

ANNUAL REPORT 2019-20

Exploring Beyond Horizons





Table of Contents

About this Report
University Profile/Introduction 4
List of Faculty & Teaching Departments
List of Academic Programs
Undergraduate Programs 6
Postgraduate Programs
University Statistics
Fresh Intake (program wise)
Pass-out (program wise)
Faculty Strength (Full Time)
Faculty Strength (Visiting)
University Achievements 17
Research Productivity
Community Outreach
Public Awareness Sessions 19
International Visibility of Greenwich
Mentoring schemes
Linkages/ memberships
University Best Practices 22
Strategic Direction
SDG Compliance
Faculty Development Programs



About this Report

This annual report has been prepared keeping in view the fact that Greenwich Family has been engaged in multiple activities with its wider circulation at different forum. However, we realized in due course of time that there should be a single document containing our milestone achieved. Quality Enhancement Cell has compiled this report for the year 2020-2021. The report is due for publication in November, 2021. The next cycle of Annual report will start in July, 2022 with a deadline of 30 September, 2022 for submission of contribution of faculty and staff in GU progression.



University Profile/Introduction

Established under an Act of Sindh Government (Pakistan) in 1998, Greenwich University is duly recognized by the Higher Education Commission (HEC) as an autonomous degree- awarding university. Greenwich, as a seat of learning, is known for its academic excellence, and acknowledged across the world as one of the leading institutions of higher education in Pakistan. Greenwich University is also legally empowered to offer its degree program overseas, and to grant affiliation to other institutions.

We offer an educational experience which takes the students beyond their classroom learning. At Greenwich, we consider education to be a life-long endeavor, and therefore constantly develop our programs to provide our students with professional skills and knowledge to take their place as leaders in the world of business, commerce, media studies, or any other professions they may choose to pursue.

Greenwich University offers a wide range of undergraduate and graduate degree programs designed to meet all professional challenges, through offering more than 166 courses in different disciplines like Business Administration, Mass Communication & Media Sciences, and Social Sciences & Humanities. The university is proud of its over 3000 alumni already working as Corporate Leaders, Directors and Entrepreneurs and making effective use of theirknowledge and skills for the development of the country. Our degree programs have been instrumental in imparting the knowledge and developing the business acumen required for the transition to high levels of success.

Since its inception, Greenwich University has gone from strength to strength, witnessing a paradigm shift in terms of technology, expansions to the infrastructure, introduction of new degree programs, as well as a good number of enrolments. The rankings released by HEC has placed Greenwich University among the top 10 business schools of Pakistan, which stands as a matter of pride for us, and is



indicative of our continued efforts to be among the best.

The university has formed international collaborations with a number of foreign universities, besides being affiliated with a number of local and foreign educational accreditation bodies. A few of the foreign universities that we are collaborating with are Bangor University of Walesin United Kingdom, Liaoning University of China, Fateh University and Ankara University in Turkey, University of Malaysia Perlis in Malaysia, Dhaka University in Bangladesh, withmemberships of accreditation bodies such as IAU, NAFSA, AACSB, INQAAHE, APQN, ACU, AMBA and Tallories Network. We are also in nexus with Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and Karachi Chamber of Commerce and Industry (KCCI) in Pakistan.

The organization employs a team of dedicated and well-trained men and women, serving in both civil service and academic professional positions, to drive the mission of Greenwich to prepare the next generation of intellectuals. Its aim is to provide a safe, functional, and attractive environment for students, faculty, staff, alumni and visitors, conducive to learning, as well as supporting the University's tradition of excellence.

The university is proactive in all its operational facets, continually adaptive of the rapid changes and progresses taking place in the educational environment of the present day. Activities such as documentaries, presentations, event management, debates and discussion, field trips, seminars and conferences make up part of the curriculum to facilitate enhanced heuristic learning for the student.

The aim is to make the graduates highly competent individuals capable of facing any challenge, as such, the approach towards the curriculum is truly contemporary and modern and remains committed towards providing a supportive learning environment which helps students in their professional careers.



List of Faculty & Teaching Departments

	Total Number of Full time Equivalent Faculty at GU (2020-21)							
Faculty		Department	Professor	Associate	Assistant	Senior	Lecturer/	Other
				Professor	Professor	Lecturer/	Instructor	
						Instructor		
±1		Business	2.00	5.75	5.00	0	25.00	0
Management	ces	Administration						
nage	Sciences	Economics &	1.00	2.50	4.00	0	27.00	0
Ma	0 1	Finance						
8 8		Humanities	4.25	7.75	3.00	0	50.00	0
Social Sciences	ities	Mass	1.00	2.00	4.00	0	37.00	0
Scie	Humanities	Communication						
cial	Huı	& Media						
So		Studies						

List of Academic Programs

Undergraduate Programs

Faculty	Department	Academic Program	Launch	Approval
·	-		Date	Notification
Management	Business	Bachelor of Science in	Spring 1998	
Sciences	Administration	Business		
		Administration		
Management	Economics &	Bachelor of Science in	Fall 2014	
Sciences	Finance	Economics and/or		
		Finance		
Social		B. Ed.	Fall 2014	
Sciences &	Humanities	Bachelor of Arts in	Fall 2014	
Humanities		English		
Social	Mass	Bachelor of Science in	Winter	
Sciences &	Communication	Mass Communication	2007-2008	
Humanities	& Media	& Media Studies		
	Studies			



Postgraduate Programs

Faculty	Department	Academic Program	Launch Date	Approval Notification
		Master of Business Administration (MBA)	Spring 1998	
Management Sciences	Business Administration	M. Phil. in Business Administration	January 2013	
		Ph.D. in Business Administration	January 2013	
Management Sciences	Economics & Finance	Bachelor of Science in Economics and/or Finance	Fall 2014	
		Master of Science in Economics and/or Finance	Fall 2014	
		Master of Arts in English	Spring 2006	
Social Sciences &	Humanities	M. Phil. in International Relations	January 2013	
Humanities		Ph. D. in International Relations	January 2013	
		M. Phil. in Education	January 2013	
		Ph. D. in Education	January 2013	
Social Sciences & Humanities	Mass Communication & Media Studies	Master of Science in Mass Communication & Media Studies	Fall 2010	



University Statistics

Fresh Intake (program wise)

	Program wise Applicants and Fresh Intake					
Faculty		Academic	2018	-19		
racuity		Programs	No of Applicants	No. of Fresh Intake		
	ation	Bachelor of Sciencein Business Administration	315	169		
ces	Business Administration	Master of Business Administration (MBA)	113	58		
ManagementSciences	Busine	M. Phil. in Business Administration	6	2		
nagem		PhD in Business Administration	8	3		
Ma	Economics & Finance	Bachelor of Sciencein Economics and/or Finance	16	7		
		Master of Science in Economics and/or Finance	14	5		
es		B. Ed.	4	1		
maniti		Bachelor of Arts in English	23	17		
& Hu	nities	Master of Arts in English	51	39		
Social Sciences & Humanities	Humanities	M. Phil. in International Relations	5	3		
Socia		Ph. D. in International Relations	-	-		

	Greenwich U	University
--	-------------	------------

	M. Phil. in	6	3
	Education	Ü	· ·
	Ph. D. in	4	3
	Education	+	3
381	Bachelor of		
tior	Science in Mass		
ical die	Communication &	98	62
nunicati Studies	Media Studies		
s Comm Media 3	Master of Science		
Co	in Mass		
Mass Communication& Media Studies	Communication &	64	31
W	Media Studies		

Pass-out (program wise)

	Program wise Pass-out Data					
Faculty Department		Academic Program	No. of St	No. of Students Graduated		
racuity	Department	Academic 110gram	2018-19	2019-20	2020-21	
		Bachelor of Science in				
	on	Business	55	46	30	
	Business Administration	Administration				
	inis	Master of Business	29	29	20	
ces	Adn	Administration (MBA)	29	2)	20	
cien	less ,	M. Phil. in Business	4	3	1	
entS	Susin	Administration	7		1	
seme;	a	PhD in Business	0	0	0	
Management Sciences		Administration	O	U	U	
\mathbf{z}	&	Bachelor of Science in				
	Economics & Finance	Economics and/or Finance	9	13	10	
	cono Fir	Master of Science in				
	Ec	Economics and/or Finance	11	2	0	



		B. Ed.	0	2	0
		Bachelor of Arts in English	0	8	1
	X	Master of Arts in English	1	11	2
	nitie	M.Phil. in International	1	2	1
ities	Humanities	Relations	1	<i>2</i>	1
man		Ph.D. in International	1	0	0
nH2		Relations	1	V	O .
ses &		M.Phil. in Education	1	0	0
Social Sciences & Humanities		Ph.D. in Education	2	0	0
al Sc	uo	Bachelor of Science in Mass			
Soci	icati	Communication & Media	22	13	10
5.2	mun ı Stu	Studies			
	Mass Communication & Media Studies	Master of Science in Mass			
	ISS C	Communication & Media	11	20	0
	Ma	Studies			



Faculty Strength (Full Time)

NAME	DESIGNATION	DEPARTMENT
Dr Muhammad Shaiq	Dean / Professor	Faculty of Management Sciences and Information Studies
Mr Emad Ul Karim	Head / Lecturer	Business Administration and Information Studies
Dr Kalpina Kumari	Assistant Professor	Business Administration and Information Studies
Mr Muhammad Nawaz Tunio	Associate Professor	Business Administration and Information Studies
Mr Sheeraz Ahmed	Lecturer	Business Administration and Information Studies
Ms Anum Naz Durrani	Lecturer	Business Administration and Information Studies
Mr Saeed Sayal	Lecturer	Business Administration and Information Studies
Mr Awais Agha	Lecturer	Business Administration and Information Studies
Dr Shafaque Fatima	Assistant Professor	Education
Dr Victoria Joseph	Head	Education
Mr Salman Rajani	Lecturer	Education
Dr Ainee Ali	ag. Dean / Assistant Professor	Faculty of Social Sciences and Humanities
Mr Asad Zia	Lecturer	Humanities and Social Sciences
Mr Rohail Intekhab	Lecturer	Mass Communication and Media Studies
Mr Faham Uddin Haqqi	Lecturer	Mass Communication and Media Studies
Ms Sanam Tajjamul	Lecturer	Mass Communication and Media Studies
Dr Sabir Aahmed	Head	Mass Communication and Media Studies
Mr Syed Muhammad Kashif	Lecturer	Mass Communication and Media Studies
Mohammad Ali Saeed	Lecturer	Economics and Finance
Dr Arshad Ali	HoD	Economics and Finance



Faculty Strength (Visiting)

NAME	DESIGNATION	DEPARTMENT
Ms Naila Imran Sadat	Lecturer	Business Administration and Information Studies
Dr Nirmal De Silva	Assistant professor	Business Administration and Information Studies
Ms Maria Razzaque	Lecturer	Economics & Finance
Ms Hira Atif	Lecturer	Economics & Finance
Ms Shahla Khan	Lecturer	Economics & Finance
Dr Sadia Rafi	Associate professor	Humanities and Social Sciences
Ms Bakhtawar	Lecturer	Humanities and Social Sciences
Ms Nadia Kaleem	Lecturer	Humanities and Social Sciences
Ms Sofia Kamran	Lecturer	Humanities and Social Sciences
Ms Asia Rizwan	Lecturer	Humanities and Social Sciences
Ms Anusha Zahid	Lecturer	Humanities and Social Sciences
Ms Madiha Ishtiaque	Lecturer	Humanities and Social Sciences
Ms Samrina Adnan	Lecturer	Humanities and Social Sciences
Ms Shamaila Rehman	Lecturer	Humanities and Social Sciences
Ms Grazia Maria Paola Sfilio	Lecturer	Humanities and Social Sciences
Ms Sana Fatima	Lecturer	Humanities and Social Sciences
Ms Tania Sadiq	Lecturer	Humanities and Social Sciences
Ms Shelina Bhamani	Lecturer	Humanities and Social Sciences
Ms Fatima Abdul Rehman	Lecturer	Humanities and Social Sciences
Ms Nusrat Jehan	Lecturer	Humanities and Social Sciences
Ms Rukhsana Rajani	Lecturer	Humanities and Social Sciences
Dr Warsha Athar	Associate professor	Humanities and Social Sciences
Ms Farhat Dairkee	Assistant professor	Humanities and Social Sciences
Ms Victoria Zifkakowa	Lecturer	Humanities and Social Sciences
Ms Laraib Nasir	Lecturer	Humanities and Social Sciences
Ms Maria Yusuf	Lecturer	Humanities and Social Sciences
Ms Nida Syed	Lecturer	Humanities and Social Sciences



Ms Farhana Saleem Khan	Lecturer	Humanities and Social Sciences
Ms Shahida Hafiz	Lecturer	Humanities and Social Sciences
Ms Sana Shahid	Lecturer	Mass Comm and Media Studies
Ms Sarwat Sultana	Lecturer	Mass Comm and Media Studies
Ms Shagufta Shaheen	Lecturer	Mass Comm and Media Studies
Ms Khursheed Hyder	Lecturer	Mass Comm and Media Studies
Ms Shehneela Farheen	Lecturer	Mass Comm and Media Studies
Ms Fouzia Nasir Ahmad	Assistant professor	Mass Comm and Media Studies
Ms Shabana Adeel	Lecturer	Mass Comm and Media Studies
Ms Ayesha Mir	Lecturer	Mass Comm and Media Studies
Ms Eman Jamil Khan	Lecturer	Mass Comm and Media Studies
Ms Faryal Gul	Lecturer	Mass Comm and Media Studies
Ms Maheen Ghani	Lecturer	Mass Comm and Media Studies
Dr Ahmed Saeed	Associate professor	Business Administration and Information Studies
Dr Mirza Jawwad Baig	Associate professor	Business Administration and Information Studies
Dr Zahid Durrani	Associate professor	Business Administration and Information Studies
Mr Asim Baig	Lecturer	Business Administration and Information Studies
Mr Syed Waqar Ul Hassan	Assistant professor	Business Administration and Information Studies
Mr Haider Ali Asad	Lecturer	Business Administration and Information Studies
Mr Shomayl Chowdhury	Lecturer	Business Administration and Information Studies
Mr Farhan Ahmed Sheikh	Lecturer	Business Administration and Information Studies
Mr Abbas Ali Dhamani	Lecturer	Business Administration and Information Studies
Mr Moez Alli Dina	Lecturer	Business Administration and Information Studies
Mr Jawaid Iqbal Batla	Lecturer	Business Administration and Information Studies
Mr Mohammad Tauqeer Khan	Lecturer	Business Administration and Information Studies



Mr Asif Rehman	Lecturer	Business Administration and Information Studies
Mr Muhammad Atif Idrees	Lecturer	Business Administration and Information Studies
Mr Adeel Durvesh	Lecturer	Business Administration and Information Studies
Mr Mohammad Asif	Lecturer	Business Administration and Information Studies
Mr Rizwan -Ur Rashid	Lecturer	Business Administration and Information Studies
Mr Shahbaz Islam	Lecturer	Business Administration and Information Studies
Mr Asif Iqbal	Assistant professor	Business Administration and Information Studies
Mr Salman Mustafa Baig	Lecturer	Economics & Finance
Mr Taimoor Ahmed Khan	Lecturer	Economics & Finance
Mr Tariq Hamid Nuruddin	Lecturer	Economics & Finance
Mr Taimoor Mushtaq	Lecturer	Economics & Finance
Mr Khalid Jamil Ansari	Lecturer	Economics & Finance
Mr Syed Irfan Ahmed	Lecturer	Economics & Finance
Mr Mansoor Ali Khan	Lecturer	Economics & Finance
Mr Sameen Ghani	Lecturer	Economics & Finance
Mr Shabbir Lakhani	Lecturer	Economics & Finance
Mr Sohaib Uz Zaman	Lecturer	Economics & Finance
Mr Mohsin Azam Khan	Lecturer	Economics & Finance
Mr Muteeul Rehman	Lecturer	Economics & Finance
Mr Syed Khalid Hussain Faridi	Lecturer	Economics & Finance
Mr Saifullah	Lecturer	Economics & Finance
Mr Rashid Masood Alam	Lecturer	Economics & Finance
Mr Faisal Dhedhi	Lecturer	Economics & Finance
Mr Zaeem Farooqui	Lecturer	Economics & Finance
Dr Hamadullah Kakepoto	Professor	Humanities and Social Sciences
Mr Sabir Syed	Lecturer	Humanities and Social Sciences
Mr Moin Uddin Ahmed	Lecturer	Humanities and Social Sciences
Mr Zahir Muhammad	Lecturer	Humanities and Social Sciences



Mr Muhammad Murtaza Syed	Lecturer	Humanities and Social Sciences
Mr Hassan Noor	Lecturer	Humanities and Social Sciences
Mr Sadiq Merchant	Lecturer	Humanities and Social Sciences
Mr Ali Jillani	Lecturer	Humanities and Social Sciences
Dr Muhammad Ashfaq	Associate professor	Humanities and Social Sciences
Ms Saira Ali Khan	Lecturer	Humanities and Social Sciences
Mr Syed Muhammad Sajid Siraj	Assistant professor	Humanities and Social Sciences
Mr Umayr Tariq	Lecturer	Humanities and Social Sciences
Mr Nasir Ullah Khan	Lecturer	Humanities and Social Sciences
Mr Syed Noman Ali	Lecturer	Humanities and Social Sciences
Mr Muhammad Aklaq Ghouri	Lecturer	Humanities and Social Sciences
Mr Abdul Rafay Mahmood	Lecturer	Mass Comm and Media Studies
Mr Faraz Iqbal	Lecturer	Mass Comm and Media Studies
Mr Umair Ali	Lecturer	Mass Comm and Media Studies
Mr Aaqib Ahmed	Lecturer	Mass Comm and Media Studies
Mr Raza Syed	Lecturer	Mass Comm and Media Studies
Mr Tahir Siddqiui	Lecturer	Mass Comm and Media Studies
Mr Syed Zafar Moeen	Assistant professor	Mass Comm and Media Studies
Mr Abdul Waheed Khalfe	Assistant professor	Mass Comm and Media Studies
Mr S.M. Fazal	Assistant professor	Mass Comm and Media Studies
Mr Mohammad Umer	Lecturer	Mass Comm and Media Studies
Mr Ali Abrar	Lecturer	Mass Comm and Media Studies
Mr Ashraf Imran Sajan	Lecturer	Mass Comm and Media Studies
Mr Haider Abbas	Lecturer	Mass Comm and Media Studies
Mr Nabeel Jafri	Lecturer	Mass Comm and Media Studies
Mr Rizwan Zaidi	Lecturer	Mass Comm and Media Studies
Mr Umer Khan	Lecturer	Mass Comm and Media Studies
Mr Umer Qazi	Lecturer	Mass Comm and Media Studies
Mr Zaryan Jivani	Lecturer	Mass Comm and Media Studies



Mr Sharjeel Aalim	Lecturer	Mass Comm and Media Studies
Mr Zeeshan Haider	Lecturer	Mass Comm and Media Studies
Mr Ahmeerali Zahirali	Lecturer	Mass Comm and Media Studies
Mr Asim Ahmed	Lecturer	Humanities and Social Sciences
Ms Afsana Ali	Lecturer	Humanities and Social Sciences
Ms Anila Parveen	Lecturer	Humanities and Social Sciences
Dr Muhammad Atif Aftab	Assistant professor	Humanities and Social Sciences
Dr Muhammad Asif Shahmim	Assistant professor	Economics & Finance
Ms Irum Iqbal Hussain	Lecturer	Humanities and Social Sciences
Mr Muhammad Ahmed Iqbal	Lecturer	Mass Comm and Media Studies
Mr Mohammad Fahim Uddin Zuberi	Lecturer	Business Administration and Information Studies
Mr Mehran Memon	Lecturer	Humanities and Social Sciences
Ms Rahila Khan	Lecturer	Humanities and Social Sciences
Ms Sobia Jamil	Lecturer	Humanities and Social Sciences
Mr Talha Bhadelia	Lecturer	Economics & Finance
Ms Tasneem Karbalai	Lecturer	Humanities and Social Sciences
Ms Zulaira Ismail Khimani	Lecturer	Humanities and Social Sciences
Ms Ayesha Uzma Aslam	Lecturer	Humanities and Social Sciences
Ms Ibshar Ashiq Ali	Lecturer	Humanities and Social Sciences



University Achievements

Research Productivity

Greenwich firmly believes in regular trainings for its faculty. A Webinar on Academic Research Writing was arranged on June 26, 2020 Pakistan 3:00 PM (GMT+5) | Malaysia 6:00 PM (GMT+8) which was moderated our Head of School of Linguistics Ms Shazia Nasir

The Guests was Dr. Fatin Aliana Mohd Radzi who is a Lecturer at UiTM PHD from The Ohio State University and other speakers.



Greenwich University
Pakistan - Mauritius

Link Shared in Description

Webingr on

ACADEMIC RESEARCH WRITING

June 26, 2020 Pakistan Time: 3:00 PM

Guest Speakers



Dr Fatin aliana Mahd Radzi Scenior Lecturer at UiTM Ph.D. from The Ohio State University



Dr Sharifah Muzlia

Coordinator of Postgraduate Programs for Research Mode at Faculty of Education Ph.D. from Universiti Putra Malaysia



Dr Hamimah Hashim

Head of Educational Studies Department at UiTM Puncak Alam, Selangor, Malaysia Ph.D. from International Islamic University



Shazia Masir



Cal Dr Elias Kamaruzzaman

Independent Research Scientist





🌐 greenwich.edu.pk 📑 /GreenwichUniversity/ 💕 /GreenwichPK/ 🎯 /GreenwichUniversitypk/



Community Outreach

Greenwich University delegation comprising of faculty and students lead by the Vice Chancellor visited Brussels parliament making key interventions for improving Pakistan's image in the international community. The parliament's Senior Vice President Fouad Ahidar commended the University's efforts in collaboration with EUPAK Friendship Federation and extended his unreserved support for the mandate.





Public Awareness Sessions

Greenwich University's newly created entity that strives to eliminate society's social problems & hurdles by taking ownership as responsible citizens of Karachi. It is a commitment everyone has towards society – contributing towards social, cultural and ecological causes.

GSR will focus on whitewashing our public infrastructure, create environmentally friendly awareness within & outside campus with charitable contributions & drives.

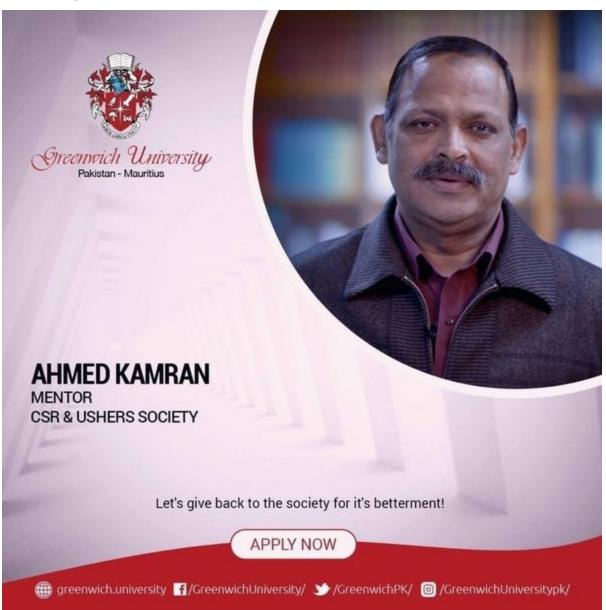
International Visibility of Greenwich





KRC-Greenwich University delegate represented Pakistan at 6th Asia-pacific Forum on Sustainable Development at UNESCAP, Bangkok. The delegate also had the privilege of being part of the closed-meeting with Eminent persons of the UN to reposition and reform ESCAP for enhanced development outcomes across the Asian-pacific region. Some of the excerpts from Ali Jillani's interventions as part of the core recommendations from civil society.

Mentoring schemes





Linkages/ memberships

Republic of Indonesia in the Sindh Province, the Consulate General of the Republic of Indonesia in Karachi continuously strive to maintain and enhance the longstanding relations of our two brotherly countries, especially in terms of historical ties, cultural similarities, and people-to-people contact.

In light of this spirit, we are planning to launch "Indonesia – Pakistan Youth Forum" (IPYF) on 31 August 2021 as part of our efforts in engaging the youth of Indonesia and Pakistan, to promote cultural understanding and re-affirming the strong ties between the previous generation of both countries.



University Best Practices

Strategic Direction

Greenwich University (GU) and Pakistan Association Of The Deaf (PAD) agreed to sign MoU to declare their respective intent to establish a basis of cooperation and collaboration. Both parties agreed to facilitate fund raising events, conduct research and form strategic alliance in other areas of cooperation.

#bethechange #pakistanassociationofdeaf #GreenwichUniversity #karachi #Pakistan











SDG Compliance

Greenwich University's Head of Diplomatic Affairs Mr. Ali Raza Jillani has been selected to address the United Nations General Assembly's High-Level Political Forum 2020 on behalf of the Asia-Pacific Civil Society Engagement Mechanism.

His intervention will focus on Means of Implementation (SDG 17) - reckoned to be the most critical for the implementation of the Agenda 2030.

The intervention will include Global North & South collaboration, Financing for development in poor countries, and combating neoliberalism to safeguard the most marginalized around the world. The session will be broadcasted live from the UN Web TV from 6:00 - 7:00 pm PST.

#GreenwichUniversity #UnitedNations #KarachiResearchChair #VoicingTheVoiceLess #ImplementationOfSDGs #Watchlive





Faculty Development Programs

The Quality Enhancement Cell (QEC) started a series of monthly Faculty Development Programs (FDP) for the capacity-building of our faculty members.

The first session in this series is on 'Review of Course Specifications' which was held on Friday, 29 October 2021 from 3.30pm to 5.00pm at the Dr. Kamal Auditorium.

The outcomes of this session were:

- 1) Review and update of course outlines
- 2) Enhancement of features by the HEC
- 3) Academic Progress Monitoring