



# ANNUAL FUNDRAISING CAMPAIGN 2022

## BAGHDAD BUSINESS SCHOOL: ADDRESSING IRAQ'S BIGGEST CHALLENGES

Looking at Iraq today, some may see only insurmountable problems ranging from governance to the economy to the environment, with no clear path to a better future. But there is hope. **Iraq has a massive untapped resource that could play a pivotal role in turning the country around, if it can be unleashed: Its youth.**

Boasting one of the world's youngest populations, with one-third between the ages of 15 and 29, some claim Iraq has a demographic problem. **We see it as a solution, if the untapped resource can be developed, unleashed and nurtured, to propel Iraq's development.**

However, to do so requires a different approach to higher education—one that can provide Iraqi youth with the skills they need in today's economy. **In fact, lack of talent is one of the biggest factors holding back the business sector in Iraq.** Companies can't grow and fill entry-level positions because candidates lack necessary skill sets. To connect with an increasingly globalized world market, candidates need solid English skills. To effectively build vital relationships with customers, they need good communication skills. To solve problems and tap into new opportunities, they need critical thinking and analytical abilities. To integrate into the modern business environment, they need hard skills in tech and finance.



Once a critical mass of youth have the right skills to succeed in today's business world, they will grow Iraqi enterprises and in turn, create a new, modern economy that will give greater numbers of Iraqis a brighter future.

Baghdad Business School is changing the face of higher education and unleashing Iraqi talent by giving youth the skills they need to build the private sector, and the country.

*In my class at BBS, I aim to teach not only new material but also to open their minds so the students think like business men and women, and I see that happening in the end.*

Ahmed Tabaqchali  
Business Lecturer



...een a relative drop in labour producti  
...es have seen an improvement  
March 2018.



## PROGRAM OVERVIEW

**Baghdad Business School (BBS)** is an independent, non-profit leader in providing high-quality education and employment training for young Iraqi women and men, preparing them to build successful careers in the private sector or start their own businesses.

**BBS offers a one-year certificate-granting Business Foundations Program in English language, business, and soft and professional skills that prepares Iraqi youth to succeed in the private sector.** Through a blended, hybrid approach, experienced international and Iraqi faculty use progressive, student-centered pedagogy that gives students the skills they need to find and even create their own opportunities. **We connect our students with internships and job opportunities through our career development program, which offers weekly networking, training, and mentorship programs.**

Our first cohort graduated in December 2021, **with 100% of graduates finding or creating employment.** Three graduates launched their own businesses, one in solar energy, and the others landed jobs, including with top startups and SMEs such as Miswaq, Sagerlabs, and Earthlink. Cohort 2 will graduate and enter the job market in December 2022.



*BBS helped me to improve my English, communication, and problem solving skills which are required by most companies. In addition, we took an introduction to the marketing course which enhanced my knowledge and helped me to get into the marketing team at Miswaq.*

**Saba Jafaar**  
Class of 2021  
Founder, Dowera

BBS is currently recruiting for Cohort 3, which will double the current class size to around 50 students for the 2022-2023 academic year. **We will continue to admit at least 40% women students to the program (Cohort 1: 40%; Cohort 2: 50%).** In Fall 2022, BBS plans to pilot a new Digital Entrepreneurship curriculum to provide our students with entrepreneurship, digital strategy, business analytics, and innovation and design thinking skills. These courses will give BBS graduates much-needed skills to support the growth of the digital economy. In 2023, BBS plans to offer some of its programming to non-BBS students to enable and empower more Iraqi youth. We are also planning for a two-year business program beginning in 2023.



*BBS provides the Iraqi youth with the most important skills that we, as employers, would look for when we want to hire a new employee.*

**Hussein Bayati**  
Country Manager, Careem



## FUTURE GROWTH

As we **increase our enrollment and expand our programs**, BBS is moving into our own dedicated space in October 2022 as we prepare to enroll the third class. We are expanding our faculty to accommodate the larger number of students, and to **teach new subjects that fill the skill gap**. Hiring additional staff for key functions such as recruitment and retention, career development, and student support will enable BBS to **build our institutional capacity and provide a broader range of services to students**. We will **strengthen our programming for women students** to ensure we recruit, retain, and launch more women into private sector careers. As part of our long-term strategy, BBS will establish an endowment to build for the future.





## CAPACITY AND LEADERSHIP

BBS is the flagship program of the **Baghdad Foundation for Business Management (BFBM)**, a non-governmental organization established and registered in Iraq in July 2021 to enhance the training and development of Iraqi youth. BFBM is led by a board of directors with experience in education, entrepreneurship, and the private sector - domestically, regionally, and internationally. The Board guides BBS on key strategic decision making, provides input for programming activities, and ensures compliance with Iraqi government requirements. We also benefit from our partnership with the **Iraq Fund for Higher Education (IFHE)**, a U.S.-registered, tax-exempt 501(c)(3) foundation that provides oversight and fundraising support. IFHE board members have a broad range of experiences in Iraq and the region, and bring with them skills in administration, higher education, business, entrepreneurship, and local investment.

# SUPPORT BBS

As a non-profit entity, BBS relies upon donations from the private sector, individuals, organizations, and governments to sustain and grow our programs. **In our first year of operations, BBS received over \$300,000 in direct donations from companies and individuals including General Electric, Connect The World, Central Bank of Iraq/ Iraq Private Banking League, Qaiwan Group, The Numerus Group, The Khudairi Group, Malibu Holdings, Arkel International, and Gatherton**, as well as a similar amount in in-kind contributions for rent and legal and marketing services. These generous donations underscore the value private sector companies and foundations place on our work.

**Your generous donation will us help to educate a larger number of Iraqi youth and launch their private sector careers. There are several ways you can support BBS:**

- ◆ **Funding Scholarships** at \$10,000 per student to keep the tuition costs for students low (\$1,000), compared to the actual cost of implementing the one-year program.
- ◆ **Unrestricted donations** to support our activities and programs.
- ◆ **Targeted donations** to a specific department such as Business, English Language, or Tech; support a program such as Career Development or Women Engagement; endow a named chair. We also welcome contributions to start an endowment.
- ◆ **In-kind donations** for computers, hardware, furniture, or other infrastructure.

**\*\*Please see the full range of Giving Levels on the next page.**

In recognition of your contribution, **BBS can name the scholarship, chair, classroom, or building after a company or family.** We will engage in public relations and marketing campaigns to acknowledge the contribution on social media, in the media, and at events.

We encourage donations to be part of a broader partnership. For example, BBS students might intern at your company after graduation, or experts from your firm might lecture at BBS and mentor our students. BBS also tailors training in English language, soft and professional skills, and business skills to develop your company's capacity.

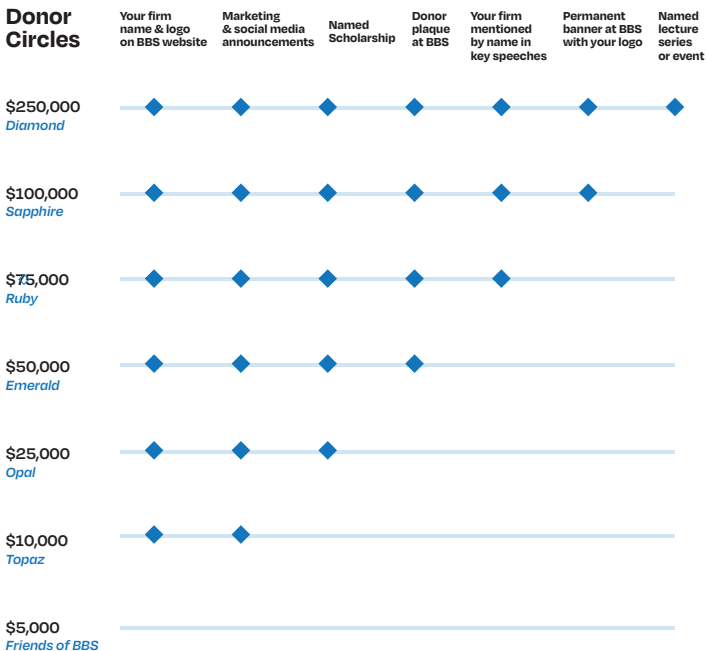
Changing the future for Iraqi youth and Iraq can start with your generous donation to support BBS. Please join us by investing in the greatest resource Iraq has to offer - its diverse, vibrant, and motivated young people.

**If you are interested in a making a donation and building a partnership, please contact BBS Founder Christine M. van den Toorn at [christine@iraqed.org](mailto:christine@iraqed.org). We welcome the opportunity to meet with you in person or online to discuss ways we can work together and have an impact that will shape generations to come.**



# GIVING LEVELS

## Donor Circles



BBS welcomes donations at all levels. We would be happy to discuss larger contributions with you to meet your giving objectives.

Donations in the United States can be made to IFHE's U.S.-based Citibank account by check, direct transfer, or via PayPal on the IFHE website. Contributions made to IFHE by U.S. taxpayers are tax deductible to the extent allowed by the law. Donations can be made in Iraq to BFBM's account at the National Bank of Iraq.



# EDUCATE, EMPLOY, EMPOWER