



SUPERIOR UNIVERSITY

ALUMNI NEWSWIRE

Vol. V



**SUPERIOR UNIVERSITY RANKED NO. 1
PRIVATE SECTOR UNIVERSITY IN PAKISTAN**

THROUGH UNIQUE INITIATIVES OF



**SUPERIOR UNIVERSITY'S
OVERALL RANK
301-400**

SUPERIOR
alumni





**SUPERIOR UNIVERSITY'S
OVERALL RANK
301-400**

SUPERIOR UNIVERSITY RANKED NO. 1
PRIVATE SECTOR UNIVERSITY IN PAKISTAN

The Times Higher Education Impact Rankings 2022 has ranked Superior University as the best private sector university in Pakistan among 17 ranked private universities. Superior has achieved an overall ranking of 301-400.

This amazing feat is down to the Almighty Allah's blessing and the dedicated leadership of Rector, Superior University - Dr. Sumaira Rehman, who spearheaded this journey toward global recognition with a belief that educational institutions should create sustainable socio-economic impact to enable inclusive communal development.

In a relatively short span of time, Dr. Sumaira has revolutionised the higher education practices and launched several unique initiatives. One of these initiatives is the comprehensive 3U1M Program.

that ensures the employability of the graduates that is founded on the Outcome Based Education and Project-Based Learning experiential pedagogical framework. Furthermore, the highly innovative Entrepreneurial Teaching and Training

Program inculcates an entrepreneurial mindset in the students and transforms them from job seekers to job creators. Similarly, the Social Entrepreneurship Program promotes a sense of communal ownership among the graduates. Dr. Sumaira has also set up women empowerment scholarships worth millions to promote female education and women-led entrepreneurship.

Apart from being the first academic who has a PhD in Women Entrepreneurship from Middlesex University, UK, Dr. Sumaira also has the distinct honour of being the youngest female Rector in Pakistan. She also serves on the Accreditation Committee of Punjab Higher Education Commission and is member of Punjab Industrial Estate Development and Management Company-PIEDMC as an Independent Director and Member, respectively.

We are proud of her relentless dedication and resolve and we hope that she will continue to transform the higher education practices in the country in the coming years.

Editor's Note

The fifth edition of Alumni Newsletter is with you. It's a thought of our activities and signature events. We are excited to share the highlights of 1st quarter of 2022 in which the **BIGGER BOLDER SUPERIOR** had accomplished new summits in facilitating and development of lifelong connections with its Alumni and students in their Educational, Social and Professional lives. Our aim is to create active engagement of its Alumni with Superior University who are our loyal ambassadors. Inspiring the next generation through our alumni, the Superior University believes that changing mindsets always leads to better tomorrow.

Enjoy our events and share your valuable feedback.

Muhammad Akmer

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SUPERIOR UNIVERSITY

5th CONVOCATION

Superior University recently held its 5th Convocation and it was a day filled with celebration, a sense of achievement, and boundless joy for everyone.

The 5th Convocation marked our superheroes' graduation, a passage of complete education-dependent life to entrance into practical lives, a completion and inauguration; finally, a day of joy and tears at the same time. Though the time to leave the university arrived yet, it did not mean that your union with classmates and all the titbits you shared while studying and doing an assignment ended here. This was the day students cried while holding a graduation degree



with dignity, and this happened because our superior heroes knew what it felt like to shed tears of joy.

Thus, our celebration on this day represented the culmination of students' years-long prayers. This benediction was simply a communal capstone to the studies and start of practical life. Convocation day was also fresh and new like no other day. This was the moment of opportunity that came and passed in a moment, with parents proud of raising a child and seeing them grow as educated beings. Now they have new Kairos before them.



Alumni Meetup with Rector

Superior University hosted the Superior Alumni Meetup 2021 for a delegation of its distinguished Alumni in a glittering ceremony on campus.

Registrar Superior University, Mr. Mudassar Kamran; Director 3U1M Program, Ms. Ayesha Zahid, Deputy Director Superior Alumni Relations Office, Mr. Asif Aziz; Dean Faculty of CS & IT; Dean Faculty of Business

program's three (3) streams: start-up, scale-up, and design challenge. She said that the success of the 3U1M program was down to Superior's entrepreneurial approach to pedagogy, the establishment of Chaudhry Muhammad Akram Centre for Entrepreneurship Development, and the incorporation of Outcome-Based Education, and Project-Based Learning frameworks to



and Management Sciences; and Deputy Director Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) welcomed the visiting delegation. Addressing the Alumni, Rector Superior University, Dr. Sumaira Rehman briefed the alumni about the concept and the ground-breaking impact of the 3U1M program in its very first year. Dr. Sumaira explained the thought process behind the

Superior's educational practices. Dr. Sumaira said that the Superior Alumni are the living proof of the success of Superior's entrepreneurial approach to education. She said that the collaboration between Superior and its alumni will prove to be a catalyst for the emerging entrepreneurial ecosystem in Pakistan.

Department of Pharmacy Alumni Meetup

The Meetup for the Alumni Association of the Department of Pharmacy was held at Superior University. All the participants and faculty members showed great pleasure in formation of this association. They actively participated in the election and gave their suggestions on how the association can grow and help its members in the future.



Launch of **ALUMNI ASSOCIATION BODIES** Management Sciences



Superior Alumni Relations Office launched an exclusive Alumni Association for the Department of Management Sciences. The basic objective of this initiative was to engage alumni of the business school to build a lifelong connection with their alma mater. This association has been aimed to contribute in achieving the business school's vision and mission under the leadership of the Honorable Chairman and worthy Rector of the Superior University. The association elected **Mohsin Nisar** as **President**, **Imran Jamal Pasha**, **Aamir Malik**, **Muhammad Waqas Shabbir**, **Hafiz Asad** as **Vice President**, **Haris Ahmed** as **Social Media Lead**, **Rana Hasan Afzal** and **Sumra Fiaz Rana** as **Assistant Vice President**.

Department of Pharmacy

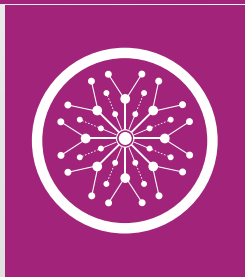


The alumni election for the Alumni Association of the Department of Pharmacy was held at Superior University. The association elected **Dr. Mukarram Sajjad** as **President**, **Dr. Saadia Anum Raza** as **Vice President**, **Dr. Farooq Anwar** as **General Secretary**, **Dr. Itzaz Aslam** as **Finance Secretary**, and **Dr. Arqam Zahid** as **Media Secretary**.

Alumni Wall of Fame

Over the years, Superior University has contributed to society by transforming and providing excellent human capital. Our alumni have achieved a distinctive place in their career by demonstrating their excellent professional skills, attitude and knowledge. Alumni Wall of Fame has been designed and placed to pay homage and tribute to all those stars twinkling and shining in their respective skies. This is just an effort to recognize their accomplishments and societal contributions.

OUR ALUMNI OUR IDENTITY



#MADEINSUPERIOR

Alumni **Guest Speaker** Series



KANEEZ FATIMA CHADHAR

Chairperson, Punjab Women Protection Authority
Topic: Gender Equality for Future Sustainability



DR. AMMARA WAQAR

CEO at Maanha Fazal Hospital
Topic: Personality Development & Communication



MIAN IMRAN ARSHAD

Anchor Person at Lahore Rang
Topic: Career Planning in Media Industry



MUHAMMAD TAUSEEF IQBAL

Sr. Assistant Director (ATC) at Civil Aviation Authority
Topic: Career Planning in Aviation Management



DR. LARAIB FATIMA

Aesthetic Doctor at Derma Studio
Topic: Writing Winning Resume & Cover Letter



DR. ANUM RIAZ

President of Youth Leadership Movement
Topic: Personality Development & Communication

Our Alumni Our Identity

Pride of Delivering **Training** at Alma Mater

Superior Alumni Relations Office organized a faculty training session in collaboration with the Faculty of Business and Management Sciences. Superior's distinguished alumnus and Associate Professor at Arden University, Finland, **Dr. Faisal Shehzad** led the highly engaging training workshop. Dr. Faisal shared his insights into the philosophy of knowledge and teaching. He also shed light on the modern trends in pedagogy including contemporary teaching styles and feedback and assessment models.



Giving Back

by sharing

Professional Wisdom

Superior Alumni are leading professionals, known by their meaningful contributions and emotionally intelligent approach towards the society and Superior University. The alumni office facilitated in providing the industry expert to Management Sciences Department for PBL II (Project Based Learning) evaluations of students. Management Sciences Dept. organised this exhibition in collaboration with 3U1M Team, on "Digital Marketing Projects", in which business

students presented creative content and digital marketing campaigns on their unique ideas. Mr. Muhammad Kamran (Executive Director, GearUp International) - a proud Superior Alumni joined the PBL execution as Industry Evaluator to share real time industry feedback on student projects and get them ready for market challenges.



SPARKLES OF SUPERIOR EMPLOYABILITY CENTRE



Gujranwala Chamber of Commerce and Industry GCCI MoU



Superior University and Gujranwala Chamber of Commerce and Industry (GCCCI) entered into a Memorandum of Understanding to strengthen industry-academia linkages. This MoU marked another milestone under the leadership of Rector, Superior University, Dr. Sumaira Rehman and her focus on establishing expansive partnerships and strategic alliances across the academic and industrial spectrums to achieve sustainable development in accordance with the United Nations' Sustainable Development Goals (UN-SDGs).

Under this latest MoU with GCCCI, Superior University consented to provide necessary research support to the GCCCI to address challenges faced by the local industry. Superior will also provide much needed technical support for the internationalization of SMEs. The MoU covered areas pertaining to technical assistance in raising



awareness among the members of GCCCI over exploring bilateral and multilateral trade avenues to positively contribute to building an economically Superior Pakistan.

Memorendums of Understanding (MoUs)

PROGRAMMERS FORCE



Superior University collaborated with **Programmers Force**. The MoU was signed by Ms. Ayesha Zahid, Executive Director Superior University and Mr. Syed Waqar, Director Programmer's Force, on behalf of his organization enabling significant mutual benefits to employees, students, and Alumni. Programmers Force is Pakistan's leading AI-based firm. The MoU will lead to the horizon of opportunities for Superior students and Startups.

GENESE SOLUTIONS

An MoU has been signed with **Genese Solutions** to boost student success in Cloud Computing and Web Services. The MoU was signed by Ms. Ayesha Zahid, Executive Director Superior University and Mr. Raja Mehmood, CEO Genese Solutions on behalf of their organisations. Genese Solutions is a technology service company leading digital transformation with roots in Cloud Computing, Cloud Native Software Development & Cloud Security.



MILLION WEB SERVICE



Superior University signed a Memorandum of Understanding with The Million Web Service which is known to be the Pakistan's first dedicated commercial data center and cloud computing company with the availability of Virtual Machines. Through this MOU, Superior graduates will have the opportunity to get experiential learning and placement opportunities under the 3U1M Program.

PAK HEALTHCARE

Superior University alliance with **Pak HealthCare** Hospital. The MoU was signed by Mr. Asif Aziz, Deputy Director Superior University and Dr. Mian Aziz, Managing Director Pak Health Care Hospital, on behalf of his organization enabling significant mutual benefits to employees, students, and Alumni. Pak Health Care Hospital is a leading national hospital and providing health care facilities at affordable prices. The MoU will lead to the horizon of opportunities for Superior students and Startups.



Industrial Study Visits

ALLIED MARKETING PVT. LTD.



Superior Employability Centre arranged an Industrial Study Tour for the final year BBA graduates and faculty members of Management Sciences Department to Allied Marketing Pvt Ltd, the largest distributors of top MNCs such as British American Tobacco Company, Unilever and Telenor.

The Study Tour brought the course content to life as students gained first-hand experience and a rich understanding of how Supply Chain Management strategies and practices are being carried out in the industry.

PAK ELEKTRON LIMITED (PEL)



A study tour filled with great field knowledge was arranged by Mr. Ahsan Bin Saif from Superior Employability Centre in "Pak Elektron Limited (PEL)" for students of the Electrical Engineering Department. The students were provided an opportunity to learn industrial techniques and practical working procedures at PEL's Kasur Unit. Students visited the Core Building, Coiling, Assembly and Fabrication sections of Transformer manufacturing. From the students' point of view, it was a great tour and great experience.

PUBLIC NEWS NETWORK

Superior Employability Centre also arranged a Study Tour for the students of Mass Communications to Public News Network (A national news network of Pakistan).

The Study Tour brought the course content to life as students gained first-hand experience and a rich understanding of how media channels inform, persuade, transmit culture, and entertain society. The students visited the live broadcasting room of the channel and various other departments. They asked questions from the staff members during the discussion session.



PAKISTAN STOCK EXCHANGE



Study Tours were also organised at Pakistan Stock Exchange and Golden Pearl Cosmetics. The main objective of the tours was to broaden the attendees' practical knowledge that will empower them in their career success.

GOLDEN PEARL COSMETICS



On-Campus Mega Recruitment Drive

A dark blue square containing the text "20+" in white.

Organizations

The number "200" in a rainbow gradient followed by a plus sign.

Jobs

A red square containing the number "5" in white.

Programs

A significant majority of the students were offered full-time placements, and internships, on spot, by the companies who were impressed by their innovative thinking and entrepreneurial spirit.

The overwhelming response of 22 companies in the process of conducting 438 interviews to offer 89 confirmed jobs, 77 confirmed internships, 85 calls for tests, and 64 calls for second interviews is a testament to the fact that Superior has lived up to its promise of Student Success. The conviction that Superior would never become a factory of unemployed graduates has always been the driving force behind the conceptualization and execution of this Innovation Fest.

Under its 3U1M program, Superior produces market-informed graduates who are not only familiar with market challenges but also have a working relationship with influential players from that market to meet those challenges effectively.

These staggering figures of Student Success are evidence of the fact that we have delivered on our promise of producing Job Creators rather than Job seekers. We congratulate our students on this amazing success and thank our Industrial Partners for making this Innovation Fest the junction of potential and opportunity.

Our Partners





52nd Superior HR Forum

Superior Employability Centre organised the 52nd Superior HR Forum that featured a panel discussion on the topic 'The Importance of Upskilling and Reskilling' to discuss the contemporary challenges facing the corporate sector.

The panelists of this discussion were President HR, Descon Engineering, Mr. Maqsood Ali; Head HR, Kohat Cement, Mr. Muneeb Anjum; Head HR, Sapphire Textile Mills, Mr. Mohsin Nishat; and DGM-HR, Graana Group, Ms. Syeda Khadija Imam. In an interactive discussion, the panelists stressed the need to prioritize the employees' wellbeing and need to create a culture of learning in the organization. The panel also put forward various suggestions to contribute to the individual professional and personal lives of the employees. In the corporate sector also participated in the forum. Superior Alumni at recognized positions in the corporate sectors also participated in the forum.



Parental Money on Trees?

Waste of Paper, HEC & Photocopies



Written by
Shahzad Roshan Gillani

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According to a conservative estimate, there are approximately half a million students, so most of them are parents who have to keep in mind the time to pay the fees, and may withhold their wishes. In this case, I think parents should be relieved of this extra expense or similar expenses.

In private educational institutions, the student reads about six subjects in a semester, during which he often receives assignments which he also presents during the class. The student also uploads and then he is asked to print and submit. Now in this situation the money of those parents is spent on the trees who also pay the money of LMS management in fees and then the parents have to bear the burden of thousands of expenses in printing of assignments in the back-breaking inflation. And if it's all paperwork, even though it's online, then why do I see ambiguity in this system online?

Let me give you another example: an assignment consisting of 40 slides would cost four hundred rupees if it went to forty pages. If there are two groups of members then splitting will cost two hundred and one and now if four slides come on one page they are still worth reading and checking then it will be printed on ten pages and it will cost. One hundred rupees and two divided by fifty rupees will cost even less in case of more group members respectively and if the teacher says that all group members should print separately and there is one slide on one page, what a waste of paper and money. Will be.

Please note that according to my poor intellect, I do not understand this useless expenditure. Now let's move on to whether it is a matter of two or four hundred rupees which is a matter for a few students. According to a conservative estimate, there are approximately half a million students, so most of them are parents who have to keep in mind the time to pay the fees, and may withhold their wishes. In this case, I think parents should be relieved of this extra expense or similar expenses.

In our case, asking questions is a death knell and for a student it is more than death to fail in an educational institution for any reason, so it is the burden of parents

Alumni Article

without questioning this extra expense. Prefers to force increase. Now multiply that five lakh by one hundred rupees daily or at least two thousand rupees a month and you will know what is going on. Now that this has happened, of course the question is, what is the solution? The solution is that the Higher Education Commission should take notice of such and many other things but it will take notice only when you make a difference. Yeah Al that sounds pretty crap to me, Looks like BT aint for me either. Spend that money on the education or support of a child in your circle of friends who is unable to do it yourself and parents, older brothers, sisters and heads of households are requested to be silent on the truth for fear of failing. Don't get used to it because it will kill the conscience and it will never raise its voice against the truth.

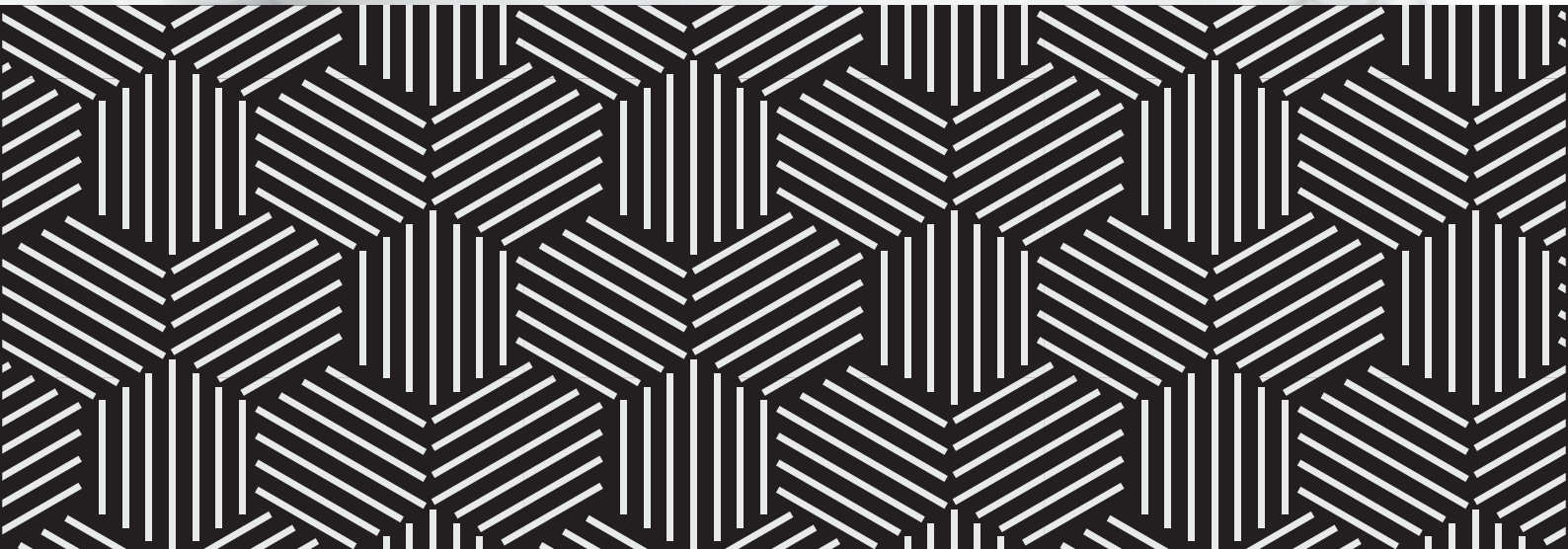
During my university days, I would have raised my voice even if I had seen the number two water cafe, applied or the parking fee would have been increased. Many times these twenty rupees were brought back to ten rupees at my request and if this writing of mine reaches the esteemed teachers and decision makers of educational institutions, they join hands and request that students come to you to become Shaheen. Give them the right to ask

questions and to ask for the wrong ones, because if you deprive them of this right, they will not be able to become proud citizens.

Now come to the students. Dear children, speak the truth. Reasonable words can be said even without extending the circle of distinction and respect. If you are reading my article, you should send e-mails to HEC to force it to legislate on such small issues and take it seriously. My e-mail is also present at the end of the article. Be sure to email me to let me know if I'm talking about the right point at the right time.

A document form request can be sent to HEC on your suggestion and at the end if any one is reading my writing from the esteemed Higher Education Commission then they will also be requested to consider the middle class of these small matters. And parents and children from the lower middle class have a close relationship, and as a legislature and decision-making body, the HEC can improve and control many issues.

Another important issue related to this is that paper is made from trees and then many trees are cut down. Legislation can minimize the use of unnecessary paper and in today's age when technology is on the rise. I get the details on the bank



RECTOR DR. SUMAIRA REHMAN IN 9TH DEANS & DIRECTORS CONFERENCE 2022

The Rector, Superior University, Dr. Sumaira Rehman participated in a panel discussion on **Experiential Learning as a Way of Promoting Relevance** at the 9th Deans and Directors Conference 2022 held at the Marriott Hotel, Islamabad. She said that Superior University's comprehensive 3U1M Program is producing 21st Century ready graduates who are equipped with the necessary skills to solve global issues. Dr. Sumaira said that the industry-academia linkages are key to building an economically Superior Pakistan.

"Our youth is the custodian of a brighter and sustainable future for Pakistan."



INAUGURATION OF SUPERIOR ART GALLERY

Superior University's School of Art & Design opened the doors to the Superior Art Gallery. Rector Superior University, Dr. Sumaira Rehman inaugurated the gallery. The Superior Art Gallery features artistic collector items from the students of textile design, fine arts, graphic design, architecture, and interior design programs.

SUPERIOR UNIVERSITY HOSTED A DELEGATION FROM THE AKHUWAT

Discussion was held about the possibility of mutual collaboration to jointly launch sustainable community development projects. Dr. Amjad appreciated Superior's poverty eradication initiatives and the passion of Superior's leadership towards quality education.



SUPERIOR MUSIC FIESTA 2022

The Superior Nights 2022 series was a pack of 10 musical nights organized by indigenous faculties of the university. The global sensation in the EDM genre DJ Kantik brought his A-game at the MS Night. The Turkish maestro ruled the stage and the crowd with an ingenious and power-packed performance as the adrenaline-fueled crowd danced as if it was the end of the world. Superior's superheroes also showcased their talent with imaginative street dance and music performances of their own to rev up the crowd before Kantik's main act.



SOAAD NIGHT WITH THE LEADING PUNJABI SUFI ARTISTS

SOAAD (School of Art And Design) Night presented the leading Punjabi Sufi artist Sain Zahoor Ahmed along with Shehzad Ali Khan Qawwal and Rai Waleed Abbas who owned the stage with spellbinding performances in front of a buzzing Superior crowd.



University Spotlight

LIFE TIME ACHIEVEMENT AWARD

Congratulations Ms. Ayesha Zahid

Heartfelt Congratulations to our mentor Ms. Ayesha Zahid (Executive Director, Superior University) for receiving Life Time Achievement Award from Chairman The Superior Group Prof. Dr. Ch. Abdul Rehman. Her dedication and tireless efforts towards the work had truly proved that there is no limitation to what you can achieve, If you can believe.



Congratulations Mr. Haseeb Khan

Director Communication, Superior University received brand new Toyota Fortuner as Life Time Achievement Award from Chairman The Superior Group Prof. Dr. Ch. Abdul Rehman. The Superior group recognized his contributions over the whole of his career for The Superior Group.



Cash Prizes to Superior Family

This year the best of the best from the Superior Family received hefty cash prizes for their exemplary achievements in academia and student engagement activities. On the academic side, Dean – Faculty of CS & IT, Dr. Arfan Jaffar clinched the award for the Best Dean while both Dr. Tehreem Masood and Dr. Irfan Uddin bagged the Best Head of Department Award. Meanwhile, Dr. Sidra Hasnain from the Faculty of Allied Health Sciences won the Best Program Leader award.





Ayesha Zahid
Executive Director

MEET OUR TEAM



Asif Aziz Khan
Deputy Director



Mahreen Iqbal
Manager
Alumni Relations



Muhammad Ahmer
Assistant Manager
Communications



Let's Be Friends!

Scan QR Code for Alumni Relations Office Social Media Pages



Facebook



Twitter



Instagram



LinkedIn

SUPERIOR
alumni

