

# Learn About Business

Most parents ask themselves,

**“How can I prepare my child for the uncertain business world? “**

Learn about business is a fulfilled experiential learning program designed to introduce the business world to young children. To excel in the AGE OF DIGITAL DISRUPTION children must be acquainted with an expanded world view at a tender age. Through this program children will not only learn about basic business concepts and how businesses operate and compete but also get unique opportunities to see for themselves how businesses create products in their facilities.

Mentoring and coaching sessions are patterned to answer curious questions of inquiring minds and also model exemplary communication skills crucial to success in the business world.

Learn about business is also an opportunity for young children to create a product and sell it on campus and make money in the process.

***Sept 23—Oct 14, 2017***

***Every Saturday***

***10 am to 2 om***

***PKR 12,000/-***



### **Who should attend?**

Learn about business is an essential for the parents wanting their children to enter into business. Children aged 9 to 14 are encouraged to apply.

### **Key features**

- ◆ Introduce key business concepts and models
- ◆ Experience production facilities and service delivery
- ◆ Interact with mentors and business coaches
- ◆ Learn vital interpersonal and communication skills
- ◆ Earn money selling

## **IBA SKILLS DEVELOPMENT PROGRAM**

Center for Executive Education

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### **TRAINER:**

**Aysha Anas Iftikhar** has an established track record of training design and delivery and brings quality content and high energy to her workshops. The innovative design of her workshops emphasize experiential learning.

Aysha is a gold medalist and position holder from the Institute of Business Administration (IBA). She has taught diverse courses to both undergraduate and graduate students and supervised over 200+ research projects at the graduate level at the Institute of Business Administration (IBA), Karachi. She has published research papers to her credit and has received intensive training sponsored by the HEC.

A few of her clients include Higher Education Commission (HEC), Federal Bureau of Revenue (FBR), Small and Medium Enterprise Authority (SMEDA), Organization of Islamic Countries (OIC), SAMI Pharmaceuticals etc.

