

MBA IN FOCUS



A department that promises inclusive learning environment and delivers superior skill-based knowledge



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MBA SZABIST ISLAMABAD

At Szabist MBA department- We consciously seek to create a culturally diverse environment that prioritizes professional and social elevation of students. At Szabist MBA department- We consciously seek to create a culturally diverse environment that prioritizes professional and social elevation of students.

VISION

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology aims to be a globally recognized institute for excellence in education, research, development, and distinction in service.

MISSION

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology is committed to produce highly qualified professionals to:

- Meet national and global contemporary needs;
- Conduct cutting-edge research and development;
- Provide hi-tech scientific and technological expertise;
- Meet current and future socio-economic challenges;
- Meet global citizenship responsibility.

MESSAGE BY THE HEAD OF CAMPUS



HOC MR. KHUSRO PERVAIZ KHAN

When I witness students of SZABIST-Islamabad engaging in productive extra-curricular activities, I find myself to be exceedingly happy. Certainly, I see a prosperous future for these young minds who are dedicated, disciplined and consciously involved in making the best of their on and off campus time. Prof. Dr. Shazia Akhtar's MBA Digital Magazine, initiative is a commendable one. Its satisfactory to see my faculty nurturing an educational milieu that is intellectually, psychologically and socially stimulating; equipping our students with all the skills required to face the challenges of practical world.

Surely, the power of reading is unprecedented. It will instill you with incredibly powerful knowledge about world affairs, your own true self; yet it'll make you humble, civilized, and allow you to become cognizant of the fact that we are part of a much greater reality. So, make the most out of this opportunity. May good reading, writing, learning and growth of character prevail.

Best of luck to all readers, students and faculty who made this initiative possible.

REMARKS



PROF.DR. SHAZIA AKHTAR
PROGRAM MANAGER (Editor-in-Chief)

Dear Readers,
It fills me with immense pleasure in welcoming you to the first ever MBA Szabist-ISB magazine: MBA in Focus. My vision for MBA is to promote a culture of inclusivity, research and analysis, intellectual and social grooming, creative stimulation, contemplation, and problem-solving: whereby, MBA in Focus is a step towards just that. The predominant purpose of the magazine is to give readers an insight into the MBA life at Szabist; particularly documenting the academic and social activities. I hope you have a wonderful time reading.



AYESHA AFZAL
(Editor)

Dear Readers,
MBA in Focus is a magazine that takes you on a quick trip through all the exhilarating, exciting, and enthralling moments that defined the Year 2021 at MBA Department. MBA in Focus seeks to give an ode to all the organizers, participants, faculty members and well-wishers who invested their time and effort into making every event an exemplary one. Surely, MBA department is blessed to have an incredible leader who takes unconventional initiatives to foster an environment of learning beyond the mundanity of books: Program Manager, Prof. Dr. Shazia Akhtar. Thank you, ma'am, for being the brains behind the spectacular events of 2021. Happy reading to all!

TEAM

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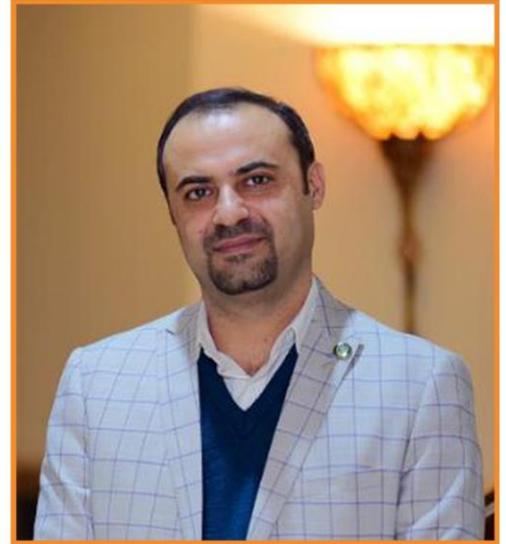
MEET SPECIAL GUEST

Interview with Deputy Director in Ministry of Human Rights

Editor of MBA in Focus, Ms. Ayesha Afzal had the pleasure of conducting an insightful interview with Deputy Director in Ministry of Human Rights, Mr. Muhammad Ibrar.

Through this interview, Mr. Ibrar explains the dynamics and prospects of Business Human Rights in Pakistan.

MBA Department is grateful to Mr. Ibrar for giving his precious time to MBA in Focus magazine.



Mr. Muhammad Ibrar- Deputy Director, Ministry of Human Rights

Muhammad Ibrar working as Deputy Director in Ministry of Human Rights is the Focal Person for Business and Human Rights. He holds a Master's degree in Sociology from University of Peshawar and also pursuing a specialization in Human Rights from Frederick Alexander University of Erlangen, Germany. Moreover he has completed a PGD in children, youth and development from the International Institute of Social Sciences in The Hague, Netherlands. Realizing the nuances of the national human rights discourse during his 17 years professional engagement, he is actively working on addressing the myriad issues affecting the country's human rights landscape.

Q1) Please briefly tell us, how did the idea of Business and Human Rights evolve in Pakistan?

Firstly, thank you very much for having me. The idea of Business and Human Rights is the basically the different internationally recognized human rights such as labor rights, the rights of children.

The idea is when we do a business, we make profits and we make progress; but we should not make progress or profits at the expense of violation of human rights. So, the idea is to protect rights of the people who are involved in business or of the people who bear consequences of the negative impact of business. Hence, predominately the idea is to protect rights of people against negative impact of business activity.

Q2) What is level of Human Rights being exercised in businesses in Pakistan?

Well, currently there is no law which directly addresses the issue of business and human rights in totality. Currently we have United Nations Guiding Principle (UNGPs) of Business and Human Rights- which is now part of our National Action Plan. This National Action Plan was approved by the federal cabinet on 20th September 2021. We are headed towards implementing this National Action Plan. However, it is not a binding document- it is just a guideline. You can say, we are providing the businesses and state organizations with guidelines on how to protect rights of people who are directly or indirectly involved in the businesses. So basically, it is not a binding document but a guideline built on UNGPs. And we have mechanisms such as Human Rights due diligences in the National Action Plan; if corporate sector adopts this human rights due diligence system, then they will be able to protect rights of their workers, of people involved in the supply chain or production, or whoever is involved-they will be protected according to the mechanisms provided in the National Action Plan.

We have to adhere to and implement the guidelines of National Action Plan. And we have CSR which is completely different from human rights. Currently only few multi-nationals adhere to standards of National Action Plan. More than 70 percent of organizations that are with overseas chamber of commerce have pledged that they will implement the guidelines of this National Action Plan on Business and Human Rights.

Q3) Sir you have extensively highlighted Government of Pakistan's National Action Plan on Business & Human Rights. Please tell us about the monitoring mechanism which was anticipated to be in place by 2023. What is the progress on that?

Well we have established an inter-provincial steering committee that will overlook the implementation process. This committee will include all the major stakeholders: the federal committees, provincial departments, chamber of commerce from all provinces, overseas chamber of commerce- all these stakeholders are major players in the National Action Plan on Business and Human Rights. So we have empowered the steering committee to monitor and implement the National Action Plan. Hence, this is the major mechanism we have. Apart from that, we are also going to establish various sub-committees on provincial level. The sub-committee will be comprising of those stakeholders who are working on some of the priority areas of National Action Plan. According to each of the priority area will be organize a sub-group.

Q4) Internationally, corporate activism or Corporate Social Responsibility is a strong part of the socio-economic fabric where major conglomerates work towards addressing social issues and causes. Do you think corporate activism in Pakistan is at par with the international standards?

Well as I have already mentioned, CSR is not Business and Human Rights. CSR is a totally different concept. It is based mainly on voluntary act of a company. But Business and Human Rights is not voluntary; it is mandatory. So, CSR is a completely different idea. Currently in Pakistan, we have many business companies and MNCs that are actively working on their CSR plan. On a global level, there is a convention for the drafting process of Business and Human Rights: if countries rectify this convention, then Business and Human Rights may become binding for companies to follow.

My idea is that CSR does not fall in the ambit of Business and Human Rights-so I can not specifically comment on CSR per say.

Q5) Has capitalism and mass-production/consumption, undermined or fostered human rights over the years in Pakistan?

Well this a very technical question for me as it involves economics and dynamics of capitalist system. Capitalism though has- both plus and minus sides of the coin. Because of the business activity the human situation can become better by advancing standards of life of the people. Business activity fosters good life and with that standard of life improves, it is possible human rights standards are looked after. But it can go other way too. Various conventions in Pakistan work towards rights of people such as rights of labor rights. So these conventions were already there. We're also working towards implementing some of these conventions. So, idea of Business and Human Rights is not a novel right but we have given the mechanism to business entities. There are three main areas in Business and Human Rights. One area follows for the state. It is duty of the state to protect rights of the people. Then there is duty of business entities- to protect the working class and people who are getting affected directly or indirectly from business activity. Then there is third pillar of Business and Human Rights which is remedy- so when remedy comes this is the duty of the state. Either it is judicial duty or it is the duty of the organization to correct what is going wrong.

So answering your question about capitalism- capitalism can only work if rights of the people are guaranteed and there is surety that no profit is made at the expense of the rights of the people.

Q6) Sir you just mentioned how capitalism is a double-edged sword. You talked about UNGP “Protect, Respect and Remedy Framework”. You discussed how it is state’s responsibility to protect rights. What do you think could be done on micro level to protect and promote human rights in business sector?

As I said earlier, the responsibility of businesses is vital. If the business does not recognize the responsibility to protect rights of the people, I think, only State cannot do much in this area. The second pillar of Business and Human Rights is the responsibility of businesses- the mechanism for which is human rights due diligence. So, I think the main point is business should adopt human rights due diligence mechanism within their organization as a continuous process and not as a one-time instance.

First organizations have to look into their systems and reflect on where they are lacking. They have to identify where the problem is and then they also have to accept it and announce it. It’s not about naming and shaming; but its about knowing and addressing. This is the idea. With increased awareness and if they adhere to human rights standards- their business will in fact increase. Nowadays, international investors particularly take into consideration the standards of human rights being practiced in the organization. So if you have a very good standard of Business and Human Rights- you may attract immense investment from foreign countries, which will ultimately grow your businesses.

One thing I want to mention is, Business and Human Rights is not only for big businesses and MNCs. It is also for smaller companies. They also have to abide by human rights due diligence. By doing that, we see countries in Asia like Japan and Thailand which have already advocated the National Action Plan and have almost achieved their business and human rights goals- they have improved their productivity. This is the key for the future as well. So, from the future perspective, you have to go hand-in-hand with the international community and you to adhere to all the human rights standards in order to sell your product better in the international market.

Q7) How important do you think it is for an average blue-collar worker such as a factory worker, to know his rights?

This is a very important question you have asked.

I mean that’s why we are involving labor unions. It is not just about business entity. It is also for labor force. The Business and Human Rights National Action Plan suggests establishment of labor courts and we are encouraging labor unions and labor federations to know their rights and create awareness among their members. If workers are mistreated, they should come to the labor courts. We also have a goal of improving and strengthening the existing labor legislation.

Q8) Lastly, what are your hopes from Business Human Rights and how do you think it will evolve in the next 5 years in Pakistan?

Well, we have 69 actions proposed in the Business Human Rights National Action Plan. And I know it is an ambitious plan. Starting with such an ambitious plan, we may not be able to fulfill all the 69 actions. But if we fulfill whatever we fulfill, I think it will be a great achievement. This is the first National Action Plan, and we have five years to implement it. Then we will come up with second National Action Plan. I think this process will continue. With passage of time, we will be able to fulfill all our goals, increase awareness.

When you start something for the first time, it is slightly difficult; but with passage of time, I am very hopeful about the implementation of Business Human Rights.

SPECIAL FEATURE

What is Business and Human Rights?

In 2011, United Nations Human Rights Council (UNHRC) took the initiative of identifying, addressing and combating human rights issues that stem from adverse business activity. UNHRC advocated this pertinent initiative via UN Guiding Principles on Business and Human Rights (UNGPs).

Under the leadership of Special Representative to UN Secretary General, Professor John Ruggie- the UNGPs were curated.

The UNGPs were essentially a product of extensive consultations conducted with various socio-economic entities of the world: States, corporate enterprises and civil society organizations. Thereby, UNGPs were constituted upon- “Protect, Respect and Remedy Framework” which is a metamorphosis of three fundamental pillars:

- **Pillar I:** States’ existing obligations to respect, protect and fulfil human rights and fundamental freedoms
- **Pillar II:** The role of business enterprises as specialized organs of society performing specialized functions, required to comply with all applicable laws and to respect human rights
- **Pillar III:** The need for rights and obligations to be matched to appropriate and effective remedies when breached

State of Pakistan takes the onus of Implementing UN Guiding Principles on Business and Human Rights

On 28th September 2021, Government of Pakistan approved a National Action Plan on Business and Human Rights. The prime purpose of NAP is to not only implement UNGPs but also ensure that no citizen of Pakistan is mistreated at the hands of business enterprises. Through NAP- Pakistan seeks to establish a robust mechanism that will strengthen rights of citizens and prevent miscarriage of justice by businesses in position of power.

Hence, NAP on Business and Human Rights will enable socio-economic dynamics that elevate quality of human existence within the business milieu.

Furthermore, NAP encapsulates concerns pertaining to all the stakeholders at provincial and federal level whereby 69 actions have been identified under a total of 8 priority areas:

1. Financial Transparency, Corruption and Human Rights Standards in Public Procurement Contracts
2. Anti-Discrimination, Equal Opportunity, and Inclusion
3. Human Rights Due Diligence
4. Labour Standards and the Informal Economy
5. Child Labour
6. Forced or Bonded Labour
7. Occupational Health and Safety
8. Access to Remedy

BHR x MBA: Role of BHR in Academic Community of Pakistan

The implementation of BHR is of utmost significance; whereby it is imperative to involve all stakeholders in the process.

Consequently, one of the key stakeholders is the academic community.

Generically, research and policy framework are predominately stimulated by the educational institutions of a state. The collaboration of state, educational institutions and civil societies develop research backed consensus that eventually evolves into an accepted social norm and value.

Hence, National Action Plan on Business and Human Rights aims to have academia on board by stimulating quality research work on some of the 69 priority

areas such as: child labor, workplace harassment, gender-based pay disparity, business opportunities for women and marginalized groups, minimum wage issues, educating labor on their human rights.

Research and analysis by MBA students on above mentioned areas will result in two progressive benefits: Firstly students -who are future business leaders- will be internalized with importance of BHR. This awareness will consciously reflect in their business acumen; thus, streamlining human rights in context of business will no more be a voluntary matter for these future business leaders but an obligatory one. Consequently, a healthy business environment will prevail- where both the employer and employee live a life of quality.

Secondly, integration of BHR and MBA can transform current regressive dynamics of the business world by a quantum leap. Strong research work is backbone of a strong state where all major stakeholders form a nexus for greater good of the country. Likewise, MBA serving as a source of data collection, research and collaboration with NAP on Business and Human Rights- will result in creation of a meaningful policy framework and centralized business model. A framework that is practical, closer to reality, and also beneficial for victims; a model that fosters business profits but not at the cost of blood, sweat and tears of the weaker class.

Hence, it is hoped that the future unfolds a plethora of collaborative opportunities for academia, policy think-tanks and government entities to work together for the advancement of Business and Human Rights in Pakistan.



INAUGURATION OF MBA FEST

Under the remarkable leadership and mentorship of Prof.Dr. Shazia Akhtar, MBA department conducted a historic, three-day long festival: MBA Fest'21. MBA Fest'21 was a series of multiple events that engaged all segments of the university- from janitorial staff, administration to students and teachers-the entire milieu of the institute devoured in moments of both leisure and learning.

On 15th December 2021, the event was formerly inaugurated by the honorable HOD, Prof. Dr. Muhammad Asif.



POWER TALK

On 15TH December, 2021, MBA fest was precluded by the first event called: Power Talk. Power Talk was based on format of Ted Talk. Under the presence of Program Manager Prof.Dr.Shazia Akhtar, faculty members and guest speaker Dr.LAKS- three students from the MBA department delivered sterling talks. The first speaker, Mr. Shahrose Hassan from MBA III, spoke on his journey of music and self-actualization that he embarked upon as a result of almost losing his hearing ability. His talk was gripping, inspirational and personified the magic of miracles.

Second speaker, Ms. Ayesha Afzal from MBA I, spoke on effect of capitalist-consumerism on human consciousness and spirituality. A world that reeks of lobotomized narrative of "conform, consume, obey" - Ms. Ayesha's talk was a breeze of fresh air that flew all the listeners on a cosmic voyage and compelled the listeners to take seek deeper into their self and being.

The last speaker, Mr. Zeeshan Younus from MBA I, spoke about his startup. His talk was practical, relatable and exceedingly motivational. A business idea that took provenance in mind of his ambitious adolescent mind- made him a millionaire today. He reminded the listeners that the world is indeed full of infinite possibilities. Thus, it is never too late to follow your dreams. Followed by the exulting talks of our three wonderful speakers, Szabist Islamabad was graced by the presence of a guest motivational speaker who injected every member of the audience with bolting confidence and esteem. Dr.LAKS effortlessly snapped us out of our auto-pilot thought pattern. In a matter mere 45 minutes he sparked the fire of ambition and self-worth in the audience.

Hence, as a result of the Power Talk- the audience was left with feelings of exhilaration and excitement.

The first event of the MBA fest was an interactive experience where the students were given a rare platform to share their view on life, existence, education.



DISCUSSION FORUM



Discussion forum was the second event of MBA Fest day 1. It commenced right after Power Talk.

With the MBA Fest, Prof.Dr.Shazia Akhtar brought her monumental vision to life: promote a culture of research, contemplation, analysis and problem-solving amongst her students. Discussion forum was the second event of the first day of MBA Fest. This forum was a debate competition between two teams of five members each. The topic of discussion was 'Humanity should Fear Advances in Artificial Intelligence'. Team A opposed the topic while Team B advocated in support of the topic. A distinguished panel of three judges had evaluated both the teams. Consequently, the opposition team A of MBA I students, won and took home the trophy.

In today's post-modern age of meta reality and narratives, the human consciousness has been exposed to colossal amount of information- the access to which is merely a click away. However, in conquest of finding the Truth, one has to distill the plethora of information: separating true and significant knowledge from false and futile one. Therefore, this discussion gave provenance to collective consensus born out of varicolored ideas, different perspectives, individual realities and philosophy. It celebrated differences and taught values of patience, tolerance and negotiation to the participants and audience. Hence, under the spirit of instilling these values in our academic and social milieu-

Dr. Shazia Akhtar (Professor and Program Manager MBA)- MBA department took the first initiative and employed power of dialogue and debate, whereby students reflected and expressed their stance on prevalent issues.

She aims to make discussion forum a bi-semester activity. In future, the spectrum of discussion topics will be vast and highly thought provoking. Topics will predominately be constituted upon the paradigms of: spirituality, psychological and emotional acumen, political acumen, socio-economic conditions, public policy, technological trends, cultural or environmental issues.

FACULTY SPORTS

Faculty sports was one of the glimmering highlights of MBA Fest'21. Under the leadership of Prof. Dr. Shazia Akhtar and mentorship of Ms. Rubina- faculty sports was the star event indeed.

It continued throughout the three days of MBA Fest. From janitorial staff, teachers, students- everyone across the hierarchy bonded and exhibited incredible team play.



SCAVENGER HUNT

Scavenger hunt was the first event of MBA Fest'21 day 2. The event was led by Prof. Dr. Shazia Akhtar and mentored by Dr. Saqlain Raza. It continued from 5:00 pm to 7:00pm, on 16th December, 2021. Scavenger Hunt was one of those rare opportunities that gave

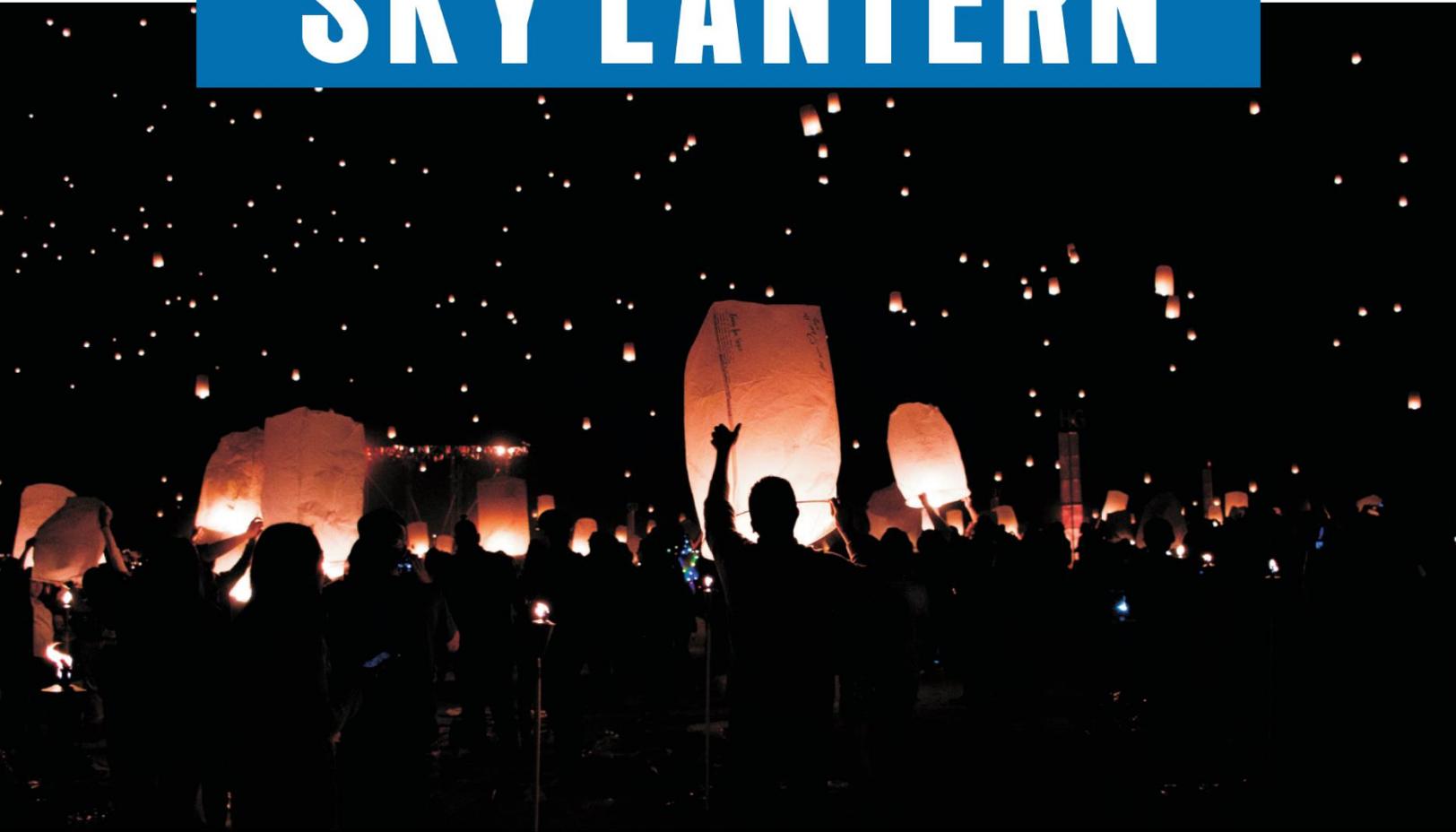
the Szabist family a chance to be kids again. Everyone was excited, everyone was focused on the prize

and everyone just wanted to win. The winning team was given a prize money of RS. 2,500.

The purpose of this event was to create an opportunity for different batches and classes to interact. Thus, teams effectively learned the art of: cooperation skills, leadership skills, managing and channeling different viewpoints of the team members into an holistic objective, identifying strengths and lacking of the team and utilizing them accordingly.



SKY LANTERN



Sky Lantern was the last event of MBA Fest day 1. It began during in the serene dusk time of 15-December-2021.

The first day of MBA Fest'21 ended on a celebratory of note friendship and union. The dark night sky was lit with warm hues of orange and gold. The process of lighting up the lanterns and letting them fly high above in the endless open sky- was symbolic of the bond that peers and colleagues in Szabist share. The visual imagery, indeed metaphorically represented the spirit of giving each other wings to fly on success and prosperity.

Sky lantern activity was a memorable moment that epitomized the values of warmth, friendship and trust shared by Szabist family.

SALES PITCHING COMPETITION



"It's not about having the right opportunities. It's about handling the opportunities right" -- Mark Hunter.

Sales Pitching Competition was the second event of MBA Fest'21 day 2. The event started at 5:30 pm, on 16th December, 2021.

The aim of this event was to enhance the sales presentation skills among the students about certain products and services. From a business point of view, this sales pitching competition gave a chance to the Szabist students of all departments to showcase their selling skills in 90 seconds. Moreover, panelists evaluated the participant's performance on the basis of several metrics and the best students was awarded with cash prizes.



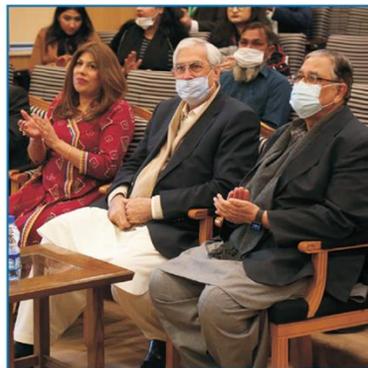
HONORS AWARDS NIGHT

Awards Night was the first event of the MBA Fest'21 day 3, 17th December 2021.

Awards Night recognized the hard work and efforts of all the organizers, faculty and staff that worked together in bringing the exemplary vision of Prof. Dr. Shazia Akhtar's vision to life. MBA Fest was a thought that she had shared with her students. It ended up manifesting into an extravagant event of Szabist history.

Moreover, Awards Night consciously aimed to honor the hardworking janitorial staff of Szabist family. This was a small gesture to compensate for the unintentional nonchalance they usually face.

Under the presence of honorable Head of Campus Mr. Khusro Pervaiz and Head of Department Management Sciences Dr. Asif- the talent, skills, dedication and commitment of the all involved individuals was awarded with shields and certificates.



AKS: A SOCIAL RAMP WALK COMPETITION



Led by Prof. Dr. Shazia Akhtar and mentored by Ms. Uzma Shehryar, Aks wrapped up MBA Fest'21 on 17th December 2021.

This last event was an incredibly thought-provoking end to MBA Fest'21.

The purpose of this event was to depict social and cultural issues through a ramp walk. The beauty of the event rested in the fact that against the backdrop of poetry, grievous social issues were highlighted. This juxtaposition curated a striking ambiance for the audience; compelling them to empathize with the portrayed causes.

Hence, a monumental objective of Aks was: inducing a sense of responsibility to combat the social issues.



SEMINARS

SEMINAR 1

Seminar on Business Management in Pakistan (MBA Experiential Learning Activity)
A seminar was conducted by Mr. Shoaib Farooqui on 26th November 2021. Mr. Imtiaz Rastgar was the Guest speaker who is the chairman of Rastgar Group of Companies. He shared his 5 decades of experience through an interactive session and enabled the students to “DREAM BIG” and start thinking like a “FOUNDER”. The objective of this event was to share the ideas and thoughts on the major happenings in the real business world. This session helped students to validate their marketing ideas based on their assumptions. Hope the session was beneficial for students. Glimpses of the event are as follows.



SEMINAR 2

Under MBA revamped program a lecture on National Action Plan on Business Human Rights was organized for the students of first and second semester on 22nd of November 2021. National Action Plan on Business Human Rights has lately been approved by the Federal Cabinet it is focused on assurance of BHR through a transparent and Inclusive process of stakeholders including business entities, employees, labor unions, government stakeholders etc. Business and Human Rights (BHR) is the premise that any form of corporate activity should not occur at the expense of fundamental human rights. Businesses can have both positive and negative impact on human rights through improvement of living standards and through displacement of communities or discriminatory practices against workers respectively. Students found the seminar very interesting and critically engaged with the guest speaker and raised very interesting and practical questions. The guest speaker was the focal person for BHR at the MoHR.



STUDENT BLOGS



NEO-CAPITALISM: FOR BETTER OR FOR WORSE?

AYESHA AFZAL (MBA-D 36)

Bertrand Russell in *Conquest of Happiness* writes. “The man capable of greatness of soul will open wide the windows of his mind. Letting winds blow in from every portion of universe. And he will see, that the man who mirrors the world becomes as great as the world.”

Post-Industrial Revolution, the world had undergone a glamorous transformation. Soon, the nexus of machine, manufacturing and mass- manipulation started being worshipped as sacred. But just as the industrial masters were fixating on android fantasies; on the parallel stream, a horrid monster had taken birth in the dark alley of industrial gutters.

Born from remnants of contaminated industrial waste, smoke and gun powder- the monster fed on human consciousness, fears, and fantasy. The more it fed, the bigger it grew: slowing decaying iridescent colors of Planet Earth.

The industrial monster seeped into minds of masses via: the idiot box, electronic concentration camps aka social media, jingoism and xenophobia disguised in rewritten versions of history. So, it spread chaos and consumerist mayhem; harboring globalization at the cost of global warming. Thereby, stripping humans off of critical thinking, serenity and making them more docile. The monster grew dominant. It was now pulling strings in theatrics of global socio-economic politics: helping corporate oligarchs manufacture from bones of a dying planet. It relished in seeing masses fall prey to the new but neurotic norm of GMOs, nuclear arms race, plastic surgeries, economic slavery.

Hence, neo-capitalist industrialization, hysterical economic slavery, corporate colonialism and Petro-Dollar warfare have lobotomized human consciousness to the point that ineffable worth of the planet has met a catastrophic fate. War, prison-industrial complex, depression, disease, - have paralyzed human reality.

Political, social, cultural, economic and psychological catastrophes are other well-oiled cogs that ensure the neo-capitalist machinery is fed with constant conflict. For nothing creates better profit than conflict.

Thus, in conclusion it can be stated that globalization that merely worships the corporate elite and seeks to maximize their profits by manufacturing a reality that enslaves the masses to ‘consume, conform, obey’- is a suicidal pursuit destined for a bleak future.

Yet, the only way to resist the tantalizing illusion engineered by this synthetic empire of neo-capitalist gorilla marketing is: becoming conscious of the real self and the Divine Truth of existence, becoming empathetic towards the environment, practicing self-less acts of kindness towards one another.

Will Durrant in *Pleasures of Philosophy* writes, “In quest of our machine and war dynamics, we have lost sight to the fact that freedom is not political or economic in nature; rather it is a balance between man and world in the moral and material paradigm.”



TAIMOUR ABBAS

میرا پہلا فسانہ قسط - نمبر 1

نہیں بات یہاں ختم نہیں ہوئی۔ بات تو اب شروع ہوئی ہے۔ قصور کا اصلی حقدار میں ہوں۔ سارا کا سارا قصور میرا ہے۔ یقین کی آنکھیں تو اب بینائی سے محروم کی جا رہی ہیں۔ لاکھ کوششوں کے باوجود اس کے سارے خواب گرتے ہی جا رہے ہیں۔ اس سے پہلے مجھے کچھ یاد نہیں۔ کہ میں نے "روشنی" کے فریب میں کتنا اندھیرا کاٹ لیا۔ میں نے سمجھداری کو گلے سے لگا لیا۔ "خاموشی" اور "درد" دونوں کو گلے لگایا۔ اپنے سارے کے سارے خواب اور خواب دیکھنے والی آنکھیں اس کے سے پر سجادی۔

میں نے اس کی آنکھوں سے کائنات کو دیکھا اور محسوس کیا۔ جو اس نے چاہا ویسا ہی میں نے چاہا۔ میری کچھ کوششوں نے اس کی شہرت کو پر لگا دیا۔ میں کیسے کہوں۔ کہتا تو کیسے کہتا۔ سنے گا کون۔ جو جھوٹ تھا وہ بنا سچ یہاں۔ میرا کوئی راز داں نہیں۔ میں نے راہ بدلنے میں دیر نہ کی۔ میں نے مشورہ نہ کیا۔ میں کہیں اس ہجوم کی گرد میں گم ہوتا چلا جا رہا تھا۔ جیسے۔ جیسے میں خود کو بھول گیا۔ اور حوصلوں کی چادر تان لی۔ نہیں کھولی پر اپنی زباں۔ میرا کیلا پن۔

سو یہ سفر تمام ہوا



MBA At SZABIST University – More Than Just A Stepping Stone

Hareem Habib [MBA 72-EVE]

Career progression. Change of field. Wanting higher education. This is how most MBA students will answer as their reason of joining the program in their first week of class. I wasn't any different. Thought to myself, "just need to get a post-graduate degree under the belt" and I would get better job opportunities. What I didn't know was how much I would change as a person in a span of 16 weeks.

I'm a second semester student in MBA 72-E. probably still a newbie in some ways to this program, older in others. When I heard about this digital magazine, a light bulb went off. I wanted to pen down my short experience here and maybe just take a trip down memory lane of what a great semester it has been.

When I originally came to SZABIST University, it was because of its amazing and well-renowned MBA program. What I got was so much more than that. I have had some amazing experiences here. With my teachers, my friends, and the slew of activities that happened in the last months, all of them deserve an applause.

Picking my favorite moments is definitely difficult because there were just so many.

If I had to speak about some particular event, it would definitely be the MBA fest. The MBA fest was a three-day event organized by the students and faculty of management sciences under the tutelage of Dr. Shazia Akhtar our well-loved (and rightfully so) program manager. Here I'd be sharing some of my favorite parts from it.

My words aren't probably enough to describe how fun these three days were, but I hope everyone gets to experience similar and even better events in their time here at SZABIST.

MBA fest wasn't the only good thing about my first semester. There was also an amazing opportunity to present a business idea in front of a panel of judges made up of our faculty. Unlike other places I'd heard about, this event went differently. A good different though. The judges really took the time to listen, ask questions, and suggest improvements to make the idea viable. What we heard from guest speakers in seminars on bringing your idea to life even if it wasn't something never heard before, we could actually experience with this event.

In the short since being here, I've been more confident in myself, made some unique memories, and see a future for myself that I thank my amazing teachers, the university, and class fellows for. The good memories I've made and the opportunities I've had have now made me more excited than ever to see what the coming semesters hold.



Fraud Prevention a case for Big Data and Analytics (BDA)

Abdul Aziz Khan (MBA-72)

Every day we hear stories about banks, people being subjected to frauds and online scams. Which causes a huge loss to general public and the banking institutions. Also, we hear about similar frauds and scams about telecom and other services as well. In this article we see how big data and analytics can help us in fraud prevention.

Online Frauds:

Online fraud has such a big monetary value that it has become an organized crime. And the fight against these frauds has become an industry in itself. Where many governmental and private organizations are working day and night to safeguard the common public. However, as the scammers are using new tools and techniques every day, so the prevention system also has to upgrade to the new and emerging defensive strategies.

Big Amount of Data being generated:

Because of the sheer volume of transactions, banks do a daily re-conciliation of the accounts. And a thorough audit is left to the auditors to undertake on some random accounts. And that also on some large intervals makes it more prone to money theft in many ways.

Small frauds can accumulate high amount of money:

You may remember the famous story when a bank IT guy started stealing a penny. From each account on monthly basis. Even though a normal user cannot know, or some people may not even feel bad if they are losing a single penny. And that also on a monthly basis. But if you multiply it to the number of accounts then the sum becomes really large, and this was the real reason behind this particularly strange theft.

Solution:

Adding some automatic checks can easily notice a loss of even a penny from one account. Also, it will be much fast and easy to know that this is not a peculiar case with one person but a general case with almost all the accounts. The good thing about Big Data is that you can literally store a very large amount of data in it. And then you can do any slice and dice function with it to visualize and analyze the data in any way you require. Using Hadoop or any other big data storage solution with visualization tools. Like Google Chart, python, tableau or D3 can create a real difference in many areas, banking and telecom are just some examples.

I hope this article will help you understand the position of Big Data and Analytics. To help FinTech, banks and other finance related domains in fraud prevention.

Abdul Aziz Khan, SZABIST student of MBA-72 is a certified Project Manager, Freelance Blogger and Consultant and a veteran Telecom Professional. He has more than two decades of diverse Telecom Experience in Network Planning, Project Management, Network Operations, Optimization and Customer Experience Management. He has been working for customers in Pakistan and in Gulf. He can be contacted on khan.abdulaziz@gmail.com



DIVINE

JESSICA MASSEY (MBAD-36)

I search for myself in the darkness of my mind
I let go and I see your light

If I know myself then I can know you
By knowing you I need to act like you want me to

I have not seen you but you are all around me, all is created by you
I want to learn to love, yours is the purest I can find

No matter what I do your love is blind
When I'm hurt you are the only one I can find, by closing my eyes
and letting go of my mind

Everything dear to me, every scenery is art created by your hands
molded into something sublime
All my will to live comes from the Divine.

ALUMNI TESTIMONIALS



Abdul Jawad

(HR Head at Pearl Continental Malam Jabba)

Abdul Jawad is currently heading the HR department at PC Malam Jabba & rendering his services as Consultant to EvolveHR. He has worked with a variety of local and international companies, in hospitality and Human Resources Information Systems (HRIS) sectors. He has also worked extensively on international assignments from contextualizing and rolling out global Human Resources Management Programs for local & international audiences to working in collaboration with international consultants and has worked with some of the best organizations within and outside Pakistan. He also specializes in routine HR Operations & Employee Lifecycle.

Abdul Jawad holds an MBA in Human Resources Management from SZABIST Islamabad.

What makes SZABIST Islamabad a positively different Institution from others for a Management degree is its practical approach & quality environment. During my stay for my MBA I was groomed both professionally & personally. If I am successful in corporate world today, SZABIST Isb has a huge role in it.

SHEERAZ AHMED

(Head of Technology, Operations, and Innovation British Council Pakistan.)

I remember the days I used to sit with my colleagues and mates and talk about how we could advance in our careers, as we were floating in a horizontal hierarchy for many years. Along with other pathways, one of the paths was to study and get a professional degree. The option for a degree was obvious to have an MBA as I was already an engineer with more than 12 years of experience at that time.

Selecting SZABIST was quite easy as it was one of the top universities offering the MBA and its evening campus timing fits my office engagement. The first semester was tough on me as I was resuming studies after a long period. The anxiety was there and the anticipation as well, but thanks to some faculty members, and especially to the visiting one, who helped me all along.

The degree has helped me with business and management and set my professional prospective on many things which I was previously missing. I have grown vertically in my career since my degree, but the most exciting part for me is that it has put me on the path of continuous learning and growth.





Adnan Ul Hasan

(Team lead for brand availability, Philip Morris Pakistan)

Writing my success story seems like bragging about me. The truth is I believe in simple hack. Hard work never work always, sometime you need to be smart and practical. You are here for reading my success story and want to learn lessons from it. Let it make through simple way.

Hard work has no other options than success.

I have yet to achieve much more in my life.

I don't know when will I get to say, "I'll do it by tomorrow" and that tomorrow be the last tomorrow of my life.

So I keep on working each day after Completing my Masters in Business Administration From SZABIST Islamabad to my level best

not to regret later but many a times circumstances don't allow me to work to my best. What one has to do is stick to your work without considering that work as a burden, do it joyfully with interest. Stop taking unnecessary tensions.

So u need someone who motivates u time to time. If u can motivate yourself that is become self -motivator , there is nothing better than that.

"Respect for the Individual" is an attitude that I carried throughout my life. It reminds me to value the diversity of cultures and always treat people as I would like to be treated myself.

It was back in 2020 where I took the opportunity to join a project in Philip Morris Pakistan Limited (Tobacco Company). I was leading a group in my role as a team lead for the Brand Availability of this project. Hence, it was a challenging situation in a new context for me. I was very happy to see that my actions resulted in a much better working atmosphere.

Along with the team management, I also further developed my emotional intelligence, particularly my social awareness and empathy skills. These qualities will continue to be my foundation when pursuing future endeavors in both my academic and career aspirations.

Thanks !

Usama Usmani

(Campus Manager at NCS Islamabad)

Usama Usmani is a driven and dedicated HR professional with special focus on Training & Development. He holds MBA-HR from Szabist ISB. Furthermore, he has been part of different national level organizations on several challenging positions where his extraordinary managerial skills have helped him a make a positive impact. Currently, he is serving as campus manager at NCS Islamabad. Wherever he works he gives his best and this time its for NCS Education System. Szabist ISB is a wonderful community of readers, researchers, learners and leaders. My training in Szabist was instrumental in aiding both my professional and personal life. I was taught by experienced faculty from the academia and industry which helped me related theory with practical knowledge.

It equipped me with all the right tolls to kick start my career in the way I had always wanted. Moreover, Szabist-ISB has my super high recommendations. I wish you all the best that life has to offer. Cheers!





FAIQUE AHMED AWAN

(Accounts Officer Jinnah Sindh Medical University, Karachi)

In 2014, I visited Islamabad for tourism purposes. That year I heard that SZABIST has its campus in Islamabad, so I decided to pursue my MBA from SZABIST Islamabad.

When I came to Islamabad, I was very shy, introverted, and silent but when I joined the MBA degree program from SZABIST Islamabad Campus it transformed me so well that I couldn't believe in myself. SZABIST embarked me with great knowledge, information, and a great environment for learning.

The skills and expertise I learned from SZABIST Islamabad helped me to get a good career opportunity.

Ali Raza

(Head Researcher in lead generation workstream at NTUC fairprice, Singapore)

Ali Raza Saleem graduated first in his class with an MBA from the SZABIST University Islamabad and spent one and a half years working for Travoeny Pvt. Ltd. in Islamabad before becoming Lead Generation Specialist at NTUC FairPrice in Singapore. Currently, he is serving as Head Researcher in Lead Generation Workstream at NTUC FairPrice, Singapore. Where he leads and gives his best for NTUC Enterprise Co-operative Limited.

The professors in the SZABIST-Islamabad are what set the MBA programs in this university apart from other programs. Faculty members urge us to discuss what we are learning and to challenge

their ideas. Instead of having a three-hour lecture with the professor doing most of the talking, we are encouraged to participate and give our opinions on topics.

The MBA at SZABIST-Islamabad has given me invaluable experience working through real-life business problems. The professors provide us with real-world examples of how the concepts we are learning in class are being applied in the business world.

I also have the unique experience of leading a series of "Let's Ketchup MBA!" event project with the SZABIST-Islamabad. This project required me to view an event management problem during the pandemic period the way a company does, and figure out a unique solution. It also gave me the chance to apply the skills I learned. Many MBA students also work full-time jobs and can immediately practice what they learn. SZABIST-Islamabad makes it possible for full-time students like myself, who weren't in a professional position during their studies, to get experiences that reinforce the skills we are learning.

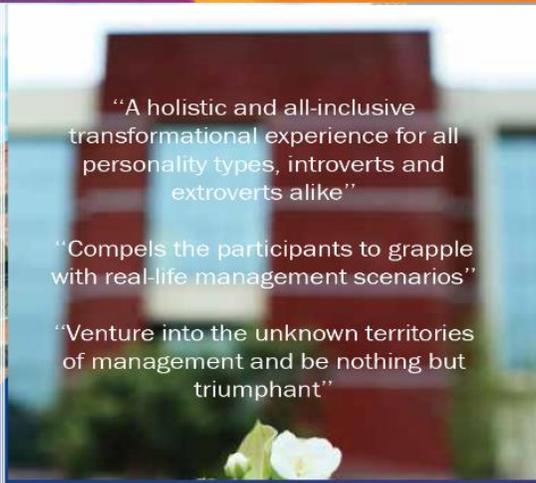




MBA Program SZABIST, Islamabad

- Scholarships, Internships and Placement Programs
- Emphasis on the Case-study teaching methodology
- Seminars, workshops and other experiential learning activities
- Interactive class discussions and brainstorming sessions

SZABIST Faculty of Management Sciences aspires to become one of the leading entities for excellence in business education, service, research and innovation.



“A holistic and all-inclusive transformational experience for all personality types, introverts and extroverts alike”

“Compels the participants to grapple with real-life management scenarios”

“Venture into the unknown territories of management and be nothing but triumphant”



Employers of class of 2020

- Askari Bank
- Allied Bank
- OGDCL
- Red Tone Telecom
- Oxfam
- Zong
- Bahria Town
- Tourism Promotion Services Pakistan
- Al-Baraka Bank
- Habib Bank
- Igate Technology
- ISPR
- Garanna
- Shifa International
- Global Pharmaceutical

Eligibility Criteria

• 55 percent or 2.5 CGPA from an HEC recognized university

• 16 years of formal education

• Having diverse academic backgrounds

MBA COURSE TRANSFER

- A maximum of up to 6 credits may be considered for transfer into the MBA (36 credit-hours) program. Research Project/Thesis is not transferable.
- A maximum of up to 36 credits may be considered for transfer into the MBA (72 credit-hours) program. Research Project/Thesis is not transferable.
- Only relevant courses of the EMBA (SZABIST) program are transferable into the regular MBA program subject to the eligibility criteria of the MBA program at SZABIST.

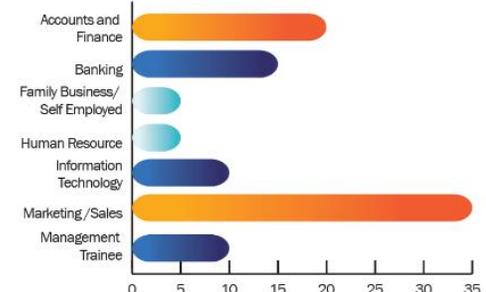
Areas of Specialization

- Finance
- Human Resource Management
- Management
- Marketing
- Supply Chain Management

Financial Support/Scholarships

- SZABIST Need-Based Scholarship Program
- SZABIST Merit-Based Scholarship Program
- Pak-USAID Merit and Need-Based Scholarships Program
- Sindh Educational Endowment Fund
- Balochistan Education Endowment Fund
- Various community-based scholarships
- Ministry of Harmony and Interfaith Minority Scholarships

Placement by Field



For more details please scan the QR Code



FUTURE CAREER GLORIES!

Want to become an expert in business research, critical analysis, innovation and leadership?

Szabist MBA promotes all that and more!