

# MBA IN FOCUS

M A G A Z I N E

**MBA  
CAREER SUCCESS  
STORIES**

**BUSINESS  
INSIDER**

**INTRODUCING  
THE  
MBA CLUB**



ISSUE NO. 2

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

**SPRING 2023  
EDITION**



<https://www.facebook.com/SZABIST.Islamabad.official>





**SZA**

**MBA PR**





# BIST PROGRAM



# “ MBA PROGRAM AT SZABIST ISLAMABAD

*At SZABIST the MBA department we consciously seek to create a culturally diverse environment that priorities professional and social elevation of students. One of the ways in which we promote diversity at SZABIST is through our student body. We take pride in our diverse student population, comprising individuals from various backgrounds, regions, and cultures.*





# WHAT MBA HAS TO OFFER..

*MBA program has been designed to impart quality professional knowledge and understanding of modern management tools, leadership, entrepreneurial skills, and managerial and communication competencies. MBA Program has been accredited by National Business Education Accreditation Council (NBEAC) which is an independent professional council established by Higher Education Commission.*

## **SPECIALIZATION**

SZABIST offers both MBA Day and Evening programs with specialization in Marketing, Finance, MIS, Banking, Management, Human Resource Management and Supply Chain Management. The maximum duration to complete MBA degree program four years and minimum two years.

## **OPPORTUNITY**

Students with BBA or equivalent qualification are exempted 36 credit hours of course work and they are required to complete remaining 36 credit hours in 1.5 years. Students are also required to undertake a six week duration of internship during summer.

## **DIVERSITY/ INCLUSIVITY**

Our commitment to promoting diversity is rooted in the belief that it enriches our educational environment, broadens our horizons, and prepares our students to succeed in an increasingly interconnected world.



# DEDICATION

**THIS EDITION OF "MBA IN FOCUS" IS DEDICATED TO MENTAL HEALTH**

"MENTAL HEALTH IS NOT A DESTINATION BUT A PROCESS. IT'S ABOUT HOW YOU DRIVE, NOT WHERE YOU'RE GOING." - NOAM SHPANCER

Dear readers,

In today's fast-paced and competitive world, mental health has become an increasingly important issue for individuals, organizations and society as a whole. While businesses focus on growth, profitability and innovation, the well-being of employees is often overlooked. However, ignoring mental health can lead to reduced productivity, increased absenteeism, high turnover rates and ultimately a negative impact.

It's essential for businesses to prioritize mental health and create a supportive work environment. Mental health initiatives should be integrated into the company's culture and practices. With the goal of reducing stigma, providing access to resources and support for employees.

This can include offering employee assistance programs, promoting work-life balance, encouraging open communication and feedback. Also providing training for managers/supervisors on recognizing and addressing mental health issues in the workplace.

By prioritizing mental health, businesses can not only create a healthier and more productive workforce but also demonstrate their commitment to corporate social responsibility. Also take into account the well-being of their employees. Let us work together to create a culture of mental health awareness and support. Where everyone can thrive both personally and professionally.

# MESSAGE FROM **HEAD OF CAMPUS**



## **Mr. Khusro Pervaiz Khan**

**When I witness student of SZABIST Islamabad engaging in productive extra curricular activities, I find my self too exceedingly happy. Certainly, I see a prosperous future for these young minds who are dedicated, disciplined and consciously involved making the best of their on and off campus time. HOD Dr. Shazia Akhtar's MBA digital magazine, initiative is commendable. Its satisfactory to see my faculty nurturing an educational milieu that is intellectually, psychologically and socially stimulating; equipping our students with all skills required to face challenges of practical world. Surely, the power of reading in unprecedented. It will in-still 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 much greater reality. So, make most of the opportunities. May good reading, writing, learning and growth of character prevail. Best of luck to all readers, students and faculty who made this initiative possible.**



# Editor's Note

## MBA IN FOCUS



**Head of Department  
(MS)**

**Editorial - Head**

***Dr. Shazia Akhtar***

Prof. Dr. Shazia Akhtar is a highly experienced and skilled Head of department at SZABIST. Her commitment and dedication towards providing students with a world-class education experience is truly remarkable. With her extensive knowledge of the industry and her exceptional leadership skills, she has been instrumental in developing and implementing innovative teaching methodologies that have benefited students in their academic and professional careers. Under Dr Shazia's leadership, the MBA program at SZABIST has witnessed tremendous growth and has become one of the most sought-after MBA programs in the region. Her approach towards education is holistic and student-centric, and she strives to create an inclusive and diverse learning environment that encourages intellectual curiosity and critical thinking.

Dr. Shazia Akhtar's contributions to the MBA program at SZABIST are invaluable. Her tireless efforts in providing students with a transformative educational journey reflect her steadfast dedication to their personal and professional development. Dr. Shazia's contributions have not only elevated the MBA program but have also left an indelible impact on the lives of countless students who have had the privilege of being under her tutelage. Dr. Shazia's ability to bridge the gap between academia and industry trends has empowered students with practical skills and insights, enabling them to thrive in their professional careers. Her unwavering commitment and dedication to nurturing a world-class educational experience for students is truly remarkable. Recognizing the importance of practical exposure and real-world experiences, Dr. Shazia took the initiative to create the MBA CLUB, which serves as a catalyst for students to apply their theoretical knowledge in a practical setting. Through a series of workshops, seminars, industry visits, and networking events, the club enables students to gain insights from seasoned professionals, engage in meaningful discussions, and develop crucial skills required for success in the business world.



# Editor's Note

## MBA IN FOCUS



### Editorial Head & Graphic Designer

#### ***MS. JESSICA MASSEY***

The MBA program at SZABIST has not only imparted us with essential business skills but also instilled in us a profound aptitude for continuous learning and the ability to acquire new skills through firsthand experiences. This magazine has been a profound creative endeavor for me, encompassing the entire process from conceptualizing and executing the photoshoot to crafting the design elements with a keen sense of aesthetic and strategic relevance. I am so glad to present our readers with this final product called "MBA in Focus". As the Graphic Designer of this publication, I have strived to create a visual experience that complements the rich content within. It is my firm belief that a harmonious blend of design and content can elevate the reader's experience and leave a lasting impression. I hope this creative journey of mine inspires more students to design further editions of "MBA in Focus". In closing, I invite you to immerse yourself in the wealth of knowledge and inspiration that awaits within the pages of this magazine. May it serve as a catalyst for your personal and professional growth. I hope that this edition of our magazine captivates your imagination, expands your knowledge and leaves you inspired to make a positive impact.

As the Editorial Head and Graphic Designer of our esteemed business magazine "MBA in Focus", it is my pleasure to welcome you to another edition filled with insightful articles, expert analysis, and valuable perspectives from the world of business. I have dedicated my utmost effort to ensure that "MBA in Focus" captures the attention of readers through its visually captivating design while delivering comprehensive and informative content. In this Editor's Note, I would like to take a moment to highlight the essence of our publication and the collective efforts. I would like to thank Dr. Shazia Akhtar for her undying support, expertise and trust in the process. Our magazine stands as a beacon of knowledge and inspiration for business professionals, entrepreneurs, and industry enthusiasts alike.



# Editor's Note

## MBA IN FOCUS



### Managing Editor

#### ***MS. MASOOMA FATIMA***

As the Managing Editor of the MBA digital Magazine, I am pleased to present to you the latest edition of our publication. Our team has put in a lot of hard work and effort to bring you a diverse range of articles and features that we hope you will find informative, engaging, and thought-provoking.

This edition of the MBA digital Magazine focuses on the latest trends and developments in the business world, with a particular emphasis on the MBA program at SZABIST. We have included articles on topics such as entrepreneurship, marketing, and management, written by experts in their respective fields.

In addition to these insightful articles, we have also included interviews with prominent business leaders and entrepreneurs, who share their experiences and insights into what it takes to succeed in the world of business. I would like to express my sincere appreciation to the entire editorial team and our contributors who have worked tirelessly to make this issue a resounding success. Their dedication, expertise, and unwavering commitment to excellence have shaped the magazine into a comprehensive resource for business professionals across industries. We hope that you enjoy reading this edition of the SZABIST Magazine and that it inspires you to explore new ideas and pursue your goals with passion and determination.





**SZABIST  
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# MEET OUR TEAM



**Dr. Shazia Akhtar**  
HOD (MS)  
Chief Patron



**DR. Zoya Satti**  
Patron



**Dr. Arusa Khalid**  
Patron



**Munsif Laghari**  
President



**Jessica Massey**  
Vice President



**Masooma Fatima**  
General Secretary

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**SZABIST  
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# "Make yourself a brand"



## Misha Mehmood

C) Socialize ( trust me its so important to make contacts, be in a right lobby, be with the right influencers not only it helps you grow but trust me it helps you get work also) you get noticed by brands as well as bigger PR companies.

D) Be yourself, you have to brand yourself so try to be as original as you can.

E) Work hard and believe in yourself: I have a firm believe in the power of manifestation even as a muslim theres this one Hadith that says " Allah apne bande k gumaan k saath hai" So always think positive, believe in yourself have faith trust me it can move mountains. And I would like to end this small opportunity that I had to express myself as a small advice that says " Always Dream big" the universe will align itself accordingly then.

## My journey from being a small town girl to a full fledged blogger..

Coming from a small town living in a city away from parents in a hostel initially was a huge task on its own but as I had two sisters who had a strong connection in the media industry, watching so many stars around growing up, coming to a big city like Islamabad always made me extremely curious to discover the other side of the story.

I was always a fun loving person and was an extrovert since the childhood. People around me found my life interesting as well as dramatic enough to be documented and shared with the public ( Haha) Specially my sister she pushed as well as supported me throughout. As I said earlier I was extrovert, Like I was always a life of a party for my family and friends. From performing songs, dances to doing some fun skits I pretty much loved doing all that.

Back in 2018 I started making small clips of fun videos and started sharing them on my social media platforms specifically Instagram.

For a year I just had 100 followers trust me it required me a lot of patience , hard-work as well as consistency to be where I'm today. After an year or so one of my pictures got viral and I got around 10 thousand views.

It did not happen overnight it happened after I paid a well known female photographer who have around 2 lakh followers to click my pictures and when she found it to be aesthetically pleasing enough to be shared on her official platform that's exactly how it all started. It was a big step to introduce my profile as well as present myself in a market.

Well with time It slowly started growing to the point where I got to work with more than 100 brands. By now Brands Including OPPO, MG motors, Everyday, Suzuki alto A lister and designers like Shiza Hassan salons like allure, photographers like Waliya Najib ( no.1 influencer of Pakistan) and so many more. Not only I had an opportunity to attend their luxury events but also had an opportunity to make content for them.

To make yourself established enough to have this opportunity you have to learn few things :

A) Know your talent (decide The category you want to blog about) It can either be Cooking, lifestyle, Photography anything.

B) Consistency is a key. (you have to be consistent with your content)







INTERVIEW  
OF  
**MS. SEEMI EZDI**  
*MEMBER OF SENATE  
OF PAKISTAN.  
ELECTED VICE-  
CHAIRPERSON OF  
(UC-29)*

**1. WHAT ARE THE KEY HUMAN RIGHTS ISSUES THAT BUSINESSES FACE IN THEIR OPERATIONS, AND HOW CAN THEY ADDRESS THEM?**

The key human rights issues that businesses face in their operations include labor rights, environmental sustainability, community engagement, and transparency/accountability. Businesses can address these issues by implementing policies and practices that promote human rights, conducting regular human rights impact assessments, engaging with stakeholders, and reporting on their progress and challenges.

**2: WHAT IS YOUR VIEW POINT ABOUT CURPPTION IN WORKING SECTORS AND WHAT MAIN REASON OF CORRUPTION?**

Corruption in the workplace is a serious issue that can have significant negative impacts on individuals, organizations, and society as a whole. Corruption refers to the abuse of entrusted power for personal gain, and it can take many forms in the workplace, such as bribery, embezzlement, nepotism, and favoritism.

One of the main reasons for corruption in the workplace is the lack of transparency and accountability in organizational structures and processes. When individuals have unchecked power and discretion over resources or decision-making, they may be more likely to engage in corrupt behavior.

Other factors that can contribute to corruption include a lack of effective regulations and oversight mechanisms, weak enforcement of anti-corruption laws, cultural norms that tolerate or even encourage corrupt behavior, and a lack of awareness or education about the harms of corruption.

To address corruption in the workplace, it is important to establish and enforce clear regulations and guidelines that promote transparency and accountability. Organizations can also promote ethical behavior through training programs and awareness campaigns, and by establishing mechanisms for reporting and investigating suspected corruption. Finally, it is important to engage all stakeholders, including employees, management, regulators, and civil society organizations, in efforts to combat corruption and promote integrity in the workplace.

**3: HOW CAN BUSINESSES ENSURE THAT THEIR SUPPLY CHAINS ARE FREE FROM HUMAN RIGHTS ABUSES, SUCH AS FORCED LABOR OR CHILD LABOR?**

Businesses can ensure that their supply chains are free from human rights abuses by conducting due diligence on their suppliers, setting and enforcing supplier codes of conduct, and engaging with suppliers to address any identified issues. They can also work with industry associations and other stakeholders to promote responsible sourcing practices.



# 8

## QUESTIONS

### **4: WHAT ARE SOME OF THE CHALLENGES THAT BUSINESSES FACE IN IMPLEMENTING HUMAN RIGHTS POLICIES AND PRACTICES, AND HOW CAN THESE BE OVERCOME?**

Some of the challenges that businesses face in implementing human rights policies and practices include lack of resources or expertise, competing priorities, and resistance from internal or external stakeholders. These challenges can be overcome by building internal capacity, engaging with stakeholders, and setting clear expectations and targets for human rights performance.

### **5: HOW CAN BUSINESSES WORK WITH GOVERNMENTS, CIVIL SOCIETY ORGANIZATIONS, AND OTHER STAKEHOLDERS TO PROMOTE RESPECT FOR HUMAN RIGHTS IN THE COMMUNITIES WHERE THEY OPERATE?**

Consumers can play a key role in promoting human rights in the business sector by demanding ethical and sustainable products and services, supporting businesses with strong human rights records, and holding businesses accountable for any human rights abuses. Businesses can respond to consumer demands by adopting responsible business practices and engaging with consumers on human rights issues.

### **6: WHAT ROLE DO CONSUMERS PLAY IN PROMOTING HUMAN RIGHTS IN THE BUSINESS SECTOR, AND HOW CAN BUSINESSES RESPOND TO CONSUMER DEMANDS FOR ETHICAL AND SUSTAINABLE PRODUCTS AND SERVICES?**

Businesses can ensure that their operations do not contribute to human rights abuses by conducting environmental impact assessments, engaging with affected communities, and implementing mitigation measures to minimize negative impacts.

### **7: WHAT ARE SOME OF THE EMERGING HUMAN RIGHTS ISSUES IN THE BUSINESS SECTOR, SUCH AS THE USE OF ARTIFICIAL INTELLIGENCE OR THE IMPACT OF THE GIG ECONOMY, AND HOW CAN BUSINESSES ADDRESS THESE CHALLENGES?**

Emerging human rights issues in the business sector include the use of artificial intelligence and automation, the impact of the gig economy on workers' rights, and the need for greater transparency and accountability in corporate reporting. Businesses can address these challenges by conducting human rights impact assessments, engaging with stakeholders, and adopting innovative approaches to responsible business practices.

### **8: WHAT ARE SOME OF THE SUCCESS STORIES OR BEST PRACTICES IN THE BUSINESS SECTOR WHEN IT COMES TO PROMOTING AND PROTECTING HUMAN RIGHTS, AND HOW CAN THESE BE SCALED UP AND REPLICATED ACROSS DIFFERENT INDUSTRIES AND REGIONS?**

Businesses can ensure that their operations do not contribute to human rights abuses by conducting environmental impact assessments, engaging with affected communities, and implementing mitigation measures to minimize negative impacts.



# "HOW BUSINESS IS A CRUCIAL PART OF POLITICS"

By Munsif Ahmed Laghari



**MUNSIF AHMED LAGHARI**

**"The role business has played in my political career"**

My entrepreneurial drive has given me the experience I need to be an effective politician. I have learned how to manage a business, and I have learned how to deal with employees, customers, and suppliers. These skills have been invaluable in my political career.

The second benefit is the network I have gained from my business career that has helped me be successful in politics. My business contacts have led me to meet many important people, and these people have been helpful to my political career. Throughout my career, they have helped me learn, grow, and establish myself.

I am Munsif Ahmed Laghari, and I am a politician. I have been in politics for over 7 years, and I have seen firsthand how business influences the political process. I am also currently the President of "MBA Club".

In the early days of my political career, I was a small business owner. My journey began with property dealing. I knew that I wanted to make a difference in my community, so I decided to run for a political campaign in my area. In order to run a successful campaign, I turned to my business contacts for support.

As a politician, I have learned that business is essential to the success of any community. Businesses create jobs, they generate tax revenue, and they contribute to the overall economic well-being of a community. I have also learned that businesses need a strong political voice to advocate for their interests.

## **How I believe business and Politics are similar ?**

Effective communication and persuasion are crucial in both business and politics. In business, companies need to effectively persuade customers, and build strong relationships. In politics, politicians and parties must communicate their ideas, connect with voters.

Business and politics require strategic thinking and planning. In business, strategic planning involves formulating strategies. In politics, strategic planning involves developing campaign strategies, policy agendas. Strategic thinking helps anticipate challenges, identify opportunities, and adapt to changing circumstances.

Both the fields have a significant impact on society. In business, companies create jobs, contribute to economic growth. In politics, decisions and policies shape the social, economic, and cultural fabric of a country or region. Both spheres have the potential to influence and shape society in meaningful ways.

Hence I've decided to play an active role in both the fields in order to create a positive change that our country needs and requires.

## **Assisting Businesses: My Approach and Contributions**

I am committed to helping businesses succeed. I will work to create an environment that is favorable to businesses. I will fight for policies that lower taxes, reduce regulations, and make it easier for businesses to start and grow.

I will also work to promote trade. I believe that trade is essential to the growth of our economy.

# BOOK REVIEW



## **This story is included in the book with the title of "Oversubscribed".**

A book by Daniel Priestley that discusses how to create demand for a product or service in a crowded market. The book provides practical strategies for entrepreneurs to differentiate themselves from competitors and attract customers who are willing to pay a premium price.

Priestley introduces the concept of "the seven P's of oversubscription" - Purpose, Pitch, Positioning, Packaging, Permission, Partnership, and Persistence. He explains how each of these elements plays a critical role in creating demand for a product or service.

One of the key ideas in the book is the importance of focusing on a specific niche. Priestley argues that entrepreneurs who try to appeal to everyone end up appealing to no one. Instead, he recommends that businesses identify a specific group of people with a common problem or interest and create a solution that is tailored to their needs.

Another important concept in the book is the idea of creating a "tribe" - a group of loyal customers who are passionate about a product or service. Priestley suggests that businesses can build a tribe by creating a strong brand that resonates with customers and by providing exceptional customer service.

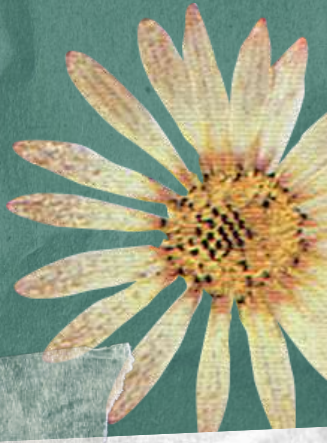
The book also covers the importance of storytelling in marketing. Priestley argues that stories are more effective than facts and figures in capturing people's attention and creating an emotional connection with them.

## **Final Remarks on the book**

Overall, "Oversubscribed" provides practical advice for entrepreneurs who want to stand out in a crowded market and create a profitable business. The book is filled with real-world examples and case studies that illustrate the author's ideas and make them easy to understand and implement.



# POETRY FOR OUR TEACHERS



BY

MASOOMA FATIMA

جس کا دل طالب کے لئے دھڑکتا ہے  
وہ جو طالب کو پانی سے پیاسا رکھتا ہے  
وہ جس کے حضور مرتبہ بے مثبت نہیں

استاد بے حد اہم ہوتے ہیں  
جن کے فضل و کرم سے ہم رہائی پاتے ہیں  
استادوں کی زندگیوں سے ہم سیکھتے ہیں  
اور ان کے ساتھ جیوں تو جیوں، مرتے ہیں

یہ سیکھانا ہے جو ہماری بڑی شان ہے  
اور استادوں کی زندگی کا مطلب ہے  
کہ ہم اپنی مصیبتوں کے باوجود پھر بھی  
اپنی پردے کو ہم جتنے بلند کرتے ہی







## FOREVER GRATEFUL!

### Farhat-ul-Ain

As a SZABIST Alumni, I can confidently say that my time at this prestigious institution has had a profound impact on my personal and professional development. From the moment I walked through the doors of SZABIST, I was greeted with a sense of warmth and belonging that made me feel right at home.

My MBA journey has made me grateful for the memories I made and the lessons that I've learnt. I can vividly recall the moments that we had during online classes. I have learnt one of the most important skills i.e. the ability to adapt to pick myself up when I am battered and bruised and use that experience to become wiser and more agile than ever. My MBA journey has made me grateful for the memories I made and the lessons that I've learnt. I can still feel the excitement of my first day on campus classes after pandemic and that was a beginning of an exciting roller coaster ride with unforgettable memories of eating together, studying together and learning from the experiences of the fellow students, celebrating successes and enduring failures.

In the later part of the semester the sleepless nights for the completion of assignments, projects, exam preparation and how can I forget the meeting with the supervisors for thesis. How soothing was the day when I handed over the final copy of thesis and had snacks in the café with the lifelong friends SZABIST has blessed me with. Those day-to-day moments and the bond that has been built over the years have made me who am I today.

One of the things that stand out most about SZABIST is the caliber of its faculty. The faculty members at SZABIST are not only experts in their respective fields, but they are also dedicated to the success of their students. They go above and beyond to provide students with the knowledge and skills they need to succeed in their careers. SZABIST also places a strong emphasis on practical learning. The institution has state-of-the-art facilities that allow students to get hands-on experience with the latest technologies and methodologies. This approach to learning has helped me develop a strong foundation of technical knowledge that has been valuable in my professional life.

Another thing that sets SZABIST apart from other institutions is its diverse student body. I had the opportunity to meet and learn from students from different parts of the country, which broadened my perspective and helped me develop a deeper understanding and appreciation of different cultures. Perhaps the most important thing I gained from my time at SZABIST is a sense of confidence and self-belief. The institution & supportive environment encouraged me to push myself and take risks, which has helped me achieve success in both my personal and professional life.

In conclusion, I am proud to be a SZABIST Alumni and would highly recommend the institution to anyone who is looking to pursue higher education in Pakistan. The skills and knowledge I gained at SZABIST have been instrumental in helping me achieve my goals, and I am grateful for the experiences and memories I have from my time at this remarkable institution.





## "MBA CLUB"



Readers, gather round and brace yourselves for an electrifying journey into the world of business, leadership, and limitless possibilities! Welcome to the incredible MBA Club, where we redefine the meaning of success and transform dreams into reality. Under the dynamic leadership of our esteemed Chief Patron, the visionary Prof. Dr. Shazia Ahktar, we have embarked on a thrilling adventure to unleash the full potential of our budding business enthusiasts. Also under the guidance of our respected Patrons Dr. Zoya Satti and Dr. Arusa Khalid. Their steadfast commitment as patrons has been pivotal in driving success.



Dr. Shazia's Ahktar's guidance and unwavering support have paved the way for us to create a haven of growth, innovation, and unbridled ambition. Her out of the box thinking has inspired the birth of "MBA CLUB". Where students manage all events, trips and workshops that inspire experiential learning. Dr. Shazia Akhtar has created professional out of students. This magazine "MBA in Focus" is another milestone.



Allow me to introduce the driving forces behind this remarkable journey. Leading our pack is the dynamic and visionary President, Mr. Munsif Laghari. With his boundless enthusiasm he ignites the flames of inspiration in every member of our club. We're fortunate to have a leader who fearlessly pushes boundaries and propels us towards greatness. Second in command is our Vice President, the unstoppable force of nature, Ms. Jessica Massey. With her infectious energy and leading capabilities, she handles all media campaigns, event organizing and negotiations for the club. Let's not forget our incredible General Secretary, the epitome of organization and efficiency, Ms. Masooma Fatima. With her meticulous planning and impeccable attention to detail, no challenge is too big for us to conquer.



Flagship Events  
Managed by MBA CLUB



*Imagine a place where ideas soar higher than skyscrapers, where innovation knows no bounds, and where networking is an art form. That's the essence of our MBA Club, a vibrant community where students come together to unleash their full potential and make their mark in the business world.*

*But hold on tight, because our club is not just about theoretical concepts and boring lectures. We believe in the power of action, in learning by doing. That's why we bring you the MBA Fest, a mind-blowing extravaganza that combines the best of academia and entertainment. Picture a carnival of knowledge, filled with dynamic workshops, exhilarating competitions, and inspiring guest speakers who will challenge your limits and ignite your entrepreneurial spirit.*

*But the fun doesn't stop there! We've got a jam-packed calendar of events that will keep you on your toes. Get ready for the University Trip, where we'll venture beyond the confines of our campus and immerse ourselves in the real business world. From visiting renowned companies to engaging in interactive workshops, this trip is the ultimate adventure for the aspiring business leader. But wait, there's more! Are you ready for the ultimate challenge? The Innovation Challenge will test your creativity, problem-solving skills, and ability to think outside the box. Join forces with your fellow club members and tackle real-life business problems, all while competing for the prestigious Innovation Cup. Trust us, the rush you'll feel when presenting your groundbreaking ideas will be unlike anything you've experienced before. Get ready to embark on an extraordinary journey with the MBA Club, where we fuse education with excitement, camaraderie with career advancement, and passion with purpose. It's time to unleash the business tycoon within you and make waves in the world of commerce! Fasten your seatbelts and prepare for an extraordinary journey. The MBA Club, under the visionary leadership of Dr. Shazia Ahkter, President Munsif Laghari, Vice President Jessica, and General Secretary Masooma Fatima.*





# "My Search"

by Ayesha  
Babeer

**Why I see you everywhere  
Why you bloom here and there.**

**I see you in the stars and sky  
How do you even make me fly**

**Not getting you off from mind, after many tries  
Is this what we call, getting butterflies?**

**Epitome of Love, Epitome of Grace  
You bring a smile on my face**

**I will never let you go  
Either I hide, Either I show?**







## **FOREVER GRATEFUL**

The memories we made within these walls  
Are etched in time, forever recalled  
The laughter, the tears, and the friendships we formed  
Are the treasures that keep us warm.

We came as strangers, unsure and scared  
But with time, we found a family that cared  
The professors who pushed us to be our best  
And the peers who helped us through each test

Now, as we stand at the threshold of the future  
We take with us the lessons we learned here  
The passion, the drive, the determination  
To make a difference and leave our mark in every nation

So heres to SZABIST, our alma mater  
To the memories that we will forever cherish  
And to the future that we will create  
As we embark on this new adventure.

**FARHAT-UL-AIN**





# MBA ALLUMINI SUCCESS STORY



## Taimour Abbas MBA-36, Batch 2020-2022

In 2022, the SZABIST Islamabad Campus granted on Taimour the degree of Master of Business Administration in recognition of his excellent academic performance. Taimour chose to spend the years 2020–2022 at the SZABIST Islamabad Campus in order to hone his managerial abilities. He selected a program that covered accountancy, sales, human resource management, digital marketing, content marketing and strategic management as part of his disciplines since he intended to have a job in business and management after he completed his education.

His involvement in group projects and case studies allowed him to hone his problem-solving abilities and enhance his capacity to work well with others. As a result of his involvement in extracurricular activities at SZABIST, he was able to hone his talents in becoming a leader, collaborating effectively as a group, and identifying and implementing effective solutions to issues. The fact that he has a history of working in teams is proof that he exhibits a spirit of cooperation. Taimour's participation in the preparation and carrying out of the MBA FEST event is one of the most significant contributions that he has given to SZABIST. Because students took the initiative to plan and execute the MBA FEST, the MBA program was able to garner a significant amount of support.

To name just a few of the several highlights of the event, there was a competition for business proposals, presentations were given by specialists on the topic, and there were opportunities for students, teachers, and staff to meet with one another in a non-formal setting. The fact that the event went without a single hitch was a direct reflection of how well he was able to coordinate everything. Because of the scope of the project, it was necessary to seek the guidance of professionals that specialize in the administration of projects, marketing, and the organization of events.

As he was participating on the planning committee for the event, he was able to demonstrate his managerial and organizational skills by attempting to coordinate the setting up and carrying out of the event with his peer group. He played a crucial role in the organizing of the event's logistics, ensuring that everything went smoothly and contributing to the event's overall success by ensuring that everything went well. The fact that the event turned out to be so phenomenally successful is very certainly attributable, in a significant part, to Taimour's extraordinary leadership and coordination. The institution honored him for his outstanding performance in the MBA FEST competition by conferring upon him both a shield and a certificate of accomplishment as a mark of their appreciation. This recognition is well deserved by him as a result of all of his dogged determination, unwavering commitment, and excellent leadership. He gained experience in the management of projects as well as in leadership while working to promote the Master of Business Administration degree offered by the university (MBA FEST).

The excellent outcome of the event had direct repercussions, one of which was an increase in the number of students who enrolled at the institute, and the other was the attention it received from the media.

Taimour has a notable fondness for literature, particularly Urdu literature. He is a great writer who has produced many papers for SZABIST University on topics such as the relationships between students and teachers and the relevance of being present at national conventions. Since joining the Urdu Literary Society in Bahawalpur, not only has Taimour met a community of people who share similar interests in Urdu literature, but he has also seen a significant improvement in both his comprehension and knowledge of Urdu literary works.

Taimour Abbas, an eager and effective HR Assistant, performs a pivotal position at Epic Recruitment Solutions in Lahore. Taimour, a native Pakistani, has always been keen in the fields of administration and human resources. He recently graduated from the SZABIST Islamabad Campus with an MBA, where his focus was on administration, entrepreneurship, and strategies. Taimour is an avid author and reader with a special interest in Urdu literature. Taimour has put in considerable effort to become one of the most prominent individuals in the HR field.

Since he is ambitious, dedicated, and knowledgeable, Taimour has found success in the domains of human resources and entrepreneurship. He speaks Urdu well and has an MBA in business administration from a top institution (SZABIST University Islamabad). Taimour was born in Pakistan to a prosperous and hardworking family. It was taught in him at a young age that if he worked hard enough, he could accomplish anything he set his mind to, and this belief stayed with him throughout his life.

In the Urdu writings that he produced for SZABIST University, he covered a wide range of topics, including the significance of scholastic mentors and inauguration speeches. His work was praised by the academic world as a whole, and as a result, he received praise for his remarkable writing abilities. His efforts were recognized and appreciated by the staff as well as the students. Because of his passion in Urdu literature, Taimour has contributed to the scholarly publication produced by the SZABIST university.

The Program Manager, Dr. Shazia Akhtar, had such an impact on Taimour's academic achievement that the title of "Ustad ka Ahtaram" was bestowed upon him in the article that he wrote as a dedication to her. The relevance of recognizing the role that our mentors play in our lives was brought to light in this article. It demonstrated his credentials not only as a writer but also as an Urdu speaker. The vast majority of the professors at his school believed that his article had strong writing skills. In a different article, Taimour went into detail about the significance of commencement ceremonies.

The Islamic text known as "Kitab ur Ustad ki fatah hamesha yad rakhi jai gi" was penned by Taimour and published after SZABIST's 13th convocation. It is a discussion of the life and teachings of the figure whose name the book is derived from. It was underlined how important it is for graduation convocations to serve as a place for recognizing the achievements of both students and faculty members. In this piece of writing, he offered his thoughts on the significance of graduation ceremonies as a moment to recognize the achievements of graduating students. His deepest thoughts and emotions were brought into the open.

In addition, he lauded the teaching staff at the university for the outstanding leadership and assistance they offer to the student body. In addition to these works, he has an article titled "MBA Fest" published on the website of the academic institution. He wrote this article to underline the benefits of events like MBA Fest in helping students to make close working relationships and gain hands-on expertise. In addition to that, he complimented the efforts that the event's planners had put forth.

Taimour is an extremely prolific poet who has written a large number of poems, the majority of which have not been published and can be addressed in this paper. Despite the fact that many of Taimour Abbas's other poems have been published in the past, these lovely stanzas and passages of his has never been published before;

خوابش  
ہم کہ ٹھہرے  
!اذیت شناس لوگ  
ہمارے حق میں معجزے  
جانے کیوں نہ لکھے گئے تھے  
تیمورعباس

The sorrow that people feel when they have to fight for fairness is well captured in the wistful poetry of Taimour. Towards the end of the poem, Taimour Abbas expressed their desire to be recognized for their achievements while also wishing for a marvel to take place.

ہم نے تجھ سے دلبر یوں کمال محبت کی  
...کوئی ڈھونڈ کے لائے ہماری مثال محبت کی  
تیمورعباس

The complete power and depth of affection is communicated throughout Taimour Abbas's poems. This poetry about affection examines the concept of a relationship that is destined to fail. The language of this stanza as well as the impact that was meant for it were both seriously evaluated. This stanza does an excellent job of capturing the complexities and particularities of love and devotion.

تم جا رہے تھے چھوڑ کے میری وفا کا ہاتھ  
میں ساری رات خواب میں تجھ سے خفا رہا  
تیمورعباس

This brief stanza does a good job of conveying the anguish that comes with the loss of a loved one. One can sense the misery of becoming apart from each other and the value that they place on their relationship in the way that they exhibit their facial expressions. This couplet, when read together, reflects the range of feelings that are encountered during the process of saying farewell.

ہوائے شہر کبھی میرا تذکرہ  
بھی تو کر  
میں اسکا ذکر تو ہر روز سنتا ہوں  
تیمورعباس

The stanza successfully conveys the agony of having aspirations that cannot be realized. Because Taimour Abbas spends so much time thinking about and discussing about the past, it makes perfect sense that the breeze would keep pace with our thoughts and feelings. The couplet centers on yearning and melancholy as its central themes. This poem expresses our longing and yearning for something or someone that is beyond our reach, whether it be an object or a person.

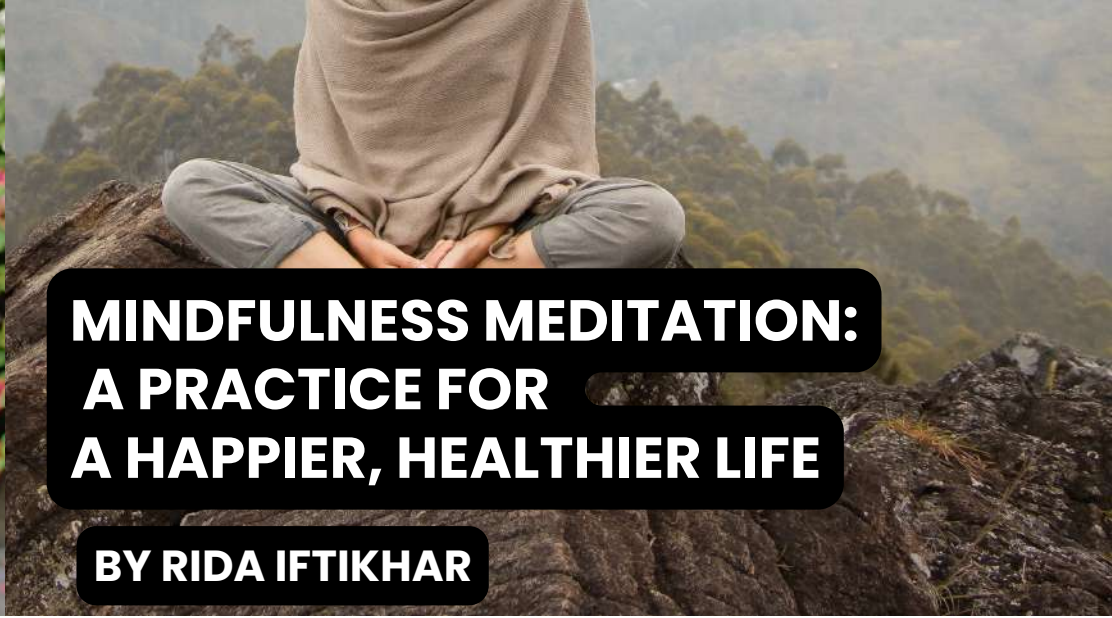
کتابیں، کتابیں، کتابیں، ایسا نہیں تھا کہ میں نے  
اتنا پڑھا تھا۔ میں نے وہی پڑھا اور دوبارہ پڑھا۔  
لیکن وہ سب میرے لیے ضروری تھے۔ ان  
کی موجودگی، ان کی بو، ان کے عنوانات کے  
حروف، اور ان کے چمڑے کے بانڈنگز کی  
...ساخت...

تیمورعباس

This shows how deeply committed Taimour Abbas is to the arts and literature. Taimour Abbas seems to be going into detail about how a book's label, cover design, and binding might affect the way a reader interprets the content inside.

Throughout the course of his career, Taimour has provided evidence of both his dedication to his field and his aspiration to make a meaningful contribution to the world. Specifically, he has shown that he wants to make a contribution to the world that will help people. He was able to get out of a lot of difficult situations by being able to think creatively and unconventionally, which helped him a lot. He is capable of coming up with creative answers to challenging problems, which is only one of the many remarkable traits he possesses. Taimour's capacity to inspire those around him has earned him the admiration and esteem of his fellow employees, and they genuinely care about him. Taimour enjoys spending the majority of his free time reading and writing, and specially in Urdu literature. Because he places a high priority on social justice, he is well-known for his generous nature and, throughout the course of his life, he has given a sizeable amount of money to a wide range of organizations to which he has lent his support. Taimour is the kind of person that eagerly seeks out incredible experiences with the belief that doing so will assist him in broadening his personal as well as professional horizons.





# **MINDFULNESS MEDITATION: A PRACTICE FOR A HAPPIER, HEALTHIER LIFE**

**BY RIDA IFTIKHAR**

Have you ever found yourself lost in thought, dwelling on past events or worrying about the future? Most of us have experienced this, but constantly being lost in our thoughts can lead to stress and anxiety. That's where mindfulness meditation comes in - a practice that has been shown to reduce stress and improve overall well-being.

Mindfulness meditation involves focusing your attention on the present moment, without judgment or distraction. This practice can help you become more aware of your thoughts and feelings, and improve your ability to respond to stress in a calm and measured way. Studies have shown that mindfulness meditation can have a wide range of benefits for both mental and physical health. Here are just a few:

**Reduces stress and anxiety:** By training your mind to focus on the present moment, mindfulness meditation can help you reduce the worrying and ruminating that often lead to stress and anxiety.

**Improves mood:** Mindfulness meditation has been shown to increase feelings of positivity and reduce symptoms of depression.

**Enhances cognitive function:** Practicing mindfulness meditation has been linked to improvements in attention, memory, and decision-making.

**Boosts immune function:** Several studies have found that mindfulness meditation can enhance immune function, helping to protect against illness and disease.

**Improves sleep:** Mindfulness meditation has been shown to improve the quality of sleep, reducing the time it takes to fall asleep and improving the overall duration and quality of sleep.

So how can you start practicing mindfulness meditation? Here are a few tips:

Find a quiet, comfortable place to sit where you won't be interrupted.

Set a timer for 5-10 minutes to start with, gradually increasing the time as you become more comfortable with the practice.

Focus on your breath, feeling the sensation of the air moving in and out of your body.

If your mind starts to wander, gently bring your attention back to your breath.

Don't judge yourself for any thoughts that come up - simply observe them and let them pass.

Remember, mindfulness meditation is a practice, and it takes time and patience to develop. But with regular practice, you can reap the many benefits of this powerful technique and enjoy a happier, healthier life.



# THE FUTURE OF BUSINESS: EMBRACING DIGITAL TRANSFORMATION

**BY MUNEEB SATTI**

In today & rapidly changing world, businesses need to be agile and adaptable in order to thrive. The key to success lies in embracing digital transformation - the integration of digital technology into all areas of a business.

The COVID-19 pandemic has accelerated the need for businesses to embrace digital transformation, as remote work and online communication have become the norm. This has highlighted the importance of having a robust digital infrastructure and the ability to quickly adapt to changing circumstances.

One area where digital transformation is particularly important is customer engagement. With the rise of e-commerce and social media, customers have come to expect personalized and seamless experiences across multiple channels. Businesses that fail to meet these expectations risk losing customers to more digitally-savvy competitors.

Another area where digital transformation can make a significant impact is in operations and supply chain management. By leveraging technologies such as artificial intelligence and the Internet of Things, businesses can improve efficiency, reduce costs, and increase transparency throughout the supply chain.

However, digital transformation is not just about technology - it also requires a shift in mindset and culture. Business leaders must be willing to embrace change, experiment with new technologies, and foster a culture of innovation and collaboration.

To successfully embrace digital transformation, businesses need to have a clear strategy that outlines their goals, identifies the technology and talent required, and outlines a roadmap for implementation. It is also important to have a strong focus on data management and cybersecurity, as the increased use of technology brings new risks and challenges.

In conclusion, the future of business lies in embracing digital transformation. By leveraging technology to improve customer engagement, streamline operations, and drive innovation, businesses can stay competitive and adapt to changing circumstances. However, it requires a shift in mindset and culture, as well as a clear strategy and a focus on data management and cybersecurity. Those that successfully embrace digital transformation will be well-positioned to thrive in the years ahead.





## SOME WORDS BY ME ZARYAB AMJAD

میرے لکھے ہوئے الفاظ کو شاعری نا  
سمجھو۔

مجھے ایک باضمیر جانو نہ کے مرا ہوا  
انسان سمجھو۔  
بھرائیاں اپنی ساری جانتا ہوں، یعنی خود  
کو پہچانتا ہوں۔  
تیری آنکھوں میں دیکھ کر سب بتا  
سکتا، میں تجھے بھی جانتا ہوں۔  
اور کس لیے اپنے چہرے پر دوسرا چہرا  
سجھا رکھا ہے۔  
یعنی اپنے ہی ضمیر کو کسی آلماری میں  
چھوپا رکھا ہے۔  
جاتے ہوئے اتنا تو جانو آساں نہیں اپنی  
منزل کو پا لینا۔  
ایک انسان کو رسوا کر کے خدا کو پا لینا۔



# INNOVATION CHALLENGE







# WELCOME FAREWELL







# MBA FEST







# MBA TRIP







# IRC







WANT TO ENHANCE YOUR  
CAREER AND GET THE MAXIMUM  
OPPORTUNITIES TO BECOME A  
PROFESSIONAL?

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ENSURES  
THAT AND MORE..