LUMS
A Not-for-Profit University

Learning *Without* Borders

MASTER OF SCIENCE
**ACCOUNTING
& ANALYTICS**
F A L L   2 0 2 2
Suleman Dawood School of Business

IMAGINE
YOUR
FUTURE

MESSAGE FROM THE
HONARARY DEAN

Students at LUMS are taught to be change agents. Joining Pakistan's top business school is about intelligently driving innovation in business and society. The MS degree in Accounting and Analytics will prepare you to mobilise growth and put into play far-reaching thoughtful impact. It will develop your understanding of changes afoot in accounting, financial accountability reporting, and decision-making based on quantitative and qualitative information analysis.

Accounting expertise is currently undergoing the most transformational shift in its history with the advent of digitalisation and novel modes of reporting, not just on past and present transactions, but those that portend the future via big data analytics, artificial intelligence agents, blockchain systems and other emerging technologies. This MS programme is among the most cutting-edge in the world in preparing you for tomorrow's accounting solutions. Your choice of coming to the Suleman Dawood School of Business (SDSB) is much more than just about excellence in instruction. Here, you'll interact with outstanding faculty, industry experts, highly competitive fellow students, and distinguished alumni. Come to LUMS and join others who seek to define the future.

We look forward to welcoming you at SDSB this Fall.

DR. ALNOOR BHIMANI
HONORARY DEAN
SULEMAN DAWOOD SCHOOL OF BUSINESS

MESSAGE FROM THE
PROGRAMME DIRECTOR

The MS in Accounting and Analytics programme is our response to the changing landscape of accounting as a service and a function in today's data-rich environment. Growth and success increasingly hinge on understanding, curating and communicating data effectively and productively across functions and at every level of an organisation. This programme offers you an opportunity to develop the skills needed to respond to a changing market's evolving demands in a collaborative learning environment, with accomplished peers and faculty. Through feedback from professional accountancy firms and industry, we have identified skills that are essential in equipping you to calibrate information systems and work with the wealth of available data to appraise and inform business decisions.

I invite you to join us in this journey towards expanding your intellectual capabilities and leadership skills through this innovative programme.

DR. OMAIR HAROON
ASSISTANT PROFESSOR &
PROGRAMME DIRECTOR

SULEMAN DAWOOD SCHOOL OF BUSINESS

The Suleman Dawood School of Business at LUMS is Pakistan's top business school. Its high calibre students, distinguished faculty, established recruiters, and institutional and environmental impacts are all testimony to this. Since its inception, SDSB has produced highly skilled graduates who have the ability to lead, transform and create long-lasting impact in business and society.

SDSB is internationally recognised. It is Pakistan's only business school to have achieved accreditation by AACSB International—the Association to Advance Collegiate Schools of Business (AACSB). Just around five per cent of the world's business schools currently hold this distinction. SDSB's AACSB accreditation speaks to the quality of its education and research, enabling it to stand out not only in the region, but around the world.

Research and teaching at LUMS extend its 'Learning Without Borders' philosophy across the University's community 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 the campus walls with the aim to develop innovators, leaders and change-makers who can contribute to the community and build strong, borderless networks.

LUMS and SDSB continue to build a new tomorrow.

THIS IS HOW:

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
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

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

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

800+
indigenously developed
case studies on local
industry

SDSB is a Harvard Business
Publishing content partner

Fully funded merit scholarships
available for local and
international students

Participant-centred and
Experiential Learning focusing
on industry diagnostics and
entrepreneurial drills

THE MASTER OF SCIENCE IN
ACCOUNTING AND ANALYTICS

The Master of Science (MS) degrees are 1.5-year programmes envisioned to provide an intensive, rich, and innovative understanding of the intersection between business fundamentals and a focused specialisation area.

The MS in Accounting and Analytics at SDSB is a weekend programme that will equip you to navigate rapid changes in diverse business environments. You will develop accounting, financial advisory, and data analytics expertise to enable enhanced enterprise decision-making and leadership. The programme places special emphasis on learning how to extract meaning from large datasets, analyse trends, adapt to new technologies for data capture and presentation, and communicate effectively in increasingly complex business information environments. This programme is designed for students with some prior exposure to accounting and finance in their undergraduate degree or professional training. The lack of such a background can be remedied with pre-MS courses.

THE BLENDED LEARNING METHODOLOGY AT SDSB SEEKS TO ENSURE

1
ACADEMIC SUCCESS
To improve learning

2
LINKAGES
To improve connection between theory and practice

3
ENGAGEMENT
To increase students' active participation in class and motivation for learning in their specific areas

The accounting services industry is rapidly evolving with the rise of new technologies. Robotic process automation, cloud computing, blockchain-based systems and artificial intelligence are reshaping the work of accountants. These advances have resulted in new skill requirements, in addition to core knowledge dimensions of accounting, reporting and control, which accounting and related service professionals must possess.

Understanding the role of structured and unstructured information in relation to accounting intelligence is becoming a competitive strength for enterprises. This programme covers technical as well as strategic aspects that accounting must address today, alongside emerging issues like social responsibility, transparency, and sustainability. An experiential learning semester with an applied thesis and industry internship component enables concepts to be integrated with practical applications of accounting systems drawing on global and local context elements. The MS programme in Accounting and Analytics prepares students for professional careers in local manufacturing and service organisations, multinational corporations, consulting firms and consulting arms of professional accounting firms, financial institutions, regulatory bodies and public sector organisations.

MEET THE
EXECUTIVE IN RESIDENCE

MUHAMMAD ALI QAMAR (FCA)
Partner, EY Ford Rhodes

"The last decade has seen businesses, sectors and professions radically reshaping, thanks to the lightning-fast advancements in technology. Organisations have to be agile enough to respond to such forces of disruption. The traditional model of vertical silos is being reoriented into multi-skilled, diverse teams that can work together to create value for the organisation and its stakeholders.

Technology is playing a significant role in reshaping the accounting and finance function, which is sharply shifting away from traditional accounting routines towards strategic, decision support roles focusing on long term value. The decision-makers now require better, faster, deeper, more reliable insights to understand their markets, customers, suppliers, operations, the overall environment, and how the future is expected to hold for the business to prepare for it. Technology has enabled it, but today the data to generate these insights is much varied, volumetrically large, with a high rate of replacement which requires up-skilling of professionals to harness its power. Accountants are uniquely positioned to play a pivotal role through business intelligence and analytics, infusing confidence in every decision and supporting decision-makers to seize more proactive and innovative opportunities.

It is heartening to see LUMS taking the initiative to offer the MS Accounting and Analytics programme, which is equally suited for both accounting and finance professionals and non-accountants who intend to learn to leverage the power of data through analytics. It will help fill the critical gap in a large number of organisations where loads of data is collected by deploying various technology tools but is not optimally utilised to generate insights about the past, current, and future.

This programme will also bring academia closer to the industry, which is another critical requirement given the shifts in the required skills, and the need for effective learning programmes to ready our existing and upcoming workforce for the future."

AS AN MS ACCOUNTING AND ANALYTICS GRADUATE YOU WILL:

» Solve business problems using data-intensive business and accounting information

» Comprehend the basis of business analytics and the underpinnings of emerging platforms tied to advancing digital technologies

» Engage in the application of frameworks and techniques to support strategic planning and decision-making

» Have a strategic understanding of management control

» Analyse the information needs of organisations and develop appropriate automation and business intelligence solutions

» Effectively communicate information, findings, and conclusions through efficient synthesis of information.

Along with technical accounting expertise, the programme aims to provide skill-sets inclusive of analytical thinking, business understanding and communication skills - for careers in:

Local manufacturing and service organisations

Multinational corporations

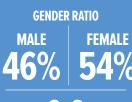**Consulting and accounting firms**

Financial institutions

Regulatory bodies

Public sector organisations

MS ACCOUNTING AND ANALYTICS
2021 CLASS PROFILE

GENDER RATIO

MALE	FEMALE
46%	**54%**

AVERAGE AGE

25 YEARS

AVERAGE EXPERIENCE

2.5 YEARS

Note: MS programmes are classified from the induction year and not the graduating year.

PROGRAMME STRUCTURE

The MS in Accounting and Analytics weekend programme requires 1.5 years to complete 33 credit hours.

The programme structure is designed to augment existing accounting and related technical skills, and is divided into four modules. The first three modules will be around 15 weeks duration each, while the fourth module is an experiential learning module that will span over 6 months.

Classes will primarily be scheduled on alternate weekends in a blended learning format. However, participants will be required to attend class sessions a few weekdays in every module. Participants of this programme will undertake substantial academic work with consistent interaction with peers and faculty between these sessions.

The requirement and distribution of credit hours for MS Accounting and Analytics are as follows:

Graduation Requirement	Credit Hours
Core Business Courses Module I	9
Core Business and Accounting Courses Module II and III	18
Field Project/Thesis Module IV	6

PROGRAMME STRUCTURE*

MS ACCOUNTING & ANALYTICS

1st Semester/Module I
Fall (1st Year) - Core (Sept - Dec)

Business Economics	3
Organisations and Leadership	3
Marketing Management	3
Total	**9**

2nd Semester/Module II
Spring (1st Year) - Core/Specialised Electives (Jan - Apr)

Applied Financial Statement Analysis	3
Business Analytics - Foundations	3
Information Systems- Design and Security	3
Total	**9**

3rd Semester/Module III
Summer (1st Year) - Core/Specialised Electives (May - Aug)

Analytics in Accounting and Control	3
Business Intelligence and Big Data Statistics	3
Applied Data Analysis	3
Total	**9**

4th Semester/Module IV
Fall (2nd Year) - Core - (Sept - Dec)

Field Project/Thesis	6
Grand Total	**33**

*subject to change

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* or equivalent degree in a relevant discipline including Business, Management and Commerce. A student with a non-business background may be required to take pre-requisite courses to be determined by the LUMS Admissions Committee depending on the academic background of the applicant. Options to do this will be given to accepted applicants requiring pre-requisite courses.

Applicants holding only a Bachelor's degree of less than four years' duration will be required to produce an equivalence certificate issued by the Higher Education Commission (HEC), Pakistan. Prior university studies must be from an institution recognised by the HEC, Pakistan.

Performance in Admission Test

Applicants are required to take the GRE (General) or Graduate Management Admission Test (GMAT) or NTS GAT (General) to be considered for admission.

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

Note
- GRE (General)/GMAT taken more than five (5) years before the admission deadline will not be accepted.
- NTS GAT (General) taken more than two (2) years before the admission deadline will not be accepted. A cumulative score of 50 in GAT (General) is a requirement for admission.
- If the applicant has taken more than one test, the best score will be considered for application evaluation.
- For equivalency details for the GRE (General) and GMAT, please see: **https://www.ets.org/gre/institutions/admissions/interpretation_resources/mba_comparison_tool/**

Statement of Purpose

Applicants will be asked to submit a written statement of purpose. It should identify in clear terms why they think they are suited to the programme. They should state how the degree would enable them to achieve their career goals.

Two Recommendation Letters

Recommendation letters should indicate the applicant's academic performance, commitment to excellence and their strong aptitude for business education. These can be from professional as well as academic referees.

Work Experience

The programme does not require prior work experience. Students may however benefit from having worked before in a relevant industry.

Submission of Online Application, Application Processing Fee and Online Supporting Documents

The 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

The relevant committee to analyse the admission decision will review shortlisted applications. Applicants are encouraged to provide complete information regarding their academic achievement, research reports, attended workshops, extracurricular activities and must tell LUMS about their significant experiences that can strengthen their applications.

Interview (if called)

Only short-listed candidates will be called for interviews.

FINANCIAL SUPPORT

Financial support is available to all eligible local and international applicants applying to our Master of Science programmes.

Merit Scholarship
75% scholarships are awarded to the top 3 candidates admitted to the programme.

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

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

FOR FURTHER DETAILS, VISIT

HTTPS://LUMS.EDU.PK/PROGRAMMES/ MS-ACCOUNTING-AND-ANALYTICS

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