

JULY 2023 - JUNE 2024

THE CENTRE FOR CAREER COUNSELING & JOB  
PLACEMENT

# NEWSLETTER



## WISE UP HER WEALTH

April 30, 2024

A workshop on Financial literacy was organized by the Centre for Career Counseling and Job Placement and Women Development Centre LCWU in collaboration with Inspiring Women - Pakistan and JS Bank.

The workshop offered students hands-on training in financial management, budgeting, and savings for personal and business growth. The students were engaged in various budgeting exercises for which they were given incentives at the end.

## Workshop on Resume Writing

November 27, 2023

Ms Rida Sohail, Manager CCJP conducted a Resume Writing workshop for the students of the Statistics Department. Students were guided on how to write an effective resume and what mistakes should be avoided while writing it.



# RECRUITMENT DRIVES



## Recruitment Drive by OneMachine Software

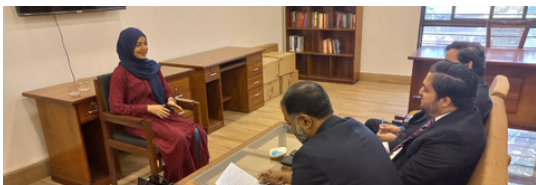
September 27, 2023

The HR team from One Machine gave an orientation about the company and positions vacant followed by initial screening interviews of the candidates.

## Recruitment Drive by Meezan Bank

September 28, 2023

Mr. Muhammad Saleem- SVP, Mr. Babar Ali Peerzada-SVP, and Mr. Naeem Tariq-SVP visited LCWU for the recruitment drive. Meezan Bank carried out recruitment tests and conducted on-campus interviews of fresh graduates having majors in Business Administration, Public Administration, Economics, and Statistics.



## RECRUITMENT DRIVE BY COCA COLA ICECEK (CCI)

March 26, 2024

The Coca-Cola team explained to students about the online application process of the CCI Next Talent program which involves a gamified assessment, candidates who complete the gamified assessment will later be invited to the CCI plant for the case study and interviews. The CCI team later answered students' questions concerning the application process.



# RECRUITMENT DRIVES

## Recruitment Drive by MCB

April 25, 2024

Ms. Tayyaba Najam, Ms. Zamzam Rizvi, Mr. Iqbal, Mr. Fahad, and Ms. Nagina Ishaque visited LCWU from MCB and explained to students about the recruitment process and various banking functions. The drive was attended by the students of BBA, BPA, and Bcom.



## RECRUITMENT DRIVE BY BANK OF PUNJAB (BOP)

May 02, 2024

The HR team from BOP including Mr. Waqar Sheikh - Manager of Talent Acquisition and Mr. Ali Naqvi - Officer of Talent Acquisition visited LCWU and briefed graduating students about the Galaxy Management Trainees Program 2024.

The drive was followed by on-spot interviews of the participating students from the Department of Management Sciences, Public Administration, and Electrical Engineering.



# CAREER TALKS

## Careers in Digital Marketing

November 21, 2023

A career talk titled "Careers in Digital Marketing" was arranged under the career talk series. Mr. Abdullah Arif, CEO and Founder of BytheDigital and Rivertech highlighted the importance of digital marketing for businesses. The talk primarily focused on the elements of digital marketing including social media marketing, email/mobile marketing, search engine optimization, reputation marketing, and paid search. The students very well received the talk. During the Q&A session, students who intend to start their businesses asked the speaker how to make their content engaging and about best practices to promote one's business.



## CAREERS IN GAMING INDUSTRY

November 20, 2023

Ms. Dua Tahir, Program Manager at MindStorm Studios, was invited as a Guest Speaker. Ms. Tahir highlighted various career avenues in the gaming industry, ranging from designing, marketing, and social sciences to Information Technology. She further explained that the gaming sector is one of the booming sectors and that Mindstorm Studios is the leading gaming company in Pakistan.



## FORMATION OF UNDERGRADUATE INTERNSHIP SOPs

In lieu of the HEC Undergraduate Policy 2023, SOPs of Undergraduate Internship for students were notified on April 01, 2024



### Study Tour to Knowledge Streams

October 27, 2023

### Session on “Banking of Equality” by State Bank of Pakistan

February 20, 2024



### Dream to Achieve workshop

April 04, 2024



## COACH ME CONFIDENT

October 4, 2023

The workshop was conducted by Ms. Abida Mukhtar, Founder of Inspiring Women - Pakistan. Students were given an insight into how to make a CV, professional etiquette while writing and sending out job applications, and basic tips one should keep in mind when appearing for an interview. During this workshop, students were trained on how to write an effective CV/resume and how to brand oneself to win an interview. Trainees were introduced to the changed requirements of a highly competitive job market where an eloquent resume is the only gateway to an accomplished job.

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