



**Abbas Arslan**

Global Senior Director  
Human Insights  
The Coca Cola Company  
**MBA 2002**



**Inam ur Rahman**

President Chairman's Office  
The Dawood Group  
**MBA 1996**



**Aniq Sandhu**

CEO  
Digital Financial Services  
Digicel Group  
**MBA 2000**



**IMAGINE  
YOUR  
FUTURE**

## MESSAGE FROM THE HONORARY DEAN

Few experiences in life can be as transformational as undertaking MBA studies at LUMS because we are about speed, thought, and action. MBA students at the Suleman Dawood School of Business (SDSB) want to make things happen fast and with insight. They delve into hundreds of case studies, develop a network of energetic peers, are exposed to the best minds from across industrial sectors and academia, and become change-makers who seek to positively impact society. This makes LUMS the best place in Pakistan to study business.

Walk the talk. Put your aspirations to work. Come to LUMS, and let us turn you into leaders who build tomorrow. We're looking forward to welcoming you in the Fall.

**DR. ALNOOR BHIMANI**  
Honorary Dean  
Suleman Dawood School of Business



# SULEMAN DAWOOD SCHOOL OF BUSINESS

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 percent of the world's business schools have obtained AACSB accreditation. The accreditation is a testament 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.



LUMS and SDSB continue to build a new tomorrow. This is how:

Placed in the top  
**201-250**  
in the QS Global MBA Rankings 2022  
and top **34** in Asia.

Placed in the top  
**125**  
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  
**200**  
universities for Business and  
Management Studies in QS World  
University Rankings 2021 by Subject

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

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

SDSB is a Harvard Business Publishing  
content partner

## 50<sup>th</sup>

IN THE WORLD'S BEST  
SMALL UNIVERSITIES BY  
TIMES HIGHER EDUCATION  
2021

## 50%

SCHOLARSHIPS  
AWARDED TO ALL WOMEN  
ADMITTED TO GRADUATE  
PROGRAMMES AT SDSB

## 800+

INDIGENOUSLY DEVELOPED  
CASE STUDIES ON LOCAL  
INDUSTRY



# THE LUMS MBA

The MBA programme at SDSB is as unique as it is transformative. It is focused on creating business leaders with the power to affect positive societal change. It is premised on tackling the complexities of a rapidly evolving world where global shifts, technological change, business model innovations, and novel managerial expertise require the application of extreme business intelligence and the capacity to act quickly. The LUMS MBA empowers men and women to question, re-think and mobilise organisational impact, enterprise performance, and business growth at national, regional, and global levels. Our MBA graduates are recruited by leading organisations in Pakistan and internationally, while many opt to launch entrepreneurial ventures of their own.

Our MBA core courses are designed with input from CEOs and senior industry experts to ensure that our graduates demonstrate high knowledge in core business areas, including finance, marketing, and strategy. Through a unique blend of classroom instruction, targeted practice, and constructive feedback, students acquire essential soft skills honing in on high-level communication, public speaking, and the ability to navigate across different organisational cultures.

The programme deploys participant-centred learning inclusive of simulations, role-plays, case studies, and industry visits. MBA students also tackle hundreds of business cases to develop their capacity to make decisions and act across a broad range of situations. Additionally, the MBA provides practical experience based on real-world dilemmas, supported by professional mentorship through the three Experiential Learning components of the programme.

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 within and beyond campus walls to develop innovators, leaders and change-makers who can contribute to the community and build strong borderless networks.



# A TRADITION OF TEACHING EXCELLENCE

The MBA faculty strives to empower future business leaders using the case method of teaching and other participative tools to hone their understanding of management issues and decision-making situations. It is actively engaged in research on challenges and opportunities offered across business contexts. Faculty members serve as trusted advisors and consultants to decision-makers, tackling real-world issues through the practical application of business theory and knowledge.

The School has more than 50 full-time faculty members, a team of professional adjuncts, and executives in residence teaching across a range of areas, including Accounting and Finance, Marketing, Organisational Behaviour, Human Resource Management, Strategy and Operations, Management Information Systems, and Information Technology.

The SDSB faculty engages in cutting-edge research across fields of business to create and develop managerial thinking and practices, and pedagogical knowledge. Pioneering research conducted by the faculty is published in the world's best journals and case hubs. SDSB is a Harvard Business Publishing content partner, contributing insightful and meaningful research at a global level. The School's emphasis on practically relevant research and promotion of knowledge-sharing between the academia and industry creates synergy between theory and practice.



# THE PROGRAMME STRUCTURE

The MBA at SDSB is a two-year programme built on the case method of teaching and a focus on tackling real-world business challenges. A collection of core and elective courses, combined with Experiential Learning through active industry engagement from day one, sets this programme apart as a model for advancement, growth, and success. The Experiential Learning process is grounded in the practical application of reflective thinking to analyse and make impactful decisions. During the MBA, students work on over 800 cases in which they become active learners and decision-makers, developing critical thinking and quantitative reasoning skills. They analyse and apply theoretical frameworks to debate and develop arguments and make powerful cases to energise businesses, teams, and entrepreneurial ventures.

## The Case Method

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.

## Summer Immersion Programme (SIM)

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

## 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**



# A TRULY GLOBAL LEARNING EXPERIENCE

Each year MBA students can opt for a semester abroad at any one of our exchange partner schools.

Bond University,  
Australia

Emlyon Business School,  
France

ESSEC Business School,  
France

IESEG School of Management,  
France

Indian School of Business,  
India

Koç University,  
Turkey

Nagoya University of Commerce and Business,  
Japan

Özyeğin University,  
Turkey

Putra Business School,  
Malaysia

Sabanci University,  
Turkey

University of Malaya,  
Malaysia

Universiti Sains Malaysia,  
Malaysia



# CLASS PROFILE

The SDSB MBA attracts applicants from diverse backgrounds, various academic disciplines, and a wide cross-section of the industry. This diversity is a major strength of the MBA programme, translating into varying perspectives and promoting debate through the case method of learning.

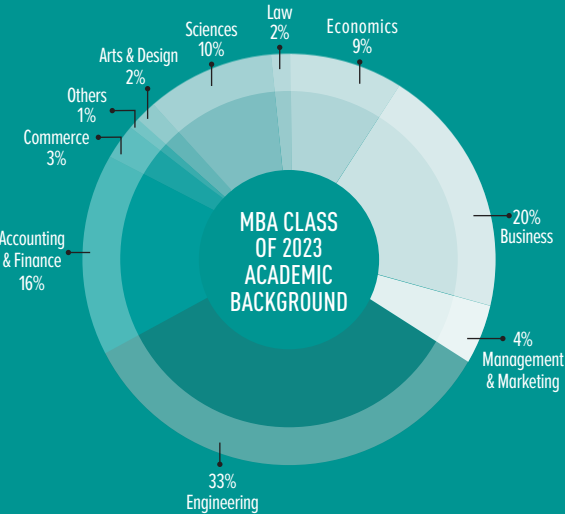
GENDER RATIO  
MALES: 76%  
FEMALES: 24%



AVERAGE AGE  
25 YEARS



AVERAGE EXPERIENCE  
3 YEARS



# ALUMNI NETWORK

SDSB MBA graduates earn a lifetime membership to a privileged network of change-makers and impact creators around the world. MBA graduates stay connected through many alumni activities, including networking, professional development workshops, fundraising events, and more. With an over 15,000-member group of business leaders, entrepreneurs, and thinkers around the world, the LUMS alumni network plays a crucial role in the pursuit of excellence and growth.



**ALI ALMAKKY**  
Managing Director - Global Head of Wholesale Payments Strategy, JP Morgan  
MBA 1996  
“The LUMS experience was truly transformational. The case method helped develop a structured thought process, honed analytical skills and taught me to develop a very fact based and unbiased approach to decision-making. Besides this, the level of professionalism instilled in us by our faculty forced us to grow in ways I didn’t even realise at the time. While those skills and the LUMS MBA degree helped throughout my career, the most valuable part was the people and the friendships built during that period - not to forget the biggest impact in my life - I met my wife there!”



**AHMED FUAD GARIB**  
Fellow at McKinsey & Company  
MBA 2021  
“Pursuing an MBA at LUMS was an invaluable experience and played a pivotal role in enabling me to land my dream job in consulting. I would recommend the LUMS MBA for three main reasons. First, it provided me with the building blocks to develop an arbitrary approach to problem-solving. Second, it focuses on the right values for professional and personal growth like resilience, integrity, and humility. Third, it’s an outstanding balance for Pakistani entrepreneurs to have access to the latest, globally recognised business literature as well as world-class faculty for guidance on implementing the learnings in Pakistan.”



# THE STUDENT EXPERIENCE



**NAYHA ARIF**  
MBA 2022

“The LUMS MBA experience is one that I would recommend to others because it is the right place to grow not just professionally, but personally as well. This programme challenges you to push your boundaries and step outside your comfort zone so that you realise your full potential. The faculty, the curriculum and the pace of the programme are truly transformational, because a year ago I was not the same confident and ambitious person that you see today, thanks to my time here at LUMS.”



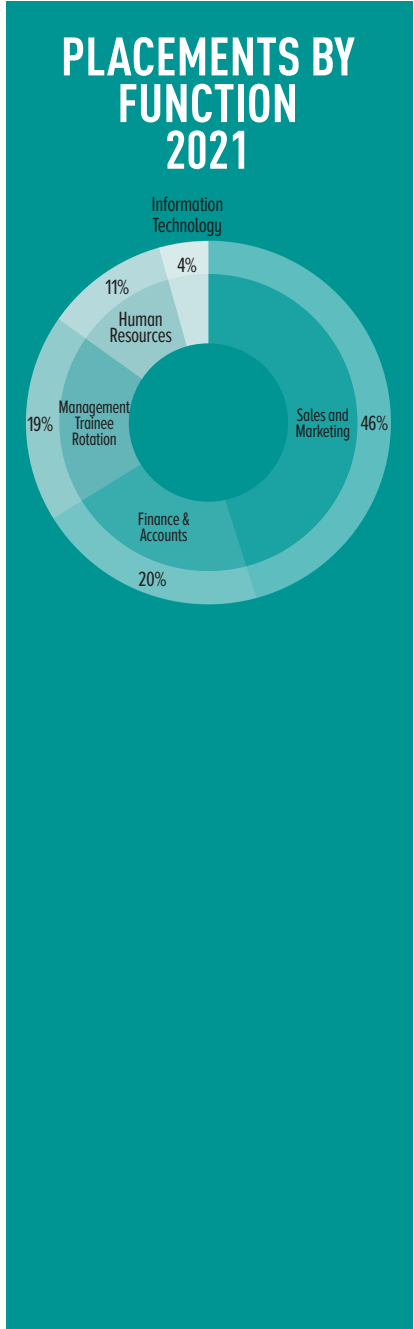
**ANOOP HAFEEZ**  
MBA 2022

“The LUMS MBA programme is structured in a manner that brings out the best in you regardless of your background. It makes you reflect, recalibrate, and redefine your touchstones and goals. Irrespective of what you choose to do after graduation, be it a move in the corporate sector, starting your own venture, or even running your family business, you’ll find yourself ready to take the dive after two years. This is the power and the dynamism of the programme!”



# EMPLOYERS OF THE MBA CLASS OF 2021

Al Zayed Shades & Tents Industry LLC	Jotun Pakistan Pvt. Ltd.
10Pearls, LLC	JS Investments Ltd.
7Vals	KASB Securities
AA Pulp & Puree Pvt. Ltd.	Khired Networks
Abu Dawood	L'Oréal
Acasus	McKinsey & Company
Afiniti	Metro Cash & Carry
Aga Khan University	MUNCH:ON
AIESEC - LUMS Training	Mywater
Ars Nova (AIESEC LUMS)	Nestle
Artistic Milliners Pvt. Ltd.	NovaMed Pharmaceuticals Pvt. Ltd.
Bain & Company	Nutrifactor Laboratories Pvt. Ltd.
Bank Alfalah	Oxford University Press
Bisconni - Ismail Industries Ltd.	Procter & Gamble
CCL International	Packages Group
Center for Language Engineering, Lahore	Panther Tyres Ltd.
Centre for Economic Research in Pakistan	Philip Morris (Pakistan) Ltd. - PMI
CitiBank	PTCL Group (PTCL & Ufone)
Coca-Cola Company	Reckitt Benckiser
Data Dojo Pvt. Ltd.	Remington Pharmaceuticals
Dawlance	Roche
Decklaration Design Studios Pvt. Ltd.	RSI Chemicals
Descon Engineering Ltd.	Samba Bank
Express News	Sapphire Textile Mills Ltd.
Fatima Group	Servaid
Fauji Fresh n Freeze Ltd.	Shan Foods
FF Steel	Softwood Pvt. Ltd.
Garibsons Pvt. Ltd.	Solis Energy Solutions Pvt. Ltd.
Colgate Palmolive	Standard Chartered Bank (SCB)
GroupM	Tapal Tea
Habib Bank Limited (HBL)	Telenor Pakistan
ICI Pakistan	The Dawood Foundation
i-50 - IFIVEO, Inc.	Total Parco
Jazz (Mobilink)	TreadStone Associates
	Unilever
	White Pearl Group
	Zong





# ADMISSION CRITERIA

## LOCAL AND INTERNATIONAL STUDENTS

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

### 1. 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.

### 2. ADMISSION TEST REQUIREMENTS

Applicants are required to take one (1) of the following tests in order to be considered for Fall 2022 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](http://www.ets.org), [www.mba.com](http://www.mba.com) and [nts.org.pk](http://nts.org.pk)

### 3. WORK EXPERIENCE

This requirement is not mandatory for admission to the MBA programme. However, preference is given to applicants with prior work experience. Evaluation is based on the tenure and quality of the work experience.

#### Note

- GMAT/GRE (General) taken more than five years before the admission deadline will not be considered valid.
- NTS GAT (General) taken more than two 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.

### 4. 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.

### 5. APPLICATION REVIEW

The relevant committee to finalise the admission decision will review shortlisted applications. Applicants are encouraged to share complete information inclusive of their academic and extra-curricular achievements, research reports, workshops that they may have attended, or additional information to substantiate their applications.

### 6. PERFORMANCE IN INTERVIEW

Only shortlisted applicants will be called for an interview.



# FINANCIAL SUPPORT

The MBA journey is an important investment for you, and LUMS shares in this investment through several financial assistance programmes and interest free loans. Financial support is available to all eligible local and international applicants applying to our MBA programme.

## MBA MERIT SCHOLARSHIP

Admitted students will be awarded a Merit Scholarship covering 50% of the tuition fee if they meet one of the following criteria:

- A GMAT score of 700 and above or a GRE score (equivalent to a GMAT score of 700 or above i.e. an aggregate GRE score of 322 or above in the quantitative and verbal sections)
- Top three (3) applicants in the University's Admission Merit Ranking

## ASIAN DEVELOPMENT BANK-JAPAN SCHOLARSHIP PROGRAM (ADB-JSP)

ADB-JSP provides support to students from ADB borrowing member countries. The applicant needs to simultaneously apply to the MBA programme for admission along with financial aid and ADB-JSP scholarship through the relevant websites.

## LUMS INTEREST-FREE LOAN

LUMS offers interest free loans to local MBA students based on their annual financial needs assessment. These loans cover partial to full tuition fee expenses.

## WOMEN SCHOLARSHIP

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

## MCB STUDENT PERSONAL LOAN (SPL) FACILITY

Local MBA applicants can apply to the MCB Student Personal Loan (SPL) facility.

## EXTERNAL SCHOLARSHIPS (IF AVAILABLE)

There may be named scholarships available for students supported by individuals and organisations from around the world. Support and eligibility for these scholarships vary depending on the donor.

For details, please visit <https://lums.edu.pk/programmes/mba>



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

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Website: [www.lums.edu.pk](http://www.lums.edu.pk)



**#LearningWithoutBorders**