



Pakistan Institute of Development Economics

Spirit of Free Inquiry



NEWSLETTER OF DEPARTMENT OF BUSINESS STUDIES Vol. 1, Issue No. 1 February, 2016

Message from the Vice Chancellor

We are living in exciting times. Established ways of doing business, politics, economics are leading to disaster on many fronts. The planet itself is threatened by the excessive greed for profits which is leading to rapid depletion of environmental resources. Capitalism is leading to the rapid accumulation of wealth in the hands of a few people. Currently only about 62 people own half the wealth of the whole planet. At the same time, at the bottom, billions of people lead lives of desperate poverty. New ways of thinking, acting and feeling are required to change the world for the better. In this direction, our religion and scholarly traditions provide enormous guidance. The current business and economic models are based on individualism, hedonism, greed and competition. Islam teaches us to value community over self, forsake pleasure to serve others, and to cooperate instead of competing. These values have the potential to revolutionize the world. As Allama Iqbal has repeatedly exhorted the youth to rise to challenge. It is in your heritage to soar like the Eagles, to be models for the world, and show the way out of the massive problems the existing systems have created. I have confidence that you will rise to the challenge.



Business School Standings

PIDE Business School carries the legacy of PIDE's strength in research and policy making. The programme aims to equip students with latest management skills. It will also enable them to



work under pressure and enhance their interpersonal and communication skills which are the main requirements for managers today. Since business administration is a vast field, students will be able to

specialize in one of the following fields; Banking and Finance, Human Resource, Marketing and Management. Business Program provides students opportunity to master their knowledge, skills and abilities to realize their full potential in practical life ahead. Students of marketing have to come up with real time 3D products along with understanding of market situations. Similarly students of finance and human resource management have to go beyond classical class learning and have to resolve and understand real time situations happening in the business environment.

Program Mission:

The Department of Business Studies works towards nation-building through producing responsible individuals characterized by analytical and strategic skills along with research-oriented attitudes. We aim to develop and maintain standard in quality education focusing on professional integrity, ethical principles, conceptual growth, decision-making skills, leadership qualities and entrepreneurial thinking.

“Every accomplishment starts with a decision to try.”

Big Announcement

PIDE's department of Business Studies is launching a new program in Fall, 2016 with the name of M.Phil in Business Economics on the worthy suggestion of honourable Minister of Planning and Reforms, Pakistan, Mr. Ahsan Iqbal. As PIDE has a niche in economic research, so it has been decided that it should initiate a program that can include the research side of economics and practicality of business. The program is already being taught in different universities worldwide, whereas, in Pakistan it will be one of its kind. The program is carefully designed in order to provide the best practices of the fields of economics and business. The department is also planning to start Bachelors in Business Economics.



Departmental Gatherings

Department of business studies understand the need of giving something extra and valuable other than the regular course work. For the very reason, a farewell and welcome party was arranged in Ramada Hotel, Islamabad in order to welcome the new batch and to say a lovely good bye to the passing out batch. The event was made colorful with different performances by the students and fruitful with insights of Vice Chancellor, Dean of PIDE and Head of Department of business studies. Other than this event the department keeps on trying to find ways to interact with the students and groom them.



"Failure is not falling down but refusing to get up" (Chinese Proverb)

Our Assets

Dr. Nadeem Khan joined PIDE as an Assistant Professor recently. He holds a PhD in Human Resource Development and his greatest works are on Return on Investment (ROI). He is a certified recruitment analyst and a trainer. He is a highly motivated person and well aware of the changing needs of the education sector and is determined to take the level of department of business studies higher with his years of experience in related fields. He is currently heading the training club of the department and grooming his students to become better trainers and managers in future. His message for the students is "Listen to your teachers when they tell you WHAT to do. But more importantly, think about it later and ask yourself WHY they told you to do it. Don't study to earn, study to learn."



Seminars

Seminars play an essential role in grooming and learning of the students. The ideas and concepts of the books combined with the applications and experiences of the best people in the market is a key component in the learning of the students. Department of business studies has started to conduct seminars on regular basis for the development of the students. There were more than 15 seminars in the fall 2015 semester in which the key seminar was the seminar on Islamic



entrepreneurship by Dr. Shahid of IBA, Karachi with the key message of achieving the best within limited resources and by following the principles of Islam. The other seminars also focused on enhancing the skills of the students which included the better



Our Alumni

A young at heart dreamer. Carving my way to every thick and thin. I am Arslan Ahmed! Making my dreams real a day at a time. An extremely passionate photographer, traveler and a reader. Pursuing my Ms in marketing from Pakistan Institute Of Development Economics(PIDE), Islamabad. Working as a content writer and photographer in an online shopping website 24hours.pk.



Our Assets

Dr. Hassan Rasool recently became a part of business department of PIDE as an Assistant Professor. He is an educationist, a trainer, a researcher and a consultant. He received his PhD. in human resource development and he is mostly interested in working on training in the domain of leadership. He is working as a change catalyst in developing the department of business studies and aspires to make this department the best and finest in PIDE. He is one inspirational teacher and works on the personal and professional grooming of his students. His message to students is “may us love the light within us in everything we see and experience, may us all understand and cherish the TRUE happiness.”



Business week

Business week was conducted on the last day of year 2015, 31st December. In the business week the students of marketing management, consumer behavior and the students of principles of Management displayed their final projects. The theme of the marketing management student's was to develop a compact product. The



products were i) *Ping Pong Door*; a simple room door that can be changed into ping pong table ii) a table box with name of *table treasure* that can include all your valuables iii) a *Wall Mounted Scenery* that can turn into a table and a small cupboard iv) *Smart Shelves*; a stack of drawers from floor to ceiling in which the lower drawers can become steps of a staircase. Students of consumer behavior made the television commercials for all the discussed projects.



Students of principles of management focused on the future of commuting ways which included i) a *Hover Bike* which will be a regular bike but with help of its batteries it can be changed into a hover bike and can fly over the traffic ii) a total electrical car which will be able to charge its battery on its own even on the way with help of magnetic lines on the roads iii) a *Hyper Loop* which will move with a speed of 300 km/h and it will make is energy with the help of magnets Students of Business Ethics and legal Environment worked on the idea of green world for upcoming generations. Products presented were i) *Greenic*; a beverage with transformed packaging that includes a seed to encourage plantation. ii) *Trash Basher*; a multipurpose shade that was simultaneously a vertical garden and a car parking. The products were highly appreciated by the higher authorities.



Products presented were i) *Greenic*; a beverage with transformed packaging that includes a seed to encourage plantation. ii) *Trash Basher*; a multipurpose shade that was simultaneously a vertical garden and a car parking. The products were highly appreciated by the higher authorities.

“There is no royal road to anything. One thing at a time, all things in succession. That which grows fast, withers as rapidly. That which grows slowly, endures.”

(Josiah Gilbert Holland)

Debates

PIDE Business School Debating Society on the direction of National accountability bureau held intra-university speech competition at PIDE. Winners of the English and Urdu category later competed at the office of NAB where candidates from various universities were also present. Bramsh Khan and Syeda Zoha Fatima Naqvi secured second position English category and 3rd position Urdu category respectively.



PIDE Business School Debating Society has successfully conducted HEC round one for Allama Iqbal Shield. Topics were chosen and guided by the Vice Chancellor from the work of Allama Iqbal. Learning to soar like Eagles was the topic for English speech competition and for urdu Wo Faraib Khurda Shaheen was the topic. Students participated with full zeal and zest. Furthermore top two winners from both the category will represent PIDE in second round of HEC speech competition in Feb, 2016.

Sports and Adventure:

Sports society which is being running under PIDE Business School has conducted cricket session as semester sport activity. MBA department divided itself into two teams. Team Spartan had members from semester one and seven whereas Team Warriors had members from semester three and five. A three match series was held between Spartans & Warriors which was finally decided on the last match. Warriors won the final match and took the series win to their home. Further FUTSAL tournament was arranged by student of Business study i.e. Ahmer Ali. Teams from different



departments of PIDE fully participated in the event. Final was held between MBA 1st semester and M. Phil Economics which was won by the M. Phil Economics team.

Hiking is another activity that is being arranged by the adventure club operating in Pakistan Institute of Development Economics. This adventure club is being headed by Muhammad Awais Jilani and the patron for the club is Miss. Fizzah Khalid Butt.



Message from the Editors

We are delighted to officially introduce you with the first newsletter of Department of Business Studies of PIDE. In the newsletter we tried to highlight the efforts of students and few of the major activities taken place during the fall semester, 2015. Nothing was possible without the direction of our seniors and enthusiastic participation of students in the various activities.

We are very hopeful to come up with the more activities and more serious topics in the upcoming issues of the newsletter. We would like to request you to go through the volume and give your feedback. Your feedback will be valuable for us and will motivate us to work even better.

Happy Reading!!!



Patron:

Dr. Usman Mustafa
*Head of Department,
Department of Business Studies,
Pakistan Institute of Development Economics*



Newsletter Manager and Designer:

Muhammad Awais Jilani
*Student MBA
Muhammadawais_13@pide.edu.pk*

Editorial Board:



Khurram Elahi
*Lecturer,
Pakistan Institute of Development Economics
khurramellahi@pide.org.pk*



Fizzah Khalid Butt
*Lecturer,
Pakistan Institute of Development Economics
fizzah@pide.org.pk*

“Every noble work is at first impossible.”