



Pakistan Institute of Development Economics

Spirit of Free Inquiry

NEWSLETTER OF DEPARTMENT OF BUSINESS STUDIES

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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.



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.



Dr. Asad Zaman
Vice-Chancellor

There is no substitute for hard work

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



Departmental Achievements

MBA Finance Team from Business Department represented PIDE at Express Education Expo and participated in ACCA Business Competition titled “Popcorn Search” held at Pak China Friendship Center on 12 May 2016.

The team won First Position among all other universities. More than 30 universities participated in the event and PIDE managed to make its place among other competitions as well.



Team members for Popcorn Search were:

- Syed Muhammad Jawad(MBA Finance)
- Sarmad Masroor(MBA Finance)
- Wasim Khan (MBA Finance)
- Azeem Tanoli(MBA Finance)

Seminar on Transgender

Transgender inequality is the unequal protection transgender people receive in work, school, and society in general.



Our Assets

Mariam Mohsin is a Lecturer at the Department of Business Studies at Pakistan Institute of Development Economics. She is also an alumnus of the department. After completing her MBA from PIDE, she completed her MS from Muhammad Ali Jinnah University (MAJU), Islamabad. She joined PIDE in 2012 and has been associated with the university since. She has taught at several other prestigious schools of Islamabad including Quaid-i-Azam University, Islamabad and International Islamic University, Islamabad. She is currently pursuing her doctorate from Lahore University of Management Sciences (LUMS), Lahore. Her research interests include both macro and micro Organizational Behaviour, with a focus on Organization Sociology and Organization Theory.



Currently, transgender individuals are not protected in 33 U.S. states from being fired for being transgender or not conforming to gender norms. Transgender people regularly face transphobic harassment. Ultimately, one of the largest reasons that transgender people face inequality is due to a lack of public understanding of transgender people.

Hence in this regard a seminar was held at PIDE to create a dialogue between students and representatives of transgender community. Goal of the seminar was to eliminate the stereotype which community is holding against transgender community. Students were encouraged to ask questions regarding transgender community so they can break their barriers created due to false information. Dr. Naeem Uz Zafar Member Social sector graced the event as Chief Guest.

Our Assest

Mrs Anjeela Khurram is currently a lecturer at the Department of Business Studies at PIDE. She has completed her MPhil in "International Business Management and Strategy" from University of Paris, France. She has joined PIDE in 2015. The area of interest are International Business, Knowledge Management, International Human Resource Management, International Cultural Management, International Human Resource Policies, Business Intelligence and Communication Skills.

To the world
you may be just
a teacher but to
your students
you are a HERO!

Business week

During the business week students from all the three semesters presented their ideas which was under two basic themes. One was social welfare and other was technological advancement.

Home Automation System

This android base system was designed by engineers who helped the Marketing students to convert it into developed form. Centralized home electronic appliances control system was a concept drawn from home automation by using an android application. This system works to control home appliances like AC, Fridge, washing machine, tube lights, electric motor etc. By using this system, we can control appliances. All we need is to send an input via GSM SIM in the form of a SMS. The system will read that SMS and will convey the input to the system and it will switch on or switch off the appliance as per direction given to the system by android application.



Light Detecting Solar Panels

Students of Marketing with the help of engineers from International Islamic University Islamabad managed to bring idea of light detecting solar panel to life. Basic purpose of this solar panel is to increase the productivity of a simple solar panel. With the help of light detectors, these panels will adjust themselves in the direction of sun light waves using low power motors helping plates charge more and resulting in increased output. Basic aim of this project is to give a solution to the world for more output, using less resources.



Departmental Achivements

PIDE Android Application has won Innovation Award in 5th Innovation to Invention Summit held at UMT Lahore in Academia category. PIDE will soon be first full campus to facilitate students with Android app. Mr. Khurram Elahi – Lecturer at PIDE headed the Business



studies team. Especially Fizzah Khalid - Lecturer, Muhammad Awais Jilani, Muhammad Jawad fully supported the project. Student Ehmer Ali brought this idea to life.

If "Plan A"
doesn't work.
There are 25
more letters!
Stay Cool

Our Alumni

I, Sheikh Umair, am a dynamic personality with unconventional qualities blessed by Allah. I have done my MS Marketing from Pakistan Institute of Development Economics, Islamabad. I am very passionate towards my aims and objectives. From an early age, I have known that I am born to make a difference in this world, and my experiences at PIDE have given me the skills, drive and determination to pursue these goals.

Currently I am working at Phillip Morris. Moreover, I am also serving as an affiliate of Max Foster for assistance in matters of Administration & Accounts in the evening. Whatever, I am today, after the mercy of Allah and my Beloved Ammi Jaan (mother). PIDE has been the common thread in all aspects of my life whether it's my professional or social life and even my spiritual world. To me, life is constant theme of trying to compose a beautiful picture out of abstract.

To contact me, email at sheikhumair@pide.edu.pk



Business Week

Environment bag

This product has been designed to contribute the environment in order to reduce the consumption of plastic bags, you need to get this bag once from your cash and carry and your every visit to that cash and carry will give you a stamp on this bag, every stamp will make your entry in to a lucky draw, on every month end there will be a lucky draw and the more entries you have the more chances will be there of your winning, the customer will be bound to that cash and carry in order to collect more stamp means more entries in to lucky draw and will also give benefit to the society

Solar Oven

The idea was to make solar oven with the help of waste material. Solar oven consume solar energy and by solar heat we can cook our food. Reusing the waste material also save environment and also helps reducing the cost of production. This idea was also a presentation to consume waste material and save environment by recycling it. Used Pizza Box, Aluminium Foil, Black Construction Paper, White plastic paper and Glue was used to design and make this project. We can also make other products by recycling plastic bottles, boxes, rubber tires etc to decorate our home or offices.



Ketab Khana

We don't make food. We cook poems. A restaurant where u pay by writing poems. This idea promote literature. Their collection or compendium would be issued and published. With names like "tales from ordinary homes" or "the known stranger" and they could mint better money.

These poems will later be sent to publishers and sold in market to earn profits.

Kitaab e mehrabnii

The idea was just to save the old course, informational and Islamic books for the poor who can't afford such books. Main purpose of this project is to educate our people. It increases the reading habit which is the need of the hour. It is also create the sense of sharing and love for the poor. Books deserve respect because we learn from them. Kitaab e mehrabni, duplicating the idea of Dewar-e-Mehrbani will help transform literary side of our society.



Uni Bikers

Quaid-e-Azam University Islamabad is a large university having huge land scape, most of the students have to walk to go anywhere in university or take a cab. Cab costs Rs. 50 or more for different location around the university. This idea is to provide a cost efficient transport facility to students of Quaid-e-Azam University Islamabad so they can travel within the university easily especially during the summer season. We have chosen bicycles as a transport mean, as they do not require a huge budget and their maintenance is also not very expensive.

This project would require around four to five bicycles stations, where every station include several number of bikes. These station would be placed strategically around the university where there is more in-going and out-going of students.



*The journey of
thousand miles must
start with a single step*

Department Achievement

Dr. Hassan Rasool (Asst. Professor) & Mr. Khurram Ellahi (Lecturer) represented PIDE at Entrepreneurship Educators Symposium held at Institute of Business Administration, Karachi. Symposium educated participants regarding changing trends in the field of Entrepreneurship. Emerging idea of Islamic Entrepreneurship was also discussed by Miles. K. Davis (Dean, Shenandoah University, USA).



Our Alumni

My name is Moeed Sadiq and I am working as an Officer, Access to Finance Unit, at State Bank of Pakistan Banking Services Corporation (SBP-BSC), Sialkot. I have done MBA (3.5 years) with majors in finance from Pakistan Institute of Development Economics (PIDE), batch 2012-2016. PIDE has equipped me with both, the skills and knowledge, to work in the challenging environment of the central bank. Together with all this PIDE has made me disciplined to serve my country as well.

Android Smart App soon will be launched at the campus of PIDE. This app is first of its kind in Pakistan and will very soon be facilitating students on campus and off campus. Various features of the App will be disclosed in the next issue of newsletter.



Seminar on Contract Law

It is essential to know about business law before starting a business, as it will help you operate your business without the hindrances of ignorance. It is better to seek the expert guidance of an accountant and an attorney to learn about the latest business laws that will affect your business. In this regard seminar was held at Department



of Business Studies for the students of Business Ethics and Law. Ms. Aaliya Zareen, Advocate High Court was invited to deliver a session to the students of Business studies. She spoke on the importance of knowing the law. Hence ignorance to law is No Excuse. Main focus of seminar was on Contract Law. Students were explained with brevity that how they can write effective contracts. Various types of contract law along with parties which can never enter into contract were also elucidated



Job Market Preparation Seminar



enter into the job market. Faisal is an experienced and inspirational speaker, facilitator an OD consultant. With extensive commercial and academic experience spanning over 12 years; he has worked in financial, manufacturing, retail, education, training and consulting sectors. Gulf existing between the academia and industry was also shared with the students. Seminar also touched on how effectively we can prepare our CV and Resume for particular job market.

Students usually are alien to the job market out there. In the labyrinth of excelling subject knowledge they are usually detached from the dynamics of the job market. For the cause Faisal Akber Awan was invited to speak to students of PIDE and to break the ice before they



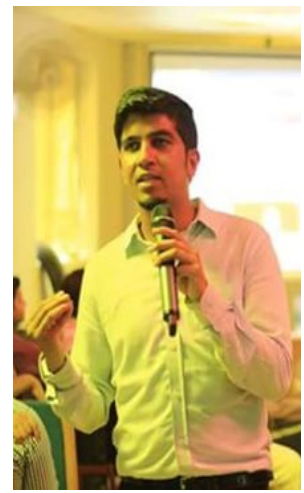
Department’s Achievement



under social entrepreneurship and Ms Fizzah was responsible for handling the marketing aspects i.e. promotion of PIDE in Lahore. The tour gave many memories and major successes. Mr. Khurram Illahi won the innovation award and was given a gold medal as a token. The stall of PIDE also got a shield for it's excellent presence and the business plan was much appreciated by judges.

A delegate including two lecturers Mr. Khurram Illahi and Ms. Fizzah Khalid Butt and 3 students Muhammad Awais Jillani, Muhammad jawad and Ahmer Ali went to Lahore to participate in Saatha Invention to Innovation Summit. Mr. Khurram Illahi presented an idea of an android app that came to life in his guidance by Ahmer Ali the campus. Muhammad Awias Jillani and Jawad were presenting a business idea





The best thing about photographs, they never change.

Sports and Adventure:

Academic learning and sports education are the complements of each other. They resemble the two sides of the same coin. If the sports education is carried out accompany with the academic curriculum, the over-all personality of the student are increased to greater extent. They get the qualities of the leadership, sharing, team spirit and tolerance from the sports. Sports education not only teaches the students to maintain the physical stamina, but also the habit of obedience, discipline, the determination to win, will power, etc. The power of reasoning, mental development, vocational specialization comes from the academics to the students. Therefore sports education along with the academics result in the mental, moral and physical development of the students.

Following positions are secured by students of Department of Business Studies in Sports Gala & Fun Day 2016. they are being presented certificates by Vice Chancellor of PIDE

Mian Farhan Siddique (1st position in Chess)

Usamah Shafqat & Tehmasip Munir (1st Position in Board Game)

Muhammad Awais Jilani (Runner up Badminton Singles)

M. Irfan & Baqir Amin (Runner up Badminton Doubles)



Message from the Editors

The two most dangerous numbers in the universe are threatening the end of physics. A deeply disturbing and controversial line of thinking has emerged within the physics community. It's the idea that we are reaching the absolute limit of what we can understand about the world around us through science. Such claims are coming from Physics. However other sciences are no different. Unorthodox methods and out of the box thinking is required to resolve the business and social dilemmas. Structures and theories developed earlier may fall short to understand today's problems. We are trying to practice the same at the Department of Business Studies, PIDE. Capitalizing on the diversified knowledge coming from the research of PIDE, our students are using multi-disciplinary and inter-disciplinary approach to understand Business environment. Current issue reflects what we have achieved in last semester and how we are trying to improve the learning environment for our students.

Editorial Board:



Patron:

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



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



Newsletter Manager and Designer:

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



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