



**DMS**

# NEWSLETTER

**Jan-June 2025**

# NEWSLETTER

## DMS NBEAC Accredited



The NBEAC Peer Review Team (PRT) visited Lahore Garrison University from **11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> Dec 2024** to conduct an in-depth evaluation of NBEAC Forms, Proforma, and Annexure. The PRT visit started with the recitation of the Holy Quran, followed by the registrar and HOD's brief. After briefs, PRT binding recommendations were discussed, followed by a detailed review of all forms, starting with a few verses of Quran-e-Pak at 09:35am, and then the Registrar introduced Lahore Garrison University and faculty members as well.

The National Business Education Accreditation Council (NBEAC) has approved accreditation to the BBA program of the Department of Management Sciences (DMS), Lahore Garrison University.

***This accreditation is awarded under the category "X"***

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# 5th International Conference on Management (ICMS)

14<sup>th</sup> -18<sup>th</sup> Apr-2025

5th ICMS, held under the theme " Sustainable Future, Artificial Intelligence, Innovation & Leadership for a Resilient World." The conference was held in collaboration of three different universities. Lahore Garrison University conceived the idea to hold the conference in collaboration with University of Poonch, Rawalakot, and Foundation University, Islamabad.



## DAY 1- UNIVERSITY OF POONCH RAWALAKOT

On Day1, University of Poonch Rawalakot (UPR) successfully hosted the of 5th International Conference on Management-5thICMS with the compelling theme "Sustainable Future, Artificial Intelligence, Innovation & Leadership for a Resilient World " on the 14th of April 2025. The event was graced by the presence of esteemed individuals, including Vice Chancellor LGU Major General M. Khalil Dar, HI(M) (R) as the Patron, Vice Chancellor UPR Prof. Dr. Muhammad Zakria Zakar as Co-Patron, Prof. Dr. Rizwana Bashir as the Conference Chair, and Dr. Inayat Ul Haq as Conference Secretary.



## DAY 2- FOUNDATION UNIVERSITY ISLAMABAD

Conference Chair Dr. Rizwana gave the conference brief to the audience. While explaining the theme she told in today's era where technology is advancing faster than policy, leadership is being redefined, and sustainability is no longer optional—it is essential.

Patron in Chief Maj. Gen. Muhammad Khalil Dar (Retd) HI [M] He discussed facts about conference which were we have received 132 papers from Australia, South Africa, Turkey, China, Sri Lanka, Morocco, Bahrain, Malaysia with 3 foreign speakers who are physically participating and 5 who will be contributing online, reflects that this idea of our have been well received.

# 5th International Conference on Management (ICMS)

Dates: 14<sup>th</sup> -18<sup>th</sup> April 2025



## DAY 3- LAHORE GARRISON UNIVERSITY

The closing ceremony of the 5th International Conference on Management Sciences (ICMS) with the compelling theme "Sustainable Future, Artificial Intelligence, Innovation & Leadership for a Resilient World " was held on the 18th of April 2025 at Lahore Garrison University. The event was graced by the presence of esteemed individuals, including Vice Chancellor LGU Major General M. Khalil Dar, HI(M) (R) as the Patron in Chief, Guest of Honor Rana Sikander Hayat Education Minister Punjab, Chief Guest Malik Muhammad Ahmed Khan Speaker Punjab Assembly, Keynote Speakers Ms. Falahat Imran (President-Women Chamber of Commerce and Industry, Lahore), Mr. Aamir Mumtaz (Restructuring & Turnaround Advisor & Investor, New York, USA), Prof. Dr. Saad Rehman (Director General, Khairpur Institute of Technology), Prof. Dr. Ruhet Genc (Professor, Turkish German University, Turkey), Conference Chair Prof. Dr. Rizwana Bashir and Dr. Inayat Ul Haq as conference secretary.



# Entrepreneurship Gala & FYP Display



On 18th April 2025, students showcased their final-year entrepreneurial projects before a panel of industry experts and academic peers, creating a dynamic platform for innovation and collaboration. The event aimed to strengthen industry-academia linkages through expert evaluation and constructive feedback, while also celebrating creativity by recognizing outstanding student projects.



The showcase not only highlighted students' entrepreneurial potential but also reinforced the university's commitment to nurturing future-ready innovators.



## External Judges

- Dr. Syed Asim Ali Bukhari - SVP / Head - ESG at The Bank of Punjab.
- Dr. Syeda Nazish Zahra Bukhari - Assistant Professor, University of the Punjab
- Dr. Fariha Gul, Expert in Entrepreneurship and innovation, University of the Punjab
- Mr. Abdul Basit – Director at Smart Spatial, Founder & CEO at Bricksol Saudisol
- Muhammad Hamza Butt, Director MHB consultancy.
- Dr. Naaz Abbas, Director Planning & Development (PCSIR)
- Mr. Jawwad Jaffar, Head of Credit Monitoring & Collections at Wateen Telecom
- Dr. Ali Abbas, Assistant Professor, NUR International University, Lahore
- Mian Waqar Ahmad, Head of Sales and Marketing, Bio-Vet private Limited



The event aimed to showcase the innovative projects developed by final-year students from various disciplines, including business administration, computer science, and biotechnology. With a focus on entrepreneurship, the event provided a platform for students to present their ideas, receive feedback from industry experts, and engage with potential investors.

The event successfully fostered collaboration between students, faculty, and industry professionals, highlighting the creativity and innovation of the students. The feedback from industry experts was overwhelmingly positive, with several students being invited for further discussions with potential investors, making the event a significant success in terms of both student engagement and professional networking.

## FDP Navigating Academic Career in the AI Era

The Department of Management Sciences (DMS) organized a Faculty Development Program (FDP) on 19 Apr 2025 featuring distinguished international speakers, Prof. Dr. Rohet Genc and Prof. Dr. Badlishah Ahmad. The event aimed to raise awareness among faculty members about the evolving role of Artificial Intelligence (AI) in academia while emphasizing the importance of maintaining sustainable practices. Through insightful discussions and expert guidance, the FDP highlighted how AI can be effectively integrated into academic environments to enhance learning, research, and operational sustainability.



### Takeaways

- Understanding AI's Impact on Academia.
- Sustainable Integration of Technology.
- Future-Ready Academic Practices.
- Ethical and Responsible AI Use



## Training of Teachers (ToT) workshop on The Role of Central Bank in the Economy: A Dive into Monetary and Economic Policymaking at the SBP

It was a two-day session conducted on 14-15 April 2025 focused on enhancing knowledge and understanding of the central bank's role in economic development through the formulation and implementation of monetary policy. The trainers included key SBP officers who have been part of the State Bank's Monetary Policy Committee (formulation and design), including Dr. Waqas Ahmed (Director, SBP Research Department), Mr. Amin Lodhi (Executive Director, Monetary Policy and Research Group), and Dr Muhammad Rehman.



### Rozee.pk Portal Training

The training arranged on 21 May 2025 To train faculty on how to use the rozee.pk portal to get students and alumni registered. Mr. Ali Abbas and Mr. Ammar from Rozee.pk conducted a session on training FMs on how to use rozee.pk portal.



# 12<sup>th</sup> DDC 2025

## (Contextualizing Business Education for a Sustainable, Digital, and Inclusive Future)

The Conference was held on 17–18 Feb 2025.

This conference explored the future of business education by addressing the integration of sustainability, technology, and cultural inclusiveness into the core of business schools. It highlighted the transformative role of educational leaders and faculty in shaping curricula and pedagogy that meet the needs of an ever-changing global economy.

The conference started with the opening remarks by Dr. Naukhez Sarwar, Chairman, NBEAC, followed by various breakout sessions, details of which are given below:

1. Integrating Heritage and Folk Wisdom into Business Education
2. Breakout Session 1: Leveraging AI and Big Data in Business Research
3. Breakout Session II: Industry-based students' research and faculty consulting projects

**Breakout Session I: Embedding sustainability and SDGs in curricula and pedagogy**

The session revolved around gaining insights to integrate sustainability principles and the UN Sustainable Development Goals (SDGs) into academic programs, research agendas, and campus initiatives.

**Panel Discussion:** The Strategic Role of Leadership in Transforming Business Education. This plenary session highlighted the pivotal role of academic leadership in driving the transformation of business education. It is reiterated that deans, directors, and administrative leaders of educational institutes must foster partnerships with industries and communities to enhance the impact of business schools.

**Dinners and networking opportunities at:**  
UOL (Raiwind Campus) on 16th February' 2025  
Fast (Faisal Town Campus) on 17th February' 2025



# PANEL TALK

- CUSTOMER RELATION MANAGEMENT
- HUMAN RESOURCE DEVELOPMENT
- CRITICAL SKILLS DEVELOPMENT



The Department of Management Sciences hosted a thought-provoking Panel Talk on CRM, HRM, and Critical Skills by 14<sup>th</sup> June 2025. The session brought together distinguished industry experts and academic leaders to bridge the gap between theoretical learning and real-world business practices. The Dean SS Prof. Dr. Rizwana Bashir opened the session by emphasizing that CRM and HRM have evolved into strategic engines for innovation and long-term growth, particularly in an AI-driven, fast-paced world where critical thinking, empathy, and adaptability define effective leadership.



- CRM and HRM are now strategic engines for innovation and growth.
- Critical thinking, empathy, and adaptability define future-ready leaders.
- Ideal candidates must show agility, initiative, and innovation.
- Empathy is essential for building meaningful customer relationships.
- Listening is the most critical skill in leadership and conflict resolution.
- The session effectively bridged academic knowledge with industry insights.

## Takeaways



# Tabeer Exchange Program in the United State of America



## 20<sup>th</sup> Feb – 2<sup>nd</sup> March 2025

The Project Tabeer 2025 delegation embarked on a 15-day immersive journey to explore the U.S. entrepreneurship ecosystem. The team visited prominent accelerators, universities, and met with entrepreneurs, investors, and change-makers in Boston, New York, and Silicon Valley.

- Student Societies
- Industry Engagement
- Collaboration Opportunities
- Entrepreneurship as a Solution
- STEM and AI
- Critical Thinking and Skills Development



## Feed back / Recommendations for LGU

- Impact comes with empowered student societies/clubs
- Industry engagement in FYPs
- Common interest for collaboration
- Entrepreneurship is solution to problems around
- Look for import substitute startup ideas
- STEM has a lot of potential
- Learn and teach everyone AI
- Data science for everyone
- Develop critical thinking
- Teach Skills in all programs
- Exit focus in our teaching/training



# The Role of AI in Business Management

A thought-provoking lecture on "The Role of AI in Business Management" was recently held at the Iqbal Auditorium, Lahore Garrison University. The event served as a landmark academic gathering, graced by the honorable Vice Chancellor, Registrar, Deans, HoDs, and faculty members from across departments.

The session aimed to highlight how artificial intelligence (AI) is revolutionizing business practices and transforming decision-making processes in the modern world.



The event opened with an inspiring address from the Registrar's Office, highlighting the crucial role of artificial intelligence in shaping the future of education and business. The Registrar emphasized that embracing such technological advancements is no longer optional but essential for staying competitive in today's rapidly evolving world.

## FEATURING EXPERT LECTURES ON ARTIFICIAL INTELLIGENCE BY ESTEEMED FACULTY MEMBERS

1. Dr. Inayat (Department of Management Sciences)
2. Dr. Manzar (Chemistry Department)
3. Dr. Sarmad (Mathematics Department)
4. Dr. Asif (Dean, Computer Science)

The keynote lecture was delivered by Dr. Inayat ul Haq chairperson Department of Management Sciences who have expertise in AI and business management, focusing on the transformative potential of AI in enhancing business strategies, optimizing operations, and improving customer experiences. Real-world examples were presented to demonstrate how AI tools are being leveraged across various industries to achieve efficiency and sustainability.

Following the lecture, an engaging Q&A session sparked lively interaction between the faculty and the speaker. Participants delved into thought-provoking discussions on the challenges and opportunities of integrating AI into business management curricula. The conversation touched on pressing issues such as the ethical implications of AI, strategies for preparing students for AI-driven workplaces, and the evolving nature of leadership in an AI-enabled business environment.

The session not only addressed current concerns but also opened new avenues for academic innovation, leaving the audience with valuable insights into how AI is set to redefine the future of business education and professional practice. The outcomes of the session were:

- Enhanced Understanding
- Networking Opportunity
- Future Collaborations

The lecture on "The Role of AI in Business Management" was a resounding success, marking an important step towards fostering an AI-informed academic and professional culture at LGU.

# Faculty Development Program (FDP)



The Faculty Development Program, held on 22–23 Jan 2025, highlighted the pivotal role of faculty in shaping the future of academic institutions. With a strong focus on teaching excellence, innovative pedagogical approaches, and strategies to enrich student learning, the program provided an engaging platform for faculty members to enhance their skills and exchange ideas.

#### Attendees:

- Dr. Muhammad Omar (Assistant Professor-DMS)
- Dr. Abdul Khaliq Alvi (Assistant Professor-DMS)
- Mr. Mazhar Faid Chishti (Assistant Professor-DMS)
- Ms. Sana Sarwar (Lecturer-DMS)

Key discussions included fostering a strong research culture, improving research productivity, and strategic planning for faculty hiring, retention, rewards, and development to ensure sustainable growth.



#### FDP HIGHLIGHTS

- Gained insights into the pivotal role of faculty in shaping the academic and professional success of a business school.
- Explored pedagogical strategies and methodologies across various degree programs to improve teaching effectiveness.
- Recognized the importance of institutional culture and resources in developing a strong research portfolio and aligning with strategic priorities.



### Faculty Standards and Tables Seminar (AACSB Training)

- Interpret AACSB Accreditation Standards – Participants gained a deep understanding of Standards 3 (Faculty and Professional Staff Resources) and 8 (Impact of Scholarship) and how they apply to faculty qualifications and research impact.
- Learn Best Practices – The training provided insights into best practices from other AACSB-accredited institutions, showcasing innovative faculty management and accreditation strategies.
- Enhance Data Presentation Skills – Participants learned how to present faculty composition effectively using AACSB tables, including Table 3-1 (Faculty Sufficiency and Qualifications) and Table 8-1 (Intellectual Contributions).
- Apply Strategic Decision-Making – Attendees engaged in exercises and case studies to analyze faculty deployment, research impact, and alignment with institutional missions.

**AACSB accreditation standards, particularly focusing on faculty qualifications, sufficiency, and impact of scholarship.**

## Thought leadership and research impact seminar AACSB & NBEAC

The seminar held on 19-20 Feb 2025. The seminar provided a comprehensive understanding of AACSB 2020 standards, focusing on thought leadership, research impact, and societal contributions. It emphasized aligning research initiatives with institutional missions and measuring their effectiveness. Key discussions included accreditation requirements, fostering a research-driven academic culture, and assessing research contributions to ensure alignment with societal needs.

Additionally, the seminar explored methods to enhance institutional progress in thought leadership and research impact. Participants engaged in discussions on best practices for integrating thought leadership into academic frameworks and improving the visibility of research contributions. The event also highlighted strategies for strengthening academic-industry collaborations and expanding the societal impact of research efforts.

The seminar successfully facilitated networking opportunities, enabling participants to connect with academics from other business schools. Institutions gained valuable insights into improving research impact and aligning their missions with AACSB accreditation standards. These discussions will help institutions reinforce their position in the global academic landscape and drive meaningful contributions to the field of management sciences.



## Lecture Planning, Content Generation and presentations through AI Tools

The session focused on leveraging AI tools for lecture planning, content generation, and presentations. Participants were introduced to various AI-powered platforms, including eduAI.De.AI, Lesson Up, ChatGPT-4, Prezi, and Gama.AI. The session was led by master trainer Dr. Inayat Ul Haq Subhani, with co-trainers Ms. Shan-e-Zehra (Lecturer, Computer Science) and Mr. Talha Farooq (Lecturer, Mass Communication). Attendees gained hands-on practical experience in structuring lesson plans, developing interactive content, and enhancing their presentation skills. An interactive Q&A session allowed participants to seek clarifications, with the Vice Chancellor and Deans also engaging in the discussion. The workshop concluded with a feedback survey, where participants expressed highly positive responses. They acknowledged gaining valuable practical experience and recognized the effectiveness of AI tools in modern teaching methodologies.

On 19 February 2025, a highly engaging session on AI in Education was conducted under the guidance of Dr. Inayat Ul Haq Subhani (Master Trainer), with co-trainers Ms. Shan e Zehra (Lecturer, CS Department) and Mr. Talha Farooq (Lecturer, Mass Communication). The event showcased how AI can revolutionize lecture planning and content delivery, providing faculty with hands-on experience and practical tools to enhance instructional strategies. A lively Q&A session and interactive activities further enriched the learning experience, leaving participants inspired to integrate AI into their teaching practices.



# NBEAC'S TRAINING ON CASE WRITING



*Date:*  
*Module 1:*  
 19-Dec-2024  
*Module 2:*  
 6<sup>th</sup> & 7<sup>th</sup> Jan-2025  
*Module 3:*  
 11<sup>th</sup> Feb-2025

This workshop aimed at providing faculty members with first-hand experience in initiating a business case in their area of interest and completing it for class use. The experience thus gained instill in faculty members the skills and confidence to continue to write cases to enrich their classroom teaching.

- Better appreciation of the importance of case writing.
- Better understanding of the case writing process.
- Increased understanding of the challenges faced in case writing and their solutions.

The Training and Development Wing of NBEAC HEC organized a comprehensive Multi-module program titled "Case Writing", scheduled to take place in December, January, and February 2024-25, at SZABIST University, Islamabad. Recognizing the growing interest among faculty members in developing their own cases reflecting local business realities & empowering faculty in case writing.

On account of the popularity of case-based pedagogy faculty members are often interested in writing cases themselves to capture the realities of local business.



# 1<sup>ST</sup> CORPORATE ADVISORY BOARD (CAB) MEETING



The 1st Corporate Advisory Board (CAB) meeting of the Department of Management Sciences was successfully held on March 20, 2025, at Usman Shaukat Hall. Industry experts from leading organizations, faculty members, and stakeholders participated to discuss the Bachelor in Digital Business program, curriculum enhancements, and industry-academia collaboration.

Prof. Dr. Rizwana Bashir, Dean, Faculty of Social Sciences, shared an insightful overview of the Bachelors in Digital Business Program. She outlined the objectives of the meeting, warmly acknowledged the contributions of industry experts and esteemed attendees, and emphasized the strong rationale for launching the program.

Dr. Rizwana highlighted how the initiative directly responds to the growing industry demand for digital business expertise, ensuring its relevance and impact in the modern marketplace. Mr. Salman Altaf presented the Program Structure and Curriculum of the Bachelors in Digital Business, highlighting the blend of core courses and specialized tracks designed to equip students with future-ready skills. Under the guidance of Dr. Inayat Ul Haq Subhani, Chairperson, the session emphasized the seamless integration of technology, business, and digital transformation within the curriculum. An overview of courses proposed by various clusters was shared, followed by valuable suggestions from industry experts to strengthen the program. The discussion also addressed concerns and potential improvements, ensuring the curriculum remains dynamic, relevant, and industry-driven. Key discussions included AI integration in HR, Finance, Marketing, and Supply Chain courses, along with the introduction of new specializations. The meeting provided valuable insights and recommendations to align academic offerings with industry needs, ensuring future-ready graduates.

# Qawwali Night



The event is designed with multiple objectives in mind. It primarily aims to engage first semester students in meaningful activities that will allow them to build strong relationships with their peers while fostering a spirit of unity and togetherness. At the same time, the event seeks to connect students with their cultural heritage, providing them with an opportunity to appreciate traditions and values that shape their identity. For BMC students, it serves as a platform to experience working under pressure, managing time effectively, and enhancing leadership as well as interpersonal skills.

Beyond student development, the event also focuses on creating a vibrant and enjoyable atmosphere by involving faculty, students from all semesters, and even alumni, ensuring that everyone comes together to celebrate, learn, and be entertained.

The Qawwali Night brought together graduates, students & teachers from various departments to connect, enjoy & celebrate together. This event proved to be a memorable occasion. The event started On-time and seamless transitions between performance. There was Effective coordination among vendors and staff. The qawwalis were of the student's choice. The food quality was good. The students loved the décor & had captured a lot of memories.



## STUDENT' COMMUNITY SERVICE CLUB (CSB) ACTIVITIES

The Community Service Club organized an Eid gift distribution event for the families of 50 Shuhada. A total of 50 gift baskets were carefully prepared and distributed in Askari XI. The initiative aimed to honor the sacrifices of the martyrs and bring joy to their families during the festive occasion of Eid. The Vice Chancellor of Lahore Garrison University generously provided the funds for the gifts, enabling the club to successfully execute the initiative. Club members actively participated in the preparation and distribution process, ensuring that each family received their gifts with respect and gratitude.



The Gratitude Gathering: A Special Iftar Evening was successfully organized to appreciate the first-level employees of LGU for their dedication and service. The event fostered an inclusive and respectful environment where employees were able to enjoy a well-arranged Iftar meal in the company of VC, Directors, Deans, faculty and students. Acknowledgment Speech were delivered by worthy VC, emphasizing the importance of gratitude and community service. Additionally, as a token of appreciation, the Community Service Club distributed Eid gifts to the employees, further enhancing the spirit of generosity and celebration.



The event not only strengthened the bond between the university and its employees through a heartfelt gesture of gratitude but also inspired students and faculty to actively engage in community service initiatives. By promoting a spirit of inclusivity and respect for all, the program showcased the power of collective efforts through a successful donation drive and well-executed activities. Most importantly, it set a positive tradition of appreciation and service that will continue to enrich the university community in the years ahead. Many attendees highlighted that the initiative fostered a sense of belonging and strengthened the bond between the university and its workforce. The successful execution of the donation drive and Iftar gathering demonstrated the impact of collaborative efforts and the value of giving back to the community.

# RECRUITMENT DRIVE BY PROGRAMMERS FORCE



The recruitment drive was led by Ms. Reena Khan, Manager Campus Programs, and Mr. Habib-ur-Rehman, International Recruiter, representing HR Force International – Programmers Force. Their active participation and guidance played a key role in connecting students with career opportunities and strengthening industry-academia collaboration.

On 21st March 2025, the Department of Management Sciences, Lahore Garrison University, in collaboration with Programmers Force, organized a dynamic Recruitment Drive to connect graduating students and alumni with promising career opportunities. The event featured on-the-spot, one-on-one interviews, giving participants firsthand exposure to industry expectations, valuable career guidance, and networking opportunities. With an impressive turnout and several candidates shortlisted for the next phase of recruitment, the initiative marked a successful step toward bridging the academia-industry gap and strengthening employability and professional growth at LGU.



**TO PROVIDE  
PLACEMENT OPPORTUNITIES FOR  
OUR GRADUATING STUDENTS AND  
ALUMNI**

Almost 16 Graduating Students of BBA & BSAF 8 & 2 Alumni appeared for interview out of these 11 students have been shortlisted for 2<sup>nd</sup> interview.



# Inter-University Business Idea Competition - 2025 (1<sup>st</sup> round) **SPARK**



On 10th April 2025, an engaging initiative was launched to foster entrepreneurial mindsets among university students through hands-on experiential learning. The program encouraged participants to think innovatively and develop solutions to real-world social, economic, and environmental challenges, while also promoting inter-university collaboration, networking, and idea exchange.



The event provided a vibrant platform where creativity met purpose, inspiring students to transform their ideas into impactful ventures. The event was graced by Ms. Susan L. Giesecke, Director of Global Engagement, Sutardja Center of Entrepreneurship & Technology, UC Berkeley, USA, as the Chief Guest. Their presence added great value to the occasion, inspiring students and faculty with their vision for global collaboration and academic excellence.



## External Judges

- Dr. Fakhar Abbas, HoD Innovation Hub, UoL
- Dr. Hina Jaffery, HoD, Green Business School, Green International University
- Dr. Maria Anjum, Director BIC, LCWU
- Ms. Noor Hassan, CEO, Zunf Medicare
- Dr. Abaid Ullah, Riphah International University
- Dr. Fariha Gul, University of the Punjab



The event took place across three key venues: Iqbal Auditorium, Jinnah Auditorium, and the Business Incubation Center (BIC) and was organized by the Garrison Entrepreneurship Society (GES) under the Department of Management Sciences.



The competition aimed to foster entrepreneurial thinking among students, encourage inter-university collaboration, and bridge academia with industry through a structured platform where participants could pitch their innovative business ideas. A total of 63 student teams participated, split between 34 internal teams from LGU and 28 external teams from esteemed institutions including Virtual University, Superior University, Riphah International University, Government College University, University of South Asia, and several others.

# Inter-University Business Idea Competition – 2025 Final Round SPARK



On 18th April 2025, a vibrant initiative was held to foster entrepreneurial mindsets among university students through experiential learning. The program inspired participants to think creatively and design innovative solutions addressing real-world social, economic, and environmental challenges.



The event was honored by the presence of Maj. Gen. (R) Khalil Dar, Vice Chancellor, Lahore Garrison University, and Prof. Dr. Rizwana Bashir, Dean, Faculty of Social Sciences, as Chief Guests.



### External Judges

- Mr. Omer Mubeen - CEO Deployers Group / Chairman Pakistan eCommerce Association
- Mr. Sajid Mehmood Chaudhry – Country Head Sales & Marketing, AL-Rehman Developers
- Mr. Qalab-e-Abbas – Assistant Professor/Incharge Academics Faculty of Mgt Sci, Master Entrepreneurial Coach, USA.
- Mr. Hadi Naeem – Head Marketing, International Brands at Nishat Ltd.



The Finale of Inter-University SPARK Business Idea Competition 2025 was held with great success on April 18<sup>th</sup>, 2025 at Lahore Garrison University. The event took place at Jinnah Auditorium, and was organized by the Garrison Entrepreneurship Society (GES) under the Department of Management Sciences.



The competition aimed to foster entrepreneurial thinking among students, encourage inter-university collaboration, and bridge academia with industry through a structured platform where participants could pitch their innovative business ideas. A total of 10 student teams were shortlisted for finale based on their evaluation in 1<sup>st</sup> round of SPARK held on April 10<sup>th</sup>, 2025. The SPARK Business Idea Competition 2025 served as a hallmark initiative that reinforced LGU's commitment to nurturing innovation, empowering students, and promoting sustainable entrepreneurial ecosystems.

# NBEAC'S TRAINING ON ACCREDITATION STANDARDS & STRATEGIES



*Date:*  
16<sup>th</sup> & 17<sup>th</sup> Jun 2025  
2 Days  
*Distributed in 4*  
*sessions.*

The Training and Development Wing of NBEAC, HEC, successfully conducted a two-day workshop on “NBEAC Accreditation Standards & Strategies” at City University, Peshawar, on 16–17 June 2025. The workshop offered participants an in-depth understanding of the newly launched NBEAC Accreditation Standards (Version 4.0), which will be implemented for accreditation reviews starting Spring 2025. The interactive sessions equipped attendees with practical insights to align institutional practices with the updated standards, marking a significant step toward advancing quality business education in Pakistan.

Given the growing importance of quality assurance and accreditation in higher education, this workshop aimed to orient faculty members and academic managers of business schools with the spirit and structure of NBEAC accreditation, and to build capacity around effective accreditation planning and execution. Participants gained in-depth insights into the performance areas of the updated standards, including their composition, criteria, and fulfillment strategies. The sessions were specifically beneficial for institutions undergoing accreditation reviews from July 2025 onwards, offering a practical roadmap and strategies for compliance, self-assessment, and continuous improvement.



# NBEAC'S TRAINING

## NEW DEVELOPMENTS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT CURRICULUM



*Date:*  
*Day 01:*  
 27<sup>th</sup> Jun 2025  
*Day 02:*  
 28<sup>th</sup> Jun 2025  
 2 Days  
 Distributed  
 in  
 8 Sessions.

### Takeaways:

- There is an urgent need to redesign OSCM curricula to include digital transformation, sustainability, and risk management, ensuring alignment with the evolving job market and industry 4.0 standards.
- Practical exposure to ERP systems, procurement platforms (like SAP Ariba), data analytics, and simulation software is essential for equipping students with industry-relevant skills.
- Discussion on how interdisciplinary integration (e.g., data analytics, sustainability, and behavioral operations) is becoming essential in course design.

This two-day workshop brought together faculty members, researchers, and professionals in operations and supply chain management to discuss the latest trends, research insights, and teaching methodologies. The primary focus was to explore how curriculum design can better reflect industry transformation, global supply chain dynamics, and technological disruption.

The sessions were interactive, combining case discussions, group reflections, and expert lectures that explored how academia can respond proactively to rapid changes in global supply networks, shifting employer expectations, and sustainability imperatives. The workshop also served as a platform for exchanging best practices and fostering academic-industry collaboration.



# Semester Abroad Program

## Esha Iqbal SP 21/BBA/033

- ☀️ A Life-Changing Experience:
- 💡 Discovered a vibrant new culture
- 📖 Grew both academically and personally
- 🌍 Built strong connections with students from different countries
- 👤 Gained confidence, independence, and a broader worldview.

## Qudsia Feroze SP 21/BBA/015

Fall 2023, I did an exchange program in Malaysia for 3 months. It was truly the most life changing experience. I spent a full semester studying in a diverse and academic driven environment. I gained anew perspective, formed strong friendships and created unforgettable memories. This journey not only broadened my academic horizons but also shaped me personally. It taught me independence and most importantly patience towards people perspectives. It made me realise the importance of stepping out of your comfort zone.

## Muhammad Aqib Khan Fa21/BBA/058

A passionate BBA (Hons) student from the remote town of Lakki Marwat in Khyber Pakhtunkhwa, I grew up in an area with limited educational resources. These circumstances taught me the value of perseverance and seizing every opportunity—not just for personal achievement, but to demonstrate that one's beginnings don't determine their future.

I'm grateful to Lahore Garrison University (LGU) for selecting me for their student exchange program at Universiti Tunku Abdul Rahman (UTAR) in Malaysia. This transformative experience came at a pivotal moment in my academic journey, opening doors I had never envisioned.



# Alumni Story



## Gulsher Bahadur Khan, Fa19/ BBA

I joined Lahore Garrison University in Fall 2019 as a Management Sciences student. Throughout my academic journey, I was mentored by outstanding faculty who helped enhance my skills and broaden my knowledge. I actively participated in extracurriculars—serving as event host, head of management, and Vice President of the Media Club. I proudly represented LGU as the State Bank of Pakistan (RAAST) Ambassador and won a national-level medal in shooting. In my 7th semester, I launched my own leather brand, gaining practical business experience. Post-graduation, I began my career at Faysal Bank. I'm grateful to LGU for shaping my success.



## Muhammad Asad Ayaz Khan, Sp 21/MBA

Strategic, forward-thinking, and impact driven, I am Muhammad Asad Ayaz Khan, an MBA graduate from Lahore Garrison University and a technology procurement professional at MCB Bank. I lead nationwide procurement operations, aligning tech solutions with business needs while driving efficiency, compliance, and long-term value. My career is rooted in strategic vision, enabling millions in optimized outcomes through enterprise sourcing. LGU instilled in me discipline, ethics, and real-world business acumen. To MBA students: master fundamentals, embrace technology, hone communication, and lead with integrity, your degree is a foundation for leadership in a constantly evolving world.



## Ahad Idrees, Fa18/ BBA

My journey began at Lahore Garrison University's Department of Management Sciences, where I gained the skills and confidence to thrive professionally. Soon after graduation, I joined Service Industries Limited as an Export Officer, applying classroom knowledge to real-world challenges. A key milestone followed when I became a Marketing Executive at Dolmen Mall Lahore, part of the renowned Dolmen Group. This role deepened my expertise in marketing within the retail and real estate sectors. I credit DMS LGU's practical learning environment and dedicated faculty for laying the groundwork for my success. I'm proud to be a DMS LGU alumnus.



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**"Ali Johar's Success Story"**

**ALI JOHAR**  
 Bachelors in Business Administration (Batch of 2025)

Specialization:  
**Supply Chain Management**

Secured a job at:  
**DEVISING**

Designation:  
**Associate Growth Officer**

*Supply Chain Management expertise empowers me to drive business growth and optimize operations effectively now. I navigate complex challenges with ease ensuring seamless delivery & maximum impact.*

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**ESHA IQBAL**  
 BBA FALL ( 2021-2025 )  
 Secured a job at **Steer Marketer** THROUGH ( ILO-DM

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**"Muniba's Success Story"**

**MUNIBA HUSSAIN**  
 Bachelors in Business Administration (Batch of 2024)

Specialization:  
**Human Resource Management**

Secured a job at:  
**Logicode Technologies**

Designation:  
**Jr Hr Generalist**

*Delighted to share that I have successfully transitioned into a role at Logicode Technologies facilitated by ILO-DMS. My specialization in HRM has been pivotal in augmenting my professional acumen.*