



Umer Ghumman

Director IT & Mobile
Samsung Pakistan
EMBA 2014



Da Fu

Deputy General Manager
Finance Business Division
CMFT China Mobile Phones
EMBA 2018



Samina Rizwan

Country Head
Code for Pakistan
EMBA 2007

**IMAGINE
YOUR
FUTURE**

MESSAGE FROM THE HONORARY DEAN

The Suleman Dawood School of Business (SDSB) is Pakistan's top business school. Your decision to apply to the country's only business school to have earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB) will work in your favour. We have attained global stature as a business school with outstanding degree programmes, impactful research work and excellent facilities to service our students. We continuously progress so our graduates can benefit from a business education that is unrivalled.

As an Executive MBA (EMBA) student, you will benefit from a faculty that is superbly qualified to teach business intelligence. Many SDSB professors teach executives across business areas such as finance, marketing, agribusiness, leadership, entrepreneurship, governance, policymaking, digitalisation, and stakeholder management. Ultimately, SDSB graduates impact business and bring about positive societal changes.

Innovation is core to what we do. We couple business impact with positive societal change. All women entering our graduate degree programmes, including the EMBA, benefit from a 50% tuition scholarship. No other business school in the world has matched this. We expose our students not just to classroom teaching engagements but also to wider debates, policy discussions, research issues, student projects, entrepreneurship opportunities and a broad array of events that separate us from the rest.

SDSB pushes the boundaries of business practice innovations, economic growth, and societal advancement. It is a place where intelligent exchanges, scholarly advances, and intellectual engagements come together to sculpt graduates who create the future.

SDSB has never stood still. Can you afford to?

If you would like to join the SDSB family of changemakers, the EMBA programme is for you.

DR. ALNOOR BHIMANI
HONORARY DEAN

PROGRAMME DIRECTOR'S MESSAGE

The Executive MBA (EMBA) programme at the Suleman Dawood School of Business (SDSB) is Pakistan's first and only programme listed in the QS Executive MBA Rankings. It is designed for mid-career executives to advance their managerial capability and take them to the next level in their professional lives.

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 the 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 programme 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 AND
PROGRAMME DIRECTOR



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). For over a century, AACSB has led the assessment of business schools globally for programme quality, relevance, impact, and overall educational services. To date, only five per cent of the world's business schools have obtained AACSB accreditation. The accreditation is testimony to the quality of SDSB's education and research activities. As an AACSB accredited business school, SDSB produces highly skilled graduates who can lead, transform and create long-lasting impact in business and society.

The EMBA is ranked in the top
131-140
programmes globally by QS
Executive MBA Rankings 2021

Placed at
16
in Asia-Pacific by QS
Executive MBA Rankings
2021

LUMS is ranked in the
651-700
band in QS World
University Rankings 2022

Placed in the top
123
institutions in QS Asian
University Rankings 2022

Among top
200
universities
worldwide and top
50
in Asia for employability in
QS Graduate Employability
Rankings 2022

Among top
250
universities for Accounting
and Finance in QS World
University Rankings 2021 by
Subject

50th
in the World's Best Small
Universities by Times Higher
Education Rankings 2021

Placed between
251-300
Asian Universities by Times
Higher Education Asia
University Rankings 2021

LUMS is the **winner of
the global Council for
Advancement and Support
of Education (CASE) Platinum
Award 2021** in the Best
Practices in Diversity, Equity,
and Inclusion category for its
National Outreach Programme

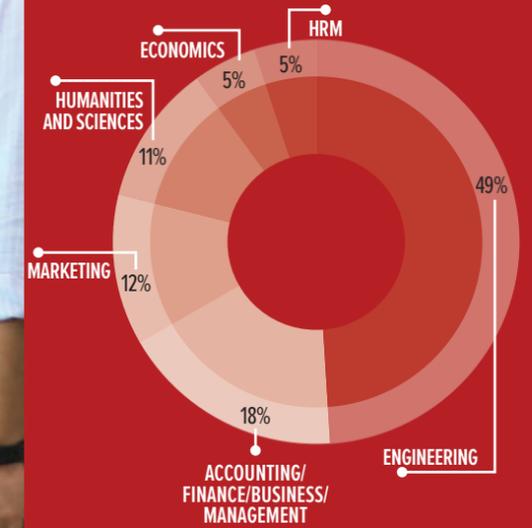
50%
scholarships awarded to
all women admitted to
graduate programmes
at SDSB

SDSB is a
Harvard Business Publishing
content partner

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 gain practical experience through the Globalisation Module.
- The 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.
- 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.
- Work-life balance is maintained with only three courses in each module at a time.

EMBA CLASS PROFILE



AVERAGE AGE
34 YEARS



AVERAGE EXPERIENCE
11 YEARS

THE STUDENT EXPERIENCE



ASIFA TAREEN

Principal and Cluster Convener,
Main Campus, Multan,
Beaconhouse School System
EMBA 2021

"Coming from the education sector, I had little knowledge of business development and marketing strategies to manage the ever-evolving corporate needs of my organisation. The LUMS EMBA programme opened new avenues of learning for me as I could manage my professional and personal commitments and attend classes over the weekend. Enrolling in the EMBA programme has been one of the toughest, yet wisest, decisions of my life. It has taught me to be analytical, innovative and globally competent. It has also encouraged me to go beyond the conventional thinking patterns and has developed my critical thinking skills."



FAISAL MURAD KHAN

Country Manager Pakistan & Afghanistan,
Robert Bosch Middle East FZE – Pakistan
Liaison Office
EMBA 2021

"The EMBA programme is rigorous and demanding with cohort participants coming from varying backgrounds. The diversity of viewpoints enables a 360-degree dissection of a given problem. Lively debates fuel enthusiasm and tolerance, which ultimately leads to synergy. The globally recognised faculty provides the assurance that we are in the hands of specialists who have shaped industry leaders for the past many decades."



USMAN FAIZ

Managing Director,
Rachna Pearl Hotel
EMBA 2021

"Being an entrepreneur who comes from an engineering background, the EMBA journey was an enriching experience that elevated my vision and approach towards management. The case method pedagogy of the programme provided a unique opportunity to analyse diverse business problems from multiple facets and appreciate different approaches towards problem-solving. It also encouraged me to do a lot of reflection about my past practices as a business manager and critically evaluate my decision making and management style."



ATIF ARIF

Vice President - Learning & Development,
People and Organisational Excellence Group,
The Bank of Punjab
EMBA 2021

"The EMBA programme helped me put things in perspective; taking learnings and lessons applied by the best companies, and implementing the same in my work. This happened as we studied problems identified in various case studies that were developed on renowned local and international companies, which are very similar to the challenges we face, and helped diagnose problems with the best alternatives in hand."

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 the LUMS alumni network of more than 15,000 graduates 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.



COMMITTED TO DIVERSE PERSPECTIVES

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.

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

Attock Petroleum Ltd.	Levi Strauss & Co.
Avanceon	Marghzar Welfare Society
Bahria International Hospital	Mari Petroleum Company Ltd.
Bank Alfalah Ltd.	Naveena Group (Lakeside Energy Ltd.)
Bata Pakistan Ltd.	Nespak Consulting Engineers
Bulleh Shah Packaging	Nestlé Pakistan
CONNECTdotNET (Pvt.) Ltd.	Nishat Chunian Power Ltd.
Cotton Web Ltd.	Obeikan Investment Group Packages Ltd.
DAI Pakistan (Pvt.) Ltd.	Pakarab Fertilizers Ltd.
Defence Science & Technology Organization (DESTO)	Pakistan Microfinance Investment Company Ltd.
Descon Engineering Ltd.	Pakistan Tobacco Company Ltd.
DHA Multan	PesTerminator
Elite Engineering (Pvt.) Ltd.	Pakistan Telecommunication Company Ltd. (PTCL)
Engro Energy Ltd.	Samsons Group Co.
Engro Fertilizers Ltd.	Shell Pakistan Ltd.
Fatima Fertilizers Multan	Sitara Peroxide Ltd.
Fauji Fertilizer Bin Qaism	Starcom Pakistan
Fauji Fertilizer Company Ltd.	State Bank of Pakistan
Forward Sports (Pvt.) Ltd.	Sukh Chayn Valley (Pvt.) Ltd.
FRAG Games (Pvt.) Ltd.	Suraj Cotton Mills Ltd.
Gas & Oil Pakistan Ltd.	Techlets (Pvt.) Ltd.
HIK Textiles (Pvt.) Ltd.	Tetra Pak Pakistan Ltd.
Honda Atlas Cars Pakistan Ltd.	The Bank of Punjab
ICI Pakistan	Thal Industries Corporation Ltd.
Infrastructure Development Authority of the Punjab (IDAP)	Universal Services Fund
Jaffer Brothers (Pvt.) Ltd.	Volka Food International
Jazz	Western Design Engineering
Khazana Enterprise (Pvt.) Ltd.	
Levi Strauss Pakistan (Pvt.) Ltd.	



THE LUMS ECOSYSTEM

Your Lifelong Professional Network

LUMS is a networking hub. 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 over 200 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 excellent sports facilities, ATMs, a superstore, a daycare centre, 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 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 open 24 hours a day, 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, 2022 are also eligible to apply.*

Performance in Admission Test

Applicants are required to take one (1) of the following tests in order to be considered for Fall 2022 admission:

- i. GMAT
- ii. GRE
- iii. NTS GAT (General)

For further details on GMAT, GRE 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.

Submission of Online Application, Application Processing Fee and 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 achievements or additional information 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 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 are available at <https://lums.edu.pk/programmes/executive-mba>

FOR FURTHER DETAILS:
**[HTTPS://LUMS.EDU.PK/PROGRAMMES/
EXECUTIVE-MBA](https://lums.edu.pk/programmes/executive-mba)**

DHA, LAHORE CANTT. 54792, LAHORE, PAKISTAN
Ph: +92-42 111- 11- LUMS (5867) Ext: 2177
Email: admissions@lums.edu.pk
Website: www.lums.edu.pk



#LearningWithoutBorders