

AUSOM becomes the first institution in Pakistan to introduce case study pedagogy at Bachelor level.

2020

## Air University School of Management

**"Play by the  
rules, but be  
ferocious."  
- Phil Knight**



# AUSOM TIMES

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**"Air University scored  
100% on HEC's online  
teaching readiness  
criteria"**

## CASE STUDY PEDAGOGY @ AUSOM

Air University School of Management (AUSOM) becomes the first business school in Pakistan to adopt case method of teaching at the bachelor level. For MBA, AUSOM is the only business school in Islamabad to adopt the case method as a pedagogy. The pedagogy has been in place since September 2017. Before introducing this method, faculty was extensively trained to use case methodology.

## MISSION STATEMENT

The mission of Air University is to achieve excellence in teaching and research for producing graduates with sound professional knowledge, integrity of character, a keen sense of social responsibility and a passion for lifelong learning. The University shall stand committed to creating an environment conducive for attracting the best students, faculty and supporting staff for contributing to the development of a prosperous, peaceful and enlightened society.

## SPECIAL POINTS OF INTEREST

- About AUSOM
- Case study method of teaching
- COVID-19 and Evolution in Teaching Pedagogy
- Webinars
- Entrepreneurship Competition '2019
- Co-sharing of entrepreneurship course
- NBEAC Inaugural Dinner
- New Programs Launched
- Student's Week '2020
- Faculty Achievements
- Global UGRAD Scholarship
- Journal of Business & Economics (JBE)
- NBEAC Accredits AUSOM's Programs
- Career Boot Camp'19
- Future Plans

We are not in competition with anybody but ourselves. Our goal is to beat our last performance.

**THERE ARE NO  
OLD TIMES,  
ONLY  
AUSOM TIMES**



## **EMERGING SCHOOL IN CASE STUDY METHOD**

### **ABOUT US**

The Air University School of Management - AUSOM offers BBA-Hons, BS-Accounting and Finance, BS Aviation Management, BS Healthcare Management, BS Tourism & Hospitality Management, MBA, MS Project Management, MS-Management/HR/Finance and PhD Management Sciences programs for individuals with diverse professional and educational backgrounds. The ever-changing dynamics of the business world now requires managers having strong leadership, entrepreneurial, analytical and people skills as well as an 'out-of-the-box' thinking approach. Therefore, these programs are designed not only to develop strong managerial skills but also foster creativity in a challenging academic environment.

Our well-rounded programs offer several specializations and a wide range of electives to whet professional acumen and talents in specific areas. The teaching methodology goes beyond traditional means of class room lectures incorporating case studies, team projects, internships, industrial visits and continuous interaction with corporate leaders. The curricula comprehensively cover all areas of business courses taught in the leading business schools of the world. Our smart and highly qualified team of instructors is always poised to instill knowledge and skills necessary for students to excel in real business world.

# CASE STUDY METHOD OF TEACHING



Case class in progress

Air University School of Management (AUSOM) becomes the first business school in Pakistan to adopt case method of teaching at the bachelor level. For MBA, AUSOM is the only business school in Islamabad to adopt the case method as a full scale pedagogy. The pedagogy has been in place since September 2017. Before introducing this method, the faculty was imparted extensive training in use of the methodology. Executive Development Center of LUMS was engaged to train the faculty in the summer of 2017. This was followed by an extensive implementation plan to launch the use of case studies in all academic programs being offered at our business school. Primarily, this involved selection of cases from Harvard, Ivey, and other key sources but now the school is also encouraging its faculty and students to write case studies and get these published in top ranked journals.

Managing a case class requires the fulfillment of certain parameters such as the availability of a teaching assistant (TA) in the class to record the number of responses by students. With all this in place, a well-thought scoring rubric and defined seating plans were developed for students to follow in classrooms. By far, the school and its students; both are highly satisfied with this teaching methodology as it continues to give a flavor of practical issues prevailing in real-time. The students are also beginning to think critically to find solutions of the problems specified in the case. The case method, as is well known, is more demanding for the faculty. The transition from traditional lecture to case-method meant insertion of new teaching material in bulk. The faculty accepted the challenge and has spent considerable time, much beyond the call of duty, to carefully select cases and prepare these for coverage in class.

AUSOM wholeheartedly believes in the phrase that 'Learning must never stop' therefore the management continues to invest in training and development of their faculty. Another training was organized during mid October' 19 for the faculty to further improve their case method of teaching and make their classrooms come alive by ensuring highly interactive and engaging sessions for our students.

Moreover, knowledge must be shared with others to ensure the success of not only our business school but the general system of higher education in our society therefore; AUSOM felt privileged to organize a training on 'Case Method of Teaching' for other campuses and affiliated colleges of Air University, these included; Kamra campus, Multan Campus, Bilquis College of Commerce, Islamabad and Fazaia College, Lahore. A team of 5 trainers was constituted to organize a two-day workshop on 21-22 January 2020, at AUSOM Islamabad campus. The workshop went very well and the participants showed a keen interest in becoming a part of such learning experience in the future as well.

# EVOLUTION IN TEACHING PEDAGOGY LED BY COVID 19 PANDEMIC

On 13th March, 2020 the federal government decided that educational Institutes would close down, initially for three weeks, later extended for a longer period. The universities faced the stark choice of leaving the students on their own or teach them online, for which they enjoyed little prior experience. Air University, decided to immediately engage the students in virtual environment. Challenges on various fronts were to be faced; including technology friendliness, live connectivity medium, teaching pedagogy, quality assurance and above all internet connectivity. The faculty and the AU management joined hands to make online teaching a success while ensuring that planned syllabus is almost fully covered and quality standards are met.

When the universities went into lock down, all; academic guidelines, examination procedures and quality assurance standards that existed at the university were meant for teaching and examining students in an onsite environment. Virtual teaching had its own unique issues.

To cater to demands of online teaching; policies, procedures and standards were required. Developing these was a massive task but was quickly accomplished with the faculty, management and staff working overtime to do the needful. Thanks to the strenuous efforts of all concerned, the end result is that Air University is among the very few universities of the country to be declared 100% ready for online teaching by the Higher Education Commission.

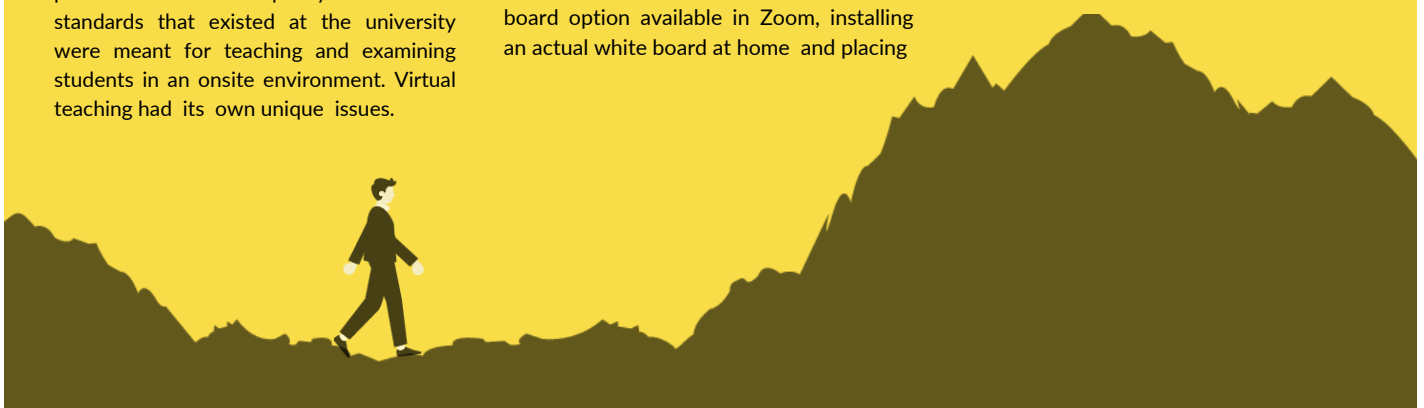
Going into the nitty gritty, Zoom was declared as the primary software to be used for delivering the online lectures. The faculty was instructed to use Google classroom for uploading all the material that students would require. This included course outlines, reading materials – handouts and power point slides etc. To make up for the internet connectivity issues that some students faced, the faculty was instructed to (i) pre-record their lectures and upload these on the Google classroom of the course well before the class and (ii) to upload the recording of the live Zoom class session conducted. These two together enormously helped the students to understand any concept that they might have missed due to connectivity issues.

Board and marker are the key tools of a teacher which were not available in the online environment. The teachers used innovative ways to make up for absence of these tools. This included using the white board option available in Zoom, installing an actual white board at home and placing

the laptop in front of it to show the written text to the students. Still others included writing on paper and devising out of box solutions to show the written text to the students in real time.

The push for online teaching came right from the top. Over the past few weeks the executives of the Air university including the; Vice Chancellor, Deans, Directors and HODs have met virtually several times to examine the online performance of each and every teacher and courses taught online, as evidenced by the state of their Google classrooms. To examine online performance, quality assurance standards were earlier developed by the university and performance of individual teachers has been evaluated against these benchmarks. These include standards for what must be uploaded on the Google classrooms for the students and how this should be organized to make it user friendly. The slightest deviation from the benchmarks has been conveyed to the faculty and compliance has been ensured – no wonder AU is among very few declared 100% ready for online teaching by the HEC. Now the university is all set to administer final examination of the spring semester to the students in online environment.

AUSOM has been at the forefront of taking up the difficult challenge of teaching in a virtual environment.





The university top executive body decided on March 18, 2020 to teach online and that very day two online lectures were conducted at AUSOM for the student body. Within a few days 100% classes were being held online at AUSOM. Weekly faculty meetings are now held virtually every Thursday. The administrative authorities of the AUSOM, including the Dean, cluster Heads and coordinators meet online daily at 4.30 pm to take stock of the state of online classes during the day and take decisions where required. The Google classroom, which has replaced the typical course folder, is audited every Monday to ensure that the students have access to the needful.

Air University has decided to extend their usual 16-week semester to a 20-week semester to provide ample time for students to understand and comprehend their lectures. A semester break of 3 weeks was granted to provide sufficient exam preparation time and then another 3 weeks have been dedicated to top-up revision sessions. Meanwhile, at AUSOM a training session was held for the faculty on designing an online exam. AU strongly believed in contingency planning and hence the faculty members were instructed to develop both onsite and online exams. Also, to take care of issues of online examinations, the faculty has been advised to devise multiple question papers. Designing an open book online exam was already a daunting task yet the faculty has accepted the challenge of devising multiple question papers for one class. The hard work and resilience after all paid off. Today, Air University and AUSOM take pride in successfully operating the online teaching. Each step in this journey has been a learning experience and we shall continue to improve ourselves for a better tomorrow.

## Mr. Hafeez Qazi Head of Cluster: Accounting & Finance

AUSOM's Accounting & Finance cluster always plays an active role in overall students' academic & extra-curricular well-being. Some key achievements and future plans are as follows:

- The cluster's partnership with ACCA (UK)
- The cluster won the best performing cluster award 2020
- Various publications in renowned local & international journals
- Foreign qualified & professional faculty including chartered & management accountants
- The cluster being the first one to start online education at AUSOM
- The cluster is endeavoring to formulate partnerships with industry to encourage students take up real life projects and internships.
- The cluster is also planning more practical nature courses to introduce within our curriculum such accounting software, financial modeling, business plans and finance simulations.

## ALUMNI REVIEWS

Sardar Sharoz Khan

**Digital Marketer, The Knights**

“Air University School of Management (AUSOM) has provided me a platform to realize my potential & to make the best use of it. All of my professors and faculties were outstanding & gave me the best guidance possible. I am overwhelmed by being an Alumnus of Air University for whatever & wherever I am today.”

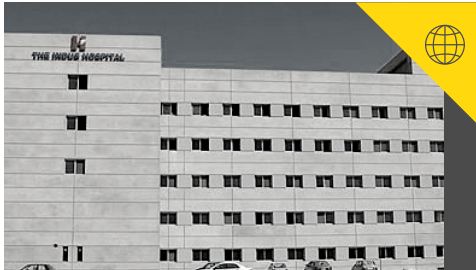
Abdul Moezz Shahid

**Digital Marketer Hitchman**

“Air University has equipped me with the skills of the 21st century. It has honed my leadership abilities and provided me with the confidence to be the master of my future. Being a part of Air University has enabled me to outshine not only within its boundaries but also in the workplace.”

# WEBINARS

Organizations have been forced to rapidly respond to the closure of physical spaces and introduce remote-learning at a scale. AUSOM responded to this need by not only shifting classes and meetings online; but also, by organizing a series of webinars.



## COVID-19 AND THE JOURNEY OF INDUS HOSPITAL

We all have been trying to understand the novel corona virus by listening to medical specialists and researchers. In such difficult times, AUSOM took an initiative to invite Dr. Abdul Bari Khan, CEO Indus Hospital to share his experience about 'COVID-19 and the journey of Indus Hospital' on 26th of April 2020 at 3 pm. Dr. Bari provided a very brief guideline to our faculty and students about how to deal with corona virus and shared his journey of founding and operating Indus Hospital. This session is available at <https://bit.ly/2NkPFOE>

## VIRTUAL PHD DISSERTATION COLLOQUIUM

AUSOM takes great pride in successfully organizing a 'Virtual PhD Dissertation Colloquium' on the 16th of May 2020 at 2 pm via Zoom. A group of three renowned panelists; Prof. Dr. Jawad Syed (LUMS), Prof. Dr. Khurram Shahzad (Riphah International University) and Prof. Dr. Faisal Qadeer (University of Lahore) were invited to review and provide their valuable suggestions to the PhD Dissertation participants so as to help them add more value to their work. This session was moderated by Dr. Idrees Khawaja, Dean AUSOM, and organized by Dr. Amir Ishaque, cluster head, HR & Project management. This session is available at <https://bit.ly/37Rglzy>.



**AUSOM organized a series of three webinars in collaboration with Center for Global Innovators (CGI). These were jointly hosted by Dr. Idrees Khawaja, Dean AUSOM and Mr. Imran Jatalla CEO, CGI.**



## START-UP FUND RAISING IN COVID PARADIGM

'Start-up fund raising in Covid paradigm' was the first jointly organized webinar hosted by AUSOM in collaboration with CGI. Mr. Atif Ahmad, Senior Investment Banker in Bahrain was invited on the 12th of May 2020 to enlighten the participants about raising start-up funds in such difficult times like today. Mr. Atif shared his valuable investments experience to provide a guideline for starters entering the business arena. AUSOMITES, did not relax in the month of Ramazan. Given the specific needs of the holy month this one and the following two webinars were held at 10 pm. The session is available at [https://youtu.be/mRw7\\_2TrvRQ](https://youtu.be/mRw7_2TrvRQ)

## START-UP SCALING & SCIENCE OF SPREAD

'Start-up scaling & science of spread, what successful leaders do in challenging times?' was hosted by AUSOM and CGI on the 18th of May 2020 via Zoom. Mr. Mark Turell; author of the book 'Scaling', mainly focused on 'Start-up scaling & science of spread' and provided a guideline to the students on how to Scale Business in difficult times using smart scaling strategies. This amazing session is available at <https://youtu.be/5sGMFFBVxso>

The very next day, Mr. Adnan Siddiqui, Retail Industry Leader at IBM, Middle East; was invited to enlighten our students about 'What Successful Leaders Do in Challenging Times?' Mr. Adnan shared his journey of 25 years with IBM. He guided business students about career prospects & growth at IBM. The session is available at <https://youtu.be/kBjKRscKlaI>





## ENTREPRENEURSHIP COMPETITION FALL '19

AUSOM arranged its 'Entrepreneurship Project Competition' on Thursday, Dec 12, 2019 at the AUSOM lawn premises. In this event, 29 teams comprising 6 Entrepreneurship classes of BBA and MBA programs totaling 84 students took part in displaying their project ideas developed during the Fall 2019 semester.

Stalls were setup to explain the concepts to visitors and judges. The themes ranged from food, technology, service, and various other startup sectors. Each team presented a 90-second elevator pitch, before the judges, which was divided in 3 segments: strategy, operations, and financials.

The finalists were given cash prizes along with certificates of participation by the judges.

## Co-Sharing of Entrepreneurship Course

Medical students are generally taught by practicing doctors or at least by the faculty who at some stage have practiced in the field. This is generally not true for business students – they are typically taught by pure academics. If somehow those who were running their own businesses were to teach business students, this would yield numerous benefits. However, businessmen may not possess the theoretical knowledge that needs to be imparted to students and they may not have enough time at their disposal to teach. An academic-cum-practitioner would be an ideal person to teach business students. At AUSOM, we found a novel way to get around this problem. The Entrepreneurship course being taken by around 80 students in four classes, is now being taught jointly by AUSOM's regular faculty and a practitioner Mr. Imran Jatalla, CEO Global Corporate Innovators, who is not only an entrepreneur himself but also enjoys experience in guiding the establishment of several incubation centers.

### Dr. Amir Ishaque Head of Cluster: HR & Project Management

- Faculty of HR & PM cluster is engaged in funded research projects and have good publication record in local and international research journals.
- The cluster arranged first of its kind online PhD dissertation Colloquium to; facilitate research students and promote research culture.
- The cluster has also planned two online training workshops; one for data analysis and the other for questionnaire development for faculty and research students to polish their research skills.

The AUSOM's regular faculty primarily takes care of the theory part and Cases to be covered in the course, while Mr. Jatalla is taking the students through the semester project involving entrepreneurial ideas, using his practical experience of guiding startups. The co-sharing has proved to be a very fruitful exercise, and students have come up with realistic entrepreneurial ideas ready to be launched.





# Inaugural Dinner for the 7th Deans and Directors Conference

NBEAC (National Business Education Accreditation Council) annually organizes a Deans and Directors Conference in a major city of Pakistan. This year, on the 17th and 18th of February 2020, NBEAC's annual conference was held in Islamabad to host the 7th Deans and Directors Conference under the theme of 'Enhancing Quality and Inclusivity in Business Education through Engagement'. AUSOM hosted the inaugural dinner for participants of the conference from over 100 Business Schools across the country, at AU campus on 16th of February, 2020.

**AUSOM took this golden opportunity to showcase their university and discuss collaboration avenues with fellow professors and industrialists in the twin cities.**

AUSOM felt delighted and privileged to host the inaugural dinner of the conference. Vice Chancellor, Air University, while welcoming the delegates spoke of the several challenges that the business schools will have to overcome to stay relevant in changing times. Dean AUSOM, in his concluding address showcased the school specifically mentioning the use of case method of teaching at AUSOM. The President of NBEAC also spoke on the occasion to thank AUSOM and Air University for hosting the delegates.

The presence of Deans, Directors and senior faculty from Business schools from around the country provided an opportunity to AUSOM's faculty to network with faculty and corporate executives from around the country and discuss possible avenues of collaboration for the benefit of AUSOM's student body. To make the best of opportunity AUSOM had also organized a panel discussion on 'Entrepreneurship: Challenges and Opportunities'. The panelists included, leading entrepreneurs like: Mr. Salman Wasay; Co Founder Chaaye Khana, Mr. Abdul Shakoor; Regional Director Toshiba Corporation, Mr. Pervez Abbasi; Project Director NIC Islamabad and Ms. Suniya Khan; Co Founder Mauqa online. The session was moderated by Mr. Imran Jatala; CEO Center for Global Innovators (CGI). The video of the event is available at <https://cutt.ly/PuMJkgU>.

## ALUMNUS REVIEW

Syed Ammar Ali

**Entrepreneur**

“An amazing institution I've grown up with, academically and intellectually, especially in latter part of my program. Its efforts in pursuit of excellence are really commendable. Always offered support through its capable faculty. A worthy alma mater.”

The participants were delighted to attend the event and left on a positive note about AUSOM and Air University. AUSOM's entire faculty had grouped into several teams to look after minute details of event management including; protocol, photography, food arrangement, giveaways etc., to deliver a well-managed event.



**AUSOM organizing team, NBEAC Inaugural Dinner**

# New Programs Launched

## BSHCM

The increase in population has led to a surge in the demand for healthcare services. Also the growth in income level and literacy is further supplementing this demand. Therefore, the need to effectively manage the health care facilities and related infrastructure is bound to go up. This will boost the demand for persons who may manage these facilities professionally. The government's special focus on poverty alleviation through cash transfers and health cards will also contribute to the increase in demand for healthcare. The program aims to:

- Impart knowledge required to manage and run large and small hospitals.
- Provide hands on experience of managing hospitals.
- Impart the knowledge of managing primary health care units.
- Impart knowledge of the software used in the healthcare industry for managing hospitals and primary healthcare units.

Impart knowledge of e-healthcare BSHCM program seeks to impart knowledge of healthcare through a fine blend of textbook knowledge & practical experience. Students will have the opportunity to observe and work at healthcare facilities during the 4-year program. As Pakistan Air Force (PAF) hospital operates in the vicinity of the Air University Campus therefore the students will have the opportunity to work as interns at this & other healthcare facilities.

## BSTHM



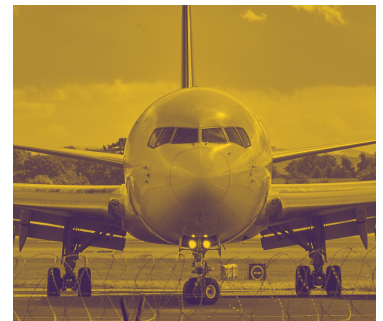
Millions of people travel each year for leisure and business. This makes tourism & hospitality management a lucrative industry. Last year, the government of Pakistan decided to lay special emphasis upon Tourism and Hospitality. Sensing the country's need of tourism and hospitality professionals, AUSOM decided to launch this degree program to inform and teach:

- What are more or less explored tourist spots?
- What to expect regarding culture, weather, transport & food at different destinations?
- What are the attractions at different routes/spots?
- What and when to offer attractive facilities to tourists?
- How to manage hotels and tourist resorts?
- How to establish and succeed as tourist operator?

By 2025, the government predicts, tourism will make a significant contribution of Rs.1 trillion to the Pakistan's economy. So, join AUSOM's BS in Tourism & Hospitality Management to be on the winning side!

## BSAVM

BS Aviation Management, a four-year bachelor's program has been designed for candidates who aspire aviation education as well as an opportunity to develop strong management skills. This program will equip candidates with the knowledge of various aspects of aviation industry both locally and globally. A strong business acumen is ensured which will allow our students to have a successful and ever lucrative career. The career prospects include airport operations, airline management, flight operations, air navigation, ticketing & reservations, travel & tourism, catering, cargo & freight management and many more. AUSOM aims to follow the international level curriculum for teaching the global aviation standards. Case method of teaching is used to give a flavor of real-time aviation management problems so as to equip our students with better decision-making skills.





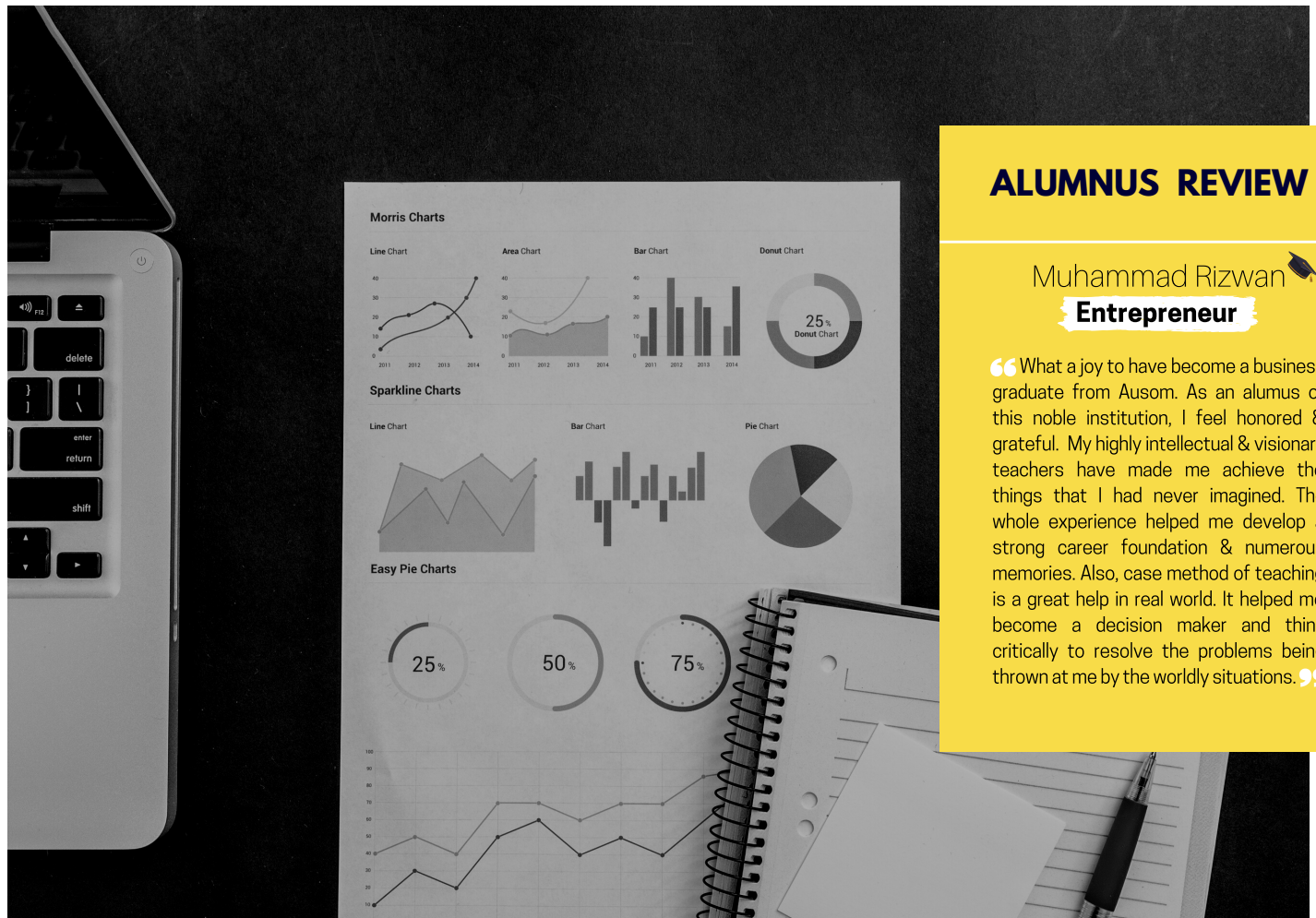
# MS Business Analytics

Being launched in Fall 2020

Business enterprises are currently in need of highly skilled professionals who can gain insight into massive amounts of data that has been generated by business processes over past many years. Many surveys conducted worldwide have indicated data science and analytics as the fastest growing jobs, thereby increasing expectation of employers to have job candidates who possess data science and analytics skills. However, in Pakistan, there are few students learning these skills in formal programs. Although recent efforts to launch data science programs have taken off in various universities in Pakistan, their focus is computing intensive rather than on business problem solving and decision making. There is a shortage of managers and analysts with the knowledge to decipher and interpret patterns in data for business decision making.

AUSOM has taken the first step in fulfilling this deficiency through a formal program to train professionals in the field of business analytics. The program will commence from Fall 2020 semester at AUSOM with an objective to prepare business professionals equipped with the theory and application of modern business intelligence and data analytics concepts. This will enable them to make smart decisions in their organizations.

A team headed by Dr. Aamer Hanif and comprising Ms Amna Khan and Ms Zunaira Sajjad prepared the necessary documentation and material for getting the MS program approved from Academic Council of the university and subsequently from HEC.



## ALUMNUS REVIEW

Muhammad Rizwan   
**Entrepreneur**

“What a joy to have become a business graduate from Ausom. As an alumnus of this noble institution, I feel honored & grateful. My highly intellectual & visionary teachers have made me achieve the things that I had never imagined. The whole experience helped me develop a strong career foundation & numerous memories. Also, case method of teaching is a great help in real world. It helped me become a decision maker and think critically to resolve the problems being thrown at me by the worldly situations.”

# STUDENTS' WEEK 2020



Air University organized annual Students' Week, from 24th February – 28th February 2020. Vice Chancellor, Air Marshal Javaid Ahmed, HI(M) (Retd), graced the inaugural ceremony, as Chief Guest. The Vice Chancellor, in his message to the sports teams, encouraged the students to actively participate in competitions to explore their hidden talents and showcase the spirit of sportsmanship. The objective of celebrating students' week is to provide a platform to students for proving their true potential in different sports and extracurricular activities, such as cricket, hockey, football, volley ball, chess, etc. Colorful cultural, thespian nights and singing competitions are also a part of the students' week. This year, AUSOM showing an excellent performance in several events managed to bag the overall 2nd position in the sports week.

## AUSOMITES won the following positions



<b>Mohammad Bin Rizwan</b> BSAF 5 Gold Medal – Basketball	<b>Muhammad Abdullah</b> BBA 2A Gold Medal - Basketball	<b>Muhammad Zulqarnain</b> BSAVM 2A Gold Medal - Basketball	<b>Junaid Nadeem Satti</b> BSAF 4B Gold Medal - Football
<b>Hassaan Ahmad</b> BBA 6B Gold Medal - Fustal	<b>Sidra Farman</b> BSAF 4A Gold - Hiking	<b>Ruhama Khalil</b> BSAF 5 Gold Medal - Cricket	<b>Farah Mehmood</b> BSAVM 4 Gold Medal – Hiking
<b>Muhammad Islam</b> BBA 6B Gold medal - Futsal	<b>Zulkaffil</b> BSAF 4A Gold Medal – Futsal	<b>Aarib Javaid</b> BSAVM 2A Gold Medal - Futsal	<b>Areej Fatima</b> BSAVM 4 Gold Medal - Hiking
<b>Abdullah</b> BSAF 4A Gold medal - Futsal	<b>Sana Rizvi</b> BSAF 4A Gold medal - Girls hiking	<b>Taqadas Abbas</b> BSAF 5 Gold medal - Hiking	<b>Hammad Ali Khan</b> BSAF 4B Gold Medal - Basketball



## Global UGRAD Scholarship

In fall 2019, Ms. Um-e-Atia, a student of BBA 6C was awarded Global UGRAD scholarship for a semester in the University of North Carolina, Pembroke, USA. After spending a semester, while living on the campus with her American fellows, she gained in-depth exposure of the US culture, society and lifestyle. Getting out of her comfort zone, travelling alone, and living in an individualistic culture made her a lot more confident, independent, responsible, and future - oriented. It helped her to not only explore herself but learn new values and importance of taking charge of her life.

Um-e-Atia says "Living in a stagnant environment for a bit too long, makes us complacent and the willingness to learn more and improve ourselves goes down therefore without a second thought, I grasped this scholarship opportunity. This experience required me to unlearn lots of assumptions and pre-conceived notions to finally be able to experience a different world and a different life. So, my advice to you all is to keep exploring the new and keep challenging yourselves to find the new you, the better you!"



**UM-E-ATIA**

**BBA-6-C**

## Faculty Achievements

Academic research enhances the knowledge base and enlightens the mindset of faculty and students therefore; it has become a valuable part of AUSOM's practices and culture. We believe that this research culture helps us to improve the quality of work and speeds up the development of our educational institution. Connecting the research culture with academic base reaps benefits for the faculty to adopt and embrace new teaching tools, and to polish and harness interpersonal skills and abilities. From June 2019-20, our talented faculty has been able to deliver numerous publications and these include;

- Linkages between crude oil and emerging Asian stock markets: New evidence from the Chinese stock market crash. [Finance Research Letters, SSCI Indexed, ABDC "A" Ranked – Imran Yousaf]
- Effect of family control on corporate dividend policy of firms in Pakistan [Financial Innovation, SSCI Indexed - Imran Yousaf]
- Effect of family control on corporate financing decisions of firms: evidence from Pakistan [Estudios de Economia Aplicada, ESCI Indexed– Imran Yousaf]
- Integration between real estate and stock markets: new evidence from Pakistan [International Journal of Housing Markets and Analysis, ESCI Indexed, ABDC "B" Ranked– Imran Yousaf]
- Role of Financial and Non-Financial Information in Shaping Trading Behavior: A Retail Investor's Perspective. [Studies of Applied Economics, ESCI index, Scopus – Shoaib Ali]
- Role of Credit Rating in determining Capital structure: Evidence from Non-Financial sector of Pakistan. [Studies of Applied Economics, ESCI index, Scopus – Shoaib Ali]
- Role of financial and non-financial information in determining individual investor investment decision: a signaling perspective. [South Asian Journal of Business Studies, ESCI index, Scopus– Shoaib Ali]
- "The role of Bank Competition in influencing Bank Liquidity Creation: Evidence from China". [Journal of Business and Economics, X category– Shoaib Ali]





## Journal of Business & Economics

JBE is an HEC recognized “X” category journal. It is an internationally refereed, peer reviewed academic journal with an aim to publish research that has strong theoretical and empirical contribution. The first issue of JBE was published in 2009 by the Faculty of Administrative Sciences, Air University, Islamabad. Since, then it is regularly published in volumes with two issues i.e. January-June and July-December. The journal provides an opportunity to develop a strong basis for conceptual and professional growth by sharing latest research findings and best practices.



Journal of Business & Economics (JBE) publishes theoretical as well as issue-oriented research in broadly defined areas of business management and economics. The journal aims to reaffirm top-notch research and development in academic circles and business markets. The published articles are intended for providing enriched resource to local, regional as well international readership. The primary ambition of JBE is to bridge academia and practitioners throughout local and international business environment. In a larger canvas, JBE aspires to build a platform for informed-debate on current uses of third world: economic competitiveness, efficiency, and sustainable development.

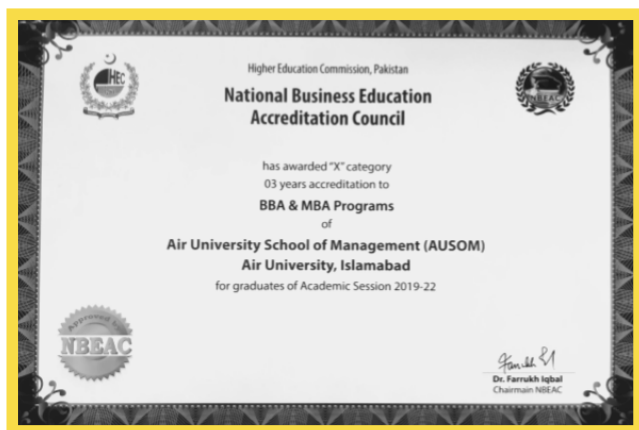
### The future plan includes;

- Launching new website for Journal of Business & Economics.
- Launching Open Journal System (OJS) for JBE which is an automated submission system for submitting articles to the journal.
- Seeking indexation of the Journal in Scopus and important indexing avenues.

JBE aspires to build a platform for informed-debate on current uses of third world: economic competitiveness, efficiency, and sustainable development.

The National Business Education Accreditation Council (NBEAC) is the body responsible for awarding accreditation to business program offered by universities. In 2018, AUSOM applied for re-accreditation of its programs. In response, the NBEAC peer review team (PRT) visited AUSOM and Air University in November 2018 to accredit its BBA and MBA programs. During their visit the team met the senior management of the university and AUSOM including the; Vice Chancellor, Registrar, Director Finance, Director ORIC, Director Academics, Director QEC, Dean AUSOM and the entire faculty of AUSOM. A comprehensive briefing about; the strategic plan of AUSOM, including its Vision and Mission, policies, procedures, program structure, curriculum, pedagogy, infrastructure and faculty's profile was given to the PRT. The team was also briefed about the student body and their performance in the curricular and extracurricular fields and their CSR activities. The team also met selected alumni of AUSOM and inquired about their current positions in the job market along with their level of satisfaction while at AUSOM. After this kind of thorough review, which took full two and half days, the PRT and the NBEAC decided to accredit the programs of AUSOM for a period of three years. NBEAC's decision was formally conveyed to Air University in May 2019. AUSOM and Air University take pride in having earned the accreditation.

# NBEAC ACCREDITS AUSOM'S PROGRAMS



**National Business Education Accreditation Council has awarded "X" category 03 years accreditation to BBA & MBA Programs of Air University School of Management**

**Dean AUSOM, participating in a Panel Discussion on 'Curriculum & Pedagogy' at the 7th Deans and Directors Conference of NBEAC.**



**Air Marshal Javaid Ahmed, HI(M) (Retd) presenting shield to President NBEAC, Dr. Farrukh Iqbal at the Inaugural Dinner of 7th Deans & Directors Conference'2020.**

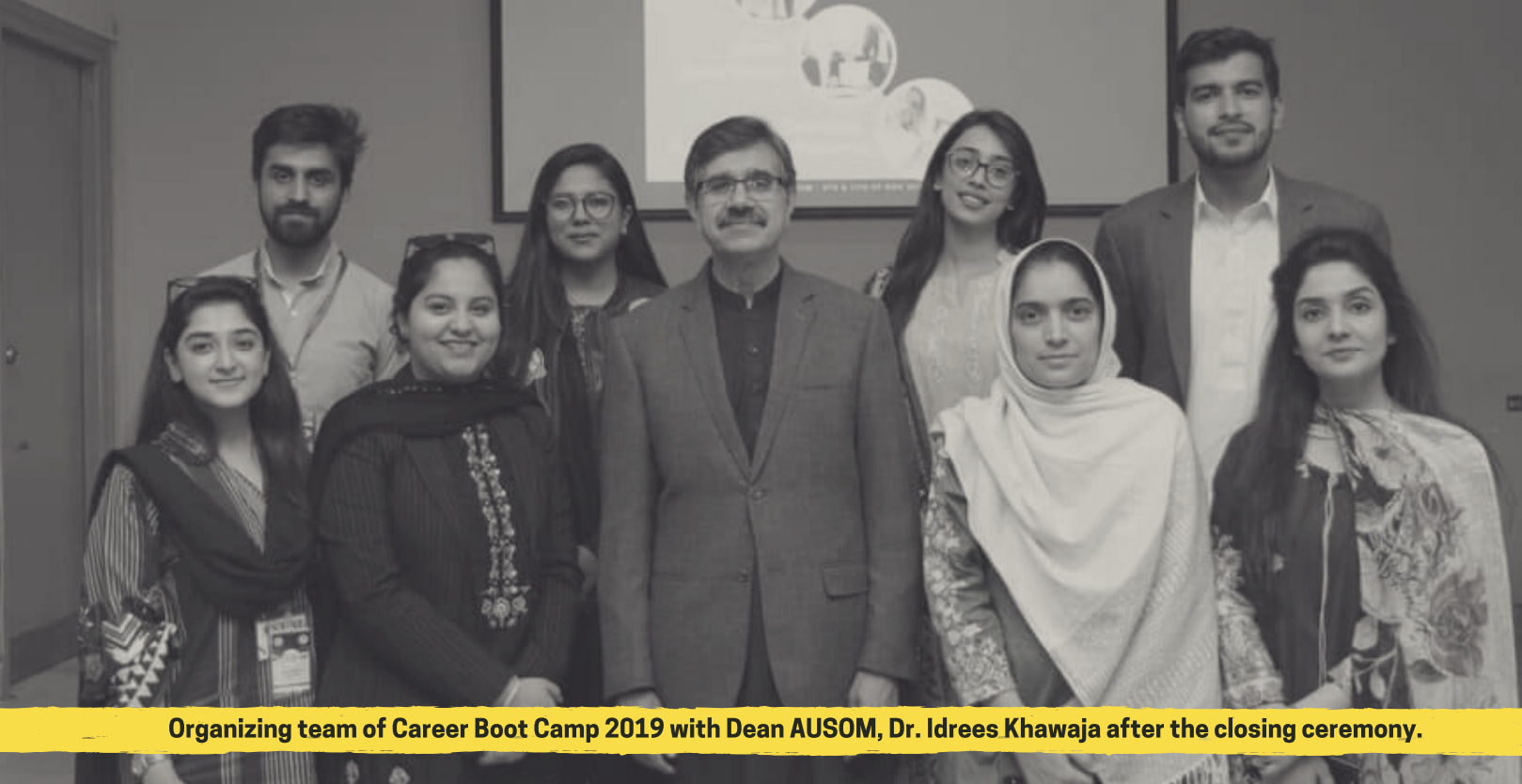


**Air University sponsored the 7th Dean and Directors Conference as Gold Sponsor. Dean AUSOM, is receiving the sponsorship shield on behalf of Air University, from the Chief guest, Dr. Hafeez Shaikh, Finance Minister of Pakistan.**



**Head of Cluster, Accounting & Finance, Mr. Hafeez Qazi being interviewed by 92 News channel regarding Inaugural Dinner hosted by Air University for the 7th Deans & Directors Conference'2020.**





**Organizing team of Career Boot Camp 2019 with Dean AUSOM, Dr. Idrees Khawaja after the closing ceremony.**

# CAREER '19 BOOT CAMP

A two-day career boot camp was organized at AUSOM on 7th and 8th of November 2019 by MBA-3 students of 'Staffing & Performance Management' course class, under the supervision of Ms. Anoosha Mazhar, Lecturer HR & General Management at AUSOM. The purpose of this event was to familiarize students with pre-employment tests, interviews, resume writing and business etiquette.

On Day 1, our students of MBA 3; Ms. Anum Nawaz, Ms. Aleena Asghar and Ms. Aliya Anwar prepared sessions on selection tests, resume writing and business etiquettes which was followed by a guest speaker session by Mr. Malik Imran Ijaz; Vice President Operations & Strategy at Techaccess, Pakistan. He enlightened the graduating students with the evolving expectations of the industry, employers and technology. Mr. Imran also shared his vast experience, spread over 25 years, of hiring professionals in different sectors and at all levels of management.

On Day 2, guests from corporate sector were invited to conduct mock interviews of the participants and provide them feedback to improve their interview skills. These guests included;

- Mr. Moez Malik Khattak (Manager Digital Analytics at Telenor Microfinance Bank)
- Ms. Farvah Sameen Bukhari (Area Sales Manager at Abu Dawood)
- Ms. Aqsa Kiran Latif (HR Specialist at Huawei)
- Mr. Imran Tariq (Senior HR Specialist at Huawei)
- Mr. Ehtesham Asghar (Senior Executive IT at Ufone-PTML Pakistan)
- Ms. Sana Hameed (HR Manager at Air University)

The boot camp primarily focused on the essential knowledge and skills that students need to learn for career development and participants mainly belonged to the graduating batches of BBA 7th & 8th semesters, BSAF 7th & 8th semesters and MBA 1st & 3rd semesters. The participants were awarded certificates of participation at the closing ceremony of the event.



**Mr. Malik Imran Ijaz, VP Operations & Strategy, delivering lecture on evolving expectations of employers, industry and technology.**

# FUTURE PLANS

## EXPERIENTIAL LEARNING

Dr Irfan Hyder, Rector IOBM, lecturing on Experiential Learning



Jawad Syed, Professor and former Dean SDSB, LUMS, lecturing on leadership



This would increase employability of the graduates. COVID-19 have slightly slowed the pace of these efforts but we remain committed to the goal of experiential learning. We shall be coming up with something tangible on this very soon. To kick start the efforts regarding the experiential learning program, Dr. Irfan Hyder, Rector, Institute of Business Management (IOBM), Karachi and Dr. Jawad Syed, Professor at LUMS were invited to speak to the students. Dr. Irfan Hyder, gave a talk on the 'Benefits of Experiential Learning' while Dr. Jawad Syed spoke on 'Leadership'.

Study programs that involve a strong on the job training during the study period tend to produce better and successful graduates – Articleship for Chartered Accountants and House Job for medical doctors coupled with programmed visits to hospitals/patients during the course of study, helps in producing better Chartered Accountants and Doctors respectively. Such training helps in producing graduates who possess hands on experience – the results are obvious – they can relate theory to practice, when they enter the job market.

AUSOM is exploring this kind of opportunity for its students whereby the students maybe placed with an organization for an extended period, perhaps six months (on the pattern of Articleship for Chartered Accountants) to provide them the hands on experience required.



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