

COMSATS

University Islamabad, Abbottabad Campus.

Aspire Zone



WELCOME TO THE
LATEST EDITION OF
DEPARTMENTAL
NEWSLETTER

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DR. IMRAN KHAN

Head of Department

Dear Students,

It is with great pleasure and pride that I welcome you to this edition of our departmental newsletter. As the Head of the Department of Management Sciences, I find immense joy in witnessing the growth, transformation, and enthusiasm of our student body. This newsletter is not just a reflection of our academic and extracurricular milestones but a testament to the collective effort, innovation, and determination.

The world of Management Sciences is dynamic, ever-changing, and increasingly complex. In such an environment, the role of future managers, entrepreneurs, analysts, and leaders like yourselves becomes more critical than ever. You are not just students of business, you are the thinkers, strategists, and changemakers who will shape the future of organizations and communities.

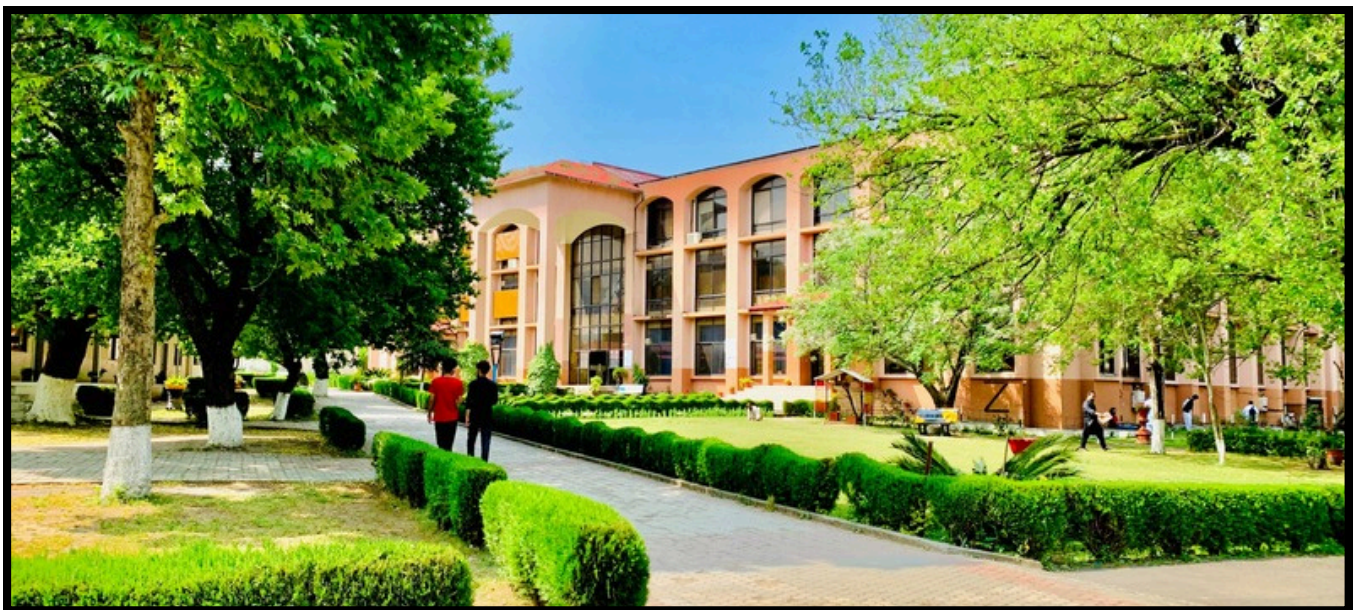
[Click "HERE" for the Video Interview](#)



At our department, we strive to provide you with not just knowledge, but a holistic learning experience with real-world exposure, encouraging critical thinking, and promoting values such as integrity, leadership, and collaboration.

I encourage each of you to embrace challenges, ask questions, participate actively, and explore beyond the syllabus. Whether you are interested in marketing, finance, human resources know that this is your time to build the foundation of your career and character.

Dr. Imran Khan,
Management Sciences.



FACULTY SPOTLIGHT

MR. MUHAMMAD AAMIR

Assistant Professor

Learning for Life, Not Just for Exams



It is both a privilege and a responsibility to be part of your academic journey. In University, you are not only gaining knowledge but also developing the skills and values essential for navigating today's dynamic business environment. This phase of your life is about building a strong foundation, intellectually, ethically, and professionally.

[Click "HERE" for the Video Interview](#)



DR. FAIZA SAJJAD

Assistant Professor

Guiding Growth Beyond the Classroom

As an educator, it brings me great pride to witness your growth as future professionals, thinkers, and responsible members of society. University life is a unique and transformative journey, one that offers not only academic knowledge but also the opportunity to discover your strengths, shape your character, and build a purposeful future.

[Click "HERE" for the Video Interview](#)



SHINING STAR

EHTISHAMULLAH

BBA - 08



A graduating student of COMSATS, lives by "You can't dull my sparkle." His university journey cultivated resilience, discipline, and purpose. He led the Seerah Society and consistently helped peers, achieving academic excellence quietly.

Inspired by Prophet Muhammad (PBUH) and "Atomic Habits," he focuses on personal growth and impact. Ehtishamullah aims for CSS exams or a foreign MS in Finance, driven by a desire to contribute and grow. He believes his journey is defined by the person he became.

LOCAL BUSINESS EMPOWERMENT

The Department of Management Sciences, BBA 8, organized an event with three categories, each led by a student trainer. These business students conducted community-focused sessions for local parlors, grocery shops, garment sellers, and vegetable vendors.



Usama Pervaiz

Delivered an insightful session on the basics of digital marketing, emphasizing how local businesses can use tools like WhatsApp, Facebook, and Google Business to reach more customers. He guided shop owners on building a digital presence, engaging their audience, and promoting offers effectively even with limited budgets.

Afrasiab Amjad Khan

Focused on the importance of quality control and consistency in small-scale retail and service sectors. He introduced simple methods for maintaining product/service standards, handling customer feedback, and ensuring repeat business through reliability. His session encouraged a long-term quality mindset.



Saman Zaib

Led an engaging session on Human Resource Management, highlighting how small businesses can improve employee satisfaction and performance. She discussed basic HR practices such as assigning clear roles, communication, and motivation techniques emphasizing that even small teams benefit from structured people management.

INDUSTRIAL EXPERTS ON CAMPUS VII

An event was successfully held with the aim of bridging the gap between academia and industry by inviting seasoned professionals including business leaders, entrepreneurs, and CEOs, to interact directly with students. The event provided a platform for knowledge sharing, mentorship, and real-world insights, inspiring students to align their academic learning with industry expectations.

Through engaging talks and interactive Q&A sessions, the guest experts shared their career journeys, discussed emerging business trends, and offered valuable advice on leadership, innovation, and entrepreneurship.



INCLUSION FEST

A one-day event dedicated to promoting the inclusion and acceptance of special children in our society. The fest brought together students from Kingston School of Inclusive Education, RISE School for Inclusive Education, and SAMS Institute of Special Education for a day filled with joy, creativity, and meaningful interaction. From art activities and games to music and group bonding exercises, the event created a warm and welcoming environment where all students could express themselves freely and confidently. Their guidance and enthusiasm fostered an atmosphere of love, respect, and unity among all participants. Inclusion Fest not only celebrated the abilities of special children but also served as a reminder to embrace diversity and build a more empathetic and inclusive society. The smiles, laughter, and heartfelt connections shared during the event will remain a lasting memory for everyone involved.

STUDENT AMBASSADORSHIP PROGRAM BY SBP



A special session under the State Bank of Pakistan's Student Ambassadorship Program, titled "Banking on Equality," was recently held to promote financial inclusion, gender equality, and awareness of modern banking practices among students. The event aimed to empower students by promoting financial inclusion, gender equality, and awareness of modern banking practices.

The session highlighted how financial literacy and access to banking services play a crucial role in shaping a balanced and progressive economy.

VISIT TO QARSHI INDUSTRIES

An industrial visit to Qarshi Industries was organized to provide students with firsthand exposure to manufacturing processes, quality control practices, and corporate operations. The tour offered a valuable learning experience, bridging the gap between academic knowledge and industrial application.

Students observed various departments, including production, packaging, and quality assurance, gaining insights into how large-scale operations are managed.



THE LEADERSHIP LENS

BUSINESS PLAN COMPETITION

BY SSBC



Student Startup Club hosted a dynamic Student Business Plan Competition, aimed at fostering entrepreneurship, innovation, and leadership among university students. The event welcomed participants not only from the host institution but also from nearby universities, making it a truly regional platform for aspiring business minds. The competition provided students with the opportunity to present original startup ideas, backed by research, feasibility studies, and financial planning. Judges from academic and corporate backgrounds evaluated the business plans based on creativity, sustainability, and practical implementation.



Student Week

Students celebrated talent, creativity, and unity through a series of vibrant academic and co-curricular activities.



Yum-e-Tahaffuz

A special Namooos-e-Risalat (PBUH) Awareness Session was held to address the importance of protecting the sanctity of the Holy Prophet Muhammad (PBUH).



Autism Awareness

Awareness campaign held to promote understanding, inclusion, and support for individuals on the spectrum.

CASE STUDY COMPETITION

The Executive Club, a vibrant student society under the Department of Management Sciences, successfully organized an intellectually stimulating Case Study Competition for students of BBA. This event aimed to bridge the gap between academic learning and real-world business challenges by encouraging participants to analyze, evaluate, and propose solutions to complex managerial problems. The competition provided a dynamic platform for students to showcase their strategic thinking, presentation skills and decision making abilities under the pressure.



Participants worked in teams, simulating corporate environments, and presented their solutions before a panel of faculty evaluators.

MANAGEMENT EVE

The event was a celebration of memories, achievements, and the journey of students who are now ready to step into the professional world. It served as a tribute to their dedication and growth over the past four years and marked the beginning of a new chapter in their lives.

The evening featured a vibrant lineup of activities, including live music performances, cultural segments, and emotional speeches, creating a warm and celebratory atmosphere. Fellow students and juniors put together engaging skits, video tributes, and musical numbers that reflected both humor and heartfelt nostalgia.



Faculty members also shared words of encouragement, expressing pride in the students' progress and offering guidance for the path ahead.

The event concluded with a lavish dinner and informal networking, allowing students, faculty, and guests to connect, reflect, and enjoy the moment. Management Eve was more than just a farewell.

ASPIRE ZONE

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