



FMS  
MAGAZINE  
2018



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# Message Of The DEAN



**Prof. Dr. Shahab Alam Malik**  
Dean, Faculty of Management  
Sciences

On behalf of the Faculty of Management Sciences, I convey my utmost gratitude for showing your interest in our programs. Indus University has been chartered by the Provincial Assembly of Sindh in 2012. Since the conferment of the charter, the university has progressed rapidly in terms of number of students, qualified faculty, and its infrastructure. During the last two years, Indus University has got its place among the HEC's good ranking universities of Pakistan.

Under the supervision of dedicated team of qualified faculty and competent staff, who are committed in teaching case study methods and research strengths to impart quality education, FMS provides a pleasant environment for market oriented Business Education right from Bachelors to the PhD level. Our faculty is a blend of experienced PhDs and aspiring PhDs as well as energetic lecturers who are eager to impart knowledge through the learning experience we provide them here at Indus University. We indulge in making the experience of learning practical through various curricular and co-curricular activities providing them opportunities to interact with professionals of the industry as well as community service.

I am confident that the students, who are interested in achieving the business degrees, will find the FMS a place of learning and professional development. Last but not the least; our fee structure is in consideration of the affordability of masses of the country as FMS's mission is to pursue the excellence in teaching, research, and community development to contribute to the capabilities of our students in developing a prosperous and livable society. We look forward to your learning experience with us. Thank you.

# Message of The CHAIRPERSON



**Dr. Munwar Hussain Pahi**  
Chairperson,  
Faculty of Management Sciences

Welcome to the Department of Business Administration & Commerce. Our department has spread its legacy of knowledge, values, wisdom and excellence in varied disciplines within the country. Faculty are trained and groomed as holistic individuals both as per curriculum as well as outside the degree curriculum activities; students are also equipped with a variety of optional courses.

We have a blend of highly qualified seasoned faculty and dedicated energetic young faculty members who provide the students an excellent opportunity to excel in the field of Business administration & Commerce. We believe in the holistic development of students, harnessing the young innovative minds and making them responsible citizens of the country.

Notable speakers from the industry are invited as part of the career guidance. We strive for academic excellence, leadership, communication, entrepreneurship, and total personality development for them to be prosperous in the corporate and social world. Our rigorous, hands-on education is set in an environment of teamwork, creativity and self-actualization. Students are encouraged to follow their passions, work closely on research with the faculty and collaborate to come up with innovative solutions to real world problems.

I welcome and encourage the talented and diverse students to the Department of Business Administration & Commerce at Indus University.

# EDITOR'S Message



**Ms. Huma Aftab**  
Lecturer, Department of  
Management Sciences

Dear Readers,

Welcome to the "FMS Magazine 2018". We are pleased and excited to publish the very first issue of the official magazine from Department of Management Sciences, Indus University.

Our magazine is designed to let our readers know the departmental progress throughout the year, the glimpses into the events held in our department and the ongoing changes and issues emerging in the field of the Business and Management Sciences.

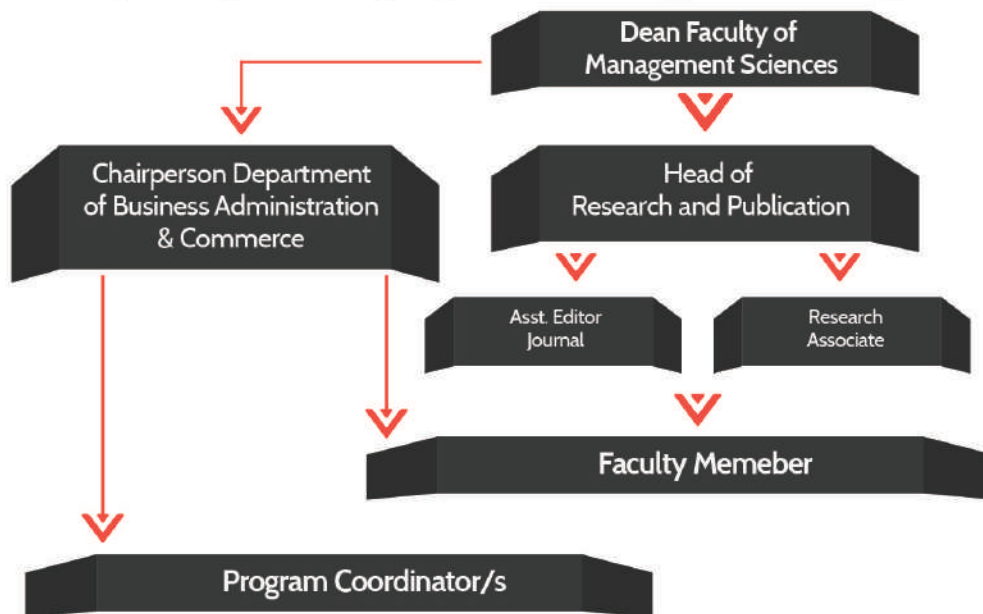
Teaching in this department for about a year now, I have noticed the immense talent and creativity among the students. Each student here is filled with zeal and enthusiasm to prove him/ her in the curricular and extra-curricular activities. Moreover, future aspirations of students towards their life and field are also commendable. It is this spark among students that laid the foundation of this magazine.

Through our magazine, we aim to create a communication platform to exchange information regarding our department and our field. We welcome you all to share your articles, opinions and recommendations about the Department of Management Sciences for inclusion. The success of "FMS Magazine 2018" depends upon your feedback. So kindly send your valuable feedback on [huma.aftab@indus.edu.pk](mailto:huma.aftab@indus.edu.pk).

# An Overview of the Faculty of Management Sciences

The Faculty of Management Sciences, after its inception in 2012, is developing rapidly with its every batch of students. Now it is one of the strongest faculties of Indus University. It is pursuing the excellence in teaching, research and community development with well qualified faculty members. In the light of the high academic standard set by the HEC, NBEAC and CIEC, FMS is grooming students with the knowledge, skills and moral values in a research based academic environment to contribute their capabilities in developing a prosperous and livable society.

## ORGANOGRAM OF FMS





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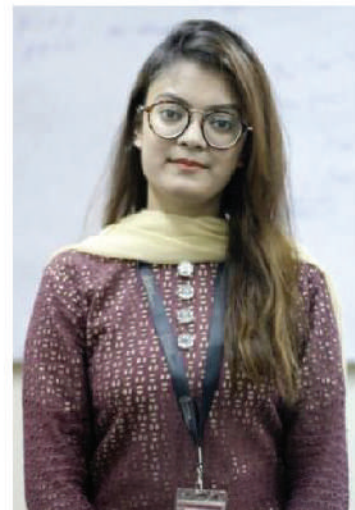
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# Why Do We Choose To Study Business Administration?

This article will discuss the study of Business Administration in Universities and why people are seeking careers in business administration. We can see a massive increase of people now seeking this field. Whether you are an aspiring entrepreneur or have your sights on a corner office, a business degree gives students the tools that are needed to develop a dynamic, successful career. Business Administration is a well-rounded, challenging program that opens doors to dozens of career paths.

There are countless reasons to study Business Administration. Having a fundamental understanding of business will provide you with the necessary skill needed to succeed not only in your career but in life as well. A Business Administration degree is transferable and is considered an asset in almost any field. This makes it the perfect resume builder. Plus the journey along the way can be quite exciting.



**Written by: Seher Mahreen**

In today's competitive workforce, most jobs require a minimum of a Bachelor's Degree from an accredited University. A Business degree in particular can provide you with a specific array of skills sets that are needed to ensure you are qualified for any career you may dream of. A Business curriculum includes training to improve and perfect communication, presentation, and written skills as well as critical and creative thinking skills.

A four term of University classes can also enhance personal development by teaching students skills such as interacting with others and demonstrating sensitivity, how to exercise leadership and develop teamwork skills and also how to adapt to uncertainties.

Business is at the forefront of everything. Whether we like it or not, money and commerce controls many if not all aspects of life. Having a degree in Business Administration provides us with an understanding of the inner workings of the global world and market. An education in business gives the skills and knowledge necessary to make informed decisions about one's own life and how to control and grow one's own financial earnings. Thus, with education in business and the right financial investment, anyone can become a great financial success.

# Our Department (Facilities Of FMS)

The quality of education depends on facilities and instructional material. It is the process of students learning. The quality of the university's environment and its facilities has a strong influence on student's learning. Besides regular use in organizing and managing a university's activities, records of Physical facilities and material resources can provide data to derive many indicators for assessing the quality of education in a university. In this article I will inform you about the Indus University's Management Sciences Department.



Written by: Rouza Nishat

## STRUCTURE AND PROVISION OF RESOURCES

Management Department has provided quiet large corridor which is very airy and wide place. Students can wait in the corridor for their class without any problem. All Classrooms are air-conditioned with good space. Photocopy shop is also provided for the students in which every necessary stationery is available. The FMS Department has Research/Computer lab, two faculty rooms and a coordinator office with fully air-conditioned environment. All classes are conducted through Projector for better understanding of students.

## FACILITIES FOR STUDENTS

The number of facilities is available for students (girls/boys) which provide comfort and convenience to them. For girls, GCR (Girl Common Room) is available where girls can rest, study, have their lunch and can also offer prayer. GCR has two big, fully air-conditioned rooms with comfy sofas. To excel in their studies, students are also provided with the library that has variety of books and research journals.

Separate girls and boys washrooms are also provided. Namaz-break for boys is also provided on Friday. Security guard is also available during class timings in the department. Moreover, water dispenser is also available for chilled and pure water.

## FACILITIES BY TEACHERS FOR STUDENTS

Teachers of the Department are very helpful and qualified. They convey proper lectures to their students with handouts for further help in studies.

Moreover, if any student has any kind of query regarding the lecture so he/she can approach the respective teacher in the faculty room. Teacher does not only help the students in studies but also motivates and develops the confidence among them by appreciating their trials and encourages them to perform much better.

## ENVIRONMENT

Indus University has provided a learning environment in its all department but FMS department has its own charm. There is no such dispute among teachers or between faculty and upper management or between students or faculties which makes the Department environment very pleasant and creates conducive learning environment.

## CO-CURRICULAR ACTIVITIES

Indus University strives to give refreshment to the students by arranging extra-curricular activities. The FMS Department has created a society called IUBS (Indus University Business Society). IUBS usually organizes events and activities only for FMS Department. IUBS provides to students a platform where they can join the society and improve their confidence level and communication skills for their better performance in future and also offers other students of the Department to participate in their activities and event to expand their social circle and knowledge which is an important part of entrepreneurship. IUBS has organized many picnics and events for the students and teachers as well with their best management planning.

# The World's Most Successful Entrepreneurs have 12 Characteristics in common



Written by: Ramsha Akram

To be truly successful, we need to ask if we have the right characteristics required in the field. A careful study revealed that the most successful entrepreneurs share some common characteristics.

The entrepreneurs in the making need to identify these and those of us hoping to be better entrepreneurs have a checklist to work with. Following are 12 of the most common characteristics observed in many of the most successful entrepreneurs of the world.

## 1. Complete clarity of purpose

They are absolutely clear, without exception, on why they are out there and what they actually want to achieve. They always see the bigger picture and do not let the trivial matters bog them down. The purpose among them may vary, which could range anywhere from making money (a lot of money) to using their influence to change the world and everything in between. Surely we are not here to judge their actual purpose, but we must give them immense credit for knowing the importance of their purpose.

## 2. Absolute belief in themselves

Another common characteristic among almost all of the world-class entrepreneurs is an incredible sense of self belief. They believe in themselves completely, even if no one else will. This by far is the toughest of all the characteristics because it means perseverance and overcoming doubt, fear, self-worth and self-esteem issues and going against all those in doubt



### 3. They are very good at finding needs and niches

It seems as though these successful entrepreneurs have a pair of "opportunity glasses" that help them identify opportunities in just about every situation. This opportunity tends to be in the niches, and as the old saying goes, the riches are in the niches. Once they find a niche they work at it and find better solutions to problems for the benefit of all concerned.

### 4. Focusing on the most important things first

Every situation has a "Focal Point". Successful entrepreneurs get into a habit of getting focused and staying focused which again is a common trait that exists among them all. They learn the ability to control their thoughts and actions and be totally present and focused on whatever is in front of them and what's important at the time.

### 5. A contribution culture

An incredibly generous nature is a quality possessed by all of them. It is what some call a contribution culture and it is their way of leaving a legacy, making a difference, and sharing their success. For many it becomes their purpose for being, which always was but they now have the resources to do it.

### 6. An open mind

The most successful of the successful entrepreneurs are the ones who have achieved things way beyond what most people could only dream of, yet they still have an open mind. They don't dwell on their success but rather always look for ways to learn more about what they are doing and most importantly how they can do it better.

### 7. Building and maintaining networks

It is no secret that these entrepreneurs have incredible networks and what is rather interesting to note is their attitude towards their networks. Without exception they treat their networks with exceptional respect. They understand that these relationships are built over many years and in most cases their contacts are highly influential in many ways and they have the ability to grow each other's business in leaps and bounds. They invest time and energy into their networks and more often than not, they give more than they take, and they act without expectation of reciprocation.

### 8. Invest in themselves on all levels

The elite entrepreneurs understand that they need to grow their skills, take care of themselves physically and mentally and take time out to recharge their batteries on a regular basis.

This is not an optional activity, this is an essential activity

## 9. Constantly challenging themselves

They challenge themselves almost all the time, in every way possible. They are big learners, they do things that are way out of their comfort zones, they push themselves physically and mentally. They work hard and they play hard. This attitude of self-challenge makes them strong. It makes them better able to deal with the issues that we all face in life. It keeps their minds active, their bodies fit and their attitudes positive.

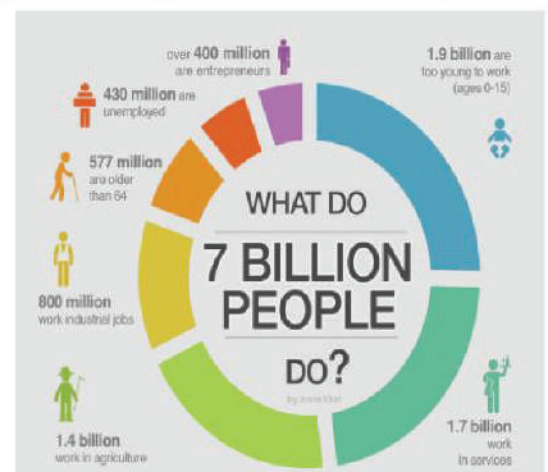
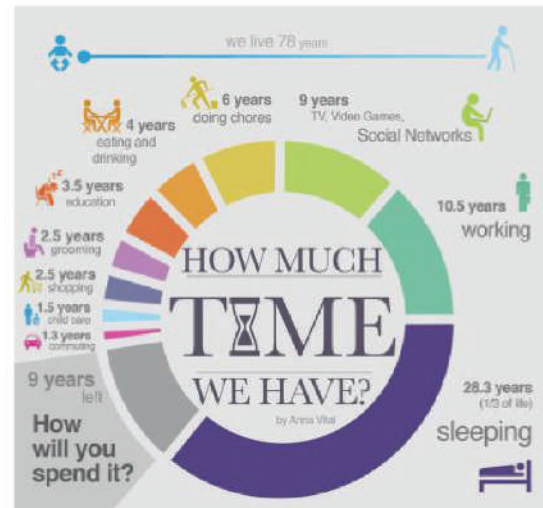
## 10. Belief in technology

Even though these incredible entrepreneurs are not exactly what you may call tech-savvy but that doesn't stop them from believing in the importance of it. In fact they invest a lot into technology to get better results. They believe that it is more important than their own individual skills. As new technology become available they will try it, invest in it and see how it can make their business and their life more on par with what they want to accomplish.

## 11. Resilience building

Everybody faces ups and downs in life. All of the high achieving entrepreneurs have had their fair share of incredible challenges in their lives. They could have easily hidden behind these challenges and played the victim but they didn't.

They became resilient over time and they get more resilient every day. A quality that can and should be built by those aspiring to be better entrepreneurs.



## 12. Mindset of a millionaire

Another key is having the right mindset, one that embraces abundance and opportunity is often the difference between a rich entrepreneur and poor entrepreneur. Many people can be seen struggling in business, they always have and they always will, simply because their financial home base is to be broke. Anyone stuck in this zone needs to start reprogramming their brain.

Any limiting belief can be changed; we simply need to have a strong enough desire to change and develop the mind-set of a millionaire.

# Becoming an Entrepreneur in Pakistan



An Entrepreneur is a person who has authority of a new enterprise or idea and is responsible for risks and the results in establishing business. Nowadays, entrepreneurship is mostly known or viewed as undertaking innovations and bearing risk.

## Challenges of Entrepreneurship in Pakistan

Pakistan has young population in the majority. This indicates that large amount of employment and work opportunities are needed right now; otherwise lack of employment or poverty will lead our society to involve in illegal or criminal activities. Moreover, it can also result in the increasing of suicidal rate.



Written by: Rouza Nishat

Pakistan's environment or any country's environment is very important for the growth of Entrepreneurship. However, with negative factors the growth of Entrepreneurship can become hampered. Nowadays, Honesty, loyalty and business integration have been vanished from the society. Instead of these, Dishonesty, Cruelty, Fraud and Stabbing knife at each other's back has taken place.

Moral values like such can be a crucial factor for lowering down the chances of innovation. Moreover, hacking has also increased the number of online theft of personal or business information; which becomes off putting for the people who are planning to set up a business online.

However, with all the negative factors mentioned above there is still a great chance of becoming an entrepreneur in Pakistan by being innovative and using the right channels or mediums. Furthermore, government needs to create a business friendly environment in Pakistan to boost our economy.



## Government's Role

In the past years, Pakistan's government role in enabling entrepreneurship was very negative. So, the scope of business could not develop as much as it should be. Moreover, majority of the people have an unrealistic mindset to "become rich overnight by hook or crook". This kind of poor attitude and mindset are damaging business scope in Pakistan.

It is very necessary to change the kind of mindset and bring more effective and efficient way to make this field developed.

Government's role is very important as they need to invest not only in large industries but also in small industries of the country and also grant legal authorization and other paper work get done more conveniently for Private Industries as they have to face lots of problems and difficulties in these paper work. So, Pakistan's Government should make things easy and convenient so that, country's economy and the scope of the business may flourish as fast as possible.

By educating and equipping the future entrepreneurs with the required skills and positioning their mindset to be honest, loyal, effective and efficient in every phase of life.

Government and Private Industries also arrange Training Programs and Seminars in which all stakeholders as well as shareholders took active part. However, these numbers of programs should be increased with time. Also, future entrepreneurs i.e. youth of Pakistan should also be invited so that they may come up with new ideas, creativity and innovation in their business. So there will be more economy and growth of entrepreneurship in Pakistan.

## DIGITAL MARKETING

A digital marketing manager is responsible for developing, implementing and managing marketing campaigns that promote a company and its products and/or services. He or she plays a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/-customers.

A digital marketing manager also identifies and evaluates new digital technologies and uses Web analytics tools to measure site traffic to better optimize marketing campaigns, email marketing, social media and display and search advertising

## WHAT WE DO?

- ✓ Digital brand campaign & strategy management
- ✓ Online reputation building and management
- ✓ Lead generation and conversion
- ✓ Generate brand conversations across the social web
- ✓ Make your brand searchable across the web
- ✓ Develop highly sophisticated designs and content solutions
- ✓ Design and develop future rich designs and apps.

## DIGITAL MARKETING

- ✓ Search engine marketing
- ✓ Real time bidding
- ✓ Lead generations
- ✓ Geo targeting
- ✓ Search engine optimization (SEO)
- ✓ Website developments
- ✓ Mobile Apps

## SOCIAL MEDIA

- ✓ Viral media campaigning
- ✓ Social media management
- ✓ Social media training
- ✓ Blogs and emails
- ✓ Content marketing
- ✓ Contest and promotions

## CREATIVE SERVICES

- ✓ Corporate identities
- ✓ Website design and IT services
- ✓ Television and Radio Commercials
- ✓ Jingles
- ✓ Long from videos
- ✓ Trade show materials





## MEDIA PLANNING

- ✓ Branding
- ✓ Direct responsive advertising
- ✓ Event advertising
- ✓ Media negotiations
- ✓ Television radio billboard advertising
- ✓ Digital search and re-targeting campaigns
- ✓ Reach and frequency

## RESEARCH

- ✓ Analytics
- ✓ Quantitative research
- ✓ Focus group surveys
- ✓ Qualitative research
- ✓ Digital keyword research

## PUBLIC RELATIONS

- ✓ Copy writing
- ✓ News releases
- ✓ Email marketing
- ✓ Event marketing
- ✓ Content writing
- ✓ Nationwide public services
- ✓ Cause marketing



## DIGITAL MARKETING



# WORTH IT!

## TOUR DE' EUROPE

Ornamental International Exposure is one of the most motivational factors for the students where they can learn cooperation and sharing as a part of their knowledgeable experience. I feel so lucky along with the other five students of Indus University to avail myself of the opportunity of going to the first ever Europe Tour as a Brand Ambassador and Country Representative. Here I would like to share a quick review of all the destinations I have visited during Europe tour.

We started our journey with the counseling regarding compiling a Visa file. Where so many of us including me were the first to experience it. The great Counseling was given by management initially. We had not processed visa documentation before in which it includes Bank Statement, passports, work letters, travel insurance Understanding few International terminologies, correct answers as per the requirement of general Italian consulate and many more. Visa approval date was given by General consulate of Italy that was 03 May 2018. We have got the blessed news that all of us are approved by the general consulate of Italy.

I was so excited to see and to explore the Europe. After getting all documentation and Visa approval I got the tickets to have journey on 14th May 2018 with Saudi Airlines

Our first country of exploration was Italy. We visited the famous monuments over there and also took boat tour in Venice. After that we proceeded towards our next destination which was Switzerland (a heaven on earth). At Switzerland we explored the entire cities Zurich and Basel. After exploring the cities we moved towards harder Kulm Interlaken which was the top of Switzerland. We enjoyed a lot and also took ride of harderbhan which took us high up on the mountain. After finishing the exploration of Switzerland we moved towards our next destination Germany.

At Germany Konstanz city, we visited the greatest shopping mall and we also spent the whole day at Lake Constance and enjoyed the beautiful rainy cold weather. After finishing our sightseeing and enjoyment at Germany we proceeded towards our last destination France Paris (the city of love).

At Paris we started our tour by first visiting the glorious monument the Eiffel tower. We reached at the top of Eiffel tower from where the whole Paris looks absolutely outstanding. Next day we visited a number of historic buildings like Louvre Museum and after on our last day in Paris we spent full day at Disneyland where we took lots of rides and renewed our childhood memories. Our stay at Paris including two days and

one night was extremely wonderful experience for all of us. On 24th of May 2018 for the flight, delegation came back to homeland. All students landed together on mother land on 25th May 2018.

Overall, I feel really blessed to study in Indus University which gave us opportunity to explore Europe. I always stepped in Indus University with ordinary feelings before. But after this journey I feel proud that I was the key part of that initiative of Indus University, which always seemed to me like a dream. Even though the tour is over, but the love among delegation which is now like a family is still in our hearts and will always be there forever.

**Written by: Ahmed (Student at FMS)**





# GOOD WILL AND ITS IMPACTS

Goodwill is an intangible asset for any business because it exhibits the value of the business and what it stands for; such as good employees, client relationship, brand name and its community work. The economy is slowly coming out of the slump and every business, irrespective of its size, experienced a downturn. One of the reasons many businesses survived the economic uncertainty is because of their long-standing goodwill.

The following are the traits that are found in companies with established goodwill

- ✓ Brand or trade name recognition
- ✓ Trade secret, recipes
- ✓ License, permit, regularity approval
- ✓ Customize software program
- ✓ Employees' skills and experience
- ✓ Step by step training system

## BRAND OR TRADE NAME RECOGNITION

People are relying on brand names and standards recognition because brand follows the rules and regulations of globalization system.

## TRADE SECRETS, RECIPES

Trade Company keeps all process secrets for security purpose of their stakeholders. Hence, customer satisfaction improves day by day.



Written by: Shahzeen Obaid

## LICENSE, PERMIT, REGULARITY APPROVAL

All business relay registered company for less chance of corruption and fraud. It becomes easier for a company to get a License if it has goodwill.

## CUSTOMIZED SOFTWARE PROGRAM

All companies want to connect globally. For that they invest in expensive software program to connect each other, for follow-ups and training system with softwares like DHL, TCS and Leopard, and shopping companies like Marks Line etc.

## EMPLOYEES' SKILL AND EXPERIENCE

All companies hire professional employees because new employees want time for learning process and experts and experienced employees run business well. However, good companies arrange learning opportunities to groom their new or naïve employees.

## STEP BY STEP TRAINING SYSTEM

All companies want to reach the sky. They arrange training programs such as employees' skill development program, new software implementation management program for awareness of business and value in market.



# FOOD FOR THOUGHT

## MESSAGES TO OUR DEAR STUDENTS



**Huma Aftab**

I would like to encourage my students to never be afraid of a change; for change brings spark and growth in your life. Learn new ideas and think outside the box; as innovation leads to a success in life.



**M. Abdullah Idrees**

When you Enter the classroom, you are the scientist, you are explorers, you are Important. You are authors, you are artists, you are friend, You are loved, You are respected. And you are the reason I am standing here.



**M. Furquan**

"The price of success is your hard work, dedicated to the job at your hand and your determination that weather you win or lose, you have applied the best of yourself to the task at your hand".



**M. Bilal Raees**

Entrepreneurship is living a few years of your life like most people won't, So that you can spend the rest of your life like most people won't.



**Raheel Farooqi**

"At Indus University we feel fortunate to be part of that community we are also proud to have been instrumental in its development by producing leaders and entrepreneurs to benefit the national economy"



**Rehan Ahmed**

"Entrepreneurship is living a few years of your life like most people won't, So that you can spend the rest of your life like most people won't"



**Rafia Alam**

Indus University provides learning opportunity for students and faculty in safe and friendly environment we believe that character, values and decency equalling as education it help student to discover their potential and prepare them for practical life



**S. Yasoob Rizvi**

It is never late to start new, because age is just a number. Don't compare yourself with others success for that yours on right time. Work hard and smart till then with 100% determination and faith is your abilities.

## A Glimpse into the Events of FMS Spring 2018

### 7th March-Industrial Visit (Ismail Industry) Candyland



**20th March-CSR Activity  
(Donate Generously) SOS Village**



**11th April- CSR Activity  
(Blood Drive By Indus Hospital)**



**28th April - 8th Convocation  
(Expo Center, Karachi)**



16th May-Picnic at Dream World Resort (Beat the Heat)



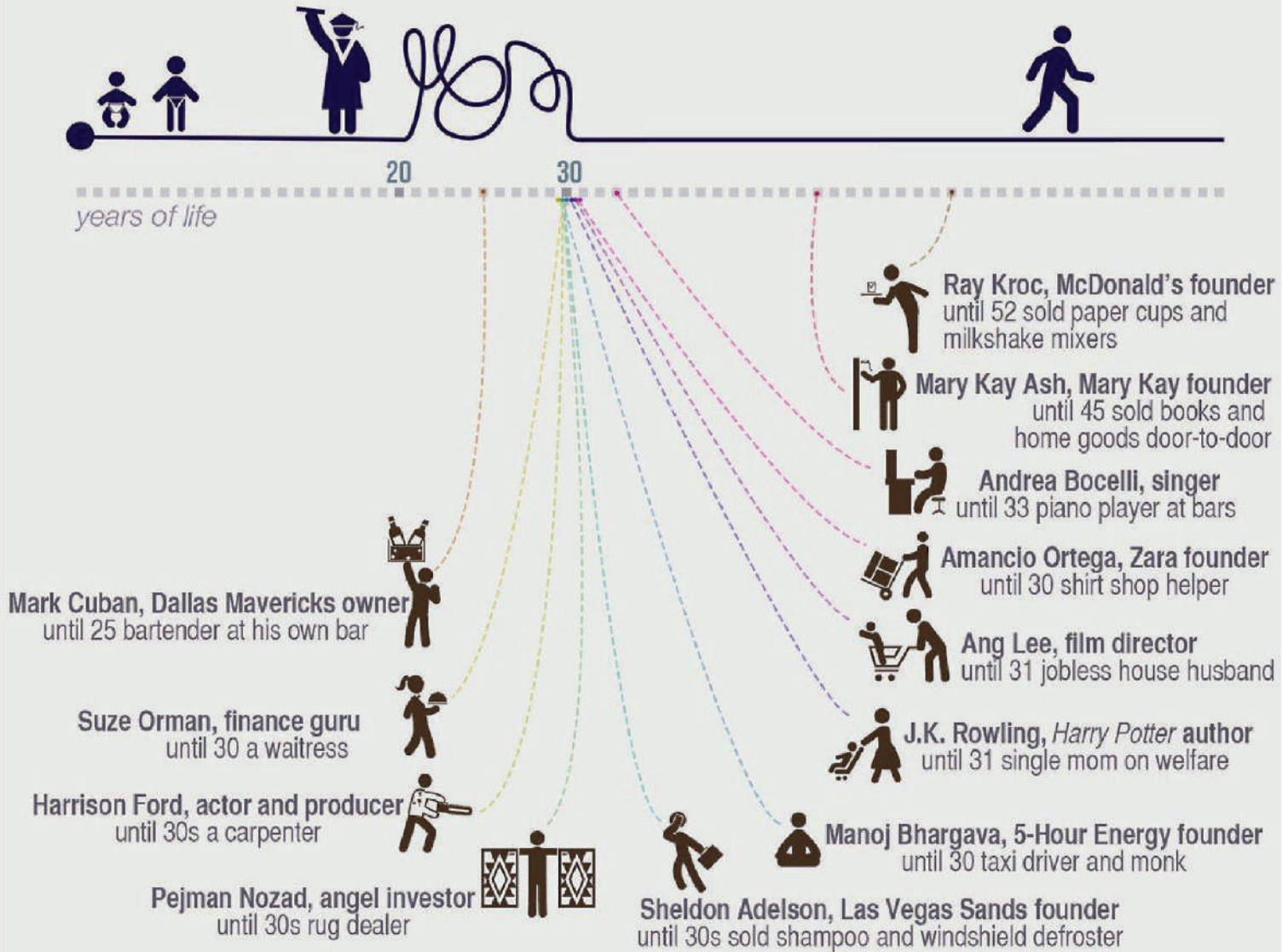
5th June-CSR Activity  
(Iftar Distribution with Robin Hood Army)



# LOST IN LIFE?

by Anna Vital

PEOPLE WHO TOOK AN INDIRECT PATH TO SUCCESS



**NOT ALL THOSE WHO WANDER ARE LOST.** J.R.R. TOLKIEN

**F&F** Funders and Founders