



**ACCELERATE
YOUR GROWTH**

**EXECUTIVE
MBA**
FALL 2021

SULEMAN DAWOOD SCHOOL OF BUSINESS

ACCELERATE YOUR GROWTH



MESSAGE FROM THE **PROGRAMME DIRECTOR**

Suleman Dawood School of Business (SDSB) offers a uniquely designed Executive MBA (EMBA) Programme for mid-career executives to advance their managerial capability and take them to the next level in their professional lives. SDSB's EMBA is Pakistan's first and only programme in its category listed in the QS Executive MBA Rankings 2020. SDSB is also Pakistan's first business school to achieve accreditation by AACSB International.

Over the years, our EMBA programme has flourished with world-class faculty, a carefully brought together body of students, participant-focused pedagogy, and the holistic ecosystem of SDSB, which continues to advance business practices and create positive social change. Our faculty brings rigour through in-depth research and relevance from extensive interaction with the industry. EMBA students bring diverse professional backgrounds and experiences, which, combined with a participant-centred learning approach, pioneered by SDSB in Pakistan, create an intellectually challenging and rewarding environment. This ecosystem at SDSB stimulates and supports executives to harness their full potential and prepares them for senior leadership positions in business and society.

The EMBA provides executives an unparalleled opportunity to be part of the most distinguished graduate programme in business education in the country while building a lifelong association with LUMS.

DR. SHAKEEL SADIQ JAJJA

ASSOCIATE PROFESSOR & PROGRAMME DIRECTOR
SULEMAN DAWOOD SCHOOL OF BUSINESS

WHY SDSB



SDSB is Pakistan's first and only business school to achieve accreditation by AACSB International—The Association to Advance Collegiate Schools of Business (AACSB). Since 1916, AACSB has become a renowned global leader in assessing and evaluating business schools for programme quality, relevance, impact, and overall educational services. Synonymous with the highest standards of quality, the AACSB accreditation inspires new ways of thinking within business education globally and, as a result, has been earned by just 5 per cent of the world's business schools.

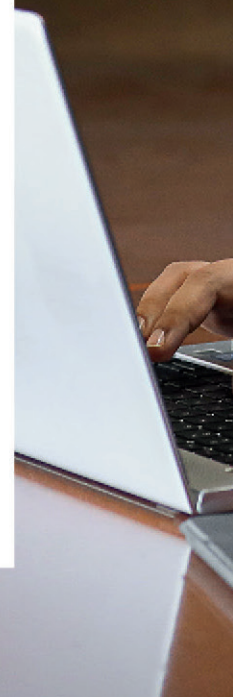
The rigorous accreditation process ensures that an accredited institution matches global standards of education and is constantly evolving in response to the needs of its stakeholders. SDSB is proud to be an AACSB accredited business school in the world, a testament to the quality of its education and research that makes it stand out not only in the region but around the world.

The vision of AACSB International is strongly reflected in SDSB's commitment to ensure an environment of continuous improvement ingrained in all aspects of the school's life. AACSB accredited schools produce highly skilled graduates who have the ability to lead, transform and create long-lasting impact in business and society.

- The SDSB EMBA has earned a rank of 101+ globally and 15+ in Asia-Pacific, according to QS Executive MBA Rankings 2020.
- LUMS is ranked among the top 200 universities worldwide by QS Graduate Employability Rankings 2020.
- SDSB is a Harvard Business Publishing content partner.
- Over 800 case studies have been indigenously developed on local industry challenges and trends.

THE EMBA ADVANTAGE

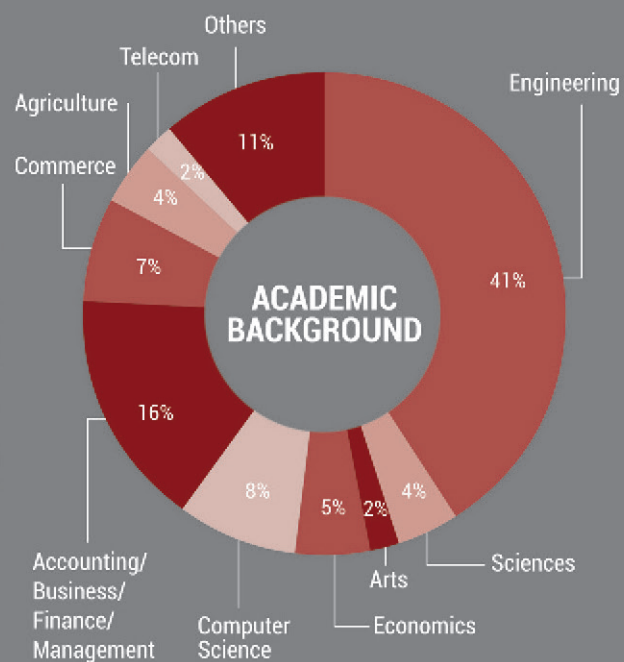
- ▶ Participants do not have to put their careers on hold to earn the degree.
- ▶ Most EMBA participants advance their careers during the programme, or upon graduation.
- ▶ The EMBA Programme is led by faculty with strong industry linkages and who have gained global recognition for their research work.
- ▶ Participants learn from the industry experience of their cohort peers, and practical experience through the Globalisation Module.
- ▶ The solid general management core courses enable participants to bring new ideas and skills to their workplace and put them to work right away.
- ▶ This degree is an excellent investment in the future. It is also a wise investment for employers.
- ▶ Work-life balance is maintained, with only three courses in each module at a time.
- ▶ The entire programme is spread over 22 months with classes held on campus every alternate Saturday and Sunday to minimise required time out of the office.





EMBA STUDENT PROFILE

Designed for executives seeking excellence and innovation, EMBA provides a platform to network with influential industry experts and high-achieving peers. Students from a variety of backgrounds and sectors are part of the programme.



AVERAGE AGE
35 YEARS



AVERAGE EXPERIENCE
11 YEARS





THE EMBA EXPERIENCE

ENRICHED BY A LIFELONG PROFESSIONAL COMMUNITY

The EMBA Programme provides you with a transformative experience without disrupting your career. It connects you to the most relevant industry leaders in Pakistan. During the Programme, you learn from faculty that has influenced business practices through their teaching and research. You gain unparalleled access to dynamic companies and leaders both within Pakistan and abroad. On top of that, you also leverage a 14,000+ strong LUMS alumni network that impacts the global marketplace.

BORDERLESS LEARNING

Research and teaching at LUMS truly offers its community 'Learning Without Borders' by breaking academic, geographic and socio-economic barriers to make education accessible to all. The University continues to be an intellectual hub, rich with varying perspectives and transformative ideas. With an environment brimming with inclusion, unity, and boundless knowledge, learning continues in and beyond the campus walls with the aim to develop innovators, leaders and change-makers who can contribute to the community and build strong borderless networks.

PROGRAMME DESIGN

The EMBA Programme is spread over 22 months, which includes 4 week-long sessions (two week-long sessions in the first year, one after the end of the first year during the summer for the Globalisation Module, and the last week-long session at the end of the second year for the EMBA Project presentations) and 36 weekends. Regular sessions are held on alternate weekends every month.

The Programme is divided into the following modules:

- ▶ Business Fundamentals
- ▶ Law and Entrepreneurship
- ▶ Managing Operations and People
- ▶ Cost, Value and Innovation Management
- ▶ Managing the Future

SUMMER ORIENTATION PROGRAMME (SOP)

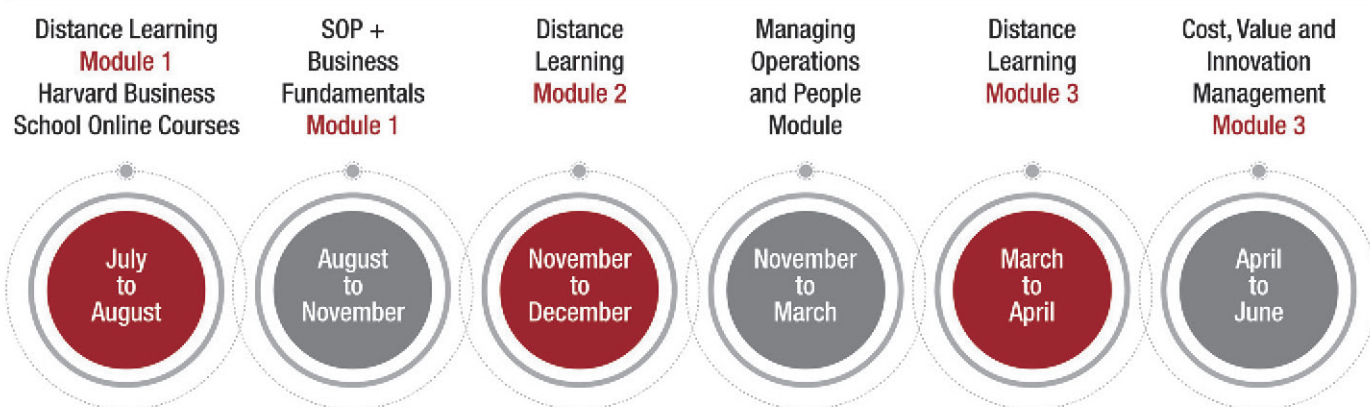
The SOP provides essential subject knowledge needed to prepare you for the challenges of competitive coursework and the case method pedagogy. The SOP is not graded, but its successful completion is a prerequisite for EMBA. The SOP prepares you for regular EMBA classes by providing the basic framework in the following modules:

- ▶ Business Mathematics
- ▶ Introduction to Financial Accounting
- ▶ Interpersonal Skills
- ▶ Introduction to the Case Method

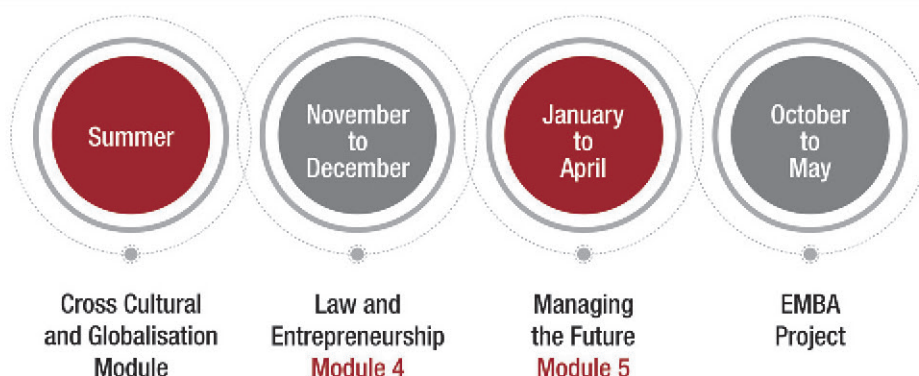
PROGRAMME STRUCTURE

The study weeks are spread as follows:

YEAR 1



YEAR 2



DISTANCE LEARNING

EMBA participants stay connected with faculty through distance learning while off-campus. This connection is facilitated through the Information Systems and Technology (IST) department at LUMS, which centrally supports the LUMS Learning Management System (LMS). The LMS allows each participant a dedicated Academic Resource Centre on the web. Participants have access to several e-modules, course-related activities and resources. These include course material, discussion boards and online course assessment tools.

PROGRAMME COURSES

CORE



ONLINE

1	Understanding Financial Accounting	2	Problem-solving and Decision-making
3	Marketing Management	4	Managerial Economics
5	Operations and Supply Chain Management	6	Managing People
7	Managerial Finance	8	Innovation and Technology Management
9	Managerial Accounting and Control Systems	10	Business Law and Corporate Governance
11	Corporate Finance	12	Venture Creation
13	Business Strategy		

EXECUTIVE MBA PROJECT

The EMBA Project provides an opportunity to apply classroom learning to address an issue of significant importance to an organisation. The project is approached as a management consultancy assignment.

It requires you to explore key facets of the problem being faced by the organisation, and recommend alternative solutions. It is a challenging assignment, combining decision-making ability, teamwork, working under pressure, and an integrated approach towards management. It measures your ability to apply relevant theoretical concepts, tools, and techniques to the organisational problem being addressed. To the advantage of the current employer and the EMBA participant, the project is usually identified by the current employer (client) of the participant and a faculty advisor who provides guidance and counselling.

GLOBALISATION MODULE

EMBA participants learn first-hand about international business practices, competitive markets, and complex environments through the Globalisation Module. The EMBA Class of 2020 visited Silicon Valley in the San Francisco Bay Area to learn the ropes of entrepreneurship from start-up gurus. Serial entrepreneur Naeem Zafar, who teaches entrepreneurship at UC Berkeley and Brown University, was the course instructor.

Pandemic related travelling constraints may affect this module's delivery.



SOHAIL NAWAZ

EMBA 2018

VICE PRESIDENT,
HYUNDAI NISHAT MOTORS (PVT.) LTD.

"The EMBA journey at LUMS was a stepping stone in my career because it provided coaching and leadership training, and enabled me to learn more about myself and advance professionally. I moved from one multinational to another with a bigger role and responsibility. Hyundai Nishat Motors (Pvt.) Ltd. was being established, and a lot of important decisions had to be taken. The EMBA allowed me to bring newly acquired ideas and knowledge regarding hiring and team building, production, vendor development, supply chain, sales and marketing, etc., to this new company. Discussions with peers and classes by expert faculty added to my knowledge and improved my decision-making. I feel the time and energy that I invested in these two years was truly worth it because this degree didn't restrict me to books but taught me how to implement ideas in the field."



ASIF MAHMOOD

EMBA 2019

GENERAL MANAGER,
HONDA ATLAS CARS (PAKISTAN) LTD.

"Coming from an engineering background, I had little knowledge of business strategies. The LUMS EMBA programme refined my leadership, communication, and critical thinking skills while building a strong finance and marketing base. This experience enabled me to manage my teams effectively and professionally. It gave me a better sense of how people and businesses are co-managed. Pursuing an EMBA degree at LUMS was one of the wisest decisions of my life. The Suleman Dawood School of Business has amazingly talented faculty with a learner-driven curriculum for students. It focuses on each student while ensuring a healthy balance of work, personal life, and academics."

COMMITTED TO DIVERSE PERSPECTIVES

INDUSTRY PERSPECTIVE

The LUMS faculty has developed over 800 cases and technical notes focusing on the Pakistani business industry, which further builds on the local perspective of the participants. SDSB is a Harvard Business Publishing content partner, contributing insightful and meaningful research at a global level. Collaborative linkages with international institutions add immense value to the programme.



ZEHRA RIZVI

EMBA 2021

SENIOR MANAGER, DIGITAL LEARNING, PTCL
CHIEF STRATEGIST, SHE'KAB PAKISTAN

"There comes a time in your career when you feel the need to evolve. When the opportunity arose to join the EMBA programme at LUMS, I seized it as it was an opportunity that would not only provide me with the qualifications but also with the knowledge to excel in any demanding position. The EMBA programme is intense and demanding, yet rewarding. Its modular structure enables you to apply learnings immediately. Also, open-minded discussions in the class extend one's viewpoint by showing alternative options of other organisations. It is exceptional, pushing us beyond the boundaries of our traditional thought process and guiding us through a wide variety of challenging and exciting business topics applicable to our careers. I am proud to have attended the LUMS EMBA which is a top-quality experience in every aspect."

ADVANTAGES FOR SPONSORING ORGANISATIONS

- ▶ Improve your organisation's productivity, performance and profitability by increasing the effectiveness of key managers
- ▶ Retain and motivate high achievers in your organisation
- ▶ Develop a pool of sophisticated leaders who will enable your organisation to take on global challenges
- ▶ Invest in employee development
- ▶ Keep abreast of globally renowned practices and the skill set required to overcome the challenges of business expansion

PARTNER/SPONSORING ORGANISATIONS

- ▶ Agriculture Department, Government of the Punjab
- ▶ AkzoNobel Pakistan Ltd.
- ▶ Allied Bank Ltd.
- ▶ Arc Middle East LLC
- ▶ Atlas Honda
- ▶ Bank Alfalah Ltd.
- ▶ Burque Corporation Pvt. Ltd.
- ▶ Cotton Web Ltd.
- ▶ Engro Fertilizer Ltd.
- ▶ EON Fertilizer
- ▶ Excise, Taxation and Narcotics Control Department, Government of the Punjab
- ▶ Finance Department, Government of the Punjab
- ▶ FINCA Microfinance Bank Ltd.
- ▶ Freight Systems Pakistan (Pvt.) Ltd.
- ▶ General Electric Global Services GmbH
- ▶ Gerry's dnata (Emirates Group)
- ▶ Gul Ahmed Textile Mills
- ▶ H. Nizam Din & Sons (Pvt.) Ltd.
- ▶ Hamza Vegetable Oil Refinery & Ghee Mills (Pvt.) Ltd.
- ▶ Harbin Electric International Company Ltd.
- ▶ Ibrahim Fibres Ltd.
- ▶ ICI Pakistan Ltd.
- ▶ INTECH Process Automation
- ▶ Interloop Ltd.
- ▶ Interwood Mobel (Pvt.) Ltd.
- ▶ Izhar Construction (Pvt.) Ltd.
- ▶ Jazz
- ▶ Kohinoor Textile Mills Ltd.
- ▶ Lahore Electric Supply Company
- ▶ Master Beverages & Foods Ltd.
- ▶ MOL Pakistan Oil & Gas Co. B.V.
- ▶ National Bank of Pakistan
- ▶ National Power Parks Management Company (Pvt.) Ltd.
- ▶ National Silk & Rayon Mills Ltd.
- ▶ Nestlé Pakistan
- ▶ Novartis Pharma Pakistan Ltd.
- ▶ Orient Power Company (Pvt.) Ltd.
- ▶ Packages Ltd.
- ▶ Pak Elektron Ltd.
- ▶ Pakistan Herald Publications (Pvt.) Ltd. (The Dawn Media Group)
- ▶ Pakistan LNG Ltd.
- ▶ Pakistan State Oil Company Ltd.
- ▶ Pepsi Cola International (Pvt.) Ltd.
- ▶ Punjab Police, Government of the Punjab
- ▶ Punjab Thermal Power (Pvt.) Ltd.
- ▶ Reckitt Benckiser Pakistan Ltd.
- ▶ Sapphire Finishing Mills
- ▶ Sidat Hyder Morshed Associates (Pvt.) Ltd.
- ▶ Tapal Tea (Pvt.) Ltd.
- ▶ Trade Development Authority of Pakistan, Ministry of Commerce
- ▶ Teradata
- ▶ Tetra Pak Pakistan
- ▶ Thal Ltd.
- ▶ The Bank of Punjab
- ▶ World Wide Fund for Nature-Pakistan



HAMID ANJUM

EMBA 2021

MANAGER, SPECIALTY WAREHOUSING, SUPPLY CHAIN DIVISION,
ENGRO FERTILIZERS LTD.

"With an engineering background and 11 years of experience in the petrochemical industry, I joined the LUMS EMBA to build financial acumen and network with other professionals. Although I am based in Sindh, I chose LUMS because of the case method of teaching, which builds theoretical concepts and pushes you to learn through participation and collaboration. The experienced faculty of the EMBA programme turn the classroom into a live business arena where your individual study is multiplied exponentially through collective learning. Also, the executive accommodation facilities are top quality for out-station students."

THE LUMS ECOSYSTEM

YOUR LIFELONG PROFESSIONAL NETWORK

LUMS is also a networking hub for its EMBA participants. As an EMBA participant, you are constantly networking with students, alumni, the corporate world and senior faculty members. You will form a strong connection with professionals worldwide, including top executives at leading national and international firms, successful entrepreneurs, community leaders, and passionate industry change-makers.

ENGAGE WITH WORLD-RENOWNED FACULTY MEMBERS

You are encouraged to engage directly with the 210 PhD faculty members at LUMS, including research experts and industry professionals. This provides a collaborative learning experience in which students and faculty draw upon their unique industry experiences and perspectives.

A TRAINING GROUND FOR LEADERS

EMBA allows you to develop new leadership skills and capabilities – changing the way you approach business problems.

GAD AND BIRGIT RAUSING LIBRARY

The library serves as a centre for information and knowledge for the faculty, researchers and students with its wide-range of collections, helpful staff, high-quality infrastructure and online services. Dedicated library corners provide access to latest devices such as Kindles, scanners, printers and multimedia where you can study in a group, discuss or prepare presentations, develop your research and work on your projects.

ACCESS TO CUTTING-EDGE RESEARCH

The SDSB faculty engages in cutting-edge research in all major fields of business and management. This research benefits the larger public—especially managers, executives, entrepreneurs and policymakers. These insights emerge from pioneering research

published in the world's leading academic journals and case hubs. Their teaching is informed by the most practically relevant lessons from such research. SDSB facilitates knowledge sharing and dialogue between academia and industry, thereby bringing LUMS a step closer to its goal of creating synergy between theory and practice.

STATE-OF-THE-ART CAMPUS FACILITIES

EMBA participants have the option to avail accommodation facilities at the Rausing Executive Development Centre (REDC) at the University for the term. The residence at REDC is a single room accommodation. Rooms are well equipped with all necessary facilities, including direct dialling, WiFi access, and 24-hour customer service.

From diverse food outlets, to a state-of-the-art swimming pool to excellent sports facilities, ATMs, a superstore, emergency medical services, first class gyms to library facilities, LUMS offers a complete ecosystem to all community members.

LUMS offers the finest sports facilities to its students. The Syed Maratib Ali Sports Complex, houses the most modern male and female gymnasiums, four squash courts, an indoor basketball court, four badminton courts, and an indoor volleyball court. LUMS also provides students with outdoor sports facilities, which include a volleyball court, a basketball court, two tennis courts, a football ground, hockey ground and a cricket field.

The LUMS Coca-Cola Aquatic Centre, an international standard indoor swimming pool built in line with FINA specifications (25 metres length), is operational throughout the year and is certified for national and international competitions.

HEALTH AND WELLNESS

The Health and Wellness Centre at LUMS is active 24 hours, 7 days a week and caters to all first aid medical situations on campus. The facility comprises a doctor and two staff members, beds for patients, basic emergency equipment, basic medicines and an active ambulance service.

ADMISSION CRITERIA

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

ACADEMIC RECORD

A minimum of sixteen (16) years of education leading to a Master's or Bachelor's degree* from a university recognised by the Higher Education Commission (HEC), Pakistan.

* Applicants holding only a Bachelor's degree of less than four years' duration will be required to produce an Equivalence Certificate issued by HEC, Pakistan. Applicants completing their last degree by May 30, 2021 are also eligible to apply.

PERFORMANCE IN ADMISSION TESTS

Applicants are required to take one (1) of the following tests in order to be considered for Fall 2021 admission:

- i. Graduate Management Admission Test (GMAT)
- ii. Graduate Record Examination (GRE)
- iii. NTS GAT (General)

For further details on GRE (General), GMAT and NTS GAT (General), please visit www.ets.org, www.mba.com and nts.org.pk

WORK EXPERIENCE

Applicants for the Executive MBA programme must have prior work experience. This experience demonstrates the candidate's managerial track record and potential for success in senior positions. Evaluation is based on the quantity and quality of the full-time work experience. The candidates must have at least six years of full-time work experience with four years at a managerial level.

NOTE

- ▶ GMAT/GRE (General) taken more than five years before the admission deadline will not be considered valid.
- ▶ NTS GAT (General) taken more than 2 years before the admission deadline will not be considered valid. A cumulative score of 50 in GAT (General) is the minimum requirement for admission.
- ▶ If the applicant has taken more than one test, the best score will be considered for application evaluation.
- ▶ As testing services for the GMAT/GRE/NTS GAT (General) are operational during this admission cycle (Fall 2021 admissions), applicants are required to take the test according to the stipulated deadline.
- ▶ If no admission test is scheduled due to the closure of the test centres by April 30, 2021, LUMS will process applications using the available information. If shortlisted, you may then be asked to appear for an interview followed by a conditional acceptance if you are successful. Once, test centres are functioning, you will need to sit for the test and attain the minimum test score required by the University.



SUBMISSION OF ONLINE APPLICATION, APPLICATION PROCESSING FEE AND ONLINE SUPPORTING DOCUMENTS

Complete online application, application processing fee and supporting documents should be submitted by the stipulated deadline. Submission of a minimum of two recommendation letters is compulsory.

APPLICATION REVIEW

Shortlisted applications will be reviewed by the relevant committee to finalise admission decisions. Applicants are encouraged to provide complete information regarding their academic achievements, research reports, attended workshops, extracurricular activities and must tell LUMS about their significant experiences in order to substantiate their applications.

INTERVIEW

Only shortlisted applicants will be called for an interview.

FINANCIAL SUPPORT

SPONSORSHIP

EMBA applicants are encouraged to discuss support options with their respective organisations. In addition to their consent to attend all the course modules, some companies also provide full or partial financial support to their qualified employees for this programme.

WOMEN SCHOLARSHIP

Fostering, celebrating and advancing women's leadership in business, a 50% tuition fee waiver is awarded to all admitted female students.

MCB STUDENT PERSONAL LOAN

EMBA applicants can apply for the MCB Student Personal Loan (SPL) facility. Details of the loan can be viewed at <https://lums.edu.pk/programmes/executive-mba?ref-financial-aid>

DATES TO REMEMBER

Deadline to take GMAT/GRE
(General)/NTS GAT (General)

May 21, 2021

Deadline to apply

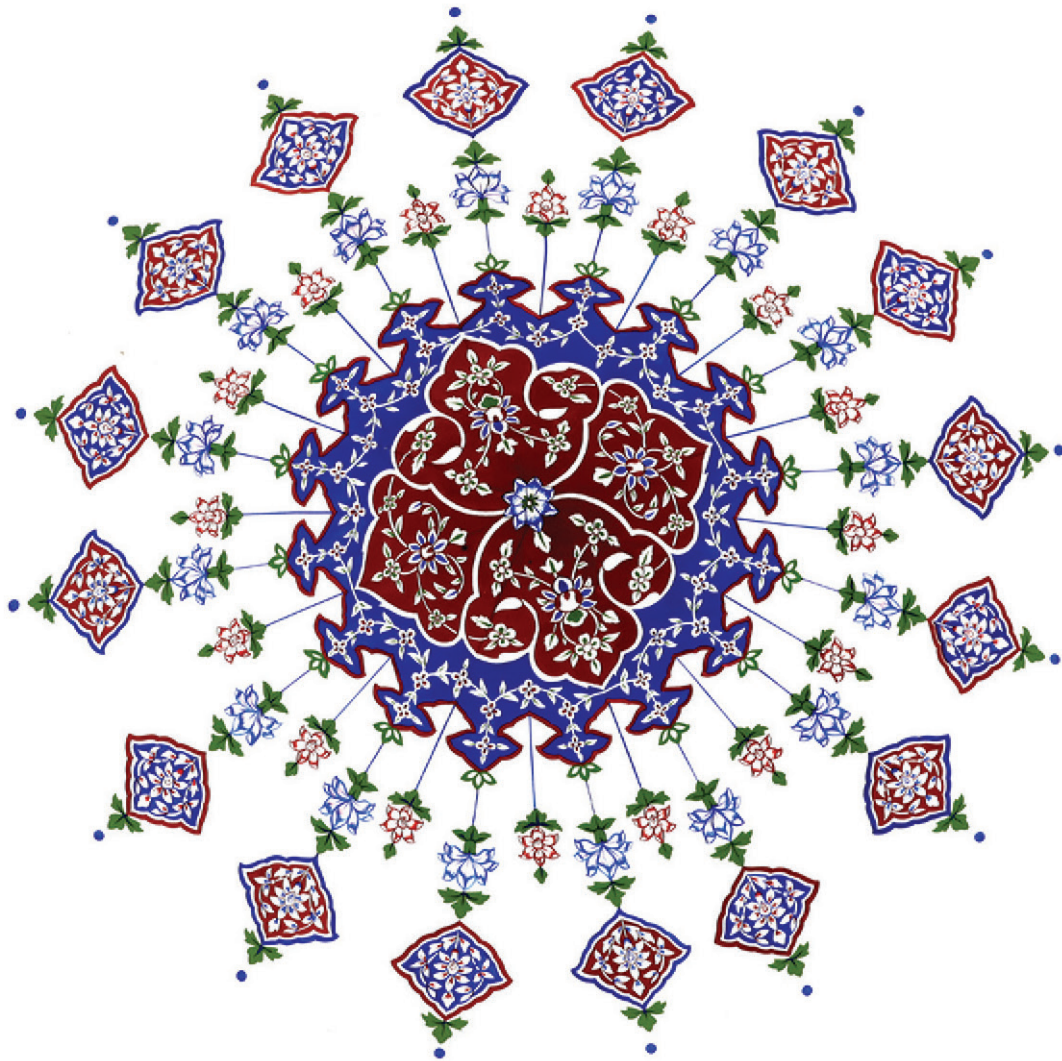
May 25, 2021
5:00 pm (PST)

Deadline to submit
online supporting
documents

May 28, 2021

Admission decisions

**June 15 -
July 31, 2021**



LUMS

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Ph: +92 42 111 11 LUMS (5867) Ext. 2177

Email: admissions@lums.edu.pk

Website: www.lums.edu.pk



#LearningWithoutBorders
#MeritMatters