



FOBA Newsletter

FALL 22 - SPRING 23

Faculty of Business Administration, MAJU



Prof. Dr. Zubair Ahmed Sheikh

Vice Chancellor, MAJU

Dear Students,

I want to extend my sincere appreciation to the SOBA-Society for their outstanding efforts and contributions to our university. Your hard work, dedication, and enthusiasm have contributed to the success of these events, and I am honored to lead such a vibrant and engaged students of learners and leaders.

As you know, the society events are an integral part of our university's mission to promote academic excellence, personal growth, and community engagement. They provide a forum for our students, faculty, staff, and alumni to share their knowledge, skills, and experiences, and to showcase our university's strengths and values.

I want to thank you for your participation and support in these society events. Your efforts have helped to strengthen our university's ties with the broader community, and I am proud of all that we have accomplished together.



Dr. Hina Fatima

Associate Dean, FOBA

I would like to take a moment to express my gratitude to everyone who made this event a success. I am grateful for the hard work, dedication, and passion that went into planning and executing this week-long celebration of business. I want to extend my heartfelt appreciation to our SoBA Society who organized various events, workshops, and sessions throughout the week. I would also like to thank our students for their active participation in the events and their eagerness to learn and engage with industry professionals.

I want to acknowledge the support of our alumni and industry partners, whose contributions have helped make this event a success. Their continued support and involvement in our institution are essential to our success, and we are grateful for your partnership.

Finally, I want to express my gratitude to our Honorable President for his absolute support to make this event commence. We are grateful for his kind support which is indeed a way of great motivation and inspiration for us.

In conclusion, I am proud of the success of Business Week 2022-2023 and the contributions of everyone who made it possible. It is a testament to our commitment to excellence in business education and our dedication to preparing our students to become leaders and entrepreneurs in the business world.

Thank you once again to everyone who contributed to the success of Business Week 2022-2023.



Dr. Nauman Zaheer

Head of Department, SOBA

Dear Students,

Participation in co-curricular activities is essential for business students, as it helps them to develop a range of skills that are crucial for success in their future careers. Such activities offer students the opportunity to develop leadership, teamwork, communication, and problem-solving skills. These experiences also provide students with an opportunity to gain practical experience, build their resumes, network with professionals, and distinguish themselves from their peers in a highly competitive job market. Therefore, business students should actively engage in co-curricular activities to expand their knowledge, skills, and experiences beyond the classroom. Business Week 2023 was organized by School of Business Administration Society. I congratulate all who successfully organized this event.



Mirza Naveed Baig

Mentor, SoBA-Society

Dear Students,

I wanted to take a moment to express my sincere appreciation for the outstanding work that you have done for our society's events. Your hard work and dedication have been instrumental in making these events a success.

Thank you for your contributions and for showcasing your talents and skills. Your efforts have not gone unnoticed, and I am proud to be your mentor.

Keep up the excellent work, and I look forward to seeing all that you will achieve in the future.



School of Business Administration Society

At SOBA-S, inspiration and innovation are at the heart of everything we do. We believe that by bringing together students, industry experts, and thought leaders, we can create a community that fuels the future of business. Our society's events have become a platform for ideas, a place where new perspectives are shared, and where students can unlock their full potential. From guest speaker sessions to case competitions, our events have been designed to challenge students to think critically and outside of the box. By participating in our events, students gain valuable skills, build their networks, and gain the confidence to become tomorrow's business leaders.

Our society's events have opened up new opportunities for students and transformed the way we think about business. By bringing together students and industry professionals, we've created a community where students can learn from real-world experiences and gain practical knowledge that they can apply to their future careers. We've seen students develop new business ideas, secure internships and job offers, and gain invaluable mentorship from industry experts. At SOBA-S, we're not just a society, but a community that supports and empowers one another. We're proud of the impact that our events have had on students, and we're excited to continue to inspire and innovate for years to come.

GERMAN EDUCATION MODEL

31st October 2022

Dr. Markus Markert (MPhil Oxford, DPhil Oxford) is the Co-founder of Anglo-German Education. Organized by Sir Zakir Tajammul (Manager Marketing and Relationships) and managed by SOBA Society, this educational seminar was held at Auditorium, Block-A Mohammad Ali Jinnah University. The session was aimed at highlighting the benefits of the German Education Model in the development of an innovative and skilled



workforce in Pakistan.

Dr. Markus Markert also visited our campus and appreciated the use of new digital classrooms and technology also he cherished the students and faculty members for their hospitality. The university also presented a customized cup of his picture with the MAJU logo as a souvenir.



ORIENTATION FOR BRP

4th November 2022

SOBA-Society organized & managed the educational session held by Dr. Junaid-Ur-Rehman who works at Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and Mr. Osaid Sheikh (Alumni from BBAH) at Auditorium, Block-C Mohammad Ali Jinnah University. The goal was to make sure the students understand what's expected of them and their Business Research Project. The Vice Chancellor Dr. Zubair Ahmed Sheikh also gave a speech and presented shields to both the guests on the behalf of the university.



STUDY IN RUSSIA EXPO

8th November 2022



(TSU) Peter the Great St. Petersburg University (TyumSU) Moscow Polytechnic University (MoscowPoly) North-Caucasus Federal University (NCFU) Kazan Federal University (KFU) Irkutsk National Research Technological University. The students were briefed about the opportunities they have been presented with, and given the chance to apply for scholarships at these universities. The event was organized by Sir Zakir Tajammul (Manager Marketing and Relationships) at Mohammad Ali Jinnah University. The event was covered by the Dunya News, Akhbaar-e-nau and Jasarat News.

SOBA-Society collaborated with Russian Center for Science and Culture (Russian House) to manage the Study in Russia Expo for the Russian Government Scholarship (2023/2024 intake) held at Block-D Basement Hall, MAJU. Students from NCR-CET College were also invited to interact with the guests and tour the university. The Russian Universities part of the expo were Tomsk State University Polytechnic University Tyumen State



PAIGHAM-E-PAKISTAN

16th November 2022



Paigham-e-Pakistan, an event by Sindh HEC was held at International center for Chemical and Biological Sciences, University of Karachi. Chief Minister of Sindh, Syed Murad Ali Shah was also invited to attend the program. There was a Tableau performance by Differently-abled Children. SOBA Society from MAJU had the opportunity to attend & volunteer help around this event.

MIND TRANSFORMATION IN THE ERA OF TECHNOLOGY

7th November 2022



The SOBA-Society at Mohammad Ali Jinnah University welcomed Engr. Asim Tauqeer, a motivational speaker and employee of Jazz-Mobilink, to give a career talk on the subject of “Mind transformation in the era of technology” at Mohammad Ali Jinnah University. This event was hosted by Sir Farhan Bukhari.

The session was organized in Auditorium block-C, MAJU. The session

was geared towards students who are unaware of the technological leaps and advances being made in the world today and how it affects them, new opportunities ahead and what problems they solve. During the seminar, Engr. Asim Tauqeer also took questions and answered them related to the use of technology, the importance of networking and the need to stay motivated and positive in the era of technology.

MERA MUSTAQBIL

1st December 2022

SSAT College students were invited for a career counselling session by the faculty of Mohammad Ali Jinnah University including Ms. Huma Khalid (F.O. Psychology), Dr. Mehtab Alam (FOBS), Mr. Muhammad Faisal Majid (D.O Management Science), Mr. Mohammad Ali Shaikh (D.O. School of Business), Ms. Fouzia Naz (D. O. Computer Science) , Ms. Saba Ahmed (D. O. Basic Sciences), Mr. Hadi (F.O. Electrical and Computer Engineering) and finally, the President Dr. Zubair Ahmed Sheikh. The students were also given a tour of the university and facilities available.

The session was organized in Auditorium block-C, MAJU where the guests were given guidance regarding different fields available to them. The Students of SSAT were given a tour of the university through Coordinators.





**BUSINESS
WEEK**

SALES WORKSHOP

2nd January 2022

SOBA-Society at Mohammad Ali Jinnah University welcomed Zain Fattani, CEO Al-Zaini Industries, to give educate students about the importance of sales in the industry. The session was organized in Auditorium Block-C, MAJU. In the workshop, students learned about the latest trends in the sales industry, discovered new tools and softwares and how to use them, how to deal with customers and gained valuable experience from industry experts. The guest was awarded a shield as a token of appreciation by the Head of Department Mr. Javed Baloch.



Naeem gave an overview of E- Commerce and working on Amazon such as increasing sales, applying different strategies to run a business. The guest then told us about the different distributor like pallet, Fly, EE-Distributor, etc. He showed their Seller account to audience and encouraged them to create an account on EE-Distributor. MAJU was very appreciative of Mr. Umer Naeem and awarded him a shield as a remembrance of his visit.

MAJU TALK ON AMAZON

2nd January 2023

SOBA-Society at Mohammad Ali Jinnah University welcomed Mr. Umer Naeem, who is an entrepreneur, business coach and founder of UMR LLC. Mr. Umer





INTER-COLLEGE DEBATE COMPETITION

3rd January 2023

SOBA-Society managed an event which was an Inter-college debate competition where students from different colleges were invited to Mohammad Ali Jinnah University to participate in the Inter-College Debate

Competition. This Competition was judged by Ms. Rafia Awan, an anchor person from ARY News who is also an alumni of Mohammad Ali Jinnah University. The Second judge was a faculty of our university, Mohammad Rehan. This Competition was organized to showcase the public speaking and enhance the debating skills of the college students. The Students were given the option to select their topic from the given choices and each debate was given 3 - 4



minutes of duration. The session was organized in Auditorium block-C 2nd floor at MAJU. There were 11 participants from different colleges. It was a great experience to listen to the debates of the college students. We had assigned 7 to 8 volunteers in rotation by their class timings, including all the heads of our society for this event and were provided with

name plates. The Head of Department, Mr. Javed Baloch and Dean, Dr. Hina Fatima awarded prize money and certificates to the winners and participants, respectively on the behalf of the university. Ms. Rafia Awan appreciated the hospitality of the faculty members and the students. The Guests were presented with the shield by the Head of Department and the Dean.



IMPORTANCE OF BUSINESS ETHICS & SUSTAINABLE DEVELOPMENT

3rd January 2023

Importance of Sustainable Development and Business Ethics in Pakistan is the subject of a seminar held at CS-Audi by the SOBA Society and Business Ethics students. The invited guests were Commander Muhammad Zakir (CEO Commander Builders), Farooq Afzal, Dr. Mirza Ikhtiar Baig, Madam Asma and Dr. Hina Fatima (Dean, Faculty of Management Sciences). Commander Zakir delivered a speech on 17 Sustainable Development Goals related to the Mr. Phillip Narrative. He taught us to be exceptional rather than ordinary. The major goal of the narrative is to "DREAM BIG, ACHIEVE BIG", he also informed us about his new project at Commander City. In this city, 10 lac houses will be built and 50 lac people will live. He also established the "Zindagi Badal Do" scheme and desired that everyone should be a billionaire. Mr. Farooq Afzal delivered a lecture focusing on Business Ethics from an Islamic Perspective and advised the audience to be fair in business. He stated that he wants schools and institutions to focus on student rearing in the same way it is done in Japan. Dr. Mirza Ikhtiar Baig gave a speech in which he emphasized the importance of ethics from both the employer and employee perspectives. Through this teaching, when we go to work in any company, we should work honestly and ethically. Finally, Dr. Hina Fatima presented shields to respected and honorable visitors and offered them a vote of appreciation.



Commander Zakir delivered a speech on 17 Sustainable Development Goals related to the Mr. Phillip Narrative. He taught us to be exceptional rather than ordinary. The major goal of the narrative is to "DREAM BIG, ACHIEVE BIG", he also informed us about his new project at Commander City. In this city, 10 lac houses will be built and 50 lac people will live. He also established the "Zindagi Badal Do" scheme and desired that everyone should be a billionaire. Mr. Farooq Afzal delivered a lecture

focusing on Business Ethics from an Islamic Perspective and advised the audience to be fair in business. He stated that he wants schools and institutions to focus on student rearing in the same way it is done in Japan. Dr. Mirza Ikhtiar Baig gave a speech in which he emphasized the importance of ethics from both the employer and employee perspectives. Through this teaching, when we go to work in any company, we should work honestly and ethically. Finally, Dr. Hina Fatima presented shields to respected and honorable visitors and offered them a vote of appreciation.



IMPACT OF CLIMATE CHANGE ON THE ECONOMY OF PAKISTAN

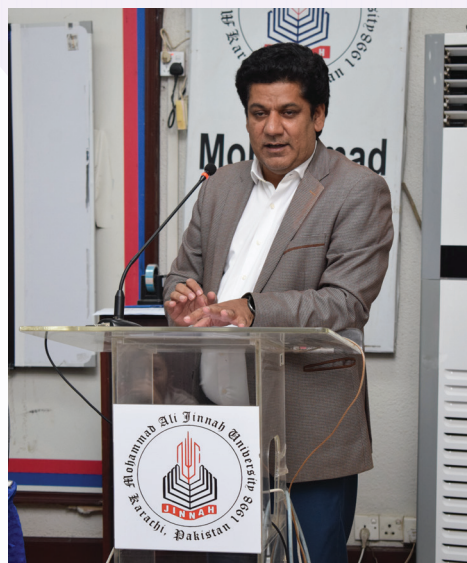
3rd January 2023



SOBA-Society at Mohammad Ali Jinnah University welcomed Jahangeer Asad (CEO MECPAK). The session was to educate students about the impact of climate change on the economy of Pakistan. It was an awareness session on climate change which has been causing an increase in the number of extreme weather conditions. How climate change has

effected agricultural activities and increased poverty. The session was organized in Auditorium, Block-A, MAJU. The session was a great way for

students to become aware of the impact of climate change in the economy of Pakistan. At this Awareness Session, students learned about the effects of climate change on the economy which could be seen in several ways: the price of food may increase due to climate change or there may be more floods and droughts, which could lead to increased costs for disaster relief services; or there may be more frequent natural disasters such as earthquakes and hurricanes. How an individual or the government collectively can play their role in preventing climate change. We had 6 volunteers including the heads of our society for this event and the heads were provided with name plates. The Guest was provided with shield on the behalf of the University. As a departmental society,



it was an honor to manage and execute the event in a professional and organized manner. Our members of society and heads took part actively and made sure that the event ran smoothly.

As a departmental society, it was an honor to manage and execute the event in a professional and organized manner. Our members of society and heads took part actively and made sure that the event ran smoothly.



DAY 2

CASE-STUDY COMPETITION

4th January 2023

SOBA-Society at Mohammad Ali Jinnah University organized a Case Study Competition for business students which is a great way to boost students resume and advance their careers for those who want to add some valuable extracurricular activities to their resume. The Competition was held to



learn new skills, build confidence and develop critical thinking. The session was organized in classroom CF-C8, Block-C, MAJU. 4 volunteers along with the heads of SOBA-S were present for this event. The Head of Department and Dean presented shields to both the guests on the behalf of the university.



PANEL INTERVIEWS

4th January 2023



SOBA-Society at Mohammad Ali Jinnah University organized Panel Interviews for business students which is a great way to provide students opportunities to work in the corporate world and advance their careers. The Panel Interviews were conducted by Syed Umair Ahmed Zaidi (*Head of Director CITS IT services & Management service*

provider) and Kashif Munir (*CEO Courier X logistics Firm*). Panel Interviews are conducted to give students a chance to showcase the strongest attributes that can help the company succeed and give a good reason on why you should be selected. The session was organized in the Faculty Lounge, Block-C, MAJU. The Head of Department (HOD) and Dean presented shields to both the guests on the behalf of the university.

SUSTAINABLE PRACTICES FOR THE COLLECTIVE FUTURE

4th January 2023

SOBA-Society at Mohammad Ali Jinnah University organized and managed this awareness session on Sustainable Practices for the Collective Future given by Dr. Adnan Butt (*PhD Green Marketing, Lead Sustainability Consultant, Green Alpha Consultancy*) and Mr. Salman Hameed (*PhD Sustainable Behaviors, Sustainability Consultant, Green Alpha Consultancy*). The session was organized in the Auditorium, Block-C, MAJU. The goal of the session was for students to learn about the unsustainable lifestyles people lead and how to change them in order to protect our planet and our collective futures. The Head of Department and Dean presented shields to both the guests on the behalf of the university.



MAJU TALK ON BUSINESS

4th January 2023

SOBA-Society at Mohammad Ali Jinnah University welcomed Prof Dr. Farhan Essa (*CEO of Dr. Essa Laboratory & Diagnostic Centre*). Dr. Essa shared his business experiences and gave valuable advice on how to overcome obstacles and succeed in the business world. The event was an insightful and engaging opportunity for students to network with a veteran industry professional and learn from him. He shared his personal business experiences and offered valuable insights into entrepreneurship, inspiring the audience of young students to pursue their own business ventures. . There was also an interactive Q&A session with the students. The Head of Department presented shield to the guest on the behalf of the university.



CAREER COUNSELLING & JOB HUNTING WORKSHOP

5th January 2023

SOBA-Society at Mohammad Ali Jinnah University organized a Career Counselling and Job Hunting Workshop for business students, designed to help students find the perfect career for themselves. This Session was given by Mr. Sohaib Khan (*Head-Centralized Human Resources at AL-Karam Towel Industries (Pvt.) Ltd.*). It is a great way to boost students resume and advance their careers. The Workshop has also provided students with tips on writing resumes and cover letters, and how to prepare for interviews. The session was organized in Auditorium, Block-C, MAJU. At the end, the Head of Department and Dean presented shields to both the guests on the behalf of the university.



CLASS PROJECT EXHIBITION

5th January 2023

SOBA-Society at Mohammad Ali Jinnah University managed the Class Project Exhibition hosted by Sir Umer Rafiq. This Session was judged by Dr. Aziz ur Rehman Saifi (*Assistant Professor University of Karachi Department of Arabic*), Mufti M. Junaid Saleem (*PHD Scholar University of Karachi, Director Assad Shariah Consultancy services*) and Moulana Furqan (*Head of Training Faisal Bank*).



The Session was an important to understand Islamic values and how they can contribute to a more tolerant and peaceful world. The Head of Department and Dean presented shields to both the guests on the behalf of the university. The session was held at Auditorium, Block-C, MAJU. We rotated around 5 volunteer according to their classes.

INTER-UNIVERSITY BUSINESS PROJECT COMPETITION

5th January 2023

SOBA-Society organized the Inter-University Business Project Competition. This Competition was judged by Mr. Rizwan (*Manager BIC, Bahria University, Karachi Campus*) and Ms. Asma Chang (*PhD. Scholar SZABIST, Senior Lecturer, Dept of Management Sciences, MAJU*). This Competition was organized to give students the chance to demonstrate and pitch their business projects to the industry experts and gain valuable



experience in the field. Multiple Universities were invited to participate in this Competition. The Students were provided with the guidelines of the Inter-University Business Project Competition and the time duration to present their research work was 10 to 12 minutes. We scheduled around 8 volunteers in rotation according to their duties and class timings.



The session was organized in Auditorium, Block-C, MAJU. There were 10 participants from different Universities. The competition had participants from various universities, including Bahria University Karachi Campus (*BUKC*), Karachi Institute of Economics and Technology (*PAF-KIET*), and Muhammad Ali Jinnah University (*MAJU*).

The students presented a range of projects and prototypes, including:

- Sharek-E-Hayat
- Solar Mobile Charging Station
- Zero Waste
- Rapid Transport
- Organicure
- Plug-In
- Lunch Box
- Creations Pakistan
- Our Vision App
- Giro Fizzopical





It was a great opportunity to see what research work they have done and how they have come up with small business ideas & projects and how they are working on them. It was a great opportunity to not only showcase their business idea but also to meet other like-minded students and learn from industry experts. The participants were judged on multiple factors

including the following:

- Feasibility Report
- Business Plan
- Final Research Project
- Consultancy Report
- Presentation

Sharek E Hayat was a website created by the participants from PAF-KIET, designed to enable individuals to connect with one another, learn about them and potentially get married secured the first position in the competition.

The Head of Department and Dean presented Prize money and certificates to the winners and participants, respectively on the behalf of the university. Mr. Rizwan was quite appreciative of the hospitality provided by our society and he was presented with shield by the Head of Department and the Dean. We had 7 to 8 volunteers including all the heads of our society managing this event.




As the School of Business Administration Society (SOBA-S) bids farewell, we would like to express our gratitude to the university for providing us with a platform to educate students on real-world business problems, connect them with industry experts and bring career opportunities. We appreciate the support and guidance from the University throughout our journey and we are proud to have been part of this incredible Society.

We are proud of the impact we have had on our students and the broader community, and we could not have achieved our goals without the support of the University. We want to express our gratitude to the University for its strong support and commitment to providing quality education and opportunities to students. We have learned so much from our time here, and we will cherish the memories and experiences that we have gained. We appreciate the University's commitment to promoting a culture of academic excellence and community engagement.


Thank you for the continued support and wonderful opportunity to serve the University and make a positive impact on students' lives. We wish the University all the best in its future.




 [mohammadalijinnahuniversityofficial/](https://www.facebook.com/mohammadalijinnahuniversityofficial/)

 [majusobas](https://www.facebook.com/majusobas)

 [majuofficial](https://www.instagram.com/majuofficial)

 [maju_sobas](https://www.instagram.com/maju_sobas)

 jinnah.edu