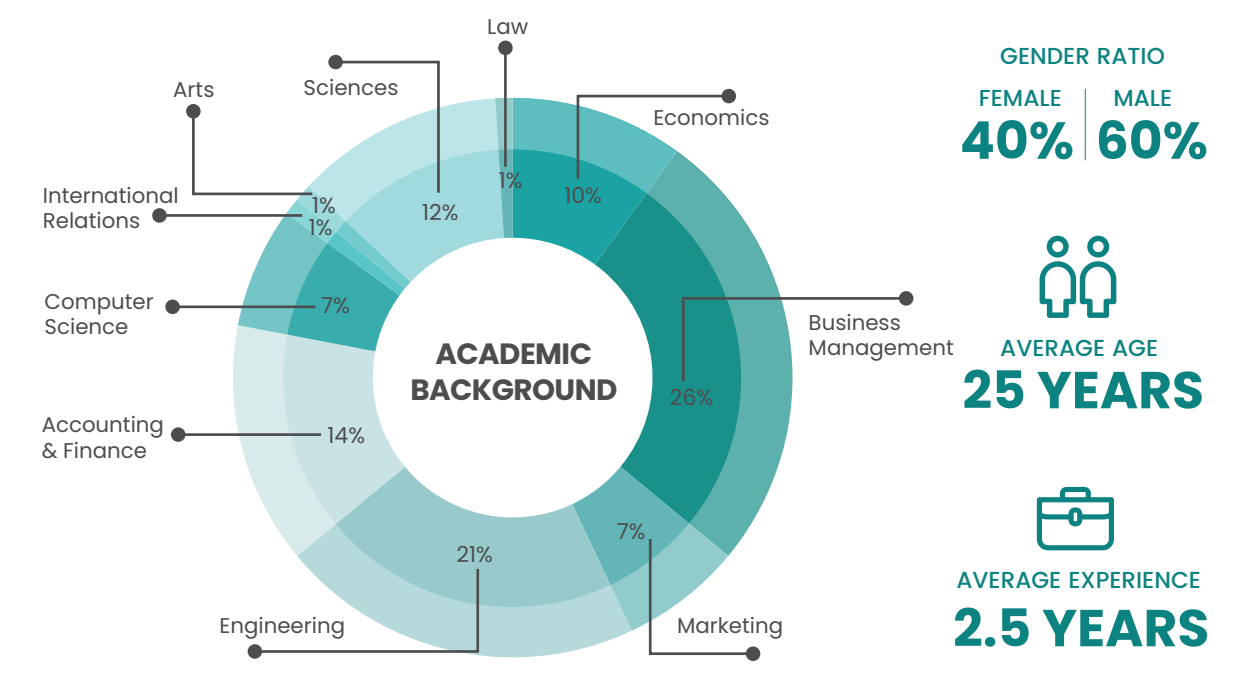




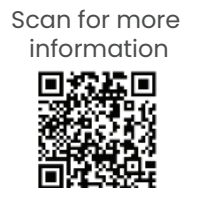
MBA CLASS PROFILE 2025



ADMISSION CRITERIA

Admission is purely merit-based and rests on the following criteria:

- Academic Record
- Performance in Admission Test: GRE (General), or GMAT, or NTS GAT (General), or LUMS Graduate Admission Test (LGAT)
- Statement of Purpose
- Two Recommendation Letters
- Interview (if called)



MUNEEB SAEED

MBA '23
MARKETING SPECIALIST,
UNITED DIESEL, DUBAI

“I chose the MBA programme to transition from engineering to a marketing-focused managerial role. This programme offers essential courses, fostering critical thinking and leadership skills. It has a strong peer and alumni network, creating a global sense of belonging. Regular industry interactions enhance exposure and aptitude for engaging with top-tier organisations. Additionally, the programme includes the option of a semester abroad for invaluable international exposure.”

FINANCIAL SUPPORT

- 50% tuition fee waiver for women admitted on high merit under the SDSB Women's Scholarship initiative
- 50% merit scholarship for top 3 students
- 50% tuition waiver to admitted students with a GMAT score of 700 or higher (or GRE equivalent)
- MCB student personal loan
- LUMS interest-free loan

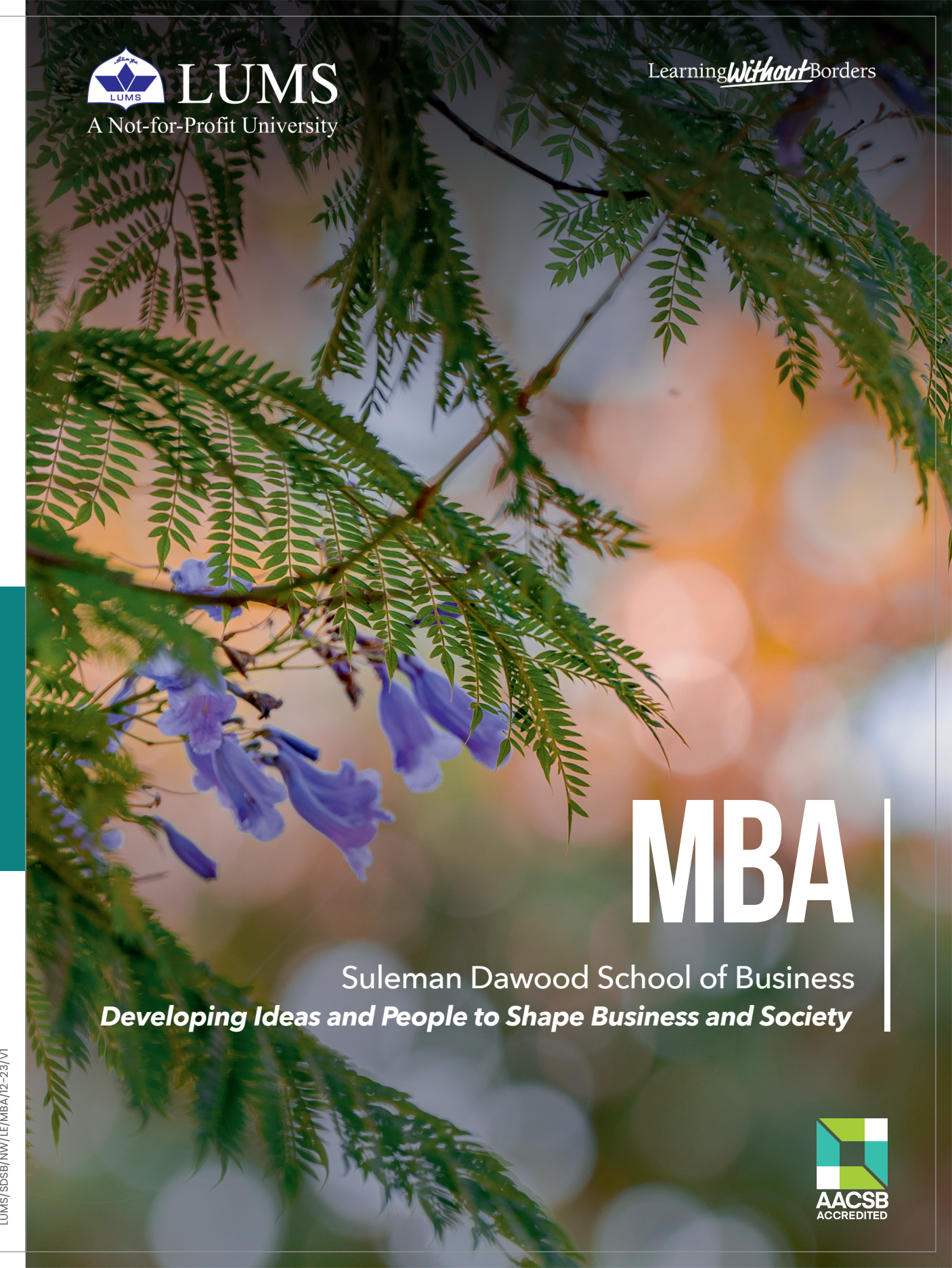
LUMS
A Not-for-Profit University

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#LearningWithoutBorders



Learning *Without* Borders



MBA

Suleman Dawood School of Business
Developing Ideas and People to Shape Business and Society

LUMS/SDSB/NW/LE/MBA/22-23/VI





تو شاہیں ہے پرواز ہے کام تیرا
ترے سامنے آسماں اور بھی ہیں

علامہ اقبال

WHY MBA AT LUMS?

SULEMAN DAWOOD SCHOOL OF BUSINESS

Founded in 1985 as a not-for-profit, LUMS has pioneered innovative educational trends. The expanse of research and teaching at LUMS offers its community 'Learning without Borders' by breaking academic, geographic, and socio-economic barriers to enhance students' academic exposure and make education accessible to all.

Suleman Dawood School of Business (SDSB) at LUMS is the only business school in Pakistan accredited by AACSB. To date, less than 6% of the business schools globally are AACSB-accredited. Since its inception, SDSB has developed highly skilled graduates who have proven their ability to lead, transform, and create long-lasting changes in business and society.

LUMS AND SDSB CONTINUE TO BUILD A NEW TOMORROW

- Placed at 34 in Asia by QS Full-time MBA Rankings 2023
- Placed in the top 115 institutions in QS Asia University Rankings 2023
- SDSB's tuition fee waiver for female graduate students recognised by AACSB under 'Innovations that Inspire'
- Placed between 201-250 Asian universities by Times Higher Education Asia University Rankings 2023
- Among the top 161-170 universities worldwide and top 50 in Asia for employability in QS Graduate Employability Rankings 2023
- Among the top 151-200 universities for Accounting & Finance in QS World University Rankings 2023 by Subject
- Among the top 151-200 universities for Business & Management Studies in QS World University Rankings 2023 by Subject
- SDSB is a Harvard Business Publishing content partner



PROGRAMME STRUCTURE

The SDSB MBA is a rigorous two-year programme delivered through an interactive case method pedagogy, focused on addressing real-world business challenges. A curated mix of core and elective courses, complemented by hands-on industry engagement since the programme's inception, makes this curriculum a model for professional advancement and growth. The experiential learning process is grounded in a three-tiered framework. It begins with developing an understanding of the market context through immersion in actual settings, laying the foundation for entrepreneurial and intrapreneurial interventions in later modules. Over the course of the MBA, students actively participate in analysing and solving over 800 cases, transforming them into dynamic learners and adept decision-makers. This process fosters critical thinking and quantitative reasoning skills, positioning graduates for success in the dynamic business landscape.

THE CASE METHOD PEDAGOGY

LUMS has pioneered the use of the case method of teaching in Pakistan. Students work on cases based on actual managerial challenges drawn from real-world examples. They take on the role of decision-makers and provide solutions to real-life business issues in a classroom setting.



SIM helps develop a strong base for students to succeed in the rigorous two-year MBA programme. It builds knowledge and understanding of fundamentals through communication, business, finance, and computer application modules.

SHORT COURSES

The MBA programme is meticulously crafted to keep pace with the latest industry trends through half-credit elective courses curated to elevate business acumen. The diverse selection includes transformative courses like Influencer Marketing, The Business of Sports, Emotional Intelligence, and Critical and Strategic Thinking*. Guided by seasoned academics and industry leaders, these electives span over a week, providing in-depth learning experiences. This approach ensures a deep dive into cutting-edge concepts and practical insights from top experts in their respective domains.

*Course offerings may be subject to change.

EXPERIENTIAL LEARNING (EL)

The MBA programme is entirely case based with an experiential learning component through active industry engagement. The EL component includes:

- Industry Analysis Exercise **EL-1**
- My Start-up **EL-2**
- MBA Consultancy Project **EL-3**