



**ICEL  
2017**

**Conference  
Report**

**OCTOBER 21 & 22, 2017**

**INTERNATIONAL  
CONFERENCE ON  
EXPERIENTIAL LEARNING  
(ICEL 2017)**

The Second International Conference on Experiential Learning (ICEL 2017) was held at the Institute of Business Management on October 21 and 22, 2017.

The objective of the conference was to exhibit how teaching patterns have evolved in the last several years, from conventional to experiential—that is learning by doing. Although the

learning continues to be conceptual, rigor in learning is reflected through innovational and real time experiences.

The conference included problems and solutions for Experiential Learning (EL) and cases of successful teaching and learning through EL, covering both school and higher education, business management, health and hospital management, engineering and media were presented. The cases were part of plenary sessions, paper presentations and panel discussions in which eminent national and international speakers participated.

This report will reflect on the two-day conference for all the tracks. An inaugural session kick started the conference with a welcome address by the Chairperson, Dr. Irfan Hyder, Dean CBM & CES and Mr. Talib Syed Karim, President IoBM. Other speakers included, Mr. Javed Memon, Director HEC, Dr. Abdul Bari Khan, CEO Indus Hospital and Mr. Bashir Janmohammad, Chancellor IoBM. All

the speakers expressed their views with regards to learning through their own experiences.

**BUSINESS MANAGEMENT  
TRACK**

Utilization of experiential learning and the role it plays in providing fresh graduates a heads up on what is expected in the professional world

**COLLEGE OF BUSINESS  
MANAGEMENT**

**Day I** After the inaugural session, Business Management track was conducted which consisted of two plenary speakers and a panel session consisting of corporate experts. The plenary speakers were Dr. Naveda Kitchlew of University of Management Technology Lahore and Prof. Dr. Rajah A/I Rasiah of University of Malaya, Malaysia. Both the speakers talked about the frameworks and utilization of experiential learning in the context of Business Management.



The presentations of the speakers set the tone for the panel session which was moderated by Hussain Aftab Changi, a CBM graduate who had worked on an experiential learning project known as capstone project. The panelists were Naveed Ilyas, Senior Director, Global Marketing and Sales at IBEX Global, Afzal Shahabuddin, Resource edge; Jalal Curamally, Head of HR, EFU; Talha Wahab Regional Manager, Pepsi; Bernd Sprankel, Senior Experten Service Germany and Rukhsana Asghar Fulcrum Business Consulting. The discussion focused on the utilization of the experiential learning and the role it plays in providing fresh graduates a heads up on what is expected in the professional world.



Post lunch session included two plenary sessions and a panel session comprising students who completed capstone projects. The plenary speakers were Dr. Muhammad Rizwan of Bahauddin Zakariya University, Multan and Dr. Abdul Salam Lodhi, BUIEMS. The two speakers presented their ideas regarding transformational teaching and the utilization of skills of the workforce in Pakistan. The post lunch panel session was based on students



who had worked on prestigious capstone projects with leading firms such as Habitt, Pepsi, EFU and the moderator for the session was once again Hussain Aftab Changi. The session was useful to understand the processes and the hardships faced by students while working on capstone projects. It also gave a glimpse of feedback of the positive impact the projects had on the students who could jump start their professional lives as a result of the projects.

**EDUCATION MANAGEMENT TRACK**

October 21, 2017

**EDUCATION MANAGEMENT DEPARTMENT**



**Day 1 Education School Education Track**

The inaugural was followed by interactive sessions on experiential learning in school education, Dr. Qurat ul, Ain Bhaktiari and Ms. Sarah Hyder. Mr. Javed Jabbar’s message laid

Quratul Ain Baktiari talked about a programmed process she had followed in the quest for learning. Ms. Sarah Hyder shared her experiences on how she operated her school and the methods she used for learning to take place.

topic ‘Experiential Learning Based Curriculum Design: Choices and Constraints’, presented by Dr. Muhammad Memon, Chairman Board of Intermediate and Secondary Education, Hyderabad who elucidated the need for a relevant and meaningful

In addition to these major sessions, nine tracks of parallel sessions were



stress on the impact of teachers on the learning of children, which was both formidable and important. He also stressed the three dimensions of experiential learning namely the physical dimension and the intellectual dimension, which were critical to learning. Thus, experiential learning needed passion, risk taking and preference along with a love of reading to be truly successful. Dr.

Three dimensions of experiential learning: the physical dimension, the motivational dimension and the intellectual dimension.

held throughout the day. Each session included four to five paper presentations. The sheer diversity of topics and the adroit handling of the subjects were exceptionally meaningful for the attendees to think about.

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**Day 2 Education Higher Education Track** Day Two of the commenced with a plenary on the



curriculum. This was followed by Dr. Bayani Almacen from Royal Institution, Singapore, who spoke on the topic of 'Incorporating Experiences by Building a Strong Teacher Training Program'. In his speech he provided useful tips for effective teaching, which were appreciated by teachers with less teaching experience.

The final speaker of the session was Dr. Karamat Ali, Director ORIC, NUML University, Islamabad, who talked about the functions of ORIC.

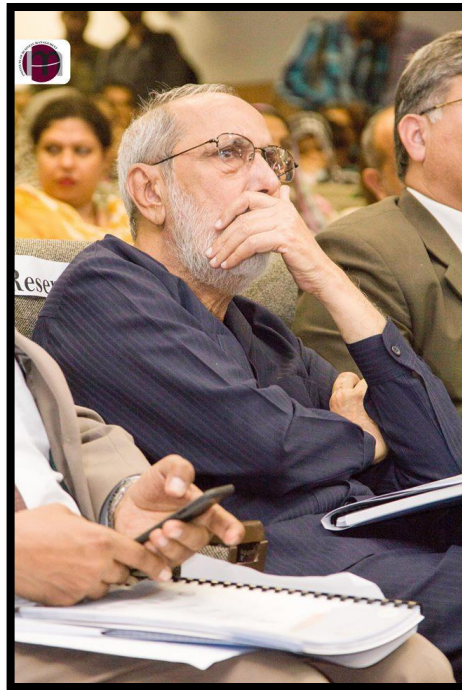
The plenary session was followed by a panel discussion on the topic 'Managing the Big Love Between Supervisors and Supervisees'. Participants included Dr. Nasir Mehmood, Dean AIOU, Dr. Irshad Farukh, Secretary NACTE, Prof. N.B. Jumani, Directorate of Distance Education, Dr. Bayani Almacen, Royal Institution, Singapore and Dr. Munira Amirali, IED-AKU. Dr. Nasreen Hussain and Dr. Izhar-ul-Haq Siddiqui served as the moderators of the discussion. The discussion outcomes clarified the role of NACTE, HEC guidelines for supervisors and supervisees and general thoughts on



the topic. The session was of particular interest to MPhil and PhD



higher education. It is expected that such well planned and executed events will continue at IoBM in years to come.



To support commercialization, academia in Pakistan have established specialized structures, such as Office of Research Innovation and Commercialization (ORIC), research incubators and supportive internal rules and procedures. The International Conference on Experiential Learning served as a means to facilitate researchers and entrepreneurs.

scholars and was much appreciated.

To sum-up, ICEL Education Track provided relevant insight into issues of interest and importance to teachers and educators both in school and

## ENGINEERING TRACK DAY 1 & 2



The purpose of the conference was to encourage young engineers in engineering and other technologies to commercialize their research projects and findings. To support commercialization, academia in Pakistan have established specialized structures, such as Office of Research Innovation and Commercialization (ORIC), research incubators and supportive internal rules and procedures. The International Conference on Experiential Learning served as a means to facilitate researchers and entrepreneurs.

Invited Guest Speakers at the engineering track included Professor Dr. Javier Poncela, Associate Professor at University of Malaga, Spain; Professor Dr. Bhawani Shankar, Dean of Electrical, Electronics & Computer Engineering, Mehran University of Engineering and Technology, Jamshoro, Pakistan; Dr. Ghulam Ali Mallah from SALU, Dr. Bilal Muhammad Khan from NUST, Dr. Bilal A. Siddiqui, Mechanical Engineer, Pakistan Air force, Aeronautical Complex Kamra; Muhammad Asim, National University

of Sciences and Technology; Waqas Bilal, Shift In-charge, Punjab Emergency Service Rescue 1122; Muhammad Adeel Karim, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology; Dr. Adeel Ansari, Assistant Professor, Computer Science and MIS Department, IoBM Rabia Hassan, Shabana Muhammad, Mehreen Asrar, Irfan Yousuf, Zahid Manzoor, Nimra Noor, Rahma Nadeem Sheikh, MS(EM) students at IoBM, Muhammad Rizwan, from K-Electric, Sohaib Ahmed, Hasnain Samoo, BE(EE) students at IoBM.

On Day-1, after the inaugural session, the conference for the Engineering Track was held in the Shahjehan S. Karim Center of Excellence. The Head of the Electrical Engineering Department, Ms. Seema Ansari welcomed the International and national speakers and other guests. Nine speakers presented their work and shared experiences on learning by doing. Guest speaker, Dr. Javier Poncela shared his work on the 'Challenges in Underwater Video Transmission' while Dr. Bhawani Shanker spoke on the 'Changing Nature of 21<sup>st</sup> Century Engineering Research and Innovation'. Speakers expressed their view on different topics like "EI as an Emotional Resource; Buffering the Harmful Effects of Surface Acting on Employee Wellbeing", "Comprehensive Study of Shadow Detection and Removal in Real Time Still Images," "Vehicular Emission Effect on Human Health in



Karachi Urban and Policy Recommendations", "Review of Technologies for Environmental



Monitoring of Freshwater Species, Associated Challenges and Implications", "Efficient Routing Protocol for Vehicular Adhoc Network" and "Asaan Taleem- An initiative to Bridge the Gap in Acquiring Quality Education for Higher Secondary School Students in Pakistan through E-learning".

Day Two began with the paper presentations followed by demonstrations of projects made by the students of Electrical Engineering. Papers were presented on 'Rural Electrification of Model Village', by Irfan Yousuf, MS (EM) student at IoBM. "Precision Agriculture Using Swarm of Unmanned Systems", and "Performance Evaluation of FASTICA for Signals Data Processing" by Dr. Adeel Ansari. A Feasibility Study of Solar Installations in Commercial Building of Pakistan was also presented. Other topics covered were "Perception of Local Public on BRT at Corridor III Karachi" and "Transformation of Copper Network to Fiber Optic".

The session was followed by the display of final year projects of Electrical Engineering students. There were three projects; Power Generation by Combined Cycle; students designed this project to overcome the power shortage in the country. Remaining two projects were Bottle Filling and Capping System Plant and Gas Pipeline Leakage Detection System.

The last itinerary of the conference was a panel discussion which was well attended by students, faculty and other invited guests. The moderator

of the panel discussion Ms. Seema Ansari invited the Panelists Dr. Javier Poncela from Spain, Mr. Waqas Bilal from Riphah Univ. Lahore, Dr. Adeel Ansari from CS dept. IoBM, Dr. Zeeshan Shahid and Engr. Rasid Qutub from Electrical Engineering Dept. to speak on the importance of reading books along with experiential learning. The session was of particular interest to students and other audience. Overall, the conference was very successful and appreciated by all.

**MEDIA TRACK  
OCTOBER 22, 2107**

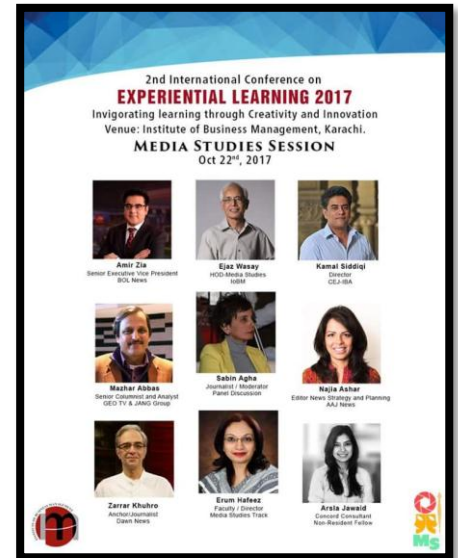
The objective of the track was to bridge the gap between academia and industry through dialogue, discussion and exchange of Ideas with the leading figures of Pakistan’s media industry

**MEDIA STUDIES DEPARTMENT**

There was also a panel discussion on the theme of the challenges and issues faced by the journalists and media houses in Pakistan and the world. It was attended by renowned media celebrities including Mr. Mazhar Abbas (Geo TV & Jang Group), Mr. Zarrar Khuhro (Dawn News), Ms. Najia Ashar (Aaj TV) and Ms. Arsla Javaid, a freelance journalist. The panel discussion was moderated by Ms. Sabin Agha, freelance journalist

“The concept of Experiential Learning inculcates the idea of self-initiative; this helps empower the thinking process of a nation as a whole,” said Mr. Zarrar Khuhro

“No wonder that challenges faced by the journalists are numerous, but the least we could do is to stay loyal with our profession and the public and provide them authentic information,” said Mr. Mazhar Abbas



Media Studies department of IoBM initiated an exclusive 'Media Track' on the second day of the event. The objective of the track was to bridge the gap between academia and industry through dialogue, discussion and exchange of Ideas with the leading figures of Pakistan’s media industry.

In recent years, media has emerged as a highly sought-after discipline and the interesting thing is that Media Studies lends itself very naturally to experiential learning i.e. learning by doing (action, experience and exploration). In a world where everybody now has a voice, media professionals and journalists are facing multiple challenges not only in The key note speakers for the media track, Mr. Kamal Siddiqi (Director- Centre for Excellence in Journalism, IBA Karachi) and Mr. Amir Zia (Senior Executive Vice President and Editor English Daily BOL news), highlighted some of those challenges and the way they need to be tackled.



and documentary filmmaker.

Others present on this occasion were Mr. Talib Karim (President IoBM), Ms Sabina Mohsin (Executive Director IoBM), and Mr Ejaz Wasay (HoD Media Studies Dept.) besides guests from media industry, faculty, staff, alumni and students.

The program was well-attended despite being organized on a Sunday afternoon. The track concluded with an engaging Q/A. session followed by memento distribution ceremony among the panelists and speakers.

**HEALTH & HOSPITAL  
MANAGEMENT TRACK  
OCTOBER 22 & 23, 2107**

Role of Healthcare Industry in  
Experiential Learning

**HEALTH & HOSPITAL  
MANAGEMENT DEPARTMENT**



The Department of Health and Hospital Management at Institute of Business Management, Karachi has been enriching careers of healthcare professionals with managerial education through an MBA degree



program for more than 18 years. learning and practical research based on interdisciplinary approaches. One of our prime objectives is to bring key opinion leaders working in the health care field under one roof as it is observed that there is so much talent and expertise and yet we are working in scattered segments.

The MHM Department participated in ICEL with the main agenda of **ROLE OF HEALTHCARE INDUSTRY IN learning**. It is true that colleges have now started applying experiential learning techniques in teaching whereas health institutions and other systems imparting scientific education have been applying such methodologies since the beginning.



**Track Director**  
Dr. Asima Faisal, Assistant Professor, HOD MHM, IobM

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**SPEAKERS HEALTH AND HOSPITAL MANAGEMENT TRACK**




## MHM TRACK

MHM track covered three plenary sessions with 17 dignitaries from pharmaceutical, hospital and healthcare education sectors.



*And this is where scientific education can bridge with business learning, positive areas of collaboration with relevant institutions and industries. 15 research presentations and 29 poster presentations were made and a workshop on Data Analytics was also conducted.*



THE ICEL 2017 TEAM