

Management Science Newsletter

June 2009

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We are overjoyed to present the 2nd issue of Management Science Department Newsletter.

World Book day

The connection between [23 April](#) and books was first made in 1923 by booksellers in [Catalonia](#), [Spain](#) as a way to honour the author [Miguel de Cervantes](#) who died on that day. In 1995, UNESCO decided that the World Book and Copyright Day would be celebrated on this date because of the Catalonian festival and because the date is also the anniversary of the birth and death of [William Shakespeare](#), the death of [Inca Garcilaso de la Vega](#) and [Josep Pla](#), the birth of [Maurice Druon](#), [Vladimir Nabokov](#), [Manuel Mejía Vallejo](#) and [Halldór Laxness](#).

The start of 2009 saw the launch of the first 'World Book Day' in Comsats. The main aim of World Book Day (WBD) is to encourage people to explore the pleasures of books and reading by providing them with the opportunity to have a book of their own. Resultantly, Comsats believes that it is a great idea supporting and celebrating WBD by encouraging students to read and promoting reading-related activities. Comsats focuses not only on improving students reading ability but also on developing a love of reading.

COMSATS Institute of Information and Technology celebrated 'World Book Day' on 29th of April, Thursday at 10 pm . WBD was organized by the Library Information Services, with the supervision of worthy Director Dr Shaukat Ali Hayat and convener library affairs Dr Talat Afza and incharge library information services Tariq Najmi. There is a organizing committee for the celebrations of 'World Book Day'and the members in this committee are

Tariq Najmi

Muhammad Rafi Ullah

Sadaf Ehsan

Umar Safdar Kiani

Rehan Shaukat

Three activities were held on the occasion

- Walk
- Poster Competition
- Book Stalls of every department

The book day was started by the Walk from the mosque to the library. Dr Tallat Afza started the walk by cutting the Ribbon along with Respected HOD's of all the departments, faculty members, staff members and students.

Then the participants visited the book installs in the library. Library and every department had its book stall there. These installs include the books, projects and publications of different faculty members.

Poster competition was one of the most exciting parts of this occasion. Sadaf Ehsan coordinated of this competition. All the students participated with their full excitement and interest. Miss Sadia Farooq from the Architecture department selected the posters for first, second and third position.

Speaking as chief guest at the occasion, Dean of management sciences Madam Tallat Afza acknowledged that she had achieved her status and responsible position because of books. "Books paved the way for my ascent to success," she admitted. She also expressed the opinion that books are not only a source of information, but also provide an inalienable sense of joy and companionship.

RESEARCH METHODS IN SOCIAL SCIENCE

The word "Science" is older than its modern use. Through the influence of positivism, the word has become a short-form for "natural science". It is a recent development that society has become the object of an organized body of

knowledge which can be standardized and taught objectively, while following its own rules and methodology.

In ancient philosophy, there was no difference between mathematics and the study of history, poetry or politics. The development of mathematical proof gradually contributed a perceived difference between “scientific” disciplines and others. Thus, Aristotle studied planetary motion and poetry with the same methods, and Plato mixes geometrical proofs with his demonstration on the state of intrinsic knowledge.

Significant contribution to the social sciences were made by Muslim scientists in the Islamic civilization. Al-Biruni (973-1048) & Ibn Khaldun (1332-1406).

In modern age (usually called age of enlightenment) Thomas Hobbes who argued that deductive reasoning from axioms created a scientific framework, and hence his *Leviathan* was a scientific description of a political commonwealth.

The term “social science” first appeared in the 1824 book *An Inquiry into the Principles of the Distribution of Wealth Most Conducive to Human Happiness; applied to the Newly Proposed System of Voluntary Equality of Wealth* by William Thompson (1775-1833).

Auguste Comte (1797-1857) argued that ideas pass through three rising stages, theological, philosophical and scientific. He defined the difference as the first being rooted in assumption, the second in critical thinking, and the third in positive observation. This framework, still rejected by many, encapsulates the thinking which was to push economic study from being a descriptive to a mathematically based discipline. Karl Marx was one of the first writers to claim that his methods of research represented a scientific view of history in this model.

With the late 19th century, attempts to apply equations to statements about human behavior became increasingly common. Among the first were the “Laws” of philology, which attempted to map the change over time of sounds in a language.

Social Science is, usually defined as the study of society and the manner in which people behaved and impact on the world around us.

From big ideas to the most detailed observations, the social sciences affect us all in our daily lives - be at work or in school, when bringing up our children, when we are ill or even when we retire.

The social sciences evolve through the constant interchange of the ideas and theories of academics, and the evidence that support or refutes them.

Ideas or findings of academics have continuously transformed the world. They are the one, who reflect the diversities of the social world, covering social, economic and political development. They play vital role not only in universities based think tank but also in the government departments. That is why universities, throughout the world, consider the study of the social science as vital for the future of society, and most cater of many degrees in the multiplicity of social science fields.

Research in Social Science is, in fact, the drive underlined by a social conscience and that is why it distinguishes social scientists from other scientists who carry out the research for their own academic sake. Social scientists shape our lives usually without us even being aware.

The tools deployed by the social scientist are both qualitative and quantitative: studies are based on surveys, questionnaires and interviews, or on the analysis of collected statistics.

Usually it is hard to predict that new discoveries will have the influence on government policy and wider society. Policy makers and ministers often select the research that support their beliefs. Thus, research in Social Sciences has to compete with many other factors - political, personal, and practical in determining what happens in the real world.

(DR Hina Abbasi)

This article can change your life

Feel Good

25 Simple Methods of

Instant Tension Reduction

By Abid Sharif

Stress (Tension) is a signal for change

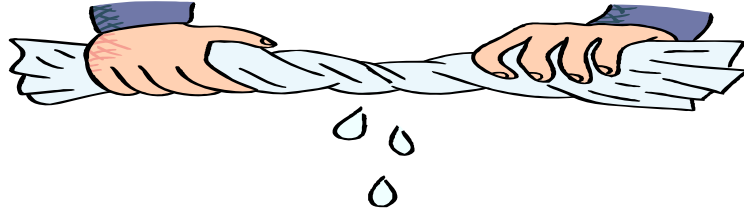
You have the Power to change

The process of Change may be simplified into two steps

Awareness  **Action**

This article will provide the *Awareness* and you take the *Action*. This article is for your *lifetime benefits*. Take *responsibility* and make the desired change. Here is the theory you develop your own practice.

Basics



What does stress mean?

A strong and persistent feeling of unease, which is very harmful physically and mentally.

Causes

Financial, Environmental, Career, Relationships, Change, Over work, Under work, Negative self-talk, Going against the laws of nature, Wrong response to events of life, Lack of sense of direction, all sorts of unfulfilled desires etc. The list goes on and on.

Symptoms

Low motivation, persistent anger, sleeplessness, feeling of helplessness are some of the symptoms.

Effects

Burn out (lack of desire to work), High Blood pressure (Hypertension), Weakening of immune system, loss of sleep, headache, feeling of unhappiness & other countless diseases.

25 Simple Methods of Stress Management

Present age may be called the age of stress (tension). We need to learn to feel good as far as humanly possible. I have listed several self-explanatory methods for feeling good. Please don't be misled by the simplicity of these methods. You already know ***simple is beautiful.***

Each one of us will learn and apply the stress management methods in our own individual way. **APPLY THE METHODS YOU FIND USEFUL.** You may apply all of them or the selected ones. The purpose of this exercise is not to judge others or change the world. The focus is on you.

1. Do what you can to solve the problem

e.g. If you need a job find one. Try again and yet again and yet some more. Nature rewards action. If you have tried enough. Take a break and start trying again.

2. Get real

Accept the “reality” and be ready to review it. New information may call for a review of what we considered to “reality”.

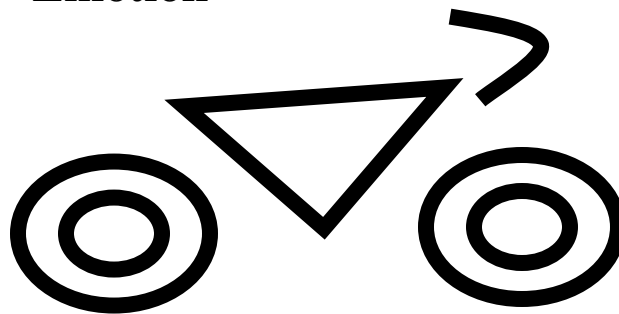
3. Diet awareness



Wrong dietary habits must be improved for better quality of life. Develop awareness about “right” diet. Here are the basics:-

- Less quantity. You would be amazed at how little food do we really need. Indulge yourself with rich food but only occasionally.
- Low fat/ more fruit and vitamin.
- less meat/ more vegetables & cereals.

3. Motion = Emotion



Exercise /Walk regularly. This probably is the most important road to Quality life. Our emotions are closely related to motion. Move your body and you would certainly feel better. Results are guaranteed.

4. Faith & Prayer



“Truly” religious people tend to be serene. They go with the belief system that everything that happens to us is ultimately for our good. Faith helps in dealing with problems that cannot be solved in spite of our best efforts.

Gratitude is the key word.

5. Self-talk

There are **Tonic thoughts** and there are **toxic thoughts**. Focus is our choice. Change your focus to positive thoughts that serve as tonic for you. Be careful in use of words. Words travel to the subconscious. Give yourself ***positive suggestions*** that help in achieving your goals. Ask yourself, is this negative self-talk necessary?

6. Meditation

There is nothing technical about meditation. It is just another name for relaxed state. Learn relaxation techniques & apply. Allocate at least 20 minutes /day for meditation/ relaxation. The method is so simple it can be learned in few minutes, but **it can change your life for better**. We can go into the relaxed state of mind in few seconds. It has 3 simple steps.

Step 1. Close your eyes

Step 2. Relax & Breathe deeply

Step 3. Focus on breathing only

7. Positive thinking (Quality thinking)

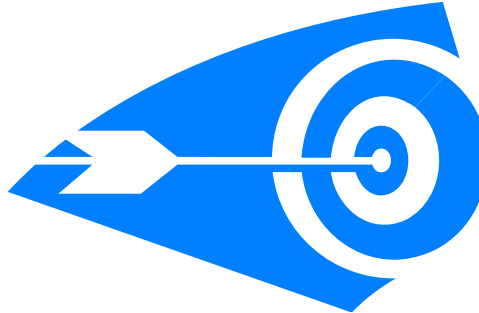
I define positive thinking as “**Solution focused thinking**”. Keep things in perspective. Focus is our choice. See the brighter side.

My favorite quotation.

Quality of our life is determined by the quality of our thinking

(Edward De Bono)

8. Clear goals



We must have **High, written, specific and realistic goals**. What is realistic? You are the only judge. Clear goals keep us focused and we learn a lot in pursuit of these goals.

9. Lifestyle adjustment

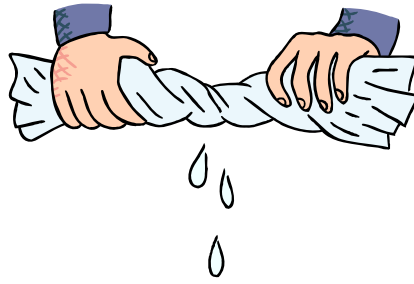


Too much or too little work needs adjustment. *Learn time management* and delegate the tasks that can be delegated. Take a break once in a while. No matter how high your opinion of yourself; you are not a machine.

10. Give and Forgive.

Help others just for feeling good. Particularly those who can't do any thing for you in return. People are not perfect, forgive.

11. Do not give undue stress because it comes back.



12. **Learn Problem Solving Skills.**

Take **Responsibility** for problem solving. Real problems demand real solutions. Break problem into smaller parts, ask the right questions; e.g. what can be done now? Be **creative** in finding alternative solutions. Break the pattern. Remember some rules are there to be broken.

13. **Be assertive**

Don't suffer in silence. Say **“No”** when you have to.

14. **Write down.**

Writing is great **therapy**. Write your feelings. Write letters to God.



15. **Follow your heart.**

Find time to do what you really want to do i.e. following your heart. (Teaching, reading, writing, drawing, painting, campaigning for a cause, social work, etc)

16. **Keen aesthetic appreciation**

Appreciating the beautiful world God had made is a royal road to feeling good.

17. Learn from nature:-



There are certain things that nature is trying to tell us. Let us learn some useful lessons from nature.

- i. Future is kept hidden, **Live in today**
- ii. **Change/ Persistence.** Every thing is constantly on the move. **Up and down** is a law of nature. Nothing escapes this law.
- iii. **Sow and reap** is law of nature. It is not too late, sow the seeds of the harvest you need.

18. Humor/ Music/ Entertainment.

We are not saints. We need occasional escape, but never ever, escape into the drugs or other negatives. Try looking at the funny side of life. Develop a *sense of humor* about your own shortcomings. It will take a brave heart to be humble enough for a self-deprecating (self-critical) humor. But it is worth it. God must have had a great sense of humor to invent sense of humor. If your religious beliefs allow listening to music. Try baroque music (Instrumental etc) and acquire new tastes.

19. Change your Body language /facial expressions

Adopt a *positive body language*. You will feel positive. Some times the change goes from outside to inside. Even if you feel down deliberately

adopt a positive body language. Chin up, shoulders pulled backwards, smile.

20. **Sleep.** Don't go to bed with worries. **Imagine having achieved your Goals.** At bedtime, fantasies are better than worries.
21. **Happiness is in simple things** (winter sun, summer rain, cup of tea, Fruit juice, donut, a good meal, a walk in the park, a good book, chat with friends, service to others)
22. **Learn new skills.** Computer, foreign language, course on personal development, repair job, learning to cook a new dish etc.

23. Social support group

(The individual or group of people you can freely talk to without fear of being judged)

Develop a social support group

- For some very lucky people family plays this part. Others have to develop a social support group. Social support group should be a positive influence on you. People who talk negative and discourage you and do not find anything to appreciate about you are not your social support group. World has many wonderful people, keen to selflessly help others. Keep looking and when you find such people value them. The best way to develop support group is to be good /positive support yourself.
- Sad stories are boring, if you can't help telling a sad story restrict it to few minutes.
- Don't be dependent, be self-reliant but do ask for help when required.

25. Counseling

Counseling defined

Counseling is the process of clarifying a problem held by another person enabling him to take appropriate responsibility for the problem and then

assisting him to arrive at some form of resolution of the difficulty (It is a long term development process).

Talking /Listening is a relief in itself. That is why some call counseling as talk therapy. Counseling may be useful in identifying the methods of feeling good applicable to a person individually.

Try to discover what makes you feel good and is not against the laws of nature. Go ahead and do it.

Feel Good