

**IQRA**  
UNIVERSITY



H-9 CAMPUS, ISLAMABAD

**CAREER SERVICES OFFICE**  
EMPOWERING CAREERS.  
ENRICHING FUTURES.

# CAREER NEWSLETTER

— INSIGHTS. OPPORTUNITIES. GROWTH. —

ISSUE

**01**

JULY  
2026

PREPARING  
TODAY'S TALENT  
FOR TOMORROW'S  
OPPORTUNITIES.



—  
YOUR GUIDE TO  
CAREER INSIGHTS,  
RESOURCES AND  
PROFESSIONAL  
GROWTH.  
—



## Prof. Eatzaz Ahmad

“

*Education is not solely about earning a degree—it is about developing leaders, promoting innovation, encouraging entrepreneurship, and fostering lifelong learning.*

”

### MESSAGE FROM

## Prof. Eatzaz Ahmad

**I**t gives me great pleasure to share this message as we reflect on another year of growth, achievement, and meaningful progress at Iqra University H-9 Campus Islamabad.

At Iqra University, we remain committed to our mission of becoming a world-class institution of higher education and research—one that nurtures technical excellence, critical thinking, ethical leadership, and a strong sense of social responsibility. In today's rapidly evolving world, shaped by Artificial Intelligence, digital transformation, and global disruption, universities must go beyond delivering academic knowledge. We must prepare students to become adaptable, innovative, and future-ready professionals.



Our core values—**Respect, Merit, Courtesy, Excellence, Equality, Honesty, Innovation, and Dedication**—continue to guide every initiative we undertake. These values shape our culture and reinforce our commitment to creating an inclusive learning environment where every student is empowered to grow and succeed.

I am particularly proud of the efforts of our Career Services Office, which continues to play a pivotal role in strengthening academia-industry linkages and advancing student career readiness.

At IUIC, we believe that education is not solely about earning a degree—it is about developing leaders, promoting innovation, encouraging entrepreneurship, and fostering lifelong learning. Our goal is to produce graduates who are not only professionally competent but also ethically grounded and capable of contributing positively to society.

I extend my sincere appreciation to our faculty, administrative teams, alumni, and industry partners for their continued support and dedication. Their collective efforts are instrumental in shaping a vibrant academic ecosystem that empowers our students to thrive.

As we move forward, let us continue working together to inspire excellence, create opportunities, and shape a future defined by knowledge, innovation, and impact.



MESSAGE FROM  
THE MANAGER / INCHARGE

**Mr. Badar  
Abbas Shah**

(Newsletter Writer, Editor & Designer)

“

*At Career Services,  
we don't just  
prepare students  
for careers—  
we empower them  
to become leaders  
of the future.*

”

## MESSAGE FROM

# Mr. Badar Abbas Shah

We take pride in the achievements of Career Services Office and the valuable support of all academic & administrative offices. Together, we have strengthened initiatives and created greater opportunities for student and alumni success.

Welcome to the Annual Newsletter of the Career Services Office,  
Iqra University H-9 Islamabad campus.

In an era shaped by Artificial Intelligence, automation, and rapid digital transformation, the definition of career success is evolving. Today, employers seek more than academic credentials—they value adaptability, digital intelligence, problem-solving, innovation, and the ability to continuously learn and reinvent.

At Career Services Office, we believe our responsibility extends beyond helping students secure jobs; our mission is to **shape future-ready talent equipped to lead in an increasingly competitive global economy.**

With this vision, we introduced two flagship initiatives:



### STUDENT CAREER ACCELERATOR PROGRAM (SCAP)

A structured, milestone-based career journey from student onboarding to professional placement, ensuring continuous growth in skills, industry exposure, and employability.



### STUDENT FINANCIAL SUSTAINABILITY PROGRAM (SFSP)

Empowering students with future-relevant, income-generating skills and connecting them to meaningful earning opportunities, promoting both career readiness and financial independence.

These initiatives represent our commitment to transforming Career Services into a strategic platform for **career development, professional excellence, and student empowerment.**

As we move forward, our goal remains clear: to build a generation of graduates who do not merely adapt to the future—but **confidently create it.**



I extend my sincere **thanks** to our Senior Management for being a constant source of support and motivation. I am equally grateful to all academic and administrative departments for their **continued collaboration, partnership,** and unwavering support in making our initiatives impactful and meaningful.

# INTRODUCTION

Career Services Office (CSO) at Iqra University H-9 Campus serves as a strategic bridge between academia, industry, students, alumni, and employers, with the mission of enhancing student employability, strengthening industry linkages, and fostering career readiness.



## EMPOWERING STUDENTS FOR SUCCESS

We are committed to preparing students and graduates for successful professional careers by providing structured career development opportunities, practical exposure, and market-driven skill enhancement initiatives.



## BUILDING A DYNAMIC ECOSYSTEM

CSO works to cultivate a dynamic ecosystem where students are empowered with the knowledge, skills, networks, and professional competencies required to excel in an increasingly competitive global job market.



## STRONG INDUSTRY PARTNERSHIPS

We actively develop and maintain partnerships with corporate organizations, industry leaders, chambers of commerce, public and private institutions, development sector organizations, and alumni networks to create meaningful opportunities for internships, placements, training, and professional collaboration.



## PROMOTING COLLABORATION

CSO plays a vital role in promoting industry-academia collaboration through strategic platforms such as conferences, job fairs, corporate networking sessions, and institutional partnerships.



## INNOVATIVE INITIATIVES

In line with modern workforce demands, CSO has introduced innovative initiatives including the Student Career Accelerator Program (SCAP), which provides a structured semester-wise career pathway, and the Student Financial Sustainability Program (SFSP), aimed at equipping students with income-generating skills and paid project opportunities.



## ENHANCING STUDENT CAPACITY

Through programs such as the Student Capacity Enhancement Program (SCEP), students receive targeted training in employability skills, professional communication, workplace ethics, leadership, and career planning.



## ALUMNI & EMPLOYER ENGAGEMENT

The office also serves as the focal point for alumni engagement and employer relations, strengthening lifelong connections between graduates and their alma mater while leveraging alumni networks for mentorship, collaboration, and career advancement opportunities.



## OUR VISION

Overall, the Career Services Office envisions creating a future-ready student community by fostering career excellence, professional growth, innovation, leadership, and lifelong learning, thereby contributing significantly to the university's mission of producing competent and impactful professionals.

# OUR APPROACH

At the Career Services Office (CSO), Iqra University, our approach is centered on empowering students to explore, develop, and connect throughout their academic and professional journey.



## EXPLORE & DISCOVER

We help students explore their interests, strengths, values, and career aspirations, enabling them to make informed decisions about their future. Through career guidance, self-assessment, and structured interventions under the Student Career Accelerator Program (S-CAP), students gain greater clarity, confidence, and direction in shaping their career paths.

## DEVELOP & GROW

We focus on developing future-ready graduates by equipping students with industry-relevant skills, practical knowledge, and professional competencies required in today's rapidly evolving, AI-driven world. Through workshops, training sessions, career coaching, and experiential learning opportunities, students strengthen their employability, professional presence, and workplace readiness.



## CONNECT & COLLABORATE

We foster meaningful connections between students and faculty, administrative offices, alumni, peers, and industry professionals, creating a collaborative ecosystem that provides mentorship, networking, career insights, and access to valuable opportunities.

## EMPOWER & SUCCEED

Our commitment is to ensure every IUIC student has access to the tools, resources, and guidance needed to build a purpose-driven and successful future—whether through employment, entrepreneurship, or higher education.



## ENGAGE & PARTNER

A core pillar of our approach is employer engagement, through which we establish strong industry partnerships and create pathways for internships, placements, industry exposure, and long-term professional growth.



## OUR COMMITMENT

Through our student-centered approach, strategic partnerships, and continuous innovation, we strive to build a future-ready community of confident, competent, and compassionate professionals who make a meaningful impact in their chosen fields and in society.

# Annual Summary (FY 2025–2026)

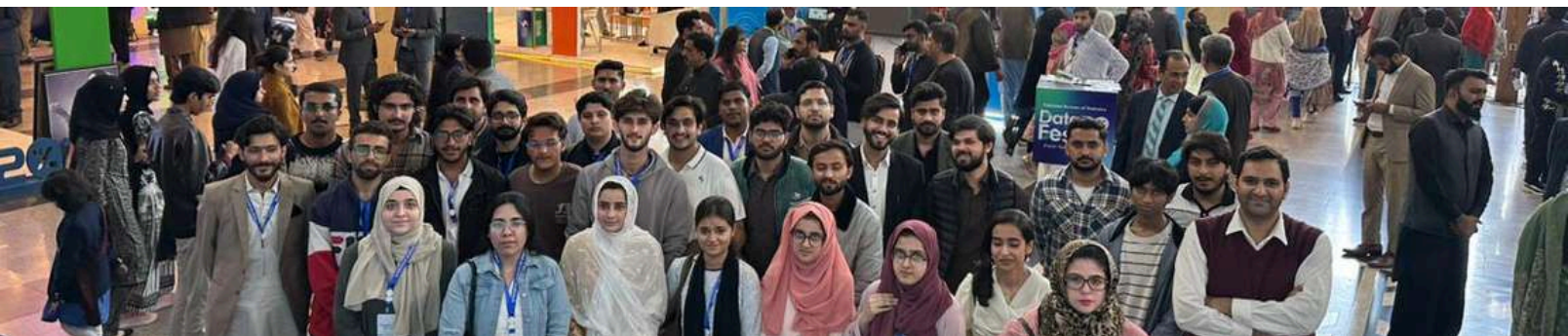
During FY 2025–2026, the Career Services Office, Iqra University made significant progress in strengthening industry–academia collaboration, student employability, alumni engagement, and institutional networking. The office maintained an active network of 600+ organizations supporting placements, training, and research collaborations. During the year, 46 employers registered for summer internships, 235 job opportunities were shared, and a talent pool of 467 students was developed to support employer hiring needs.

A major milestone was THE ASCENT – Alumni Dinner 2026, which welcomed 697 participants, including 590 alumni, and strengthened alumni engagement through the launch of the Alumni Engagement Platform (AEP). The office also updated an alumni database of 2,000+ graduates and documented 100 student success stories.

To enhance placements, the office conducted 13 recruitment drives (6 on-campus and 7 virtual) and organized IQRA CONNECT Job Fair 2026. Leading organizations including BATIK, Khyber TV, Meezan Bank, Outfitters, ISPR, ECP, PSO, Zameen.com, and Touchstone participated. Overall, 191 students were referred for internships, with 185 internships successfully facilitated.

The office also organized major engagement initiatives including AICoP Conference 2025, Pakathon, Data Fest 2025, 2 industrial visits, and 2 employee development programs, providing students with exposure to innovation, AI, data analytics, and industry trends. Additionally, 6 career podcasts and 2 CSS guidance seminars were conducted.

A major strategic achievement was the launch of three new initiatives: SCEP, SCAP, and SFSP. Through SCEP, 14 training sessions benefited 750+ students in employability skills, while 110 students registered for Coursera career certifications.



The office introduced the Student Financial Sustainability Program (SFSP) to equip students with income-generating skills and connect them with freelance and paid project opportunities, promoting financial independence.

Through the Student Capacity Enhancement Program (SCEP), 14 training sessions were conducted during Fall 2025 and Spring 2026, benefiting 750+ students in key employability areas such as resume writing, interview preparation, communication, LinkedIn optimization, and workplace ethics.

Overall, FY 2025–2026 was a highly productive and transformative year, reinforcing the Career Services Office's role in preparing students and alumni for successful careers while strengthening Iqra University's position within the professional ecosystem.

# CAREER SERVICES OFFICE

## Empowering Careers, Enriching Futures

7

## FACTS OF THE YEAR

FY 2025-2026

FY 2025-2026 has been a year of impact, innovation and meaningful collaborations. Through strong industry partnerships, targeted training initiatives and dynamic engagement programs, the Career Services Office continued to create pathways for student success and professional growth.

Our initiatives this year strengthened employability, enhanced skill development, and provided students with real-world exposure and opportunities to excel in their chosen careers.

1

46

Employers Registered for Summer Internships

A total of 46 organizations registered with the Career Services Office to offer summer internship opportunities to our students.

2

235

Job Opportunities Shared with Students

235 internship and job opportunities were shared with students across diverse sectors, enabling them to explore and apply for suitable roles.

3

467

Talent Pool Generated

We developed a talent pool of 467 skilled and motivated students and graduates to support employer recruitment and future opportunities.

4

14

SCPE Sessions Conducted

14 Student Career Enhancement Program (SCPE) sessions were conducted to build career readiness and strengthen employability skills.

5

2

Seminars Conducted

2 seminars on Career Counseling and Career Pathways were conducted to guide students in making informed career decisions.

6

185

Students Referred for Internship

185 students were referred to partner organizations for internship opportunities based on their profiles and career interests.

7

2,000+

Alumni Database Updated

Our alumni database was updated with over 2,000+ alumni records, strengthening our alumni network and engagement.

8

100

Student Success Stories Documented

100 inspiring student and alumni success stories were documented to celebrate achievements and inspire the Iga community.

9

6

Career Podcasts Recorded

Six career-focused podcasts were recorded featuring industry experts and alumni to provide insights, guidance and inspiration.

10

14

Recruitment Drives Conducted (Including Viro Mind A USA Startup Placement Drive)

14 on-campus recruitment drives were conducted in collaboration with leading national and international organizations.

11

1

ICRA CONNECT 2026 Job Fair Organized

ICRA CONNECT 2026, the flagship job fair, was organized, bringing together top employers and students for networking and hiring.

12

1

AICoP Conference Organized

AICoP - Advancing Industry Collaboration and Partnerships Conference was organized to foster academia-industry collaboration and knowledge sharing.

13

2

Employee Training & Development Programs

Two training and development programs were conducted for faculty and staff to promote professional growth and efficiency.

14

1

The ASCENT Alumni Dinner

"The ASCENT", the Alumni Dinner was organized to reconnect with our alumni community and celebrate their achievements.

15

2

Industrial Visits

Two industrial visits were arranged for students to provide hands-on exposure and understanding of real-world work environments.

16

4

New Initiative Launched

SCAP, SCER, SSP and SOC-SCAP: A complete career roadmap from 1st semester till graduation which routes student career journey through the roadmap: SCPE, SSP and a Skills Development Center (SDC) are part of the Career Roadmap.

17

750+

Students Trained on Employability Skills

750+ students were trained on key employability skills including resume writing, interview skills, workplace ethics, LinkedIn and industry trends guidance.

18

15

Average Daily Students Counseling

On average, 15 students are counseled daily on career guidance, resume review, LinkedIn profiling and job search strategies.

19

7

Virtual Recruitment Drives

Seven virtual recruitment drives were conducted with leading organizations, expanding access to national opportunities.

20

6

Career Opportunities Shared Daily

On average, 6 career opportunities are shared daily with students and recent alumni.

21

110

Students, Faculty and Alumni Registered for Courses

110 students, faculty and alumni registered for Courses certifications.

22

1

Data Fest November, 2025

Participation in Data Fest November, 2025 provided students with exposure to data-driven innovation and emerging opportunities.

23

600+

Organizations on Panel

600+ organizations are on Career Services Office Panel for Students Placement, Training and Development, Research and Innovation, ToT Programs etc.

24

17

MoUs Signed

17 MoUs signed for Students Placement, Training and Development, Research and Innovation, ToT Programs etc.

These achievements reflect our continued commitment to empower students, connect them with opportunities and build a strong future-ready professional community.

Together, we build successful careers!

# Recruitment Drives & Industry Engagement Highlights

Career Services Office

## EMPLOYMENT PATHWAYS

CSO collaborated with leading organizations including BATIK, Zameen.com, Touchstone Communications, Khyber Network, Outfitters, Cakes & Bakes, Election Commission of Pakistan, Inter-Services Public Relations, Pakistan State Oil, and Meezan Bank Ltd. to connect students with employment pathways across media, retail, customer experience, public sector, and corporate sectors.

185

Students Facilitated for Internship  
Placement Opportunities

## STRENGTHENED ACADEMIA- INDUSTRY LINKAGES

During FY 2025–2026, the Career Services Office (CSO), Iqra University significantly strengthened university–industry linkages by organizing 6 on-campus recruitment drives and facilitating 7 virtual recruitment drives for internship and job placements. These initiatives created direct hiring opportunities for graduating students and alumni while enhancing their exposure to professional recruitment processes, interviews, and workplace expectations.

600+

Organizations on Career Services Industry  
Panel supporting student placements,  
training, industry engagement, and  
collaborative research opportunities

### Registrations

200+ Student & Alumni  
Registrations Facilitated

### Shortlisted

30+ Candidates Shortlisted

### Innovation Competitions

70+ Students Engaged in  
Innovation Competitions



CSO also coordinated student participation in Data Fest 2025, organized by Pakistan Bureau of Statistics at the Pak-China Friendship Centre. Students from Business Administration and Social Sciences gained valuable exposure to data-driven governance, AI integration, public policy, and emerging career pathways in analytics and research. The event featured 35+ national and international organizations, 50+ exhibition stalls, multiple high-impact policy panels, and workshops with institutions such as State Bank of Pakistan, Securities and Exchange Commission of Pakistan, National Database

Beyond recruitment, CSO actively promoted experiential learning and innovation-driven engagement. In collaboration with VieroMind, CSO hosted Pakathon 2025, a two-day AI-focused innovation competition centered on mental well-being solutions. The event engaged 70+ students from Computing disciplines, with 15 teams presenting AI-based prototypes to an expert jury. The competition encouraged entrepreneurial thinking, AI innovation, and solution-oriented problem-solving among students.

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Islamabad.

# IQRA CONNECT

JOB FAIR 2026



75

01

## Organizations Participated

A total of 84 companies from various sectors, including IT, engineering, finance, and healthcare, participated in the job fair, providing students with valuable opportunities for job placement, career guidance, and mock interviews.

02

36

## Prime BPO Innovation Award

Four departments showcased 36 innovative student projects, presenting creative, real-world solutions at the exhibition. Projects from Computing and Technology, Software Engineering & AI, Media Studies, and Fashion & Textile drew strong interest and were evaluated by industry experts, with top performers recognized for their excellence and innovation.

07

03

## Memorandum of Understanding (MoUs)

During IQRA CONNECT, seven MoUs were signed with leading organizations, opening new avenues for student placements, research collaboration, training, and professional development. These strategic partnerships bridge academia and industry, empowering students with hands-on exposure and career-ready skills for future success.

# COMPANIES PARTICIPATION AND STUDENT INTERACTION

A total of 75 companies actively participated in the Job Fair, providing students with on-spot interview opportunities for job placements, career counselling, and mock interviews. The participating organizations represented a broad spectrum of industries, including IT, engineering, finance, healthcare and pharmaceuticals, fashion and textile, media, and education. More than 339 students formally registered for the event, while many others visited company booths for career guidance and job exploration. The Job Fair offered a valuable platform for students to engage directly with leading employers, gain insights into current job market requirements, and receive professional feedback on their academic projects and career profiles.

## INDUSTRY WISE COMPANIES PARTICIPATION



A person with a backpack is climbing a steep, light-colored rock face. The person is positioned on the left side of the frame, reaching up with their right arm. The background is a dramatic sky at sunset or sunrise, with large, golden clouds and a bright light source near the horizon. The overall mood is one of challenge and achievement.

The only impossible  
thing is the one you  
don't try.

---

# VOICES OF INDUSTRY

EXCLUSIVE INTERVIEW

IQRA  
UNIVERSITY IU  
H-9 CAMPUS, ISLAMABAD

“

Success in business  
is built on **patience**,  
**integrity**, and the  
willingness to keep  
**learning**.

”



## USMAN SHAUKAT

PRESIDENT

RAWALPINDI CHAMBER OF  
COMMERCE & INDUSTRY (RCCI)

Leadership insights on trade, industry,  
and building a **stronger future** together.

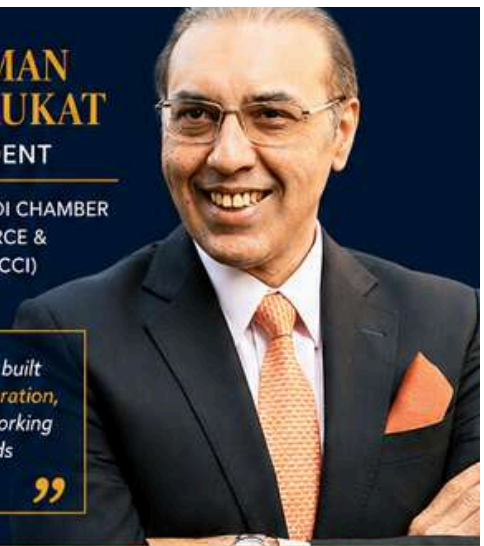
# LEADERSHIP IN ACTION

INSIGHTS. EXPERIENCE. IMPACT.

In this exclusive conversation, Mr. Usman Shaukat, President of the Rawalpindi Chamber of Commerce & Industry (RCCI), shares his leadership journey, observations on the future of business and industry, and invaluable advice for students and young professionals preparing to build meaningful careers.

## USMAN SHAUKAT PRESIDENT

RAWALPINDI CHAMBER  
OF COMMERCE &  
INDUSTRY (RCCI)



“Real progress is built through **collaboration**, **listening**, and **working together** towards **shared goals**.”



### A JOURNEY ROOTED IN TRADE & INDUSTRY

Mr. Usman Shaukat is the President of Rawalpindi Chamber of Commerce & Industry (RCCI). His journey has been dedicated to promoting entrepreneurship, facilitating investment, and representing the interests of thousands of businesses—from small traders to large manufacturers. Through RCCI, he has contributed to initiatives ranging from infrastructure development to skills training, working at the intersection of commerce, industry, and public policy.



### LEADERSHIP BUILT ON INTEGRITY & CONNECTIONS

Consistency, integrity, and the ability to listen have shaped his leadership style. He believes that understanding the concerns of diverse stakeholders and staying connected with businesses on the ground are key to building consensus and driving meaningful change. Strong collaboration with government departments, academic institutions, and international chambers has been essential to achieve lasting impact.

“Consistency, integrity, and the ability to listen are the foundations of effective leadership.”



### WHAT MAKES AN OUTSTANDING CANDIDATE?

Outstanding candidates show initiative, curiosity, and a genuine willingness to learn beyond textbook knowledge. Practical exposure through internships, projects, and involvement in student societies demonstrates their ability to apply theory in real situations.

Clear communication, ownership, professionalism, and openness to feedback are qualities that set candidates apart and contribute to their long-term growth.



### A MESSAGE TO IQRA UNIVERSITY STUDENTS & ALUMNI

Mr. Shaukat's message to aspiring professionals is simple yet powerful: success is built on patience, integrity, and the willingness to keep learning. Early setbacks are stepping stones to resilience and growth. He encourages students to stay connected to their community, embrace collaboration, and always look for ways to add value to their organization, industry, and society.



### THE FUTURE OF BUSINESS & WHAT STUDENTS SHOULD FOCUS ON

Over the next 3–5 years, Mr. Shaukat foresees greater industrial diversification, digitalization of trade, and stronger academia-industry collaboration—especially in pharmaceuticals, manufacturing, and export-oriented sectors. Regional connectivity projects and Special Economic Zones (SEZs) will unlock new growth opportunities.

He advises students to build digital literacy, data-driven decision-making, and cross-cultural communication skills. More importantly, they must cultivate an entrepreneurial mindset to identify problems and create practical solutions in any industry they choose.

“The future belongs to graduates who combine digital skills with an entrepreneurial mindset and the ability to solve real-world problems.”



### COMMON MISTAKES & ADVICE FOR YOUNG PROFESSIONALS

Many young professionals expect quick results without investing time to understand the industry deeply. Others overlook the importance of building genuine professional relationships.

Mr. Shaukat advises students to stay patient, seek mentorship, and focus on learning the fundamentals. Start with smaller responsibilities, build expertise, and view every challenge as an opportunity for growth.



### ESSENTIAL SKILLS FOR TODAY'S WORKPLACE

According to Mr. Shaukat, graduates must develop strong analytical and financial literacy skills, as business decisions are increasingly driven by data.

Equally important are negotiation, communication, and project management skills, since professionals often coordinate with multiple stakeholders—government bodies, businesses, and international partners.

He also emphasizes the value of understanding trade regulations, documentation, and compliance, which are fundamental to smooth business operations and growth.

“Technical skills open doors, but professional skills and integrity build lasting careers.”



### HOW STUDENTS CAN PREPARE FOR THE EVOLVING WORKPLACE

Students should gain real-world exposure through internships, chamber events, trade exhibitions, industry visits, and seminars. Engaging with organizations like RCCI and networking with professionals helps them understand industry challenges and opportunities first-hand.

Staying informed about economic policies, trade agreements, and emerging sectors will strengthen their perspective and give them a competitive advantage.

“Success is built on patience, integrity, and a commitment to lifelong learning.”

PLAN FOR A FUTURE  
THAT'S GLOBAL

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2 Years Diploma in Fashion & Design

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# THE ASCENT

RECONNECT. RISE. REIMAGINE.

ALUMNI DINNER

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# 2026

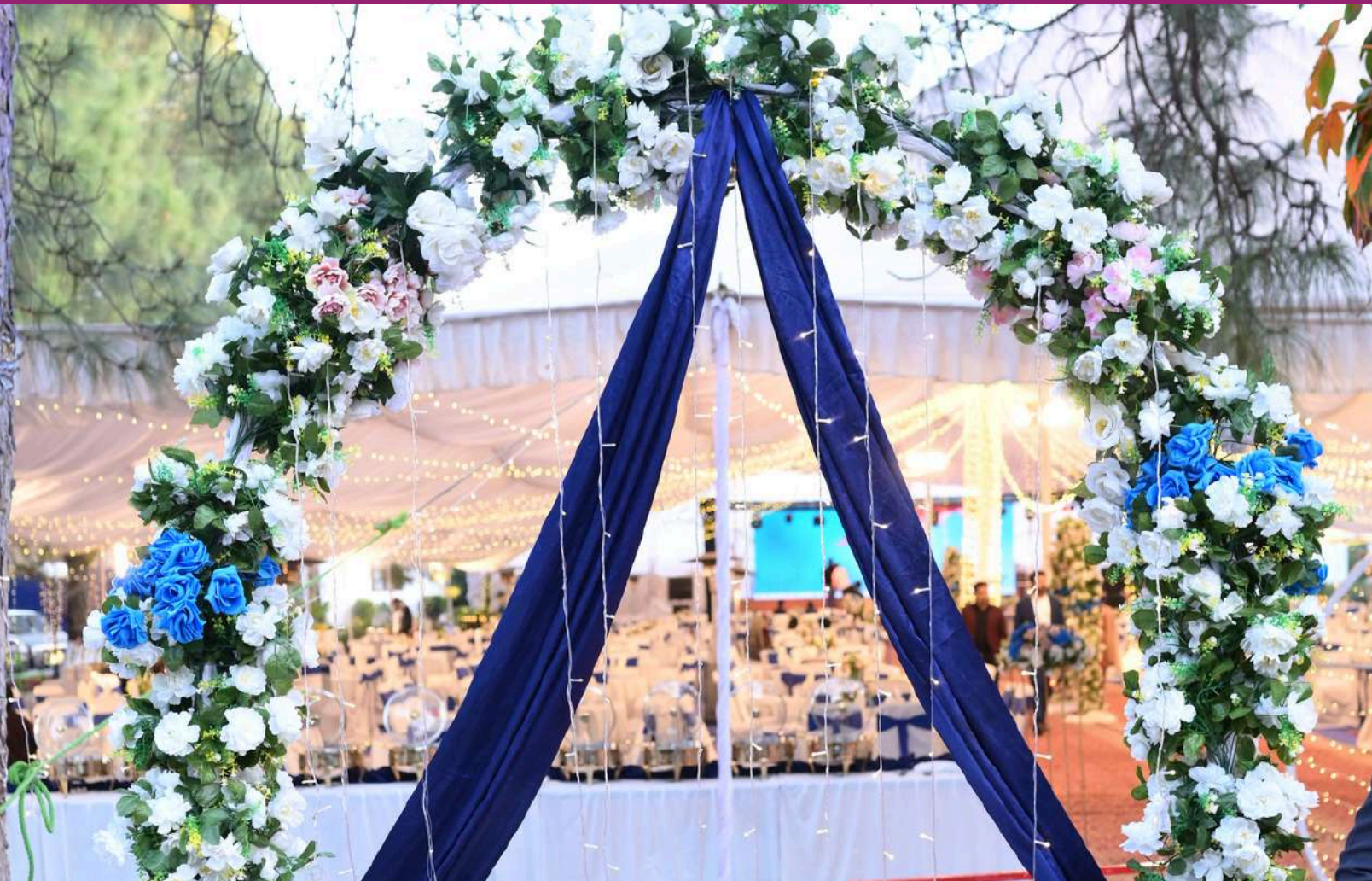


## Overview

THE ASCENT – Iqra University H-9 Islamabad Alumni Dinner 2026 was successfully organized to strengthen alumni engagement, recognize outstanding alumni achievements, and formally launch structured alumni programs at Iqra University H-9 Campus. The event served as a landmark gathering of alumni from multiple graduating batches, faculty members, senior management, and distinguished award recipients.

A total of 697 participants attended the event, including alumni, faculty, management, award guests, and organizing teams. Alumni participation ranged from early batches (2008–2019) to the most recent graduating classes (2024–2025), reflecting strong alumni connection across generations.

The evening featured formal addresses, Alumni Excellence Awards, overseas alumni video messages, alumni engagement platform announcement, Tambola game, musical performance, and a networking dinner. The event successfully reinforced the message that alumni remain an integral part of the university's growth and future vision.





# THE ASCENT

The Alumni Dinner titled “THE ASCENT” was conceptualized as a reunion of memories and a celebration of professional excellence. It aimed to reconnect alumni with their alma mater, provide a platform for networking, and acknowledge alumni contributions to society across diverse fields including academics, corporate leadership, entrepreneurship, innovation, social service, and sports.

The theme Reconnect. Rise. Reimagine. symbolized:

- Reconnecting alumni with their university and peers
- Rising together through shared achievements and mentorship
- Reimagining the future of alumni engagement

The event reflected Iqra University’s commitment to nurturing lifelong relationships with its graduates and promoting a culture of collaboration and mutual growth.



The opening segment set a respectful and inspiring tone for the evening, emphasizing unity, gratitude, and celebration.

Address by Manager Career Services Office – Mr. Badar Abbas Shah highlighted:

- The importance of alumni as ambassadors of the university
- The role of alumni in mentoring students
- The future vision of alumni engagement
- Career development through alumni networks

His address reminded participants that Iqra University is not merely an institution but a lifelong home for its graduates.

**52**

Alumni from 52 localities  
joined THE ASCENT  
Alumni Dinner 2026

**15%**

15% Graduate Program  
alumni attendance at THE  
ASCENT 2026.

**14.23%**

14.23% of the attendees  
were self-employed.

## ALUMNI REPRESENTATION STATISTICS



**THE ASCENT**  
*Reconnect, Rise, Reimagine.*

**IUIC ALUMNI DINNER 2026**



# ALUMNI EXCELLENCE AWARDS

## YOUNG ALUMNI EXCELLENCE AWARD



**MS. KINZA SAEED**

2018-2022

Department of Fashion & Design

## SOCIAL IMPACT & COMMUNITY SERVICE EXCELLENCE AWARD



**DR. SYED ASAD ALI SHAH**

2009-2010

Department of Social Sciences

## ENTREPRENEURIAL EXCELLENCE AWARD



**MR. MOIZ JAWED**

2002-2003

Department of Business Administration

## INNOVATION & TECHNOLOGY EXCELLENCE AWARD



**MR. M. UMER GULZARI**

2002-2007

Department of Fashion and Design

## CORPORATE LEADERSHIP EXCELLENCE AWARD



**MR. M. ZEESHAN KHAN**

2006-2008

Department of Social Sciences

## CORPORATE LEADERSHIP EXCELLENCE AWARD



**MR. ZEESHAN KHAN**

2009-2012

Department of Business Administration

## ACADEMIC & RESEARCH EXCELLENCE AWARD



**DR. FAISAL RIAZ**

2010-2015

Department of Computing and Technology

## TRAILBLAZER ALUMNI – ADVENTURE & SPORTS EXCELLENCE AWARD



**MS. NIDA ALI KHAN**

2009-2011

Department of Business Administration

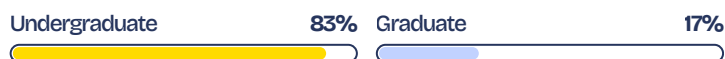
A total of 446 alumni (77.6%) expressed their interest in becoming part of the platform. Alumni participation represented a diverse professional and geographic background, with graduates joining from 26+ cities and 4+ countries. Among the interested alumni, 77% are currently employed, including 21% working in multinational companies, 15% in local private companies, and 64% alumni serving in national-level organizations.

## AEP

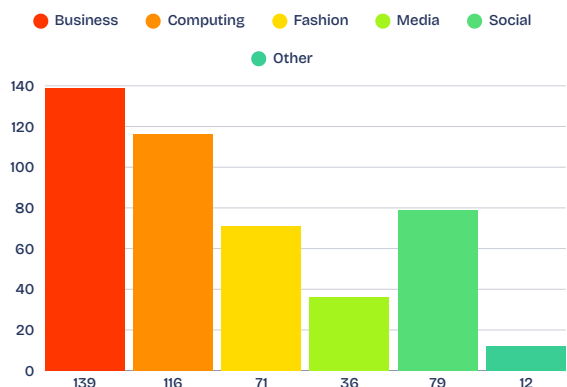
### Participation Overview and Key Statistics



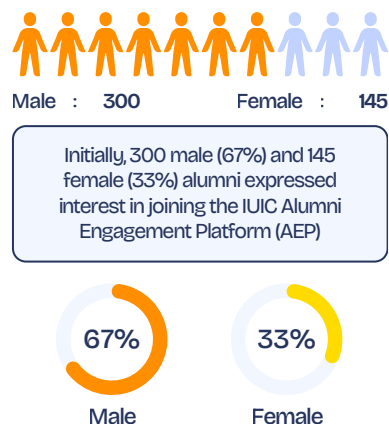
#### AEP FACTS



#### Membership



#### AEP Gender Ratio



This engagement highlights the significant potential of the platform to build a strong professional network that can support mentorship, career opportunities, and industry collaboration for the Iqra University H-9 Campus community.

# VOICES OF INDUSTRY

EXCLUSIVE INTERVIEW

IQRA  
UNIVERSITY  
H-9 CAMPUS, ISLAMABAD

“

Success in business  
is built on *patience*,  
*integrity*, and the  
willingness to keep  
*learning*.

”



## MR. ADNAN QAISER

LEADERSHIP, PROFESSIONAL EXCELLENCE  
& PREPARING YOUTH FOR THE FUTURE

با ادب با نصیب  
بے ادب بد نصیب

# A Conversation with Mr. Adnan Qaiser

**“Leadership is built on character long before it is built on competence.”**  
— Adnan Qaiser

The Career Services Office (CSO) had the privilege of speaking with Mr. Adnan Qaiser, a distinguished leader in education, governance, public policy, and youth development. In this candid conversation, he shares insights on leadership, the future of work, employability skills, and advice for students and young professionals.



## A JOURNEY DEFINED BY PURPOSE

**M**y professional journey has been one of continuous learning, leadership, and service. Over the years, I have had the privilege of working across education, governance, strategic leadership, public policy, and youth development. Every role has strengthened my belief that leadership is not about authority or titles—it is about creating opportunities, empowering people, and making a meaningful difference in the lives of others.

Throughout my career, I have remained committed to developing individuals, strengthening institutions, and promoting a culture of excellence. Looking back, I consider my greatest achievement not the positions I have held, but the positive impact created through mentoring, capacity building, and helping young professionals realize their potential.



## LEADERSHIP BEGINS WITH CHARACTER

Technical competence may open doors, but integrity, discipline, emotional intelligence, humility, and consistency are the qualities that sustain long-term success. Every challenge presents an opportunity to learn, every setback develops resilience, and every experience contributes to personal and professional growth.

Effective leaders never stop learning. They remain adaptable, objective in their decisions, and committed to leading by example while inspiring others to achieve their full potential.

**“Your reputation is built by your conduct long before it is recognized by your achievements.”**  
— Adnan Qaiser



## PREPARING FOR THE FUTURE OF WORK

The next few years will be shaped by artificial intelligence, automation, digital transformation, cybersecurity, data analytics, and increasing global collaboration. While technology will continue to redefine industries, human capabilities will become even more valuable.

Critical thinking, creativity, communication, adaptability, ethical decision-making, and emotional intelligence will distinguish successful professionals from the rest.

Students should embrace lifelong learning, pursue professional certifications, strengthen digital competencies, and remain informed about emerging industry trends.

The future belongs to those who are prepared to learn, unlearn, and relearn throughout their careers.

His words reflect a deep commitment to empowering young individuals to become responsible professionals and future leaders who create value for organizations and for society.



## BEYOND ACADEMIC EXCELLENCE

Organizations today seek much more than academic credentials. While technical knowledge remains important, employers increasingly value graduates who communicate confidently, solve problems effectively, collaborate within diverse teams, and demonstrate professionalism in every interaction.

Qualities such as accountability, integrity, respect, and emotional intelligence often become the deciding factors when selecting outstanding candidates. Graduates who take initiative through internships, volunteer work, leadership roles, competitions, and networking opportunities demonstrate curiosity, confidence, and a genuine willingness to learn—qualities that leave a lasting impression.



## LEARNING NEVER ENDS

One of the biggest mistakes young professionals make is believing that obtaining a degree marks the end of learning, when in reality it is only the beginning.

Many graduates underestimate the importance of discipline, patience, workplace etiquette, and professional communication. Others become complacent or expect immediate success without sustained effort.

Success requires consistency, resilience, and continuous personal development. Every experience—whether positive or challenging—should become an opportunity to grow.

### CAREER INSIGHT

**“One of the biggest mistakes is believing that obtaining a degree marks the end of learning, when in reality it is only the beginning.”**  
— Adnan Qaiser



## PREPARING BEFORE GRADUATION

Career readiness should begin long before entering the workplace. Students should actively pursue internships, participate in workshops and conferences, build professional networks, strengthen their LinkedIn presence, and engage in extracurricular activities that enhance both technical and interpersonal skills.

Equally important is investing in personal character. Employers seek graduates who demonstrate integrity, responsibility, professionalism, and the confidence to contribute positively from their very first day in the workplace.



## A MESSAGE TO IQRA UNIVERSITY STUDENTS & ALUMNI



**“Never allow your dreams to remain dreams—transform them into disciplined action. Build your character alongside your competence, remain humble, continue learning, and embrace every challenge as an opportunity to grow. Your degree may open doors, but your integrity, professionalism, and attitude will determine how far you travel. Great careers are built one disciplined decision at a time, and great nations are built when young people commit themselves to continuous learning, responsible leadership, and meaningful contribution.”**

— Adnan Qaiser

# AiCoP

(Academia-Industry Collaboration Platform)

## CONFERENCE 2025

The AICoP Conference 2025, hosted by Iqra University's H-9 Career Services Office, was a resounding success in bringing together academicians, and industry experts to explore the future of academia-industry collaboration in the era of Industry 4.0 and beyond. The conference featured keynote talks, panel discussions, and networking sessions, with esteemed speakers sharing insights on bridging the gap between academia and industry. The event provided a platform for knowledge sharing, networking, and exploring future collaborations, and 5 Memoranda of Understanding were signed between academia and industry partners.

The conference showcased a lineup of esteemed speakers and panelists, including Mr. Alex Foong, Dr. Ali Sajid, Rana Khurram Ali, Prof. Dr. Eatzaz Ahmad, and Samia Qamar, among others. The event was supported by partners such as Cheezious Pakistan, Khyber News, Rawalpindi Chamber of Commerce and Industry, and ASK Development. A podcast series titled "Voices of Change – Journey to Success" was also recorded with industry experts, providing insights into their experiences and perspectives. Overall, the conference was a huge success, paving the way for future collaborations between academia and industry.

# AICOP CONFERENCE

2025 HIGHLIGHTS



42

## Organizations Participated

A total of 42 representatives from 42 different organizations participated in the AICOP Conference, engaging in discussions aimed at strengthening industry-academia collaboration and exploring opportunities for student development and employment.

73

## Faculty Participation

73 faculty members from 7 departments actively participated in the event, showcasing a strong commitment to academia-industry collaboration. The participation was inclusive of Deans and Heads of Departments (HODs), highlighting the importance of interdisciplinary collaboration and leadership engagement.

5

## Memorandum of Understanding (MoU)

5 MOUs were signed with esteemed partners: Aspire Institute, Khushhali Micro Finance Bank, Islamabad Chamber of Commerce & Industry (ICCI), and Prime BPO & IBEX, fostering academia-industry collaboration and driving growth.

4

## Podcast Recordings

Four engaging podcasts were recorded during the conference, capturing insightful discussions and valuable perspectives from industry experts and thought leaders.



Organized by  
Career Services Office,  
Iqra University H-9 Campus,  
Islamabad





## UNLOCKING UNIVERSITY POTENTIAL: THE CONFERENCE'S IMPACT

The conference aimed to bridge the gap between academia and industry, focusing on the crucial role of teachers in preparing the next generation of students and exploring ways for industry to support academia, ultimately fostering collaborative growth and development.

To bridge the academia-industry gap, it's essential to bring faculty members up to par and provide them with industry exposure in their respective fields and disciplines

enabling them to impart relevant, practical knowledge to students.

The conference aimed to:

- Bridge the gap between academia and industry
- Foster innovation, collaboration, and growth
- Provide a platform for knowledge sharing and networking
- Explore future collaborations between academia and industry

## AICoP Conference: Fostering Collaboration

### Key Takeaways from the AICoP Conference 2025

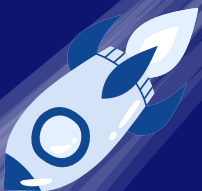
- Opportunities for attendees to connect with peers and industry leaders.
- Memoranda of Understanding signed between academia and industry partners, paving the way for future collaborations.
- Another significant outcome of the conference is gaining an international perspective on academia-industry collaboration, fostering global insights and potential partnerships.
- Hosting a successful conference with top companies enhances the university's reputation as a hub for talent development and industry collaboration.
- The Conference provides a platform to promote the university's brand, academic programs, and research initiatives to a wider audience.
- Insights from industry leaders and experts on the latest trends and challenges in Industry 4.0 and beyond.

# SCEP

Student Capacity Enhancement Program

FY 2025-2026





# SCEP TRAINING CALENDAR FY 2025-2026



**November 11 2025**      **November 17 2025**      **November 19 2025**      **November 25 2025**      **November 27 2025**

Iqra Business School  
Trainer: Ms. Samia Qamar

Department of Computer Science  
Trainer: Mr. Faisal Irfan

Department of Fashion and Design  
Trainer: Mr. Kashif M. Khan

Department of Social  
Sciences (IR)  
Trainer: Mr. Adnan Qaiser

Department of Media Studies  
Trainer: Mr. Kaiwan Hamid  
Raja

10

9

8

7

6

**May 19 2026**

**May 18 2026**

**December 17 2025**

**December 16 2025**

**December 09 2025**

Department of Computer Science  
Trainer: Mr. Ikrama Ahmad  
Virk

Iqra Business School  
Trainer: Mr. Ijaz Ahmed

Department of Pharmacy  
Trainer: Mr. Danish Murtaz

Department of Social Sciences (PSY)  
Trainer: Mr. Khuram A. Khan

Department of Software  
Engineering and AI  
Trainer: Mr. Faisal Irfan

11

12

13

14

**June 03 2026**

**June 9 2026**

**June 10 2026**

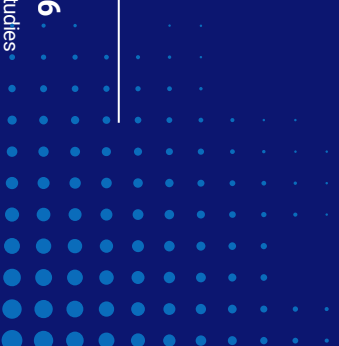
**June 15 2026**

Department of Pharmacy  
Trainer: Dr. Umair Ilyas

Department of Social  
Sciences (IR)  
Trainer: Mr. Adnan Qaiser

Department of Fashion and  
Design  
Trainer: Mr. Zainab Saleem

Department of Media Studies  
Trainer: Mr. Kaiwan Hamid  
Raja



# TRAINING MODULES

Principle: Your resume is not a biography; it is a marketing document.  
You are the product!  
What to Do: Quantify Everything:  
Skills Section is King: List tools and competencies

S  
C  
E  
P



## Resume Writing & CV Development

Focused on developing effective, industry-standard resumes, enabling students to present their qualifications, skills, and experiences in a clear and professional manner.



## Interview Skills & Professional Branding

Equipped students with essential interview techniques, confidence-building strategies, and effective communication skills required to succeed in professional settings.

S  
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R  
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N  
G

Warning: Over-specialized answers = outdated. Show adaptability  
Soft Skills = Hard Currency  
79% of employers say soft skills are as important as technical ones (LinkedIn 2024).

F  
A  
L  
L



## Corporate Etiquettes & Workplace Ethics

Provided an understanding of professional behavior, workplace norms, and ethical practices to ensure smooth integration into corporate environments.

Beyond "Please" and "Thank You":

Digital Hygiene: Prompt email replies, professional chat messages, and understanding when to send an email vs. When to walk over and talk.

Meeting Etiquette: Come prepared, be on time, and be present.

Feedback is a Gift: Learn to take constructive criticism without getting defensive. It's how you grow.



## Key Highlights

A total of 750+ graduating students participated in 14 dynamic training sessions conducted over a 63-day period (November 11, 2025 to June 15, 2026). The program engaged students from more than six academic departments and delivered four comprehensive career development modules, combining expert faculty guidance with industry insights to enhance students' professional skills, confidence, and overall career readiness.



In line with the Higher Education Commission (HEC)'s vision for strengthening student support systems and enhancing career readiness among graduating students, the Career Services Office at Iqra University Islamabad successfully organized and executed the Student Capacity Enhancement Program (Fall 2025 & Spring 2026).

# SCEP OBJECTIVES

Graduate employability has become a critical performance indicator for higher education institutions. Recognizing the evolving demands of the job market, which mandates structured career development and capacity enhancement training for all graduating students.



Iqra University H-9 Islamabad campus, through its Career Services Office, proactively addressed this requirement by designing a comprehensive training program that focused on both technical preparedness and professional soft skills, ensuring that graduates are well-equipped to transition from academia to the professional world.



FASHION AND DESIGN



# THESIS SHOWCASE

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2026



Employee Training & Development

# WELCOME TO ANNUAL TRAINING 2025



## The Power of Continuous Learning

A three-day training program titled “Workplace Ethics & Professional Conduct – Cultivating a Culture of Integrity and Respect” was successfully conducted at Iqra University from September 24 to 26, 2025. The training was designed to

to enhance awareness of ethical conduct, improve inter-departmental coordination, prevent workplace harassment, and strengthen collaborative performance. The sessions were facilitated by Mr. Khursheed Yusuf, a seasoned Human Resource Development professional with deep expertise in faculty and institutional development. This initiative was jointly led by the Career Services Office and the Human Resources Department, and drew enthusiastic participation from faculty, administrative officers, and support staff. Over the course of three days, the training brought together key stakeholders from across the university under one roof, helping cultivate a unified and value-driven workplace culture.

# Workplace Ethics & Professional Conduct



## Theme: Workplace Ethics & Harassment Prevention

- To cultivate awareness about ethics in academic and administrative settings.
- To understand and comply with HEC Harassment Policy and legal frameworks.
- To promote a safe, inclusive, and respectful workplace.
- To encourage proactive behavior in handling ethical dilemmas and misconduct.



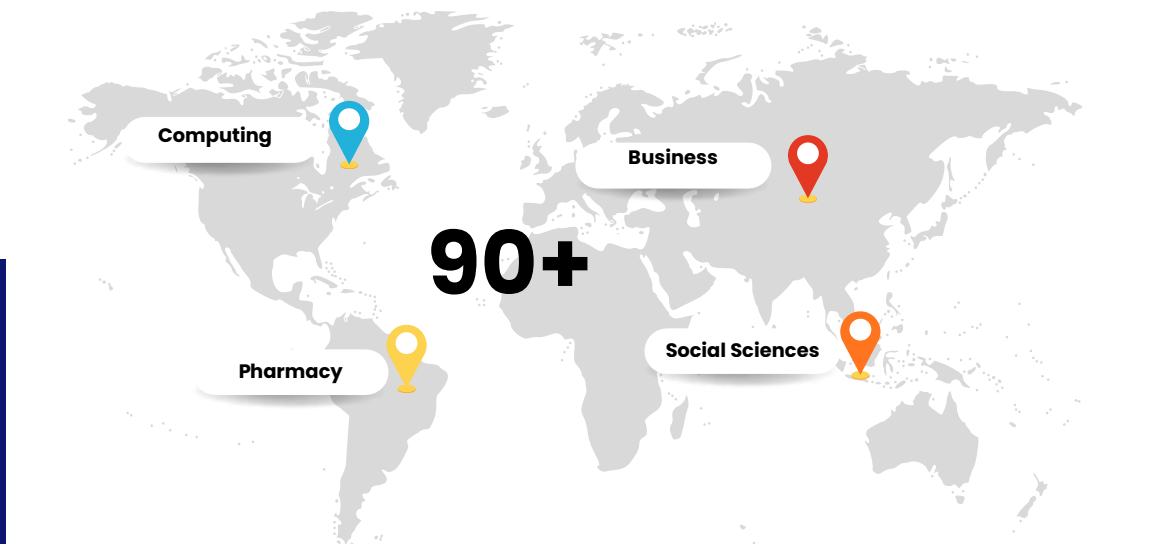
## Training Format and Schedule

For faculty and administrative staff, the training sessions followed a two-part daily schedule. Each day began with the first session from 11:00 AM to 1:15 PM, followed by a lunch and prayer break. The second session resumed at 2:00 PM and continued until 4:15 PM. This structure provided participants with focused engagement time, allowing them to absorb the material thoroughly and participate in discussions without fatigue. On the third day, a single, holistic three-hour session was conducted exclusively for support staff. This unified format allowed consistent message delivery while catering to the unique needs of each audience group.

# Day 1: Faculty and Administrative Officers

The first day of the training, held on September 24, 2025, was dedicated to exploring the foundational elements of ethical behavior and harassment prevention within academic institutions. Around 90 faculty members, including all Heads of Departments and Deans, attended the sessions with high levels of attentiveness and engagement. The objective was to deepen understanding of professional ethics in a university setting and create a shared commitment to preventing harassment and unethical behavior.

During this session, Mr. Khursheed Yusuf introduced participants to key institutional and legal frameworks, including the HEC Harassment Policy and the Protection



Against Harassment Act of 2010. A major highlight was the interactive case study discussions, where faculty members actively exchanged questions, shared real-life dilemmas, and explored solutions in an open and constructive environment. The trainer skillfully facilitated these dialogues, helping participants understand how to recognize, report, and respond to unethical behavior.

The session also explored the practical aspects of building a respectful culture, emphasizing empathy, active listening, fairness, and accountability. By the end of the session, each participant made a personal action commitment to support and promote ethical conduct within their respective departments.

# Day 1: Faculty and Administrative Officers

This session not only increased legal and policy awareness but also inspired a cultural shift toward trust and integrity among the faculty community.

## Key Learning Outcomes:

- Deepened understanding of the institutional and legal expectations around workplace conduct.
- Greater sensitivity toward harassment, discrimination, and ethical violations.
- Improved clarity on reporting mechanisms and protection rights.
- Strengthened commitment to building a culture of inclusion, transparency, and respect.

“It is not just about avoiding wrong — it’s about actively doing right.”

— A recurring message throughout the session



# Day 2: Faculty and Administrative Officers

## Key Learning Outcomes:

- Clear understanding of roles and responsibilities across departments.
- Exposure to globally recognized tools for coordination and quality enhancement.
- Greater appreciation of collaborative leadership and accountability models.
- Strengthened communication channels between academic and administrative units.

“Coordination is not about more meetings — it’s about shared ownership.”

Mr. Khursheed Yusuf began the session with an engaging icebreaker, “The Coordination Puzzle,” which highlighted real-life examples of miscommunication and siloed operations. This was followed by discussions on the root causes of coordination breakdowns in universities, and the leadership mindset required to foster collaboration and team synergy. Participants explored practical frameworks such as the RACI Matrix (Responsible, Accountable, Consulted, Informed) and the PDCA (Plan-Do-Check-Act) Cycle, learning how to apply these tools for better task management and inter-departmental clarity.



# Day 3: Building a Responsible and High-Performing University Culture

The training emphasized the critical role support staff play in shaping the university environment. Topics covered included respectful communication, professional appearance, punctuality, and the importance of a clean, safe, and welcoming campus. Interactive role-play scenarios were used to illustrate appropriate behavior in common workplace situations—such as dealing with students, visitors, or emergencies.

Staff members responded positively, actively participating in discussions and reflecting on their daily responsibilities. The session boosted their morale, gave them a stronger sense of belonging, and recognized their value as part of the larger university ecosystem. Their engagement reflected their eagerness to contribute to a workplace rooted in respect, collaboration, and professionalism.

“Even the smallest role, when done with integrity, makes the biggest difference.”

## Key Learning Outcomes:

- Boosted morale and confidence among support staff.
- Clear understanding of expected conduct and workplace responsibilities.
- Recognition of how small actions contribute to the larger university culture.
- Renewed sense of belonging and pride in serving the institution.





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# **EMPOWERING STUDENTS THROUGH INDUSTRY EXPOSURE & INNOVATION**

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# Overview of the Event

Data Fest 2025 inauguration marking the beginning of an extensive lineup of high-impact activities, including panel discussions, workshops, exhibitions, and networking sessions.

More than 35 leading national and international organizations participated in the event, including:



State Bank of Pakistan (SBP), Securities and Exchange Commission of Pakistan (SECP), National Database and Registration Authority (NADRA), United Nations International Children's Emergency Fund (UNICEF), Food and Agriculture Organization (FAO), World Bank, Competition Commission of Pakistan (CCP), Pakistan Software Export Board (PSEB), Punjab Information Technology Board (PITB), Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), Space and Upper Atmosphere Research Commission (SUPARCO), and several other key stakeholders from academia, government, and the private sector.

# Innovation begins when students turn challenges into solutions — Pakathon made it happen.

## Overview

Career Services Office successfully hosted Pakathon, a two-day technology-focused innovation competition held on October 20–21, in collaboration with VieroMind Pakathon, a USA-based mental well-being startup. The event aimed to encourage students to develop AI-based, solution-driven digital tools for mental health support. More than 70 students from the Departments of Computer Science and Software Engineering participated, and 15 teams successfully completed and presented their prototypes to an expert jury panel.

Day 1 consisted of introductory presentations, event briefing, and project development guidelines, while Day 2 was dedicated to jury evaluation, presentations, and awards. Students developed innovative chatbot-based solutions capable of responding to mental well-being queries and providing virtual access to professional psychological support across the globe.

The jury comprised Mr. Nadeem Ahmad, Ms. Laila Zubairi (Guest of Honor), and Mr. Jonathan Thralow (Founder, VieroMind Pakathon). The top four teams were awarded cash prizes of Rs. 25,000, Rs. 15,000, Rs. 10,000, and Rs. 5,000, while other finalists received souvenirs in appreciation of their efforts.

Pakathon successfully fostered creativity, digital innovation, and entrepreneurial learning among students, marking a valuable collaboration between academic learning and real-world technological impact.



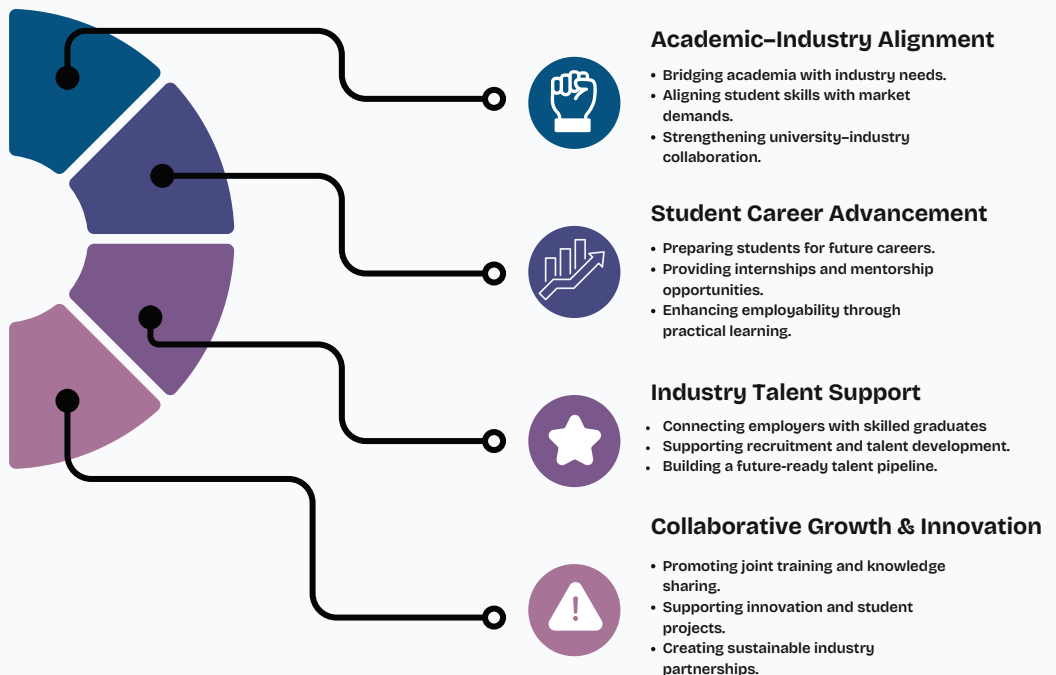
# STRATEGIC PARTNERSHIPS 2025–2026

Building Stronger Academia–Industry Connections



# 15

Strategic MoUs  
Signed



Career Services Office (CSO) strengthened industry collaboration by signing 15 Memoranda of Understanding (MoUs) with leading organizations across technology, banking, business services, entrepreneurship, media, and workforce development.. These partnerships aim to enhance student employability, internships, industry exposure, research collaboration, faculty development, and innovation.

# COLLABORATION FOCUS AREAS

Placements 01

Training 02

Industry  
Visits 03

Career  
Events 04

Mentorship 05

Research 06

Entrepreneurship 07

Innovation 08

# VOICES OF INDUSTRY

EXCLUSIVE INTERVIEW

IQRA  
UNIVERSITY IU  
H-9 CAMPUS, ISLAMABAD

“

Stay curious,  
stay humble,  
and **never**  
stop **learning**.

”



# ZAINAB QAISAR

HEAD OF HUMAN RESOURCES

**BATIK**

Insights from a leader shaping people, culture,  
and the **future of work**.

# LEADERSHIP INSIGHTS

A CONVERSATION WITH **ZAINAB QAISAR**  
HEAD OF HUMAN RESOURCES, BATIK

With nearly two decades of experience across HR, Organizational Development, Talent Acquisition, Learning & Development, Employer Branding, Corporate Communications, CSR, and Administration, Zainab Qaisar's journey is a testament to adaptability, continuous learning, and people-centric leadership.

“ Stay *curious*.  
Stay *humble*.  
Never stop *learning*.  
Your *reputation*  
travels faster than  
your résumé.”

## A JOURNEY OF GROWTH AND ADAPTABILITY

Zainab began her career in B2B and B2C sales before transitioning into Human Resources—a journey that shaped her leadership lens. She believes success is rarely about titles; it is driven by curiosity, resilience, and a willingness to keep learning.

“ No task is too small when it contributes to a larger goal.”

Industries, technologies, and workplaces evolve constantly, but the ability to listen, build meaningful relationships, and remain adaptable will always remain valuable. For Zainab, true leadership also requires humility and a hands-on approach.

## THE FUTURE OF WORK: AI AND BEYOND

Artificial Intelligence is transforming workplaces by automating routine tasks and enabling professionals to focus on creativity, innovation, and strategic thinking.

“ Learn AI, but don't become a robot. Technology should *enhance your potential*—not replace your thinking.”

She advises students to become comfortable with AI and emerging technologies while investing in uniquely human skills—communication, emotional intelligence, critical thinking, collaboration, and problem-solving.

## CAREER READINESS: SKILLS THAT MATTER

Zainab emphasizes the importance of blending technical expertise with professional competencies.



### FOR HR GRADUATES

Build skills in HR analytics, recruitment technologies, and AI-enabled workplace tools.



### FOR FASHION & TEXTILE DESIGNERS

Master Adobe Photoshop, understand fashion trends and consumer preferences, and balance creativity with commercial thinking.

“ Great designs are not just beautiful—they solve problems and create value.”

## WHAT SETS EXCEPTIONAL FRESH GRADUATES APART?

For Zainab, attitude matters more than experience. She looks for:

- ✓ Curiosity and a desire to learn
- ✓ Ownership and accountability
- ✓ Professionalism and strong work ethic
- ✓ Adaptability and resilience
- ✓ Initiative beyond academic qualifications

Internships, certifications, volunteer work, and practical projects leave a stronger impression as they demonstrate initiative and real-world readiness.

## COMMON PITFALLS YOUNG PROFESSIONALS SHOULD AVOID

Many expect rapid progression without building expertise. Common mistakes include waiting for instructions, neglecting networking, and underestimating workplace ethics.

“ Your degree gets you the interview; your skills, attitude, and professionalism build your career.”

She encourages graduates to earn trust by taking ownership, seeking feedback, asking thoughtful questions, and treating their careers as long-term journeys.

## PREPARING FOR A COMPETITIVE WORLD

Learning beyond the classroom is essential. Internships, certifications, volunteering, industry events, and platforms like LinkedIn provide exposure that complements academic learning. A positive attitude and growth mindset often become the defining factors between average and outstanding professionals.

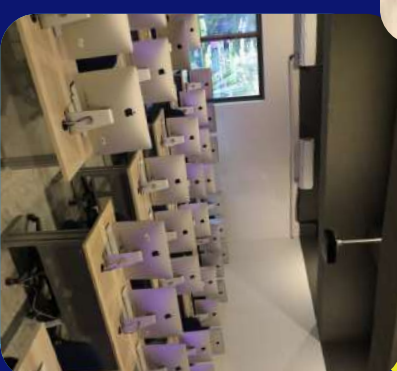
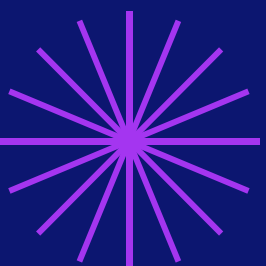
## A FINAL WORD

Zainab encourages students and alumni of Iqra University to remain curious, humble, and committed to lifelong learning. The first job rarely defines a career; it is the willingness to keep learning and adapting that creates lasting success. Opportunities often arrive disguised as challenges, and professionalism, integrity, and work ethics become one's strongest personal brand.”

# 2026 GLOBAL LEARNING & SKILLS TRENDS



Navigating  
transformational  
change  
in the era of  
AI and beyond



# Industry skill trends

The learners across the nine industries featured in this section together account for nearly 28% of all enterprise learners on Coursera.



## Energy

| Rank | Data skills             |
|------|-------------------------|
| 1    | Data Storytelling       |
| 2    | Large Language Modeling |
| 3    | Data Ethics             |
| 4    | Data Integration        |
| 5    | Data Storytelling       |

| Rank | IT skills                      |
|------|--------------------------------|
| 1    | Identity and Access Management |
| 2    | Data Security                  |
| 3    | Network Security               |
| 4    | Cloud Storage                  |
| 5    | Relationship Management        |

| Rank | GenAI skills        |
|------|---------------------|
| 1    | Data Quality        |
| 2    | Image Analysis      |
| 3    | Workflow Management |
| 4    | AI Product Strategy |
| 5    | Prompt Engineering  |

## Financial services

| Rank | Data skills             |
|------|-------------------------|
| 1    | Multimodal Prompts      |
| 2    | LLM Application         |
| 3    | Prompt Engineering      |
| 4    | Large Language Modeling |
| 5    | Data Ethics             |

| Rank | IT skills               |
|------|-------------------------|
| 1    | Software Installation   |
| 2    | IT Automation           |
| 3    | Automation              |
| 4    | Debugging               |
| 5    | Artificial Intelligence |

| Rank | GenAI skills         |
|------|----------------------|
| 1    | Information Privacy  |
| 2    | Innovation           |
| 3    | Condision            |
| 4    | Ethics               |
| 5    | Generative AI Agents |

## Industrials / manufacturing

| Rank | Data skills                    |
|------|--------------------------------|
| 1    | Generative Model Architectures |
| 2    | Microsoft Excel                |
| 3    | Data Presentation              |
| 4    | Natural Language Processing    |
| 5    | Statistical Analysis           |

| Rank | IT skills                      |
|------|--------------------------------|
| 1    | Identity and Access Management |
| 2    | Network Security               |
| 3    | General Networking             |
| 4    | Cloud Services                 |
| 5    | Data Security                  |

| Rank | GenAI skills                |
|------|-----------------------------|
| 1    | AI Personalization          |
| 2    | Data-Driven Decision-Making |
| 3    | Image Analysis              |
| 4    | Data Quality                |
| 5    | Data Analysis               |

## Professional services



| Rank | Data skills              |
|------|--------------------------|
| 1    | Prompt Engineering Large |
| 2    | Language Modeling        |
| 3    | Multimodal Prompts       |
| 4    | Agentic Systems          |
| 5    | Automation               |

| Rank | IT skills                                            |
|------|------------------------------------------------------|
| 1    | Cloud Computing                                      |
| 2    | Data Security                                        |
| 3    | Command-Line Interface                               |
| 4    | Large Language Modeling                              |
| 5    | Artificial Intelligence and Machine Learning (AI/ML) |

| Rank | GenAI skills                  |
|------|-------------------------------|
| 1    | Agentic Systems               |
| 2    | AI Personalization Multimodal |
| 3    | Prompts                       |
| 4    | Data Visualization Software   |
| 5    | Prompt Engineering            |

## Retail and consumer

| Rank | Data skills        |
|------|--------------------|
| 1    | AI Personalization |
| 2    | Excel Formulas     |
| 3    | Data Entry         |
| 4    | Tableau Software   |
| 5    | Analytical Skills  |

| Rank | IT skills             |
|------|-----------------------|
| 1    | Software Installation |
| 2    | Malware Protection    |
| 3    | Scripting             |
| 4    | Scalability           |
| 5    | Linux                 |

| Rank | GenAI skills                |
|------|-----------------------------|
| 1    | Data-Driven Decision-Making |
| 2    | Data Ethics                 |
| 3    | Machine Learning Algorithms |
| 4    | Open Source Technology      |
| 5    | Cloud Computing             |

## Technology / IT

| Rank | Data skills             |
|------|-------------------------|
| 1    | Generative AI Agents    |
| 2    | Agentic Systems         |
| 3    | Application Development |
| 4    | Cloud Applications      |
| 5    | LLM Application         |

| Rank | IT skills Cybersecurity |
|------|-------------------------|
| 1    | Authentications         |
| 2    | Innovation              |
| 3    | Artificial Intelligence |
| 4    | Network Protocols       |
| 5    |                         |

| Rank | GenAI skills         |
|------|----------------------|
| 1    | Agentic Systems      |
| 2    | AI Product Strategy  |
| 3    | Image Analysis       |
| 4    | Tool Calling         |
| 5    | Generative AI Agents |

## Telecom and media

| Rank | Data skills                |
|------|----------------------------|
| 1    | Excel Formulas Information |
| 2    | Privacy                    |
| 3    | Data Governance            |
| 4    | Data Ethics                |
| 5    | Large Language Modeling    |

| Rank | IT skills         |
|------|-------------------|
| 1    | Wireless Networks |
| 2    | Real Time Data    |
| 3    | Interoperability  |
| 4    | Mobile Security   |
| 5    | Data Architecture |

| Rank | GenAI skills                    |
|------|---------------------------------|
| 1    | Workflow Management             |
| 2    | Information Privacy Interactive |
| 3    | Data Visualization Multimodal   |
| 4    | Prompts                         |
| 5    | Content Creation                |

# Regional skill trends

## Asia Pacific

| Rank | Data skills                 |
|------|-----------------------------|
| 1    | Deep Learning               |
| 2    | AI Personalization          |
| 3    | Statistical Analysis        |
| 4    | Regression Analysis         |
| 5    | Natural Language Processing |

| Rank | IT skills                      |
|------|--------------------------------|
| 1    | Unsupervised Learning          |
| 2    | Supervised Learning            |
| 3    | Deep Learning                  |
| 4    | Generative Model Architectures |
| 5    | JSON                           |

| Rank | GenAI skills                   |
|------|--------------------------------|
| 1    | Generative AI Agents           |
| 2    | Debugging                      |
| 3    | Image Analysis                 |
| 4    | Generative Model Architectures |
| 5    | SQL                            |

## Europe

| Rank | Data skills        |
|------|--------------------|
| 1    | Excel Formulas     |
| 2    | LLM Application    |
| 3    | AI Personalization |
| 4    | Multimodal Prompts |
| 5    | Data Storytelling  |

| Rank | IT skills             |
|------|-----------------------|
| 1    | Linux                 |
| 2    | Software Installation |
| 3    | IT Automation         |
| 4    | Scripting             |
| 5    | Network Protocols     |

| Rank | GenAI skills         |
|------|----------------------|
| 1    | Concision            |
| 2    | AI Personalization   |
| 3    | Information Privacy  |
| 4    | Multimodal Prompts   |
| 5    | Generative AI Agents |

## Latin America

| Rank | Data skills            |
|------|------------------------|
| 1    | Email Automation       |
| 2    | Productivity Software  |
| 3    | Human Factors          |
| 4    | Information Management |
| 5    | Ethics                 |

| Rank | IT skills                       |
|------|---------------------------------|
| 1    | System Requirements             |
| 2    | Package and Software Management |
| 3    | Technical Documentation         |
| 4    | Linux Commands                  |
| 5    | Problem Management              |

| Rank | GenAI skills             |
|------|--------------------------|
| 1    | Logo Design              |
| 2    | Prompt Patterns          |
| 3    | Iteration                |
| 4    | Human Machine Interfaces |
| 5    | Editing                  |

## Middle East and North Africa

| Rank | Data skills          |
|------|----------------------|
| 1    | Deep Learning        |
| 2    | Supervised Learning  |
| 3    | Statistical Analysis |
| 4    | Excel Formulas       |
| 5    | Data Visualization   |

| Rank | IT skills            |
|------|----------------------|
| 1    | System Configuration |
| 2    | Malware Protection   |
| 3    | Security Controls    |
| 4    | Firewall             |
| 5    | Authentications      |

| Rank | GenAI skills         |
|------|----------------------|
| 1    | Workflow Management  |
| 2    | Presentations        |
| 3    | Microsoft Excel      |
| 4    | Data Strategy        |
| 5    | Predictive Analytics |

## North America

| Rank | Data skills             |
|------|-------------------------|
| 1    | Multimodal Prompts      |
| 2    | Prompt Engineering      |
| 3    | Large Language Modeling |
| 4    | Critical Thinking       |
| 5    | Responsible AI          |

| Rank | IT skills                       |
|------|---------------------------------|
| 1    | Information Privacy             |
| 2    | Identity and Access Management  |
| 3    | System Configuration            |
| 4    | Malware Protection              |
| 5    | Package and Software Management |

| Rank | GenAI skills       |
|------|--------------------|
| 1    | Email Automation   |
| 2    | Content Creation   |
| 3    | AI Personalization |
| 4    | Innovation         |
| 5    | Concision          |

## Sub-Saharan Africa

| Rank | Data skills             |
|------|-------------------------|
| 1    | Prompt Engineering      |
| 2    | Responsible AI          |
| 3    | Artificial Intelligence |
| 4    | Automation              |
| 5    | AI Personalization      |

| Rank | IT skills               |
|------|-------------------------|
| 1    | Data Architecture       |
| 2    | Application Development |
| 3    | Wide Area Networks      |
| 4    | Cloud API               |
| 5    | Cloud Standards         |

| Rank | GenAI skills                  |
|------|-------------------------------|
| 1    | Business Process Automation   |
| 2    | Tool Calling                  |
| 3    | Agentic Systems               |
| 4    | Proofreading                  |
| 5    | Ethical Standards and Conduct |

*This year's report analyzes skill trends through a new lens, focusing on three in-demand career areas that are driving value and innovation—Data, IT, and Software & Product Development—and the role of AI in augmenting and automating how tasks are performed across these fields. We also examine a cross-cutting competency that has become essential to nearly every job role: generative AI (GenAI).*

## Self Reminder



"True success is not about how high we climb,  
but how many people we bring with us."



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*– Eleanor Roosevelt*

”

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