRENEURSHIP  
SUMMIT

# 34

ALUMNI



## Institute of Business, Management & Administrative Sciences

Department of Management Sciences (DMS) was established in 1994 at The Islamia University of Bahawalpur to promote higher business education in the Southern Punjab region.

Since then, the institute has won various accolades showcasing the exceptional results it produces. The BBA degree program was accredited by National Business Education Accreditation Council (NBEAC) making IBMAS amongst Top 30 Business Schools in Pakistan, proving the high standards of education. The intention is to provide an environment which integrates academic and experiential learning and instills skills which are needed to succeed in the business world.



R: 4.14 PX

In 2020, DMS was converted into IBMAS, Institute of Business, Management & Administrative Sciences and further divided into 10 sub-departments, each consisting of a diverse range of disciplines and faculty of very high calibre. Here at IBMAS, students have access to a wide range of resources and opportunities to enhance their education, advance their careers, and build connections within the business community. The university offers a variety of facilities and societies designed to support students' academic and professional goals, as well as their personal development.



Bachelor of Business Administration is an undergraduate degree program that sets precedence for an entry-level position in the business industry. It aims to teach students about management, marketing, accounting, finance, human resource, and economics. This program is designed to provide students with a comprehensive understanding of business operations and provides them with an opportunity to familiarise themselves with possible areas of specialisation. A Bachelor of Business degree is essential for advancement in the business industry. BBA graduates are equipped with the necessary skills required for entry-level positions in various industries as they have a grasp on marketing principles, accounting, quantitative analysis, and management.

## Why choose BBA?

There has been a stupendous growth in industry and commerce. This has led to the creation of entry-level positions in business and finance. Granted that business needs leaders to move forward, there is also a demand for proficient workers who help them in laying out these ideas. A BBA degree will help you with a solid foundation to establish your career and ensures that you have professionally relevant skills that will help you perform your job in a better manner. It will give you an opportunity to implement ideas and concepts and help you get the hands-on experience that leads to future challenges and resulting promotions.

BBA (Hons.) program gives students a comprehensive knowledge of the operations in a business and the option to specialise in a particular field. In addition, it provides remarkable exposure to the social sciences and instills strong leadership and communication skills.

There are several reasons why someone might choose to pursue a Bachelor of Business Administration (BBA) degree:

1. **Career Opportunities:** A BBA degree opens up many career opportunities in a

variety of industries, including finance, marketing, human resource, and more. It provides a strong foundation in business operations and prepares students for leadership roles in their careers.

2. **Business Skills Development:** The BBA program provides a broad-based education in business operations and covers a wide range of business-related topics. This equips students with the skills and knowledge necessary to succeed in various business functions and industries.
3. **Networking:** BBA programs often involve internships, case studies, and other real-world projects that provide opportunities for students to network with professionals in the business community.
4. **Earning Potential Enhancement:** A BBA degree can increase earning potential, as it demonstrates to potential employers that an individual has a comprehensive understanding of business operations and the skills necessary to succeed in a leadership role.
5. **Preparation for advanced degrees:** A BBA degree can serve as a stepping stone to advanced degrees such as an MBA, providing a solid foundation in business operations and enhancing future career prospects.

Ultimately, whether a BBA degree is right for someone will depend on their personal and professional goals, interests, and aspirations.

## Why choose BBA at IBMAS?

Our business degree, Bachelor of Business Administration (BBA) program, leads undergraduate students onto the next step in their business careers. At IBMAS, BBA students become knowledgeable about a wide variety of disciplines over the course of four years.

Our faculty collaborate with BBA students to develop their critical thinking, verbal, and written communication capabilities.



Students are expected to lead discussions and are encouraged to share their distinct perspectives. Students also learn how to present their ideas professionally so in the business world experts really see what they have to offer. Learning how to think critically, analyse data, and solve problems are integral components of an IBMAS Business Degree.

IBMAS also understands the demands of the industry and its reliance upon business leaders and skilled human capital. This is why it focuses on creating business experts that can bring innovation and positive change. In this dynamic and evolving business environment where it is crucial to adapt, IBMAS provides us with intelligence and knowledge to act accordingly and quickly.

This program aims to:

- Impart a variety of skills including organising, decision-making, communication, and team-building onto students
- Understand and master the functional components of business — finance, marketing, accounting, human resource, economics, and management
- Develop critical thinking and problem analysis skills to identify complications and apply solving capabilities.
- Encourage participation and 'out-of-the-box' thinking in class
- Nourish leadership capabilities to enrich managerial effectiveness
- Enhance written and oral communication
- Relay a sense of ethics and values which can be applied in a personal and professional environment
- Analyse business problems through quantitative reasoning by collecting, arranging, and interpreting data

# DMS Faculty

Prof. Dr. Jawad Iqbal  
Professor, Director IBMAS & Dean FOMS

Ms. Saadia Khan  
Lecturer

Mr. Afaq Ahmad  
Lecturer

Dr. Shakeel Sarwar  
Assistant Professor

Mr. Ali Imran  
Assistant Professor

Dr. Shakeela Kausar  
Lecturer

Mr. Farhan Bajwa  
Lecturer

Dr. Shanayyara Mahmood  
Assistant Professor

Dr. Hafiz Farhan  
Assistant Professor

Dr. Suhail Sharif  
Assistant Professor

Dr. Ghazanfar  
Lecturer

Dr. Sunbul Naeem Cheema  
Lecturer

Ms. Hafsa Siddiqui  
Lecturer

Dr. Tasawur Javed  
Assistant Professor

Mr. Junaid Qureshi  
Assistant Professor

Dr. Usman Khizar  
Lecturer

Dr. Rizwan Arshad  
Lecturer

Dr. Zain Naqvi  
Assistant Professor



# Scheme of Study

## Semester 1

Course Code	Course Title	Credit Hours
SBMS00003	Freshman English I	3
SBMS00002	History and Geography of Pakistan	3
DMHR01001	Introduction to Business	3
TMGT00001	MS Office and Computer Applications	2+1
DMHR01002	Principles of Management	3
SBMS03001	Workshops on Soft Skills and Personal Development	0
Total		15

## Semester 2

Course Code	Course Title	Credit Hours
DAS03002	Behavioral Psychology/Elective	3
DOF01001	Financial Accounting I	3
SBMS00005	Freshman English II	3
SBMS00001	Islamic Studies/Elective* (*only for non-Muslims)	3
SBMS00004	Mathematics for Business and Economics	3
DAS03001	Pakistan's Regional and Global Relations/Elective	3
Total		18

\* only for non-Muslims. Only non-Muslims can study elective instead of Islamic Studies.

\*\* The Independent Project (Research Project, Business Project, Case Study, Entrepreneurship Project, and Apprenticeship) is worth 6 Credit Hours. It will be completed during the 7th and 8th Semester (Fourth year). It will be graded as “ I” (Incomplete) at the end

### Semester 3

Course Code	Course Title	Credit Hours
SBMS00006	Business Communication I (Oral)	3
DOF01002	Financial Accounting II	3
DMHR01003	Human Resource Management	3
SBMS03002	Logic and Critical Thinking/Elective	3
DOF01003	Micro-Economics	3
SBMS00008	Statistics for Decision Making	3
Total		18

### Semester 4

Course Code	Course Title	Credit Hours
TSAQN00301	Arabic for Understanding Quran	3
DOF01005	Business and Taxation Laws	3
DAS03004	Business Ethics/Elective	3
DOF01006	Introduction to Business Finance	3
DOF01004	Macro Economics	3
DOM01001	Principles of Marketing	3
Total		18

### Semester 5

Course Code	Course Title	Credit Hours
TMGT03001	Database Design and Implementation	2+1
DOF01007	Financial Management	3
SBMS03005	Inferential Statistics	3
DOM01002	Marketing Management	3
	Specialization	3
	Specialization	3
Total		18

of the 7th Semester and will be finally graded in the 8th semester. The final marks / CGPA /



grade for the Independent Project (worth 6 credit hours) will be printed in the result card under 8th semester only. Every student must individually complete and defend (viva-voca) the Independent Project for the completion of the degree.

\*\*\* The students must complete a non-credit Internship (preferably after the 6th semester) and produce an internship report and pass the viva-voca examination. The internship will only be graded as Pass or Fail.

# Life at IBMAS





students with a means to acquire practical experience along with academic learning. This meant organising activities and events that could help members undergo training and be able to pick up initial business skills.

The establishment of Executive Club led to it being the first ever club inaugurated within the boundaries of IUB. In the years since it was founded, Executive Club has made it its priority to empower students and help them gain expertise that would be useful to them in the professional world.

By joining this esteemed community, you will unlock a myriad of benefits tailored to your success and growth. Specifically catered to students who are seeking networking opportunities, career development, and access to valuable resources, Executive Club will provide you with an edge in the industry and decision-making processes. Being a member gives you a unique opportunity to elevate your professional journey and gain a competitive advantage in today's global market.





# Executive Club

Event  
Management

Sports

Marketing

Dramatics

IT

Finance

Alumni

Press,  
Media &  
Publication

Health

1. **Event Management:** The event management committee is responsible for planning, organising, and executing various events such as conferences, meetings, exhibitions, seminars, and other social gatherings in a smooth and efficient manner, ensuring that all the participants have an enjoyable experience while achieving the objectives of each event. They are typically in charge of selecting venues, arranging accommodations and transportation for attendees, managing budgets, coordinating with vendors and suppliers, promoting the event through various marketing channels, and ensuring that all logistics are in place for a successful event.
2. **Marketing:** The marketing committee plays an important role in promoting the events. This committee is responsible for developing marketing strategies, creating promotional materials, managing social media content, organising events and information sessions, and conducting market research to identify the target audiences. They work to enhance the club's reputation and increase its visibility. Their work requires creativity and strategic thinking.
3. **Finance:** The finance committee of the club oversees the calculations of budgeting and collection of funds.
4. **Dramatics:** The drama committee brings the fun to the events. They provide opportunities for students to develop their skills and showcase their talent. Members of the club participate in workshops, rehearsals, and performances of theatrical productions. The club aims to foster a sense of community among its members and promote creativity, self-expression, and teamwork. Through participation in the club's activities, members can gain confidence, develop leadership skills and make lasting friendships with other like-minded students. Overall, the Dramatics Club provides a supportive and stimulating environment for students to explore their passion for acting and theatre.
5. **Sports:** IBMAS holds the Annual Sports Gala which is backed by the sports committee. The sports committee is responsible for overseeing all aspects of the athletic programs and

activities offered to students. This includes organising sports events, managing facilities and equipment, promoting participation in athletics among students, and ensuring compliance with safety regulations. The committee plays a vital role in fostering a vibrant and healthy athletic culture on campus while promoting teamwork, leadership skills, and personal growth among the student body.

6. **IT:** The IT team supports the club with tech-related organisations. They manage the logistics of the event such as setting up equipment including PowerPoint, speakers, microphones, music, etc. that are required at any event. They also collect all relevant event data and keep a record of it for future reference.
7. **Press, Media & Publications:** This committee is responsible for documenting the events and activities and further reporting them to social media or national newspapers. The social media team handles content generation, giving information about an event, and posting news about the department. This ensures constant documentation of the notable happenings in the department. They also relay admission queries — one such contribution is the establishment of the Admission Cell in 2019. This information desk counsels and guides students by referring them to general information about the disciplines offered and, then, helping them in the application process.
8. **Health:** The health committee oversees all medical-related issues inside the department. They are in immediate contact with the university hospital in case of emergencies. Some initiatives taken by the club include setting up a First Aid kit at the department helping desk and the Indus Blood Bank Camp which started at IBMAS and was adopted by other university departments. The committee also maintains a record of the blood groups donated by students.
9. **Alumni:** The committee keeps track of all IBMAS alumni, documents their data, and is responsible for maintaining connections between the department and its alumni. The committee may facilitate mentoring programs that connect alumni with current students and reach out to alumni to encourage their involvement in university events, fundraising campaigns, and volunteer opportunities. The alumni also act as liaisons between organisations and current students for any internship or job openings. Executive Club plays an essential role in fostering strong connections between the department and its alumni, as well as supporting the continued success of the university and its students.



**SALEHA NOREEN**  
HEAD HEALTH

*Being part of the Executive Club has given rise to many learning opportunities for me — some of which include management, team-leading skills and professional dealings.*

*The Executive Club has given me the chance to expand my contracts in the professional business world.*



**AHMER HAROON ROY**  
PRESS SECRETARY

*My career with the club started with the Flood Drive, which I led for 4 months. I've picked up practical skills like organising large-scale events and conducting marketing campaigns. Being part of the club has given me a sense of belonging and provided me with social support.*



**SYED MESSAM ALI**  
PRESIDENT EC

*Assisting my classroom learning, Executive Club has provided me with practical scenarios to help put my management and finance teachings to work.*



**FAIZAN TANVEER**  
FINANCE SECRETARY

*Being part of the BLCF Food Fest and working with the team where we overcame the hurdles thrown our way and gave all our efforts was the most memorable for me. I've developed more effective and efficient decision-making tactics during my time as a member.*



**MUHAMMAD ADEN RAZZAQ**  
VICE PRESIDENT EC



The **Executive Training Centre (ETC)** located at Institute of Business, Management & Administrative Sciences, The Islamia University of Bahawalpur, is responsible for organising various activities including capacity-building workshops, corporate trainings, refresher training courses, faculty development

## Vision

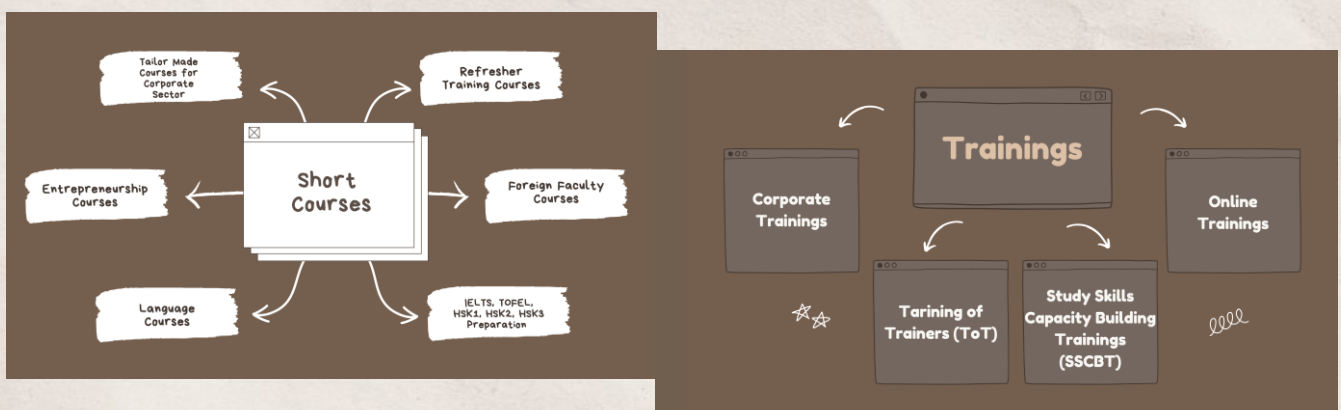
To develop ETC as an autonomous self-sustained residential training centre for creating exceptional learning experience for professionals within and outside of IUB.

## Mission

To be an important stakeholder in Pakistan's economic and social development with a focus on capacity building, action, and policy based research through direct training, and monitoring and evaluation in key areas of the country's economic and social development.

programs, webinars and most importantly professional certifications.

Established in 2021, the idea behind ETC was visioned by Prof. Dr. Jawad Iqbal with the purpose of teaching business by capitalising on the university's faculty portfolio. ETC aims to target students, by working towards providing them with in-house and market trainings so when introduced to the professional world, they are prepared to adapt, and executives working at different levels in organisations by helping them enhance their careers by gaining knowledge and insight into state-of-the-art



management techniques and technologies.

The Islamia University of Bahawalpur is made up of more than 110 departments that compromises of experts from various fields who have access to ETC for enriching their skills within the university. In addition, ETC offers executive programs for the public sector, non-profit sector and private sector executives and organises customised courses for corporate clients by holding short courses on emerging issues and themes for those engaged in business.



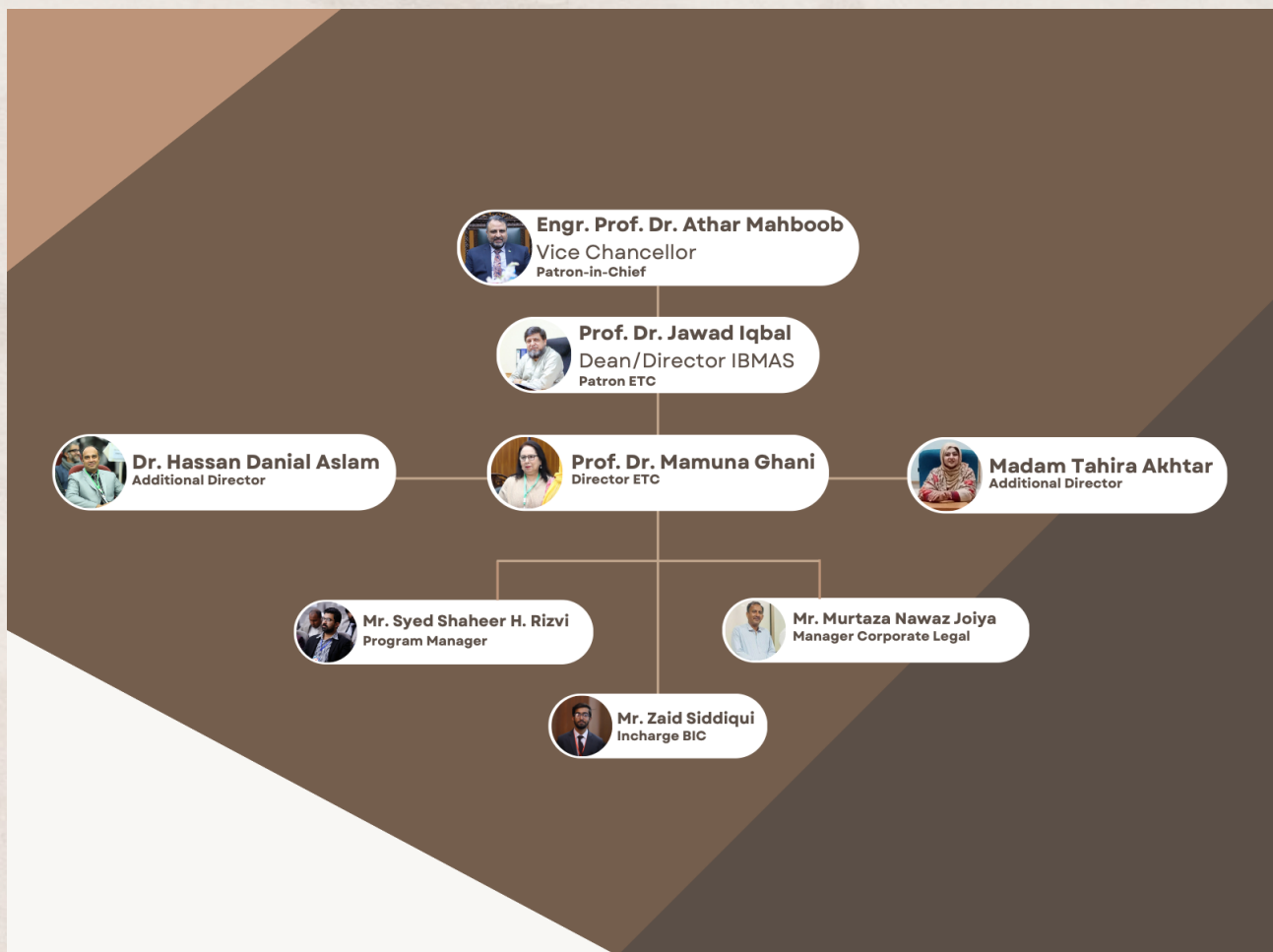
More than 40 DHA employees trained by ETC on Customer Services Training

The ETC portfolio consists of around 347 different activities which also include academic integrated courses and corporate sessions. One such course is the SMR program which is a one-month engagement training program that can be converted into a course. ETC corporate sessions include services taken from different organisations to provide diversified knowledge and experience. Currently these include SMEDA,



Seminar on Project Risk Management in collaboration with DHA-BWP and MYAR Venture

DHA, Chamber of Economics.



Executive Training Centre



## ETC Flagship Programs

### 1. Study Skills Capacity Building Training (SSCBT)

SSCBT is a 2-week program especially conducted for first-time university enrollees. This program provides training to students so they can get an idea of how to pursue their academic path in university. It gives them an insight into how courses are taught and how to take effective note-taking in class, the mechanics behind the semester and grading system, and the basic required skills to navigate assignments and presentations with MS Office.



SSCBT session at  
Department of  
Agriculture and  
Environmental Sciences

SSCBT  
Adm



SSCBT session at  
Bahawalnagar Campus of IUB



Research Workshop at IBMAS regarding Topic Selection & Research Types

### 2. Research Training

Research Training is a broad program in which the centre takes help from experts and conducts courses for trainings. This also includes many courses related to different software.

### 3. Entrepreneurship Courses

This program includes everything you require to know about building and running a startup. It aims to spread entrepreneurial culture to Southern Punjab and encourages them to work on their ideas. This includes the Business Incubation Centre (BIC) which runs under ETC and is student-focused with the



Entrepreneurial activity held by ETC and BIC at IBMAS in collaboration with NRSP



Successful batch of "English Language Course"

intent of delivering entrepreneurial knowledge and training.

### 4. Language Courses

ETC also provides language training courses mainly for English and Chinese.



## 5. E-Commerce Courses

In this era of technology, ETC recognises the need of e-commerce courses. They provide training and seminars aimed at students to enable the growth of freelancers.



Awareness and trainings of E-commerce skills at IUB



"Freelance Master Class" in collaboration with Department of Technology Management, IBMAS

## For more information



[info.etc@iub.edu.pk](mailto:info.etc@iub.edu.pk)



[fb.com/etc.iub](https://fb.com/etc.iub)



[etc.iub.pk](https://etc.iub.pk)



[youtube.com/channel/UCCHLXNdni52ikZ2s1](https://youtube.com/channel/UCCHLXNdni52ikZ2s1)



The **Business Incubation Centre (BIC)** was established on 13 April, 2022 by Prof. Dr. Jawad Iqbal at IBMAS. Mr. Zaid Siddiqui was the first appointment made as In-charge BIC. The centre is made up of diverse startups ranging from many different fields.

BIC is the first incubation centre established without any university or government funding. This meant that BIC labeled its model as self-sustaining. This is reflected in BIC's ideology to help a startup run through minimum available

### Mission

*Empower and support entrepreneurs by providing access to resources, mentorship, and a supportive community. We strive to help startups grow and succeed through personalised support and tailored programs, ultimately contributing to the development of a thriving entrepreneurial ecosystem.*

### Vision

*To be the leading provider of comprehensive support and resources for early-stage startups and entrepreneurs, enabling them to turn their innovative ideas into successful businesses.*

resources.

The main focus of BIC is Southern Punjab where there are very limited opportunities for entrepreneurs. BIC hopes to create an entrepreneurship culture that integrates innovation and links ambitious students to venture capitalists, who can help boost their startups. The main goal of the centre is to help its incubates get their startups off the ground and succeed in their respective markets. They provide guidance and resources that entrepreneurs would otherwise struggle to access on their own. By providing support in this way, BIC helps startups survive their early period and become viable, sustainable operations in the future.



BIC offers its incubates a number of amenities which facilitate them into making their ideas come to life.

1. Working Space
2. Events - Workshops - Trainings
3. Investment opportunities
4. Entrepreneurship lab
5. Acceleration of Startups



First phase of cohort interviews at BIC



Workshop on "Innovation in creating brands"

BIC constantly arranges workshops, independent courses, and seminars for their incubates so they can acquire skillful education and apply this knowledge to their startups. In addition, BIC initiates one-day activities around the department to encourage student participation and undergo 'out-of-the-box' thinking in hopes of seeking



Khudi seminar series to promote entrepreneurial ecosystem



Wall of Innovation - consists of ideas associated with BIC



Pin the Problem - a one-day activity

out entrepreneurs.



Ideas Hunt - on-campus activity to spot business ideas of students



Entrepreneurship and E-commerce sessions conducted under Prof. Dr. Jawad Iqbal



Any startup registered at BIC goes through 3 main phases

1. **Pre-incubation** - Idea registration followed by mentoring where the centre helps polish the startup and eliminate any obstacles entering the incubation phase.
2. **Incubation** - Product development and preparation for marketing.
3. **Acceleration** - This is where your idea gets introduced to the real world after passing through the pre-incubation and incubation phases.

#### **BIC Accomplishments**

1. Three startups have received funding through Parwan-e-Nisa, a US Aid Program.
2. Three successful batches of e-commerce startups
3. > 20 freelancers and entrepreneurs successfully working
4. 8 startups from 1st cohort launched into the acceleration phase
5. Organising of Young Entrepreneurship Summit Chapter 3
6. Inception of Bahawalpur Young Entrepreneurship Club (BYEC)
7. Inauguration of working space within IBMAS



## The BIC Portfolio

### Eco Delph

Eco Delph is a start-up of the Business Incubation Center, IUB. Initially, the idea seemed impossible. After joining BIC, who understood the idea instantly led Eco Delph to become the first Pakistani company that replaces plastic with banana leaf, which further converts into fertiliser through decomposition. With the motto of serving generations, Eco Delph has achieved much by joining BIC including being the winner of YES Chapter 3. They also managed to get 8-10 clients in the incubation phase.



Team Eco Delph (Winner, YES Chapter 3) with Mr. Zaid Siddiqui and Mr. Shaheer Rizvi



Team T-EAT at YES Chapter 3 as the runner-up

### T-EAT

T-EAT is a start-up of the Business Incubation Center, IUB. The idea is an edible cup that replaces disposable cups which pollute our environment. A cup in which you can drink tea and after, eat it. The cup is 100% Organic materials are used as raw materials to make this cup. Under BIC's constant guidance, the idea has progressed with the development of a prototype. Businesses like Nestle have also shown interest in buying edible cups. Raising almost 1 lacs in seed money through different competitions, T-EAT has started approaching clients and selling their products in the market. Through BIC-IUB, T-EAT has received

investment from Dr. Ali Malik, a venture capitalist from Qatar.

Business Incubation Center has also provided mentoring and other opportunities like Start-Up Clutch and YES Chapter 3 for the startup's advancement. T-EAT has sold more than 500 cups.



Herbal Soap's flagship product — the charcoal soap

### Haris Herbal

Haris Herbal is run by Umme Haris who has a Master's in Eastern Medicine in addition to serving as a teacher for 8 years and a manager in a nutraceutical company.

During her journey, she saw how women suffered financially and it resulted in her motivation to start a business of herbal soaps and beauty products. As a one-woman business, it was not easy to manage all business activities alone and on top of that, the market is not very welcoming of women entrepreneurs.

Determined to apply her education for the betterment of women, she registered her idea at BIC. The centre provided with all the



guidance, facilities, and platform she needed to build her startup into what it is now. Haris Herbal has recorded up to Rs. 5 lacs in revenue.

### Green Kitchen

The idea behind Green Kitchen is kitchen gardening. The National Food Security Council quotes that by 2025, the world will face a huge food shortage. People are unaware of this looming threat - and only those who are able to grow their fruits and vegetables at home might be able to survive. So, Green Kitchen wants to promote kitchen gardening as a means for people to be able to grow their own food. They have sold 150+ indoor plants and have 35+ customers who have installed vertical gardening.

BIC has helped the startup receive many achievements, namely Access to Resources: Investment for Mass Production. Additionally, they have also seized the opportunity of receiving mentorship and guidance from experienced entrepreneurs through BIC's workshops and seminars.





The foundation that gave birth to the **Young Entrepreneurship Summit (YES)** came from BBA students (Zaid Siddiqui, Faiza Waheed, Talha Daud, Rameen Bajwa, Iqra Sharif) who realised that although Southern Punjab possesses an abundance of talented youth, they have no guidance or platform to showcase these skills. YES — which is in itself an entrepreneurial model event — started as an idea to spread the concepts of ‘entrepreneurship’ and ‘start-ups’.



## 2018 ——— YES Chapter 1

The very first event took place in 2018 with a self-sustaining model that was run by students for students. The organisation of the entire event took place through most of the expenses covered by sponsors.

When registration first opened, there came an overwhelming response which led to it being the first event that took place at this level. The first ever YES ended with around 70 start-ups registering over IUB and 8 other universities.

This success led to the idea that YES could be further expanded as a platform for creating an entrepreneurial ecosystem.



## 2019 — YES Chapter 2

Now, with the knowledge that this event could even be conducted at a bigger scale with more diverse students not just limited to Southern Punjab, a delegation was put together whose job was to travel

to other IUB sub-campuses and universities across Pakistan

to spread what exactly the entrepreneurship culture is and how YES would help them gain experience through healthy competition. This event ended with 15 other universities across



Qawwali Night





the country sending their own delegations and approximately



Closing Ceremony



100 teams participating.



Pitch Sessions

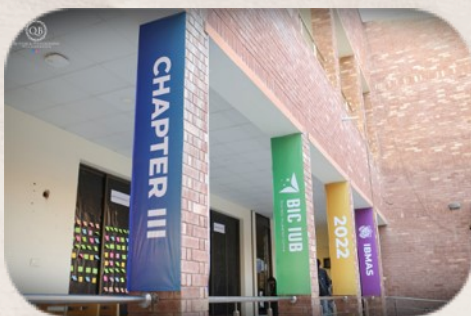


### 2022 --- YES Chapter 3

Chapter 3 was led by Mr. Zaid Siddiqui. His main idea was based on the concept of Iqbal's 'Khudi' to search out the young leaders at IBMAS.



The team behind YES Chapter 3



This meant  
bringing

back the student-oriented event management model where it would be students who organise the event and students who participate.



There was obviously a saturation of ideas and enthusiastic entrepreneurs who had no platform that could carry their ambitions forward. YES Chapter 3 was administered under the supervision of BIC (Business Incubation Centre) and would be the biggest entrepreneurship event organised by a public sector university.

Again, a delegation from the department was sent across universities where the 'Khudi' concept was highlighted and linked to YES. Apart from this, at the department there were faculty members who integrated entrepreneurship into their courses so students had a behind-the-scenes picture on knowing how to establish and run a startup.

Chapter 3 had a Malaysia-based jury member amongst other experts and an increased seed money in hopes to make a massive impact. This event ended with 125+ startups across 30+ universities across Pakistan. Originally being a 3

day event filled with multiple activities, a Day 0 was added for IUB based startups because of the magnitude. There was an instant reward for winners in terms of seed money for their startups. Apart from winners, 5 other ideas gained investments through the attending venture capitalists.



the



Winner for YES Chapter 3



Chapter 3 Expo

# EVENT SCHEDULE

YES



## Opening Ceremony

Event commences with opening remarks and motivational talk.



## Launch Attack

Initial stage where you pitch your idea in front of the judges.



## Sufi & Cultural Night

An amusing night with a touch of sufism by our great legendary sufi masters.



## Business Encounter

Reveal your idea in physical form.



## Mad Ads

A suspense round consisting of an advertisement making competition.



## Formal dinner

Conduct FGDs and client reviews to identify elements to alter. Edit the designs accordingly.



## Ventures Orbit

Pitch your idea and physically present to win the game



## Closing Ceremony

Closing remarks and award distribution ceremony.





# Alumni



*The alumni play a great role in the growth and progress of the institute. They help in connecting current students with internship opportunities & job placements, take part in mentoring programs, and are actively involved with university events.*



**Hassan Nawaz Chaudhary**  
Owner, Heritage Cafe  
& Fri-Chicks



**Azhar Iqbal**  
Supervisor (Social Media),  
Allied Bank



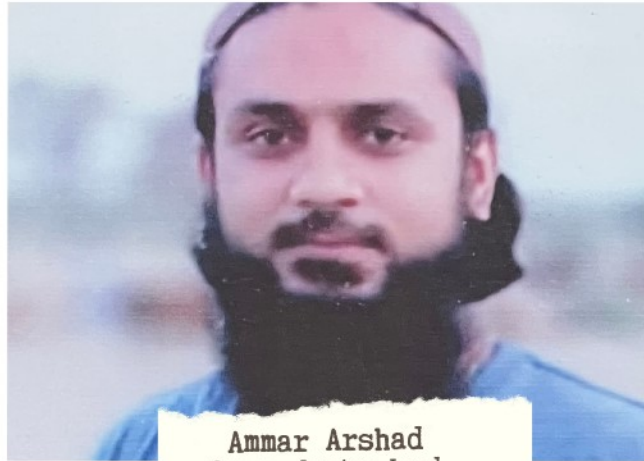
**Afaq Younis**  
Area Manager, Coca-Cola



**Muhammad Umair Wazir**  
Monitor Officer, Punjab  
Tourism Economic Growth  
Project



**Tariq Mehmood**  
Assistant Branch Manager,  
14th Street Pizza Co.



**Ammar Arshad**  
Owner, Laptop Land



**Ali Akbar Rasheed**  
Branch Service Officer,  
Bank Al-Habib



**Muhammad Wajid Yaseen**  
CEO, Hotties Restaurant



**Faizan Azhar**  
Supervisor, Moosa Traders



