Benefit from
EXECUTIVE EDUCATION
Center for Executive Education, IBA, Karachi
Training Redefined. Bridging Experience to Vision.
“I am excited about being part of such a prestigious and first-of-its-kind programme in Pakistan. With the increased economic growth and opportunities, business leaders like us are required to return to the classrooms and continually re-learn, refresh and reassess various aspects of leadership and strategy. I hope to apply my learning to the workplace and, impact my organization and corporations to benefit from this programme.”

Mr. Mir S. Talpur
General Manager Operations, Pakistan State Oil

LEADERSHIP SKILLS FOR TOP MANAGEMENT
with Indian School of Business

“Knowledge is the quickest and safest path to success in any area of life. TLP. Highly recommended. As good as many courses I have attended overseas. I believe that companies should make TLP mandatory for all young and senior managers to attend for their development. Time and resource spent was worth it and is really powerful. Be pro-active. Moving forward, I look forward to see TLP evolving into one of the best platforms in Karachi for leadership development.”

Mr. Naveed Sattar
Sourcing Director, Pakistan Hub Leader Walmart Global Sourcing, Pakistan

TRANSFORMATIONAL LEADERSHIP PROGRAM (TLP)
Dr. Ishrat Husain  
Dean & Director, IBA, Karachi

IBA in its Strategic Vision had committed itself to extend its outreach to the community and the society at large. Centre for Executive Education is one of main vehicles through which we are achieving this goal. Continuing and Professional Education for Business Executives to keep up with the latest developments has become an imperative that cannot be avoided. Since organizations undergo constant evolution due to business dynamism, occupational model innovation, technological advancements, paradigm transfiguration or business cycle oscillations the skill sets of the individuals have to be constantly upgraded. Executive education provides specific, relevant and immediate response to all these challenges.

For providing top quality Executive Education to our business community, IBA is striving hard to bring the best practices and resources to Pakistan. We are always adapting to respond to the changing needs of our industry.

Our aim is to present executive education that is relevant, applicable and improves employability and productivity. For this purpose, we seek advice and guidance from the IBA Corporate Leaders Advisory Board (ICLAB) consisting of twenty top Chief Executives of leading multinationals and Pakistani companies.

In pursuance of their feedback we have successfully put together programs in collaboration with some of the faculty from the world’s top B-Schools.

The bouquet of our programs encompasses different areas of executive education and is designed on the basis of business-academia interactions, benchmarking and anticipation of futuristic trends. I am sure these programs will help you and your executives in taking your organization to the new heights.

IBA is looking forward to see you and your business unit heads in these exciting programs offered by the IBA’s Center for Executive Education.
Greetings from Center for Executive Education at IBA, Karachi!

Frequent unpredictable market cataclysms challenge business leaders with their ambiguity and convolution while delivering requisite growth. The executive education programs at our Center provide requisite roadmap to the business leaders to help achieve their goals easily, amid uncertainty and complexity.

At present, every employer plans to optimize the skill set of their employees through executive education but, at the same time, wants to ensure best return on the investment. You would agree that strategically structured learning and development provides competitive edge to the employers over their competitors. Effective executive education should provide adequate knowledge and help to participants to apply the learning in their business environments. This is our main consideration not only in our Open Enrolment programs but also in Client Specific Programs.

Considering this, we are trying hard to ensure that our programs must develop functional as well as strategic areas to meet their needs. Imperative is shift paradigm of executive education from learning and development as the solution to the business problems and to performance analysis approach.

We continue to update our program portfolio and design new programs based on inputs from industry and academia, thus ensuring that each program we deliver should be relevant, applicable, and based on evidence - based management concepts. We have collaborated with academic institutes and professional bodies of high repute. Our programs are designed for public and corporate sectors as well as for family businesses. For delivering executive education, the body of our faculty members comprises of not only IBA faculty but also industry practitioners, field experts and faculty from the institutions of high repute possessing evidence-based knowledge.

However, given the pace of change and the urgency of need, many executives ask a question - How could I apply the workshop learning in my job? Acknowledging this requirement, we have incorporated action learning component in our programs.

We hope this catalogue and calendar of our programs will be of help and relevance to you and your organization. And with all our achievements and milestones reached I am pleased to invite you to experience our programs yourself. I and my team will be happy to share more about our programs in case you wish to know more.

Mr. Izhar Hussain
Director,
Center of Executive Education (CEE)
IBA is the oldest business school outside North America. It was established in 1953 with initial technical support provided by the world famous Wharton School of Finance, University of Pennsylvania; later, the University of Southern California set up various facilities at the Institute and several prominent American professors were assigned to the IBA.

The course contents, the curriculum, the pedagogical tools and the assessment and testing methods were developed under the guidance of reputed scholars from these two institutions.

IBA has jealously guarded the high standards and academic traditions it had inherited from Wharton and USC while adapting and adjusting them with the passage of time. A large number of Pakistani faculty members received advanced degrees from Wharton and the University of Southern California. Till 1994, the University of Karachi awarded degrees to the graduates. In that year the Sindh Assembly elevated the Institute's status to that of a degree-awarding institution.

A bill is pending in the Assembly for conferring the status of a University to IBA.

In spite of a rapid increase in the number of business schools, IBA has maintained its position as the premier institution of higher learning in the field of management and business administration. The IBA initially offered MBA program only for day scholars. In 1957, an Evening Program was started to cater to the needs of the numerous working executives and managers who were interested in furthering their careers through part-time business studies.

In 1982, a three-year BBA (Honors) Program was introduced which has now been upgraded into a four-year BBA program. The Center for Computer Studies was established in 1983 with the collaboration of IBM, Pakistan.

IBA, Karachi has now established several Centers to cater the needs of the Pakistan Corporates, Public Sector, Not-for-Profit Organizations, Entrepreneurs and the Family Businesses. The Center for Entrepreneurial Development in collaboration with Babson College, USA is being established and has become fully functional during 2010. The Centre for Excellence in Journalism was established in 2014. The Center for Executive Education was established in 2004.

www.iba.edu.pk
ABOUT

Center of Executive Education (CEE)

The Institute of Business Administration, Karachi combines with its program of formal management education, an elaborate program of management training for Executives and Professionals. These specialized programs are conducted by the Center for Executive Education (CEE) since 2004. CEE provides opportunities to executives working at different echelons in organizations to enhance their careers by gaining knowledge and insight into state-of-the art management techniques and technologies.

Executive Education Programs consist of various training courses and workshops that are organized and conducted by the distinguished IBA faculty as well as leading Industry Professionals. Besides Open Enrolment Programs, the Center also offers client specific training to organizations on their request, keeping in view their unique and distinct requirements. Organizations that have benefited from the Executive Education Program include Private Firms, Small Business Enterprises and Corporations, Multinationals and Transnational Corporations, Government Departments, Defense and public sector organizations.

The Center for Executive Education offers Executive programs for public sector, non–profit sector and private sector executives; organizes customized courses for the corporate clients; and holds short courses on emerging issues and themes for those engaged in business.

The Center for Executive Education (CEE) aims at helping organizations gain a competitive advantage by developing their most important resource - their people. It is a nucleus of activities designed to enhance organizational effectiveness through training and developing professionals in various disciplines and equipping them with the tools and knowledge to improve their managerial skills. The programs offered are designed to strengthen the participants' leadership skills with a focus on personal development, productivity improvement and strategic thinking. The Center specializes in executive education and management development activities through open-enrollment courses, client- specific customized programs and consultancy.

Programs at CEE are designed for senior executives and high-potential managers. Intensive one-day to several day courses focused on a particular area of interest, are offered. Our portfolio of Non-Degree, Executive Education and Management Programs provide business professionals with a targeted and flexible means to advance their career development goals and position their organizations for future growth.

cee.iba.edu.pk
The Way We Work
The IBA CEE and the client, whether an individual professional or an organization, work in partnership to understand the learning needs and develop the best possible solution for them, be it in the area of training or overall organizational development.

In this way professionals and organizations as a whole benefit from getting trainings that are well researched and that absolutely match their requirements. This ultimately positively impacts performance, productivity and profitability.

How does all that translate into value for you?
The CEE programs provide the organizations with an opportunity to enhance the capabilities of their human resources by helping them prepare, implement and improve the value added productivity at the organization level.

All our programs provide:
Local and Global programs through leading faculty from Globally Top-ranked Business School and Industry Practitioners
Cutting edge evidence based research oriented trainings with both global and local perspective
An exceptional combination of evidence based and time tested approaches, cutting edge theories and powerful tools for effectively managing businesses locally
Opportunities to unleash the creative potential of participants that positively transforms conventional approaches of problem solving and management into ones that are fresh and innovative
Practical guidelines and tips on problems and issues frequently encountered in organizations

An opportunity to contribute in developing the program further through participants insights and suggestions.
Tailor-made programs without compromising the rigor and standards of IBA, Karachi.
A sustaining relationship with IBA as a partner committed to your progress and advancement
Opportunity to learn from the best and brightest minds in the field

Strategic Goals
To cater the Executive Education needs of the Pakistani Industry
To tap gaps in Executive Education
To collaborate with Top Business Schools
To impart problem and issue based trainings
To impart Executive Education with local relevance
The CEE faculty is drawn from many streams including Academic, Adjunct, Foreign, Industry Practitioners & Independent Consultants.

Academic faculties mostly consists of those holding Doctorate or Master’s degrees from well reputed universities and are engaged with IBA as full time or part time Faculty.

The adjunct faculty involves those Top Entrepreneurs, Business Leaders, and Faculty members from some of the world’s Leading Organizations and top B-Schools. The industry practitioners draw upon the large reservoirs of top leaders, chief executives and senior managers who are and have been associated with the local corporate and public sector.

This blend of faculty ensures training rigor as well as practical relevance in the design and delivery of workshops at CEE, IBA. All our faculty members are engaged in research and writing professional papers, advising companies and organizing training courses for the industry, public sector etc.
Adjunct & Foreign Faculty

Prof. Clive Rubery
Expert in Leadership & Management Development, Management Performance Improvement
- Visiting Faculty at the London Business School (LBS), Indian School of Business (ISB), Hyderabad and Independent Consultant

Dr. Khurram Jahangir Sharif
Expert in Marketing Management, Marketing Research, Direct Marketing, Consumer Behavior, International Marketing, Strategic Marketing Management, New Products Development, Medical Marketing, Service Quality Gap Analysis, Multinational Organization Marketing Communications Strategies and Impact of Classroom Technologies on Teacher and Learner Attitude
- Associate Professor of Marketing, Department of Management & Marketing, College of Business & Economics, Qatar University
- B.Eng. in Electronics Engineering, University of Kent, UK; M.Sc. in Medical Electronics, University of Manchester, UK; MBA, Management School, Lancaster University, UK; Ph.D. Kingston Business School, Kingston University

Prof. Parimal Merchant
Expert in Family Managed Businesses, General Management, Capital Markets, Costing and Finance
- Professor & Director, Center for Family Managed Business, S. P. Jain Institute of Management & Research, Mumbai, India

Dr. Riaz Ahmad
Expert in Islamic Finance, Mathematical and Computational Aspects of Financial Derivatives, Stochastic Volatility and Jump Diffusion Models, Exotic Options and Interest Rate Modeling
- BSc., King’s College London; MSc., Imperial College London; & PhD in Mathematics, University College London

Mr. Sadeq Sayeed
Expert in Investments, Financial Crisis Management
- Adjunct Faculty, IBA, Karachi; Chairman Metage Capital Limited and Ex-CEO Nomura International
- Undergraduate in Economics with concentration in Electrical Engineering from Massachusetts Institute of Technology (MIT); Masters in Finance, MIT’s Sloan School.

Dr. Salman Mufti
Expert in Information Technology Strategy, Management Information Systems, Managerial Decision Making
- Associate Dean and Executive Director of Queen’s School of Business - Executive Education & Associate Professor
- BSc, McMaster University; MBA, Queen’s University; PhD, McGill University.

Dr. Shailendra Raj Mehta
Expert in Economics and Strategic Management
- Visiting Professor Indian School of Business, Hyderabad and the Indian Institute of Management, Ahmedabad. Academic Director of Duke Corporate Education (Duke University’s Custom Corporate Education arm).
- BA and MA from Delhi University (St. Stephen’s College and Delhi School of Economics respectively); M.Phil. Balliol College, Oxford; Ph.D. Harvard University.

Mr. Syed Salim Raza
Expert in Global Economics and Political Environments, Dynamic Role for Public-Private Partnerships; Broadening and Deepening of Capital Markets, Creation of Long-Term Corporate Debt Markets; Corporate Governance; Competitiveness Capacity Building
- Adjunct Faculty, IBA Karachi and Former Governor, State Bank of Pakistan; Masters - Oxford University

Prof. Wasim Azhar
Expert in International Marketing, Managing Sales and Distribution Channels and Pricing
- Adjunct Faculty, IBA, Karachi and Continuing Lecturer, Haas Business School at The University of California, Berkeley, USA

Mr. Zaffar A. Khan (Sitara e Imtiaz)
Expert in Employee Relations, Business Strategy, Human Resource Management & Corporate Governance
- Adjunct Faculty, IBA, Karachi and Former President & CEO, Engro Chemicals, Ex-Chairman, PIA, PTCL & KSE
- B.E. Mech, Engineering, University of Peshawar

Ms. Zunaira Munir
Expert in Blue Ocean Strategy, Innovation
- Blue Ocean Strategist, Managing Director of ‘Strategize Blue’, San Diego, California and Institute Research Officer at Malaysia Blue Ocean Strategy Institute
- Ph.D., Wuhan University of Technology, China; MBA, Allama Iqbal Open University; BSc Computer Science & Electronics, University of Peshawar

Mr. Aman U. Saiyed
- Program Director BBA & Assistant Professor, IBA, Karachi
- C.A. Finalist, Chartered Institute of Management Accountings, UK; C.P.A., Texas, USA; M.B.A., Georgia State University, Atlanta, USA

MSc, Electronic Engineering, UET, Lahore, Pakistan; MBA, Wake Forest University; MSc, Systems Engineering, University of Pennsylvania; MSc Computer and Information Science, University of Pennsylvania
Dr. Syed Irfan Nabi  
- Assistant Professor, Faculty of Computer Science, IBA, Karachi
- PMP®, PE, B.Sc. (Engg.), University of Engineering and Technology, Peshawar; PGD, Technical Education, Islamic University of Technology, (OIC) Dhaka; M.S., George Washington University, USA; Ph.D. (MIS), IBA, Karachi

Mr. Zafar Ahmed Siddiqui  
*Expert in Leadership, Strategy, Sales, Marketing and Management*
- Professor of Practice - Management Department & Program Director Alumni Affairs, IBA, Karachi
- BBA & MBA, IBA, Karachi; MS (Marketing Communication), Roosevelt University, USA

Dr. Rameez Khalid  
- PhD (France), BE (NED, Karachi), PMP, CQSSBB, OCP, PE, Member Institute for Supply Management (ISM)
- Assistant Professor & Academic Program Director PGD Supply Chain Management at IBA, Karachi.

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Visiting Faculty & Industry Practitioners

**Mr. Abdul Rahim Suriya**  
*Expert in Accounting, Auditing, Corporate Finance and Operational Management, Corporate Reporting*  
- Visiting Faculty, IBA, Karachi; Fellow Member of the ICAP and the ICMAP

**Mr. Akhtar Mahmood**  
*Expert in Branding, Advertising, Brand-based communications, Creativity in advertising, Consumer Behavior and Consumer Insights*  
- Visiting Faculty, IBA, Karachi and CEO, Brand Image
- MBA, IBA, Karachi

**Ms. Arjumand Zain**  
*Expert in Written & Verbal Communication, Presentation Skills and English Grammar*  
- Visiting Faculty IBA Business English & Skill Development Department

**Mr. Ashraf Jaliawala**  
- Visiting Faculty, IBA, Karachi; Corporate & Pharma Compliance Officer at Novartis Pharma Pakistan Limited
- MBA, IBA, Karachi

**Mr. Mohammed Hanif Ajari**  
*Expert in Enterprise Risk Management, Strategic Development, Supply Chain Management, Procurement Management, SAP*  
- Director Strategic Development of Getz Pharma
- M. Phil. (Supply Chain Management), USA; PhD (Enterprise Risk Management) – In Progress

**Mr. Shabih Haider**  
*Expert in Cost Accounting and Mathematics for Business*  
- Visiting Faculty, IBA, Karachi
- B.E., NED University; M.B.A., Institute of Business Administration;

**Mr. Isfandiyar Shaheen**  
- Principal / Co-Head of Growth Equity at Cyan Limited
- BA, Economics and Mathematics, Franklin & Marshall College; MBA, University College London, University of London

**Mr. Mazher Poonawala**  
- Visiting Faculty, IBA, Karachi & Independent Consultant
- BS, Electrical Engineering, University of Texas, USA; MBA, Florida Institute of Technology, Melbourne, USA

**Mr. Moiz Ahmad**  
*Expert in Corporate Governance, Finance & Accounting*
- Visiting Faculty, IBA, Karachi and Fellow member of the Institute of Chartered Accountants of Pakistan
- Masters in Administrative Science with major in Finance

**Ms. Nadia Sayeed**  
*Expert in Oral Communication, Soft Skill Development, Presentation, Interviewing and Communication Skills*
- Visiting Faculty, IBA, Karachi
- MBA, IBA, Karachi

**Mr. Javaid Mahmood**  
*Expert in Sales, Marketing and Advertising*
- Visiting Faculty, IBA, Karachi & Assistant Professor at Textile Institute of Pakistan
- MBA, IBA, Karachi
Ms. Naheed Memon  
Expert in Economics, Corporate Governance & Business Strategy  
- Visiting Faculty IBA, Karachi & CEO, Kings Clothing, Kings Aviation & Ace Travels Ltd and Medeco (Kings Group of Companies)  
- BCS, Institute of Computer Science, University of Karachi; M. Sc. (Economics), Birbeck College, University of London; MBA, Imperial College London

Ms. Nyla Aleem Ansari  
Expert in Organizational Psychology, Management, Human Resource Management, Gender studies and stress at work in a post-modern perspective, Selection and Assessment, Career Counseling and Guidance  
- Assistant Professor, IBA, Karachi  
- Master in Public Administration, University of Karachi; MS (Management Sciences), SZABIST, Karachi; MSc (Organizational Psychology), Birbeck College, University of London

Mr. Rahat Aziz  
Expert in Taxation, Corporate laws, Modaraba Laws, Corporate Governance and Contract Management  
- Visiting Faculty, IBA, Karachi  

Mr. Shakeel Mapara  
- Visiting Faculty, IBA, Karachi and Director Human Resources, Training & OD, Sanofi Pakistan Limited  
- MBA, Quaid-e-Azam University, Islamabad

Dr. Nadeem Ishaq Kureshi  
Expert in Balanced Scorecard, PMP, Prince2, Productivity Improvements, Professional Strategic Management, Strategic Performance Management, Capacity Assessment, Project Management and Six Sigma  
- Faculty Member at Michigan State University (MSU), National University of Science and Technology (NUST), Pakistan & Center for Advanced Studies in Engineering (CASE), Pakistan  
- Balanced Scorecard Master Professional (BSMP), BSI USA; PMP, PMI USA; PRINCE2 Prof.; Six Sigma Black Belt; SQIII ; ISO Lead Auditor, IRCA Register UK; BE – Mechanical Engineering; MS – Engineering Management; PhD – Engineering Management - NUST

Mr. Shah M. Saad Husain  
Expert in Marketing, HR, Project Management, Customers Relation, External Affairs, Administration, Corporate Communications, CSR & Corporate Planning  
- Visiting Faculty, IBA, Karachi & General Manager Corporate Affairs, Pak Arab Refinery Ltd (PARCO)  
- PE, FIMM, FICS, Diploma in Computer Programming; B. Engg (Khi); MS, Engg (USA); MBA, IBA, Karachi

Mr. Shahid Zaki  
Expert in Value Exploration, Creation & Delivery  
- Visiting Faculty, IBA, Karachi  
- M.B.A., Institute of Business Administration; M.S., University of Southern California

Ms. Talat Hameed Davis  
Expert in Verbal Communication, Presentation Skills, Negotiation Skills, Impression Management and Strategic Planning  
- Visiting Faculty, IBA, Karachi  
- BA (Economics & Education), Loreto Convent College, Lucknow, India; MA (Literature & Linguistics), Lucknow University, India; MBA, Simmons College/Harvard Cases, Boston MA (English Literature), Georgetown University, Washington DC

Mr. Faisal Jalal  
Visiting Faculty Post Graduate Diploma Program & Chief Executive Officer - Sinoj Pakistan Private Limited, Certified Supply Chain Specialist,  
- B.E Computer Systems Technology, MS Engg. Management, MPhil in Industrial Management NED Karachi, PhD (in progress) in Supply Chain Management - NED Karachi

Dr. Arshad Siddiqui  
Ex CEO Liaquat National Hospital and Visiting Faculty at CPSP,  
- More than 25 years of experience in Hospital Administration, Human Resource Management  
- MS Management Science; MPA (KU); MBA (Marketing); MBBS (LMC)

Dr. Farah Ahmed  
Asst. Professor, Ziauddin University, Karachi  
- More than 10 Years of Experience, has published more than 20 research, Healthcare Management, Research Methodology and Supervision  
- DCPS-HCSM: M.B.B.S (SMC)

Mr. Amir Bashir  
Manager Shajar Capital, Visiting faculty for healthcare Finance at College of physicians and Surgeons,  
- Financial Management,  
- MBA - Finance, IBA; B.E. NED University
Mr. Fasihul Karim Siddiqui  
Country representative for Global Compact- a UN based firm, Ex-Director Finance of Philips and Hino Pak.
- More than 40 years of Experience of Human Resource management, Faculty, Strategic Management - IBA & CPSP
- MBA, IBA; M.A. Sociology (BD); M.A. Law, (PK); PGD Journalism - (BD)

Dr. Hasan Danish  
Asst. Professor, Ziauddin University, pursuing FCPS at College of Physicians and Surgeons, Visiting faculty at College of Physicians and Surgeons.
- Published more than 20 research papers related to the field of healthcare, Expert in Epidemiology and Biostatistics
- MPH (USA); MBBS (DMC)

Dr. Khalid Masood  
Manager, Clinical Affairs – AKU, Visiting Faculty College of Physicians and Surgeons, Managing Quality Assurance at Aga Khan University,
- Expert in Healthcare Education.
- DCPS - HGSM; MBBS (PMC)

Dr. Ahmed Rashid  
CEO of Saifee Hospital, Dynamic team leader of multinational health institutes;
- MBA (DUHS); MPH (BU); MSc (AKU); MBBS (DMC)

Dr. M. Suleman Otho  
Provincial Coordinator Gest. of Sindh, Renowned Chest Physician, Assistant Professor APNA Institute, Hospital Management Information System, Visiting faculty at College of Physicians and Surgeons
- DTCD; MPH; MCPS (CPSP); MBBS (Dow)

Mr. Khalid Zaki  
CEO Mehran Foods, Ex Director of Finance at Unilever Pakistan,
- Expert in Supply Chain Management and Negotiation skills
- CA; B. Com

Dr. Aewaz Rizvi  
Visiting Faculty Member at CPSP, and DUHS,
- Healthcare Marketing
- PhD International relations

Dr. Bushra Rafique  
Prof. of Paeds at Liaquat National Hospital, Visiting faculty at College of Physician and Surgeon.
- FRCP; MPH; MCPS (CPSP); MBBS (DMC)
Open Enrollment Programs

Our open enrollment programs offer high-impact learning in a short time frame. Latest thinking, practice-oriented concepts and tools, experiential methods that foster self-discovery are all part of the classroom experience. Participants are able to translate into action what they have learned as soon as they return to their companies. The programs generally take place over 1 to 5 day and are designed to enable managers to quickly gain the knowledge and tools required to address crucial organizational issues.

For details visit: cee.iba.edu.pk
“First of all my all thanks to IBA for creating an opportunity for learning to move forward, create a vision and develop strategy to implement to achieve target within the time frame. Secondly, I would like to thank all the participants for creating a very healthy atmosphere with their valuable contributions.”

Mr. Imran Haider
Chief Financial Officer,
Islamic Arab Insurance Company, Bahrain

TRANSFORMATIONAL LEADERSHIP PROGRAM (TLP)

“It was indeed a successful session after we took the participants feedback, how the acquired skills are helping them to get better results in their routine job. We hope this session will be beneficial and fruitful in terms of participants professional growth. Once again thank you for your efforts to make this session successful.”

Mr. Umair Akhtar
Human Resources Business Partner Global Operations,
Merck (Private) Limited

Post Program Session of the Customized Workshop on "Problem Solving & Decision Making"
Networking & Shared Knowledge
Client Specific Programs

CEE at IBA, Karachi with its client organizations works in unison to understand the client’s needs, and develop a tailor-made program, benefiting them and subsequently leading to enhanced performance, productivity and profitability.

Center for Executive Education (CEE) at IBA, Karachi has been conducting highly successful executive development client specific programs since its inception. Organizations that have benefited from the Executive Education Program include Private Firms, Small Business Corporations, Multinationals and Transnational Corporations, Government Departments, Defense and Public Sector Organizations.
Some of our Distinguished Clients for customized programs
Customization Approach
Problem Solving & Decision Making
Solving tough problems requires the ability to define the true problem, analyze the possible causes, create options, select the most feasible option, and then implement it. This workshop helps individuals enhance their efforts to find sustainable solutions and learn new ways to approach problem-solving to reach win-win decisions.

Program offered to
- Merck Pakistan Ltd.
- Engro Polymer & Chemicals Ltd.
- Bank Al-Habib Limited
- Allied Bank Limited

“Great initiative of conducting Post Evaluation session. Now participants should cascade this training to their subordinate both formal/informal way. Interact with team on frequent basis and help them in finding solution to their problem as well.”
Mr. Rashid Hassan Khan, Director Business Unit
Merck Pakistan Limited
Post - Program Session Feedback

Written & Verbal Communication Skills
Good communication contributes to the success of an organization. It helps in building goodwill and promotes smooth functioning. Mastering this basic management skill enables participants to speak and write well. The participants will gain confidence in discussing business related topics by mastering “The You Attitude” whether its marketing, sales, advertising, globalization, finances and information technology by learning key communication skills such as how to give presentations, express opinions articulately, address customer complaints, handle tough Q&A sessions and write emails, memos and reports. It is all about effective written & verbal communication in both internal and external business environment.

- Experiential learning
- Case studies
- Interactive exercises, as well as theory
- Assessments
- Guest Speakers
- Individual presentations with video recording & Feedback

More than 20 Customized programs offered to
- Habib Bank Limited
- Hilal Confectionary (Pvt.) Ltd.
- Roche Pakistan (Pvt.) Ltd.
- National Institute of Banking and Finance (NIBAF)

CEE offers customized programs in all business subjects for Personal Development and Organizational Growth. For a customized program for your organization request a proposal now.
Building the foundation for success requires mastering business and management basics and the ability to know how to apply them.

Geared toward experienced professionals and those new to management, this management development program offers an in-depth look at fundamental business tools and exposure to the latest ideas in the Management Development at all levels of the organizations.

The program is aimed at preparing talented people for key positions in the future. These programs include experiential learning, formal training and aggressive performance management.

MDP is a mix of programs
with a key focus on

- Leadership Development
- General Management
- Functional Skills

The Center for Executive Education (CEE) helps its faculty and the industry in writing local cases in the management education. These cases possess intellectual richness, global and local diversity, providing robust insights that blend both theory and practice from many different organizations, leaders and entrepreneurs. The cases not only stimulate class discussion by presenting crucial management issues, but they also challenge students to learn how to make better strategic decisions and become stronger leaders. The cases offer insight into the successes and failures that characterize every organization, distilling wisdom that can be practically applied in the business world. Through CEE, the faculty produces many local cases, using their privileged access to industry executives, entrepreneurs and experts to continually enrich the IBA’s academic portfolio.
High-Impact Learning Experiences
Post Graduate Diploma (PGD) Programs

Post Graduate Diploma programs are a mix of case based and activity based programs, taught by a mix of Industry Practitioners and IBA Faculty at the IBA Center for Executive Education. The following PGD programs are offered during weekends to cater the needs of the working professionals:

1) Supply Chain Management
2) Human Resource Management
3) Healthcare Management
4) Business Administration (only offered Client Specific)

We did the 2nd course of training with IBA. The Group President and some of the Executive Committee members attended the presentations made by them and reported satisfaction.

I am glad that you initiated this training program in Karachi which has done us a lot of good.

We will continue to rely on your services with the new dimensions that you have given to the IBA:

Yusuf H. Shirazi
Chairman
Atlas Group
Feedback on Client Specific Diploma in Business Administration

EXECUTIVE EDUCATION
Each PGD is spread over a span of 1 year, which includes 3 semesters, 4 courses per semester with 36 credit hours, a live project and practicum.

The curriculum is designed based on several years of research through various stakeholder surveys and focus groups. Each program is focused towards its area and includes the practical activities, real life learning, simulations, guest speaker sessions, LMS & web conference from the leading academic institution for executive education, industry trips and action learning projects while encouraging critical thinking and practical application of knowledge.

Each program is relevant and applicable as in local environments. Increase scope of employability of the participants in local or global scenario.

The adoption of latest pedagogy in each PGD will provide students with best combination of local scenarios and International best practices.

The studies will also be augmented by online learning facility through learning Management System.

Eligibility Criteria

- 16 years education with three years’ post qualification work experience or
- 14 years education with six years’ post qualification work experience

In any subject from HEC recognized university

Learning Outcomes

- Students will be able to equip with a wide range of global business concepts, allowing them to achieve in-depth understanding of the fast developing field.
- Students will learn procedures, concepts and theories associated to practical issues in modern organizations to become a responsible manager.
- Students will also learn to manage change within an organization and will be able to demonstrate the best ways to manage teams and workplace.
- Bridging the competency gap and to enhance the professionalism of those involved in the industry
- Combination of academic theory with practice
- Equip them to run respective functions efficiently in local and global environment.

Past Client
Atlas Group

First Batch 2010-11 - 30 Participants
Second Batch 2011-12 - 35 Participants
Third Batch 2013-14 - 34 Participants
Fourth Batch 2015-16 - 28 Participants

This program can be tailored for your organization. Contact us for further details

IBA, KARACHI.
Client Specific Certificate of Business Administration

The modular 2 year - 16 courses, Client Specific - Certificate in Business Administration introduces the fundamental concepts and practices of business to develop a broad-based practical understanding of its context, purpose and underlying functional areas: accounting, economics, finance, sales & marketing, management and fundamental leadership. This tailored program is for the executives who are seeking a career transition with greater business responsibility. With each course participants will acquire new skills which they can begin applying immediately.

Pedagogical Tools
- Lectures
- Syndication/ Group Work
- Coaching / Assessment
- Simulations
- Live Cases
- Action Learning

Past Clients:
Sanofi-Aventis Pakistan Limited
Batch 1 – 2011-12
Batch 2 – 2013 - 14

Contact us for a tailored Certificate in Business Administration program for your organization.
Programs with Indian School of Business (ISB)

In October 2012, The Institute of Business Administration (IBA), Karachi and the Indian School of Business (ISB), Hyderabad announced the commencement of their first joint executive education program in Pakistan. The program titled ‘Leadership Skills for Top Management’ was offered in Karachi in October 2012. This initiative was an outcome of the MoU signed between IBA, Karachi and ISB on April 13, 2012, aimed at bringing world-class executive education programs to Pakistan.

Commenting on the programs, Dr. Ishrat Hussain, Dean & Director, IBA said “Pakistan can benefit immensely from its proximity to India which has established world class institutions of higher learning. The collaboration with the Indian School of Business (ISB) - a magnet for attracting top faculty from advanced countries - will expose the Pakistani corporate managers to leading scholars and practitioners from the world and help in acquiring new knowledge and tools. Hopefully, this exposure will equip them to play a critical leadership role in the future. We look forward to many such joint ventures in the coming years.”

Announcing the programs, Deepak Chandra, Deputy Dean, ISB, said “We are delighted to announce the commencement of our first executive education program in Pakistan in association with IBA. As Asia rises into global economic prominence, it is critical that countries in the region and the business leaders seize the opportunity. We are confident that the ISB’s strong international linkages and understanding of emerging economies will help in grooming high-performing business leaders and policy makers from Pakistan and equip them with global best practices that will enable them to lead the country in its next phase of growth.”

"Leadership Skills for Top Management" was the first among the planned series of programs aimed at the business leaders in Pakistan. It has been specially designed to help CXOs, business heads and government officials to hone their leadership skills and drive growth through exceptional performance in a challenging and ever-evolving global market. LSTM is among ISB’s most successful executive education programs in India, having been delivered to more than 1000 senior leaders in the last 11 years. Since than three programs on "Strategic Thinking & Execution for Top Management" attended by Top Level Executives with Prof. Dr. Shailendra Raj Mehta, Vice Chancellor Ahmedabad University as program faculty were offered.
Real Results through Learning

All the programs have been well received by Pakistani business leaders from both industry and the government. Participants include directors, CEOs and senior leaders from industries including banking & financial institutes, pharmaceuticals, oil & gas, infrastructure development, energy/power industry, MNCs, agri-business as well as government functionaries.

All the forthcoming programs planned under the IBA – ISB partnership will draw from ISB’s network of globally renowned faculty from around the world and share cutting-edge insights on various themes such as business leadership, strategy and related areas. The CEE at IBA, Karachi plans to bring cutting-edge research-driven management learning for top and senior management, which is relevant and applicable in the Pakistani context. All the IBA - ISB programs will be offered jointly with the Centre of Executive Education (CEE) at ISB, which has reinforced its position as one of the largest providers of executive education in Asia.

www.isb.edu

Past Participating Organizations
- ACM Gold (Pvt.) Ltd.
- Allied Bank Limited
- ATCO Laboratories Ltd.
- B) Braun Pakistan Pvt. Ltd.
- Connect Marketing Communication (Pvt) Limited
- Engro Corporation
- Habib Bank Limited
- House Building Finance Corporation (HBFCL)
- International Industries Limited
- JS PE Management Limited
- Matiari Sugar Mills Ltd.
- Meezan Bank
- National Bank of Pakistan (NBP)
- Pakistan Petroleum Limited (PPL)
- Pakistan State Oil (PSO)
- Private Power & Infrastructure Board Pakistan (PPIB)
- SANOFI Pakistan
- Youth Affairs Department, Govt. of Sindh
- USAID-Sindh Basic Education program
- JS PE Management Ltd
- UCH Power
- Searle Pharma (Pvt.) Ltd.
- Fauji Fertilizer Company
- Sui Southern Gas Company Ltd.
- ICI Pakistan (Chemicals Business)
- Medora Pakistan
Client Specific Programs with ISB

The Centre for Executive Education (CEE) has complemented the ISB’s vision by helping executives and businesses with their growth plans. Over the last decade, the custom design and delivery team at CEE has helped deliver several tailor-made learning solutions focused on creating real business impact for organisations. From developing the next level of leadership, increasing customer focus to creating high performing sales force, CEE can help devise and deliver strategic learning solutions to address business problems.

Custom designed programmes are particularly relevant for several key transformational objectives of the organisation.

Some of them include:

**Developing solutions to complex problems**
Diagnosing key problems, developing solutions through appropriate frameworks, and implementing them in the organisation through action-based projects with the ISB’s support to review the success of the projects.

**Engaging employees in formulating the company strategy**
Understanding market and industry dynamics, formulating and implementing competitive strategy by involving employees across functions.

**General management programmes**
Designing programmes to enable executives with exceptional skills in their functional areas to develop a holistic general management perspective that will help them grow to the next level.

**Developing the leadership pipeline**
Developing leaders across different levels in the organisation to create the right leadership pipeline that will help organisational growth.

**Contact us for a quote on customized program with ISB**
Global Programs from a Globally Top-Ranked Institution
Managing Family Businesses

The Institute of Business Administration, Karachi initiated a 10-workshop program for family businesses in Pakistan. It is a modular workshop series that would run for 10 months covering one weekend - once a month.

The series of 10 workshops will bring a unique expertise in Family Managed Business Education focusing on enabling the family businesses to get on the fast track growth. It is focused to address the concerns about adapting to the emerging opportunities and managing the growth. It involves structured work in all the three areas of Knowledge, Skill and Attitude.

Designed to address the concerns about adapting to the emerging opportunities and managing the growth this programme aims at providing a guided opportunity to the participants to:

- Reflect on their current style of running business
- Identify the new elements required for gearing up for the change &
- Start working on the same
Series of 10 Workshops

First Series

20 Workshops
Series Started October 2012

525 Participants
Karachi & Lahore

2265
Family Businessmen
Islamabad
Karachi
Lahore
Gujranwala
Sialkot
Faisalabad

21 Seminars

IBA, KARACHI.
Hereditary businesses

Indian academic offers solutions for Pakistani execs

Working with business school to introduce programme on family-run businesses

A FARHAN ZAHER

KARACHI

The rules of business have changed completely, if we are to believe Partimal Merchant, an Indian academic who teaches at one of Karachi's premier business schools.

"Economic growth in the West is slow or stagnant, while the East is growing fast. Under the new rules, there is no space for complaints, so family-managed businesses in Pakistan and India have to change their mindsets if they want to grow at their true potential," Merchant said in conversation with The Express Tribune.

Pakistan's business families would do well to heed Merchant's words; his credentials include the directorship of the Center for Family Managed Businesses at the SP Jain Institute of Management and Research (SPJIMR), Mumbai.

"The world has changed and you should not expect the same profit margins you used to earn 10 years ago," Merchant told The Express Tribune. "Do not lament about energy or security issues - you have to find out ways to deal with current economic problems."

Merchant - who is currently training Pakistani businessmen and women at the Institute of Business Administration (IBA), Karachi - says that Pakistani businesspersons need to stop complaining about issues because there is no business in the world that does not face problems of some kind or another.

"Most Pakistani businesspersons think nothing can be changed in Pakistan. They are depressed for no reason, because they do not know that the problems they face are similar to what others face in Mumbai," says Merchant, who has already met and trained around 500 Pakistanis.

Merchant, who has visited Karachi five times in the last five months, is working on a unique project. SPJIMR and IBA - two prestigious business schools in India and Pakistan, respectively - are working on a joint initiative that seeks to introduce a regular Masters in Business Administration (MBA) degree tailor-made for the scions of family-managed businesses in South Asia.

"One has to move with time; in the current scenario, you have to live with low probability and high expenditures. Those who have the courage and are ready to find solutions are growing phenomenally: not only in India, but also in Pakistan," he said.

"Many family-owned businesses in Pakistan have grown exceptionally well in the last decade. Pakistani companies should learn from these examples and stop complaining about energy and security issues," he reiterates.

Merchant believes that a specific academic programme that caters to this field is necessary for the new generation of executives. This will help them understand the specific issues of small businesses, he says, and how one can bridge the knowledge of their ancestors with modern businesses trends.

"Pakistan needs to train the next generation of its entrepreneurs so that they can grow their own businesses. This will not only create more jobs in local companies, but also reduce the burden on job markets."

This custom-made MBA programme will be a concrete first step in bridging the wide gap that exists between what is taught in Pakistan's top business schools, and what owners of old family-run businesses practice. SPJIMR has been running a similar 18-month MBA programme for the last 15 years in India. Students studying for this degree spend only a week out of a month in school, and then go back to their hometowns for the remaining period of time to manage their businesses so that they can apply their newfound knowledge immediately.

Opportunities are in the East

"Pakistan and India cannot attain sustainable economic growth, unless their family-managed businesses, which make up over 90% of total businesses in these countries, start realising their inherent potential," says Merchant.

"What Pakistani and Indian companies lack is confidence. They have everything that is required to grow globally: it is just a matter of what attitudes they have."

"Merchant:

Pakistan needs to train the next generation of its entrepreneurs so that they can grow their own businesses"

Director of the Center for Family Managed Businesses at the SP Jain Institute of Management and Research

Partimal Merchant

Speaking from his knowledge of Indian family-owned companies, he said Indian companies have acquired around 10,000 companies in Europe, if one is to take a rough estimate. "But this is just 10% of their potential. Indian companies are hungry: if they continue to think big, they can acquire many more global companies," he added.

Published in The Express Tribune, March 23rd, 2013

EXECUTIVE EDUCATION
“After attending these workshops in IBA during last 8-9 months, I used to ask myself, it does not sound good if ignore the warning signs. Real life examples are available on any argument, query, disagreement etc. I will recommend this series to all family businessmen and members of their families. Normally in family business management positions are inherited, whereas management is a responsibility and discipline, I hope after attending these workshops, Family Members will be in a position to differentiate Ownership, Business and Management. The faculty of SPJIMR was Superb & Admirable.”

Mr. Abdullah Feroz  
Director

Dollar Industries (Pvt.) Ltd.  
www.dollar-stationery.com

“This series helped identifying weakness and neglected areas especially areas where small changes mean increase in profitability as well as correcting focus on business in terms of continuity and growth. This program deals with practical issues faced by business people in their daily routine and as a result have been assumed to be under control/solved. In reality these underlying issues hamper growth and performance of organization. Due to practical nature of the workshop, I will recommend other Family Businessmen in Pakistan to join this one of a kind series.”

Mr. Osama Shuja  
Project Manager

Shujauddin & Brothers  
www.su-brothers.com
Why Healthcare Management with focus on Hospital Management?
Healthcare status and its delivery in Pakistan, is almost a century behind that of Developed Nations like America. With the vision to improve the situation by capacity building in healthcare management, IBA, under the leadership of Dr. Ishrat Husain and Mr. Izhar Hussain (Director CEE) has taken initiative, to establish a healthcare management department.

Under this department, the first course being launched is for Post-graduate diploma (PGD) program in healthcare management (focus in Hospital Management).

The reason to start with this diploma is the future need for trained healthcare professionals, and specially in the management of hospitals. Furthermore, Pakistan does not have specialized centers for elderly care, which will be needed in future.

This PGD, is a weekend program open to all post graduate students, fulfilling our eligibility criteria. It comprises of 12 courses, leading into EMBA program. The courses are structured around the “REST” model strategy. Research: Epidemiology, Demography, Biostatistics and Research Methodologies. Education: Communication Skills, Leadership and Strategic Management.

Systems: Organizational Behavior and Human Resources; basics of Hospital Design; Aligning Operations; Supply Chain, Information, Financial and Quality management.

Training: Participants will be provided an opportunity of first hand learning in research, report writing and management skills.

The course is designed based on capacity building of existing managers and the aspirants for the position of hospital management.

Local and International collaborations are being developed for the course. Locally, MOU have been signed with the Indus hospital and discussions are on with other hospitals.

Internationally, an understanding with the Medina Institute of Leadership and Entrepreneurship and American Institute of Healthcare Quality has been reached for collaboration.

This course will bring significant revenue and adding other certificate courses in healthcare will bring additional revenues.
We intend to expand the horizon of our work in the areas of healthcare insurance, and policy development areas.

**PGD Program in Healthcare Management-Focused on Hospital Management**

With the vision to improve the situation, IBA, has taken initiative towards this area. To start the process, a dialogue was undertaken with the stakeholders in healthcare. It was observed that most of the work has been done in Primary Healthcare and Secondary and Tertiary care need attention. It was recommended that hospitals and their management should be the focus.

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Skill Development Program

Introduction

We at IBA not only believe in imparting degree-oriented education but offer various Skills Development Programs. These programs are skills based targeted towards executives, professionals, business owners and students working in various work spheres to enhance their analytic and technical skills set.

All such skills based executive education programs are run under the dynamic Skill Development Program department at IBA. Since 1990, thousands of participants have been trained through various trainings and customized programs that have helped them move up their career ladder.

IBA has state-of-the art facilities, training rooms, conference halls, A-V and videoconferencing rooms to facilitate trainings. SDP takes pride in having the best names in training and development area who work diligently towards fulfilling the business and professional work requirements.

Objectives

- Build skills & competencies
- Provide targeted development solutions for the most frequently identified areas where development is needed
- Design & deliver readily applicable courses
- Tend to increase the skill level and employability of participants
- Ease the step up from junior roles to taking charge of a unit

Courses

LANGUAGE & COMMUNICATION

- Interactive English
- Advanced Interactive English
- Grammar for Professionals
- Business Communication
- Voice & Accent Neutralization
- Public Speaking
- The Art of Presentation
- Business Correspondence
ACCOUNTING & FINANCE
- Financial Toolkit
- Analysis of Financial Statement
- SAP ERP Financials

IT SKILLS
- MS Office
- Mastering MS Excel
- MS Project Basic
- MS Excel Dashboard Reporting

SALES & MARKETING
- Persuasive Marketing
- Customer Service Optimization
- Marketing through Social Media
- Consumer Insights
- Segmentation, Targeting & Positioning
- Selling...Made Easy

MANAGEMENT
- Decision Making
- Interpersonal Skills
- Re-Modeling Medical Representatives
- The Inner Game

TEACHING & TRAINING
- Robotics for High School Teachers
- Skills Development of Teachers
- How to teach cases?

RESEARCH & TOOLS
- Data analysis using SPSS

Capacity Building July 2013-June 2014
Some of the Companies that participated in these courses includes:

<table>
<thead>
<tr>
<th>Number of Programs held = 33</th>
<th>Number of Participants Trained = 620</th>
</tr>
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Some of the Companies that participated in these courses includes:
- Adamjee Insurance
- Bank Al Habib Limited
- Bay View High School
- Bayer Pakistan
- Dollar Industries
- Engrid Foods
- Generation’s School
- HBL Asset Management
- Ifco Pakistan Limited
- K-Electric
- Linde Pakistan Limited
- Meat-One (Al-Shaheer Corporation)
- Mehran Foods & Spices
- Merck Private Limited
- Shan Foods
- Standard Chartered Leasing
- Suzuki Nadeem International
- Thal Engineering
- United Bank Limited
- Naurus
- Pak Oman Investment Co. Ltd.
- HBL Asset Management
- Pakistan International Airlines
- Silkbank Limited
- Aga Khan University Hospital
- Engro Eximp (Pvt) Ltd.
- Pak Brunei Investment Co. Ltd.
- Beaconhouse School System
- Sindh Education Foundation
- Haque Academy
- And many others....
Blend of Knowledge
Strategic Affiliations - Executive Education

Strategic Alliances

SAQS Accredited
SAPO Internationl Association of Universities
SAP
SIBRA
SOLBRIDGE
ICFA Institute
The Association of Commonwealth Universities
ORACLE
EMASEK Foundation
GEM
Babson
Tsinghua SEM
Pakistan Microfinance Network
CASE
CEEMAN
The Washington Center
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Email: ceeinfo@iba.edu.pk  Visit: cee.iba.edu.pk