

Management Science

Newsletter

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Improve Life and Performance

We welcome you to the first edition of the Management Science newsletter. Our Head of the department Dr. Salman Ahmad has been instrumental in initiating this news letter. We earnestly request participation of all the faculty members in offering material and ideas to make the newsletter better. We greatly appreciate the contributions made by the faculty members in the form of short write ups.

Corporate Training

Corporate training is an area in which COMSATS can excel. With in-house resources like faculty, physical and technological facilities and a top ranking university brand name like COMSATS, we should be able to do quality work. Particularly the area of “soft” skills is widely neglected. The main reason is that its impact on the bottom line is grossly underestimated. Employees are not exactly machines as beautifully reminded to us by *Charlie Chaplin* in the Movie modern times. Employees need to be motivated and de stresses. We may initiate programs like *Corporate Stress Management*, which will help in managing stress thus leading to enhanced performance and employee welfare.

Events & Activities



Open House by Unilever

An open house was arranged by Unilever Pakistan Ltd, at the department of Management Science, on February 18, 2009. Tests and interviews were conducted for recruitment of management trainee officers and internees. Two students were selected for MOT and 20 were selected as trainees. Open house provided students with an opportunity to know the company better and to assess it as an employer.

Board of Studies Meeting

HOD Dr Salman Ahmad attended Board of Studies meeting in Islamabad. It was decided in the meeting that COMSATS will launch Masters in Public Administration (2 year Program) In September 2009. It was also decided to introduce Masters in Hospital Management, a (2 years program) at Sahiwal Campus. The progress on Masters in Energy Management was also discussed at the meeting.

Lunch for Faculty



A lunch was hosted by Abdul Farooq, Nayyyar Butt, Dr Abdul Haque and Tahir Aziz Khan, Assistant Professors, at the department of Management science roof top. The Faculty members had a great time chatting out in the open, overlooking the wide green areas that are the pride of COMSATS.



Open Air Movie

BBA B6 organized an open air movie for the gutsy comsians on Feb 17. The scary movie "Mirrors" was displayed on the big screen. Dr. Salman and Mrs. Salman were the guests of Honor and they enjoyed the movie. Students were excited and had real fun watching a horror movie at night with their friends. The night turned to be spooky and silent yet fun filled. And the best part is that showing a movie in open is going to be a trend at Management Sciences Block.

(Ebtesam Khalid BBA-B6)

Orientation Ceremony Spring 2009 of CIIT Lahore

Orientation ceremony is an important event for CIIT Lahore to familiarize the new students and their parents with the institution and its policies. This ceremony is always conducted at the start of every semester. COMSATS Institute of Information Technology conducted its orientation Ceremony for the new entrants of Spring 09 on 8th February, 2009. This was a formal function that facilitated the new students, their parents and the teachers to interact with each other. The ground behind the executive cafeteria was selected as its venue. Miss Nazish Bakht began the ceremony with recitation of the verses from the Holy Quran. The Director, CIIT Lahore, Dr. Shaukat Ali Hayat addressed the gathering. He emphasized on the importance of education and the on the quality of learning during his address. He concluded his address with the emphasis on the sense of belongingness to the institution and to the whole country. All the students proceeded to their respective departments for further briefing after the address of the Director. Miss Faiza Rehman, Lecturer, Department of Management Sciences, represented CIIT Lahore on behalf of the entire faculty and conducted the proceedings of the ceremony as an anchorperson. It is interesting to note that for the first time the Director, CIIT Lahore, addressed the students of all the disciplines at the “same time and on the same venue”. Previously it was the custom of the Orientation Ceremony that the director had to go to every department separately to address the students. Furthermore, Dr. Talat Afza, the Dean, Faculty of Business Administration and Dr. Salman, Head, Department of Management Sciences addressed the students at the end of the departmental orientation ceremony. The students were then taken for the departmental visit to have familiarity with their department and classes at the first day and were given their registration cards by their advisors later on.

(Faiza Rehman)

Entrepreneurship Workshop



Dr Azam Roomi came over from the University of Bedfordshire to conduct a workshop on Entrepreneurship for faculty on 12th and 13th February 2009. The best thing about him is that in spite of being *corporate type* he has his feet on the ground. He draws some interesting parallels between the business world and Islamic teachings. He told real life success stories of people who from apparently mundane events created business opportunities and made fortunes that seemed far beyond imagination when they were working as employees. His style is inspiring. Some of the faculty members who attended his workshop have reported that it has helped changed their prospective towards life and business management. It was a wonderful workshop. He also discussed case studies that are taught at the Harverd Busines School.

Dean visits to the Department of Management Sciences on 5th of March

Current financial crunch is indeed a matter of grave concern for all kinds of economic drivers, ranging from large global corporations to infant informal enterprises. It is becoming increasingly challenging for organizations to sustain market size, and thereby business profits. Mind you, academic institutions are no exception to the rule. In a bid to limit the impact of such economic shocks, the Department of Management Sciences at COMSATS-Lahore has been actively engaged in futuristic activities. The recent meeting of faculty with the Dean of Management Sciences is one practical example of it. The objective of the whole activity was to convene a formal session with the Dean so as to mutually explore the existing strengths, weaknesses, areas of opportunity and potential threats of the department. Quality assurance procedures and infrastructural support remained the focal point of the meeting. The session was headed by Dr Salman Ahmed, Head of the Management Sciences Department, COMSATS-Lahore, who commenced by presenting before the Dean a comprehensive presentation, highlighting all the aforementioned areas. Subsequently, the house was open to a question and answer session in which various faculty members candidly shared their view points on a diverse range of topics. Having comprehended the content of the discussion, the Dean terminated the session by delivering a valuable response to all the members of the house. It would not be wrong to say that the session, despite its bureaucratic structure, suggested some thought-provoking and practical initiatives. Moreover, it will act as a means for the department to communicate its concerns up to the level of Board of Governors.

(M. Shehryar Shahid)

“Strategic Entrepreneurship: Key to Globalization” SEG 2009 Symposium, Exhibition and All-Pakistan Competition

The Department of Management Sciences, COMSATS Institute of Information Technology, Lahore, hosted “**STRATEGIC ENTREPRENEURSHIP: Key to Globalization**” [SEG] symposium, exhibition and an All-Pakistan 1-Day competition, on January 27, 2009, at the premises of COMSATS, Lahore. This grand event was a first big event of its nature ever in the history of COMSATS Lahore. It was organized and implemented jointly by Mr. Kamran Hashmi, In-Charge SEG, and Syed Khurram Jafri, Assistant Professor, Department of Management Sciences. This symposium and exhibition provided the perfect platform to showcase the innovation and value-addition ideas of the young and raw talent of our nation from various institutions of excellence. These ideas exemplified discrete and quantifiable gains or held substantial promise in its approach and scope, which needed to harness the global demand and landscape. These ideas took the form of approaches that attempted to bridge the global innovative and economic divide. The goal was to promote a culture of innovation and constructive participation in our workplace and move us towards a knowledge-based economy. The Chief Guest was Bryan D. Hunt, Principal Officer, US Consulate, Lahore. The Special Guest of Honor was Mr. Tahir Javed Malik, Senior Vice President, Lahore Chamber of

Commerce and Industries. There were members of Faisalabad Chamber of Commerce and Industries, and Engineering Consultants for trade with China and Middle East, present at the event. The other attendees were Dr. Shaukat A. Hayat, Director, COMSATS, Lahore, Dr. Salman Ahmad, Head of Department, MS Department, Lahore, Mr. Rashid Najeeb, In-Charge, Student Affairs Cell, COMSATS, Lahore, and Mr. Sheikh Hanif, Advisor Administration, COMSATS, Lahore. The Heads of Departments of Chemical Engineering, Architecture, Telecommunications and Engineering, Physics, Mathematics, were all present at this occasion. There were 70 Project entries in the Exhibition and Competition, in which University of Central Punjab, PakTurk International Schools and Colleges, and School of International Studies for Sciences and Arts, competed head-to-head with COMSATS students for the coveted prize positions. The Project Competition in the University category was won by the Hand Relics team, followed by Euro Bridals, and Euro-Asia Jewelry in second and third places respectively. The School category was won by PakTurk. More than one thousand visitors came from all over Pakistan, to attend this symposium and show their support in this exercise of extreme national and global pertinence. Please visit the SEG website at www.ciitlahore.edu.pk/seg/index.html for the latest and the upcoming events.

Motivational quotes

Adversity reveals genius

The enjoyment we derive from life is inversely proportional to how much we blame our circumstances.

Whether you think you succeed or not, you are right

The best thing you can do for the poor is not to be one of them

Dreams are seedlings of reality

When we confront fear it disappears

There are toxic thoughts and there are tonic thoughts

Relaxation tip



- When you feel under stress do any thing unusual some thing you have never done before. Go to a park /place you have never gone before, read a type of book you have never read before. Taste a dish you have never tried before. Do any thing different
- Meditation is another word for relaxed state. Close your eyes and breathe deeply and visualize the most beautiful place you ever visited.

Teaching Business Management is a Performing Art
(Incorporating Personal Development in teaching)



Art is the process or product of deliberately and creatively arranging elements in a way that appeals to the senses or emotions.

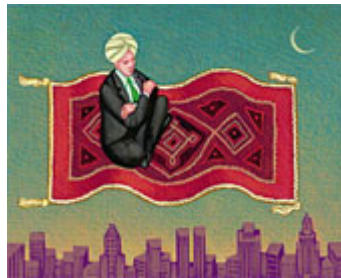
The **performing arts** are those forms of art in which artist uses own body, face and presence as a medium.

It is always an enjoyable experience visiting the performing arts festival in Lahore. It is so much fun. The ambience, the performers and motivated students acting as volunteers, all of this is a treat to watch. What do the performing artists do? They entertain and inform. As a teacher one feels that we are one of them. While Teaching we deliver a performance in each class. Much like any performance in performing arts. The difference being the audience in our case come with an expectation to be bored and mostly we teachers oblige. Some sessions are 3 hour long. My God! Listening to us for three hours! We need to dish out medals of bravery to students for that. I think it is about time that we got more *interactive* in teaching. Business management is such a fascinating area of human endeavor and learning, how could it be boring? Teaching too is a performing arts. It is more a *profession of the heart rather than the profession of mind*.

**Imagination is much more powerful than knowledge
(Einstein)**

WE must induct “soft” Personal Development topics in teaching of business. Though such induction demands a bit of creativity. Let us look at the objectives of teaching business management. What we try to do is that we teach students about business management as a sub set of life itself. These two leanings seem to be inseparable. That being the objective then teaching becomes a performing art. Almost any teacher of Business Management can add more interactive activities. Even those that are already doing it may use some new ideas. For example while teaching Organization Behavior Human Resource Management, Marketing Even in subjects like Finance, Economics and mathematics we may induct topics on Personal Development.

The art of story telling



There is no harm in opening up a little and telling some personal stories. Humbly told these stories help in inspiring and creating interest among the students. They also offer a welcome break from the monotony. Students as well as teachers are always faced with the question how to relate the material they teach with real life. On the topics of **Leadership** we may talk about unsung heroes. We may even humbly tell them stories from our own life. The point is that real life stories are inspiring and educate them about management issues.

Inspiring teachers

We all can relate to the experience of having some inspiring teachers from our school or college days; who in spite of being strict were very likeable because they had our best interest at their heart. We are indebted to all our teachers but those stand out that were **inspiring**. They told stories, even the personal ones. Education is not about transferring dry abstract concepts. We the teachers are people and should act like people. Yes we are role models, but human role models.

Opening the minds and making them think is important part of our job. We have to open up ourselves a little to do that. Education is not only about ideas, abstraction or visions it is about people.

Sources for “soft” Material

The New Paradigms in Business by Michael Ray is a good example of material that would help the cause of inducting “soft” topics in teaching of management. The more one reads it the more one likes it. There are *Poet managers* in it, there is talk of *spirituality* in management. As all teachers know that making students read is big challenge. To make them read we may suggested stuff like “*Chicken Soup for the soul*”.

(It is a collection of inspiring stories). Some teachers have said that they are even tempted to allocate some of discretionary marks to “Chicken soup for the soul” . The beauty of it is most stories are few pages long. Thus in small chunks one gets to read very inspiring stuff. As we know, *reading is the royal road to learning*. We should integrate ideas from personal development sources into course work where ever we can. For example if you are teaching Advertising and Event Management, the word Creativity would appear several times, Bingo! Bring creativity material from the fantastic writers like *Edward De Bono*. Even in teaching subjects like Economics there is room for story telling. Nobel Laureate *Milton Friedman* fascinating book “ *Free to choose*” is as much about economics as it is about people. While teaching management the topic self actualization appears, we may pump in some *Anthony Robbins* stuff . At Harvard university a course on *Happiness* is being taught by *Porf. Tal Ben-Shahar*.. *It is one of the most popular courses*. That means “soft” is in *fashion*. If that can be done at Harverd then why not elsewhere. *Andrew Matthews* is another example, he is a master of the craft of delivering great ideas in a light vain? Abraham Mallow’s Hierarchy of needs is a gold mine for induction on personal development in teaching. The only limitation is the imagination.

Use of Literature in Teaching Business



Poetry would come handy in teaching the softer topics e.g. *decision making* in business as decision making we know is closely related to the eternal debate of heart and mind. It is sad that so many students don't read any literature. A deeper understanding of the art and science of management can occur with the reading of literature. Students of business must read some literature. It will build prospective on how people think, live and feel. Management is nothing separate from human emotions. Soft words like *caring & spirituality*, probably would appear strange to some when used in the business management context, but then isn't business about people and their aspirations, decisions, dreams, visions, limitations, desires, needs, emotions, relations and interactions. There is no harm in inducting literature as long as the students can see the relationship with the course. Even *Sufi poetry* can come handy in societal issues in management. I think students deserve some diversion now and then. We have tried it and we promise you it works. Even *meditation* may be introduced in the topics of brain storming in advertising, marketing, new product development etc. Movies are also a help in teaching *Michel Douglas's "Greed is good"* speech in the movie Wall Street, may come handy in teaching management, corporate governance and insider trading. *John Davis* great Poem *Leisure* can come handy in teaching – Work / life balance in Human Resource management or Organizational Behavior. We don't have to base the whole course on this "out side" material, but we may punctuate our teaching with such stuff. It would add color to the teaching.

We may conclude that *teaching is one of the performing arts*. Teaching of business management has many more possibilities than being explored at the moment. With this article we invite all the teachers of Business management to induct more Personal Development stuff into the teaching of conventional Business Management courses. We have suggested some ways of doing that, but the possibilities are limited by our imagination only. If we are not going to do it, who else is going to do it. Let us add more human face to the Management Science.

(by Abid Sharif & Sadaf Ehsan)

(this article may be extended into a research article)

Photographs from some department functions

