

The IBA-SBS DRIVEN Manifesto

MBA and Executive MBA

Beyond the Degree, The Making of a Leader

At IBA, we believe that an MBA is more than a credential—it is a transformation of character. In an era of rapid disruption and complex challenges, the world doesn't just need more managers; it needs individuals who are anchored in purpose and passionate about impact.

In an age of algorithmic decision-making and instant expertise, the role of human leadership has never been more critical—or more misunderstood. The world faces challenges that require not just technical proficiency, but moral clarity; not just analytical power, but adaptive wisdom.

We call this being **DRIVEN**.

Discipline

We believe that greatness is not an act, but a habit. Through our rigorous academic environment and the focused intensity of our Immersive Block Model, we cultivate the self-mastery required to perform under pressure and the consistency to see every vision through to its end.

Reason

In a world of noise, we choose clarity. We cultivate the intellectual courage to question assumptions, the analytical precision to navigate complexity, and the wisdom to know when certainty is premature. We don't teach you what to think; we teach you how to think.

Integrity

The IBA brand is built on a foundation of trust. We hold ourselves to an uncompromising ethical standard. To be DRIVEN is to do the right thing when no one is watching, ensuring that our graduates are the bedrock of stability in their organizations and their communities.

Value-added

We measure success not by the titles we hold, but by the impact we leave behind. Whether in a boardroom in Karachi or a multinational headquarters abroad, an IBA leader is defined by their ability to create tangible, sustainable, and positive change for their stakeholders. In a nation at an inflection point, Pakistan needs leaders who combine global competence with local commitment—professionals who can compete anywhere but choose to build here.

Excellence

As an AACSB-accredited business school, we compete on the global stage. We pursue the highest standards of international pedagogy and professional practice. For us, “good enough” is the enemy. We strive for a caliber of work that commands respect across borders.

Nobility

We lead with a sense of duty. True leadership is an act of service. We cultivate a spirit of nobility—an inner dignity that seeks to uplift others, foster social progress, and contribute to the prosperity of our nation.

The IBA MBA and EMBA are not for everyone. They are designed for those rare individuals who are ready to be tested, ready to transform, and ready to lead with consequence.

If you recognize yourself in these words, we are where you belong.

mba.iba.edu.pk | emba.iba.edu.pk