



*Corporate Profile BBSK*



*Bahria Business School  
Karachi Bahria University*

# **Message from Principal BBSK**

I am pleased to share our corporate profile, which showcases the school's curricular, co-curricular, and industry–academia collaborative activities. I am confident that this publication will serve as an effective instrument in highlighting our mission to educate students to become ethical business leaders, managers, and entrepreneurs, and to promote socio-economic development.

It is important to mention here that the demand for business and management graduates remain strong nationwide and it is increasing. The appeal of business education lies in providing a solid academic foundation, a practical focus, and the diversity of employment opportunities available to graduates. BBSK has the same mission to pursue. We are proud of our faculty for their dedication to realizing the school's mission through their teaching and research in areas such as strategic marketing, HRM/leadership development, business analytics, accounting & finance, financial reporting, and competitive strategy. Also, a good number of them have applied work experience in their fields of academic specialization.

I congratulate the team responsible for accomplishing the task of making a presentable corporate profile of our school. Through this profile, I personally invite the potential students, parents, and corporate fraternity to explore our website to get additional information on our programs, learning environment, and discover more about the BBSK.

Professor. Dr. Liaqat Ali  
Principal  
Bahria Business School  
Bahria Universty, Karachi

# Overview of BBSK

Bahria Business School Karachi (BBSK) is a constituent body of Bahria University (BU). The BBSK took its present form in 2020 from the Department of Management Sciences to a full-fledged school with the intent of achieving excellence in developing business and management professionals.

The school, as the leading constituent of BU, is functioning with around 4600 students enrolled in its two departments titled as 'Business Studies Department' and 'Management Studies Department'. The departments offer BBA and MBA programs, and BS, MS, MPhil, and PhD programs, respectively. The departments' programs are HEC-compliant. The MBA and BBA programs are NBEAC accredited and the school is moving towards the trajectory of international accreditation, such as AACSB.

BBSK has about 100 permanent faculty members who are specialized in business management fields, with half of them holding PhD degrees and have hands on industry experience. Also, the faculty strength includes a good number of business executives and entrepreneurs who, as visiting faculty, groom students as business and management professionals. The school is located in a purpose built facilities in Quaid Block, with greenery all around, at the Bahria University Karachi Campus (BUKC), which is in the center of the city and accessible from all over Karachi by public and private transport within 30 minutes.

BBSK is known for its strong faculty, student discipline, its community outreach programs, equal opportunity employer, industry linkages, strong alumni network, and safe environment for students.

## **BBSK Vision**

*To be among the leading business schools to nurture creative minds to provide diverse solutions for industrial growth and societal development.*

## **BBSK Mission**

*To prepare business leaders through contemporary educational practices and applied research in collaboration with local and international academia and industry while focusing on blue and green economy for sustainable development of society.*

## **BBSK Values**

*Integrity, Creativity, Excellence, Positivity, Tolerance, Humanity, and Self Discipline*

# Key Services

BBSK offers academic programs from bachelor's to PhD level, professional development to its internal and external customers, provides consultancies to industries, extends community services, and provides technical facilities to the researchers and research-based industries.

## Academic programs

Bahria Business School Karachi (BBSK) offers undergraduate, graduate, and PG programs in daytime, evening, and on weekends as per industry needs. The comprehensive range of offered programs provides opportunities for students and professionals to acquire world-class degrees in business and management fields. The School focuses on enhancing analytical and critical skills in its specialized studies. Our graduates receive transformational experience during their stay at the BBSK.



### Undergraduate Programs (4 Years)

- Bachelor's in Business Administration
- BS Accounting and Finance
- BS (Business Analytics)
- BS Supply Chain Management
- BS Economics and Finance

### Graduate/Post Graduate Programs

- MBA (2 Years and 1.5 Years)
- MBA (Pharmaceutical and Health Management)
- MS (HRM and Organizational Psychology)
- MS Finance
- MS Project Management
- PhD Management Sciences

## Professional Development

The BBSK is cultivating an environment for collaborations between academia and industry by harnessing the potential of BBSK and BU's centralized facilities, like the Leadership and Professional Development Center (LPDC), for impactful training of the clients. BBBSK, in collaboration with LPDC, serves students, academia, and the corporate sector by engaging expertise for mentoring and professional development by conducting training workshops and certifications.



100+ training programs and seminars have been conducted at the school for students and industry executives in collaboration with the BU facilities like LPDC and the student support center (SSC) since the inception of BBSK in the year 2000. Our professional development program covers soft and hard skills of faculty, managers, organization developers, and strategists. Thousands of students and executives have benefited from our professional development programs.



# Consultancy

Serving the industry is our motto. BBSK provides a range of consultancy services to the industry and social organization. We provide an environment to our academic staff to become value-based researchers and contribute to scientific knowledge proliferation and industrial development. While we have programs in place for incubation, we incubate a productive and value-based progress. We aim for innovation, academic efficiency, management, facilities, funding, marketing, and IT. These provide value to students, staff, and our clients for decision-making and following the principles of kaizen.



# Technical Facilities

BBSK has well-equipped computer labs with 350 PCs, a Research & Business Solution Center (RBSC), a specialized Post-graduate lab, and other facilities. Besides, there are shared facilities such as Video-linked Conference halls, an auditorium, and gyms. These facilities are frequently extended to the industry and social organizations on the basis of nominal charges or on a gratis basis.





## Community Service

Diversity and inclusivity of people in faculty and students are our conscious choice for operating the BBSK. Our campuses and class view is testimonial of this fact. Our culture of inclusion and diversity creates a welcoming space for students, staff, and visitors. This culture is stretched beyond our campuses' boundaries with different community projects and social initiatives. We bridge the divide between academics and communities by sharing knowledge and putting skills to practice through our community support program.



Community service conducted for 40 hours during the degree program by each student is mandatory, and it is a condition for the degree award. Under this program, students in teams under the supervision of faculty/coordinator visit the underprivileged population and help them in health development, education, blood transfusion, livelihood support, and in facing the catastrophe of natural calamities. In the last three years, the students and faculty have been part of 350 such activities.



# Research and Innovation at BBSK

BBSK stands for research excellence and is exemplified by its robust framework of research publications, research projects, and unwavering support for scholars. Our commitment to scholarly advancement is evident in the myriad publications that are placed in prestigious journals, resonating with academic and practical circles alike. Since 2019, our esteemed faculty has made remarkable contributions, publishing 500 research papers in HEC-accredited local and international journals, book chapters, and case studies, solidifying our commitment to advancing knowledge across diverse domains. These contributions not only enrich global knowledge based on the indigenous wisdom but also demonstrate our dedication to seeing through the international intellectual boundaries.

At the heart of innovation lie our impactful research projects. These endeavors encompass our multidisciplinary approach, fostering collaborations that tackle complex challenges across various domains. From pioneering technologies to pioneering social solutions, our projects highlight our role as catalysts for positive change in industries and societies.



Scholars and faculty at BBSK benefit from our comprehensive research support, which empowers their pursuits. The support to researchers through the Research and Business Solution Center (RBSC), the Post Graduate Lab (PG Lab), and the mentorship program helps nurture students in advancing experimentation. To promote research output, research groups on six thematic areas of studies have been constituted. Through our thematic research groups, we provide a workable mechanism for promoting impactful research. In a nutshell, BBSK's dynamic synergy of research publications, research projects, and scholar support creates a system where innovation thrives and ideas materialize.

Bahria Business School (BBS) provides industry-focused consultancy and project support in operational excellence, quality management, and sustainability. BBS offers:

- Enhancing employee wellbeing and strengthening corporate performance
- Organizational development and globalization
- Ethical and social compliance

- Driving operational excellence through Lean-based process optimization and waste reduction
- Strengthening quality assurance and quality control using Lean Six Sigma methodologies
- Implementing data-driven risk identification, assessment, and mitigation strategies
- Advancing smart energy management and resource optimization for sustainable manufacturing
- Optimizing facility layout and inventory for cost efficiency and quality leadership
- Applying agile scheduling and time management strategies to enhance operational performance

## Partnership & Collaboration



Bahria Business School Karachi is facilitating the students by building the soft and hard infrastructure to walk through to the destination of becoming ethical business leaders in their chosen fields. We have already adopted disruptive learning models to pace the learning periods and timelines. The dream of a standard and demand driven education can only be materialized if the academics and research pursuits of universities are in line with what is required in the existing industries. To see the big picture and to be part of total change in the economy, external linkages especially partnerships and collaboration with the corporate and other universities are very much important to standardize and globalize the brands of education and its attributes across various sectors in the economy. We aim to maximize the impact of our excellence in education and research by engaging effectively with business/ industry/universities in a way that benefits staff, students, faculty, and alumni. Thus, we collaborate with businesses and universities to provide better exposure to the practical side of theories for our students. We continuously exchange students and faculty exchange programs, placement, internships and research projects with our partner universities and companies.

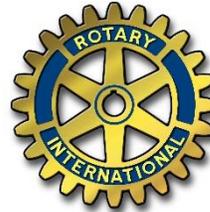


The Institute of  
Chartered Accountants  
of Pakistan

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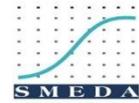
FranklinCovey



Bahria  
Foundation  
*a trusted partner*



EMPLOYERS'  
FEDERATION  
OF PAKISTAN  
The Apex Body of Employers



Small & Medium Enterprise  
Development Authority



SAPIENZA  
UNIVERSITÀ DI ROMA

# Faculty Expertise

Our faculty of Business and Management Studies is composed of distinguished academicians and researchers whose contributions are well cited and have been the recipients of a number of best prizes and awards. It is due to the valuable contributions of our faculty that BBSK has good research publications, research projects, and social service initiatives. Our commitment to scholarly advancement is reflected in publications that are placed in HEC-accredited local and international journals, book chapters, and case studies, solidifying our commitment to advancing knowledge in mono and hybrid research subjects. These contributions are enriching existing knowledge and helping scholars to break new ground in the field of research and innovations.



Our faculty engages in contemporary pedagogy following flip- and smart classroom concepts. We offer teaching competencies in wide range of specialized fields of studies including finance, supply chain management, marketing, human resource management, and operations management & quality. Beyond teaching, our faculty passionately pursues social and community welfare activities by joining hands with local non-governmental organizations. Our esteemed members represent Bahria Business School on different boards and committees, such as Employers Federation of Pakistan (EFP), the National Curriculum Review Committee (NCRC), Lion's Club, National Business Education Accreditation Council (NBEAC), Graduate Studies Committee(s), and Selection Board Committee(s) as a service to the society, academia and industry.



# BBSK Corporate Advisory Committee

The Corporate Advisory Committee (CAC) serves as a bridge between academia and the corporate sector, fostering collaboration, enhancing the quality of education, and promoting the practical application of knowledge to real-world challenges. It helps the university maintain its relevance and prepares students to succeed in a rapidly evolving professional landscape.

BBSK has a strong CAC which helps to establish academia-industry linkages for enhancing the usefulness of business education and the employability of graduates. In addition, experts from the industry help to review proposals for curriculum revisions to align them with the latest developments in the industry, and it has been a fundamental focus of Bahria University.

To make the curriculum more relevant, this council contributes to a great extent by suggesting updated industrial needs in the country. The council facilitates the department's efforts in identifying internship opportunities and searching for suitable jobs on a short and long-term basis, and helps in industry-specific research projects which could contribute to organizations, families, and society.



# Skilled HR

## Internships

BBSK's innovative approach to business and management education and training begins in the classroom, where students learn the fundamentals in a flip class technique with andragogical approach. The fundamentals and the concepts of advanced level are complemented by supervised internship in a real work environment, which allows students to develop hands-on experience with an employer for four to six weeks as a condition for the degree award. It supports our focus on experiential learning by enhancing classroom education with a real-world, paid opportunity in the business community.

BBSK has full support from the industry in hosting hundreds of our students as interns each semester. Most of those industries are partners of BBSK/BU through formal MoUs. Further, our supervised and structured internship program paves the way for students' placement in the same organization.





## **International Summer School/ Corporate Training (2025)**

The *International Summer School on “Management of Trade, Logistics, and Supply Chain in the Maritime Sector of Pakistan – A Sustainable Pathway for Blue and Green Innovation”* brought together a diverse group of participants representing academia, industry, and alumni networks. The participant distribution reflects the strong academia–industry linkage fostered through this initiative. The program was enriched by the active participation and contributions of leading organizations and experts, including:

- **DR. SHUJAAT MUBARIK**, *Heriot-Watt University, UK Specialist in global logistics, risk mitigation & digital supply chains*
- **MR. HUBERT SCHAAFSMA**, *Amsterdam University of Applied Sciences, Netherland Global authority on maritime*
- Mathias Bak – Maritime Anti-Corruption Network (MACN)
- National Institute of Maritime Affairs (NIMA)
- Global Compact Network Pakistan (GCNP)
- Pakistan Single Window (PSW)
- Karachi Port Trust (KPT)
- PNCICP
- Port Qasim Authority (PQA)
- Karachi Gateway Terminal Limited (KGTL)
- DP World
- Karachi International Container Terminal (KICT)
- Bahria University Faculty (Permanent & Visiting), Alumni, Students, and others



# Students' Grooming

Student Grooming Programs (SGP) courses are specially designed for the business students which covers a variety of topics, including:

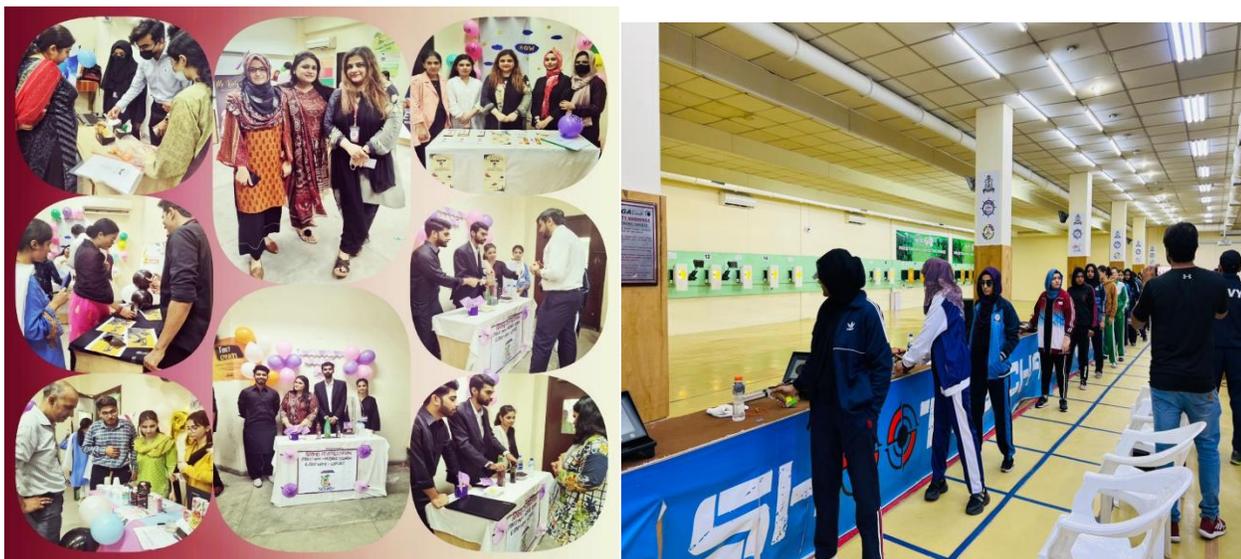
- Self-assessment and skill identification
- Cover letter and resume preparation
- Interview skills
- Job search strategies and networking
- Professionalism and etiquette



Bahria Business School offers student grooming programs. These programs are designed to enhance students' holistic development, equipping them with the skills and mindset needed to thrive in their academic pursuits, careers, and personal lives. Students' grooming has been structured in three ways: by making eight subjects part of the curriculum, by exposure to a real work environment through industrial exposure visits, and by conducting workshops/seminars with the renowned corporate trainers for the final students. The programs' effectiveness is measured on the basis of feedback of employers.



Besides, student societies and clubs play a crucial role in helping students by offering a wide range of opportunities for personal, professional, and skill development. These co-curricular and extracurricular activities provide a platform for students to engage, collaborate, and explore their interests beyond the classroom. Here are few of the student-led clubs focused on specific business disciplines, allowing students to engage in extracurricular activities, build leadership skills, peer relationships and exploring passions being part of these societies and clubs.





## Students Placement

A dedicated department of students' placement is headed by a coordinator at the BBSK takes care of the finalist/passing out students for identifying job opportunities in the industry. The department functions in collaboration with the industrial partners to help the industry to identify right CVs of graduates and at the same time identify right jobs for students' commensuration with their areas of specialization and career preferences. A network of business, social and government organizations have been established at the placement department by the help of our MoU driven partner organizations, Corporate Advisory Council (CAC) and school's/BU alumni.



# Testimonials

BBSK offers not only a place to help students achieve academic excellence but also provides services to develop their talents, literary competencies, wellbeing, and athletic spirits. Together, our faculty and students make a winning combination to outshine on national and international platforms. This combo has been representing BBSK at CFA Society Pakistan, Declamation contests, and sports competitions.

Testimonials of the departments of BBSK are hundreds of well-placed graduates in national and international companies operating locally and abroad. Few of our those stars are being reflected blow.



**Ahmed Ateeq**

**Chief Operating Officer (COO), Pak Brunei Investment Company Limited**

Mr. Ateeq is a treasury & investment banking professional, with primary expertise in treasury, capital markets, asset management, mergers & acquisitions and distress asset turnarounds. He has 20 years' experience of senior and mid-senior level management with different organizations, such as JS Bank, Pak Oman Asset Management Ltd and Jahangir Siddiqui and Company. In 2013, Mr. Ateeq received the CEO Excellence Award for excellent management skills by British Asian Culture & Business Milestones. He was also honored to be selected amongst the top 100 business leaders of Pakistan in June 2013.



**Khurram Schehzad**

**Founder & CEO, Alpha Beta Core**

Mr. Khurram is an Investment Banker and Tech Entrepreneur by profession, a Development Economist by passion; a highly progressive and driven individual with an analytical problem-solving-die-hard attitude. Mr. Khurram has been advising governments, corporates, FIs, startups and investors on growth and transformations. He has received credits from prestigious platforms (ASIAMONEY) for providing valuable financial forecasts and economic research-backing to all clients, as well as making foreign-investment breakthroughs and timely follow-ups with eventual fruitions. Mr. Khurram has been honored to receive the Best Equity Research Analysts award for 2008-09, 2009-10, and 2011-12.



**Maryam Shahid**

**Director – Treasury Product Control, CIBC**

Ms. Maryam is passionate about transformational change and continuous learning and has a proven track record of managing teams and delivering key initiatives in the banking industry. For more than 10 years, she has also been affiliated with the spread of knowledge through teaching Finance and Investment courses at universities, such as Bahria University, University of Dammam. She is a Chartered Financial Analyst (CFA) with the honor of receiving the award for Best Finance Faculty, CIBC Quarterly Achievers Award, and CIBC Team Quarterly Achievers Award. She is an active member of various Diversity and Inclusion support groups.



**Muhammad Naveed Alam**

**Chief Financial Officer (CFO), Procon Engineering Pvt. Ltd.  
(Master Group of Companies)**

Mr. Naveed is a detail-oriented multi-tasker, with exemplary organization and commercial management skills. He has 24years of corporate experience with diverse professional development that includes audit, accounting, strategic planning, business administration, budgeting & forecasting, financial analysis and business profitability reporting.



## Contact information

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