



- ✦ The LUMS International Marketing Colloquium 2011: Ad affect challenge 2011 and secured the **first position out of 19** short listed teams.
- ✦ EDUNIVERSAL honored and rewarded IoBM as one of the **best business schools of Pakistan**.
- ✦ Institute of Business Management honored with "**B-School Leadership Award**" in July 2010. The Asia's Best B-School Awards are presented by CMO Asia. The Awards of the highest stature are presented to institutions which have surpassed several levels of excellence and set an example of being a role model demonstrating exemplary leadership.
- ✦ Our team qualified for the CIMA Global Business Challenge (GBC) Pakistan 2010 and **won the Country Final**. Later IoBM **represented Pakistan in Malaysia** where prestigious universities from all over the world participated. It was a great honor for the Institute.
- ✦ IoBM students **won top honors at "The Business Launch Challenge"** competition held by P&G Pakistan for students of local business universities. The contesting students were asked to prepare a business launch plan for P&G's international brands of products in Pakistan. IoBM students showed their capabilities and won (the competition had begun with 50 plus teams, 10 teams had made it to the finals).
- ✦ IoBM students have **won the Lipton Talent Hunt**, National Business Competition between leading business schools across Pakistan. This was the first of its kind of project in Pakistan initiated by UNILEVER to search for talent for its esteemed Management Trainee Program 2009.
- ✦ IoBM was a **runner up in the GIRC** (Global Investment Research Challenge (2010)). This competition was organized by CFA Association. The teams were required to prepare an equity research report on United Bank Ltd.