Institute of Business Administration (IBA)

International Resource Centre (IRC)

Strategic Intent – Six Months Plans
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I. IRC Purpose

The purpose of IBA’s International Resource Centre (IRC) is to open our doors to the world and expand the scope of our academic activities beyond our geographical borders.

The IRC aims to provide students with both an understanding of our local, diverse community, as well as the tools to become active leaders and responsible members of the increasingly interconnected, global society.

The IRC also seeks to develop faculty expertise supporting its internationalization efforts on and off campus. These aims are realized through curricular and co-curricular offerings; interaction with students and faculty from a broad range of cultures; and opportunities to travel, study and perform research abroad.

International Resource Centre at IBA will help the institute Internationalize and grow with learning and sharing experiences with the global community. Different aspects which IRC will be looking are Academic Collaborations, Exchanges, Research and Partnerships.

The IRC will serve to develop and promote international academic excellence with regards to:

- Transnational Education
- Student, Faculty, and Staff Exchange and Linkages
- International Student Recruitment
- Entrepreneurship Linkages
II. IRC Strategy

In order to fully realize IBA’s Internationalization purpose and vision, IRC must:

- increase number of International Student Body through visiting and full-time students;
- determine and help get partners on board to incorporate more global perspectives into our curriculum;
- increase the diversity of our faculty;
- increase opportunities for students and faculty to travel abroad for purposes of study, research and cultural awareness;
- develop funding sources for international programming on campus and abroad;
- increase our presence and name recognition globally;
- increase co-curricular offerings with an international focus, including internships, volunteer opportunities, lectures, and more;
- support development of increased international competency for faculty and staff;
- focus on specific regional opportunities that advance IBA’s internationalization vision.
III. IRC Organizational Structure

A. Functional Structure:

B. IRC Operational Structure:
IV. IRC Role Profiles and KPIs

Program Manager International Resource Center
Representative: Kumail Raza Hemani

Role Profile
A central coordinating role is required to align the various aspects of internationalisation. This role is also critical for overall IRC planning, organising and day-to-day activity management and monitoring. The key functions of this office are given below;

- Preparing strategic and operational plans for IRC.
- Coordinating between the IRC Units
- Co-Defining Roles and Objectives
- Maintaining timelines
- IRC Coordination with the British Council and other local agencies
- Logistic and Launch Support in IRC
- Standard Operation Procedures Development
- Getting all Stakeholders on board

Key Performance indicators (KPI’s)

- Timely implementation of IRC Strategic Plan
- Development of IRC as per agreed deliverables and timelines
Marketing & Recruitment
Representative: Ishfaque Lashari, Ummara

Role Profile

Most foreign universities have an international office responsible for marketing, promotion and recruitment of regional/international students. This office also provides international students support services like, information on visa requirements, accommodation and living, security and travelling services etc. The key functions of this office are given below;

- Prepare strategic and operational plans for communication, advertising and promotion of IBA outside of Pakistan.
- Participate in all marketing events, educational exhibitions, and visiting targeted regions to market and promote IBA Program offerings, so that more international students can be attracted.
- Design international student services (travel, pre-departure, arrival, accommodation, first 6 months) and work on execution and operational areas related of this portfolio.
- Facilitate and guide students for overseas scholarships and admission processes in foreign universities.
- Guide and counsel on higher education options for our students.

Key Performance indicators (KPI's)

- Number of international students enrolled.
  - Can break down into specific countries
  - Specific programs

- Number of seminars, outreach events conducted.

- Number of prospective partners identified in region and internationally for promotion of IBA and its programs.

- Number of contacts per prospective partner

- Monthly progress reports, yearly action plans and three year strategic marketing plans etc.

- Student satisfaction with support services provided, level of responsiveness
**Academic Linkages**  
Representative: Shehreena Dawoodani

**Role Profile**
Academic linkages with international universities, colleges, and other related institutes are keys to the implementation of internationalization policy at IBA. We already have this component functional and operational. Relationship with international institutes can be developed under the umbrella of overall internationalization policy and priorities. The following functions can be performed under this role;

- Academic linkages with top rated universities and institutes; focusing on students and faculty exchange programs, joint or split degree programs, transnational education options etc
- Learning best practices from leading universities; arranging visits and staff mobility for learning and development etc
- Work towards fulfilling requirements and meeting the criteria of international accreditations, memberships of international associations and professional certifications etc.
- Develop with respective functions tailored products, programs, workshops in order to facilitate need of partner institutions

**Key performance Indicators (KPI’s)**

- Number of students sent /enrolled in exchange programs and vice versa.
- Number of faculty exchanges, teaching/guest lecturing
- Number of MoU’s and Agreements signed with international partners.
- Number of solutions or customized products designed (e.g. Split programs.)
Research Collaboration and Commercialization
Representative: Dr. Huma Samir Amir

Role Profile

Research collaborations with international institutes, government bodies, funding agencies, research associations, and industry etc will be covered under this portfolio. We already have a research centre at IBA and our faculty and MS/Phd students are also engaged in research. This office will provide a platform for students and faculty members to work on projects across borders and submit proposals to this office for commercialization of their work. Following will be the key functions of this office:

- To develop linkages with international research institutes, universities and other related bodies.
- To develop linkages and partnerships with local industries in Pakistan as well as in region or international partners so that research modules, proposals, products or solution can be commercialized.
- To closely work and engage all faculty members and MS/PhD students in research activities.
- To develop International Research Policy incentives, support system etc to strengthen the research culture in IBA.

Key performance Indicators (KPI’s)

- Number of partnerships and agreements signed with international agencies, institutes or companies.
- Number of enrolled/active researchers on board with this office (Faculty, Students etc)
- Number of publications, concept papers and international conferences participations
- Amount ($, PKR, etc) raised at year end through research activities.
Entrepreneurship (Social & Business)
Representative: Imran Zawwar

Role Profile

Partnerships will be required with international organizations for funding or opening of any business in Pakistan. Students and faculty can be encouraged to work on international entrepreneurship projects, Business competitions, conferences, workshops etc. International students can work on joint model with their host country institutes and IBA to develop innovative products etc. This unit must encourage innovation and entrepreneurship among students, faculty and external stake holders. Key functions will be:

- Encourage students for innovative business ideas which can be marketed internationally.
- Develop linkages with entrepreneurship societies and bodies.
- To market and Promote CED, and work closely with CED team.
- To build linkages with local/regional industries, Government and Public organizations (SBP, SMEDA etc).
- To develop partnerships with the social sector for Social entrepreneurships and enterprise models (Shell Tameer, Acumen Fund etc)

Key performance Indicators (KPI’s)

- Number of agreements with foreign investors, institutes or any related bodies and associations.
- Number of business plans or proposal submitted to international agencies/number approved.
- Number of business competitions and events organized.
- Amount raised for business funding etc.
Communication & Public Affairs
Representative: Dr. Erum Hafeez, Saadia Baig

Role Profile
This office will coordinate with all other functions of IRC for advertising, publications, public relations, and designing and display of marketing IRC materials. The role of this office is to make sure all communications and marketing materials from IBA is aligned with the overall brand strategy of the institute. Other functions of this office will be:

- Conceptualizing, designing and providing marketing materials and newsletter.
- Designing and creating admission prospectus, brochures, website updates for International Students
- Provide support to all functions of IRC for all communication, branding and outreach requirements.
- Publishing success stories, Testimonials of Donors and beneficiaries.
- Build Communication linkages through print, digital, and social media
- Coordinating with publication houses and advertising agencies

Key Performance Indicators (KPI’s)

- Publication of required marketing material for each of the components of IRC
- Facilitate the publication of IRC’s Annual Activity Report
- Number of prospective institutions first contact, number second contact
- Effectiveness of communication channels: webpage hits, print ad response, attendance at events, etc.
V. Action Plan – Six Months

Marketing/Recruiting

➢ Marketing Plan for Launching IRC
➢ Marketing material for launching
➢ Invitations and follow ups
➢ Capturing the event and providing to communication office.

Communication & PR

➢ Identify best communication practices in local, regional & international universities by September 2012

➢ Translate our study into pragmatic action plan and templates reflecting IBA communications & marketing revamped role by October 2012

➢ Create marketing material for launch (social media) by December 2012 (or in accordance to agreed launch date)

➢ Making it known to press & media (PR) at the time of launch and after that during January 2013

Academic Linkages

➢ Consolidate all linkages currently in place for Communication/PR purposes

➢ Make “Exchange Passports” detailing Key Expectations, Guidelines, and Objectives for the exchange, one for Faculty and one for Students, by September/October, 2012

➢ Implement at least one online co-teaching by December, 2012

➢ Prepare first draft of Self Assessment Report against the AMBA Accreditation Requirements by September 2012
**Entrepreneurship**

- INVENT 2013 Regional: Contact through a first communication to shortlisted embassies to obtain their commitment to and support (visa facilitation, marketing, and introductions/connections) for their participation in Invent 2013 by August, 2012, secure confirmations by December, 2012.

- During Conference in Hong Kong, network for future linkages for IBA (Use IBA Passport), September, 2012

- Identify additional opportunities through USAID for Entrepreneurial Linkages (September, 2012)

- Setup a monthly contact with MILE (share IBA activities) in order to create rapport and identify areas for future collaboration (first contact September, 2012)

**IRC Program Manager**

- Get all Stakeholders on board (IBA and Partners) with Strategic paper and Purpose of IRC

- Finalize the roles and Responsibilities of all Units and the Respective 6-12-month timelines

- Location of IRC

- Coordinate with British Council and IBA (Management and Relevant IRC Units) for Launch of IRC

**Research Collaboration & Commercialization**

- Completion and Maintenance of a database of Expert and Expertise in Research Areas

- With the help of Academic Linkages Unit, find out the same field researchers from Universities around the world

- Collaborate with Universities in form of MOUs, Agreements, Linkages, Collaborations etc

- A complete website of Research at IBA
IRC Launch

The launch date of IRC at IBA has been finalized to be on 23rd October, 2012. Meetings with different Unit owners/Representatives have led to a plan for each unit for the Launch of IRC.

The Action Steps towards this particular Milestone are Listed Below

Program Manager

- Coordinate among different modules/Units for Launch Activities
- Work with British Council representatives for planning of Launch
- Making sure timelines are being met
- Keeping all stakeholders in the loop.
- Collecting all related task material from Units and streamlining them.
- Manage IRC Launch

Communication and Public Affairs

- Development of Templates for Program Information: 1st Week of August, 2012
- Development of Templates for IRC Brochure Brief: 1st Week of August, 2012
- Templates to be sent to the Program Directors for Information: 1st Week of August, 2012
- Collection of Completely Filled Templates from Program Directors: 15th August, 2012
- By 15th August, 2012, Info regarding IRC Corporate Brochure will also be finalized with Collaboration
- The Design of Corporate and Program Specific Brochures will be ready between 1st to 5th September
The designs will be made part of the Social Media Marketing by Communications Department

Designs to be sent for Printing: 5th September

**Entrepreneurship**

- Write up to be prepared about Invent 2012: 1st August, 2012
- Write up to be prepared about aspirations for Invent 2013 (Regional Extension): 1st August, 2012
- Mr. Zawwar to try and participate in Hong Kong Conference and make Links if the Conference is in the 2nd Week of September,
- These links will then be taken up from the platform of IBA International Office (IRC)
- CED Brochure Information will all updates, pictures, USPs to be submitted by: 10th August, 2012

**Research Collaboration and Commercialization**

- Dr. Huma will be the Unit Touch Point for Research Collaboration and Commercialization Module
- Dr. Huma will be working along Dr. Amber Gul and Mr. Waseem Arain
- Updated list of All Researchers and Areas of Research shall be provided by 1st Week of August
- Website highlighting Updated Research activities and will be Online by 15th August

**Marketing/Recruitment**

- Mr. Ishfaque will be preparing a marketing plan for Launch of IRC by the first week of August
- Consultation and discussion will be done with Ms. Nadia and Ms. Hina in the British Council and Ms. Ummara and Ms. Anum at IBA
- Mr. Ishfaque will Write an email to British Council Representatives and Ms. Rahila Narejo to formally announce the Launch Date for IRC

**Academic Linkages**

- Information regarding IRC Corporate Brochure,
- Testimonials
- Expectations
- Institutional Objectives etc
- By: 15th August, 2012

Co-Teaching possibility can be looked at with Dr. Lubna (India) or any other Faculty abroad for next Semester using Digital Media