



SUNEEL SARFRAZ MUNJ

Class of 2005
Co-founder,
PakWheels



SAAD KHAN

Class of 2006
Senior Director Franchise & Key Accounts,
Pakistan & Afghanistan,
PepsiCo



AYESHA RAZA FAROOQ

Class of 1995
Former Member of
National Assembly & Senator,
Pakistan

IMAGINE YOUR FUTURE

MESSAGE FROM THE HONORARY DEAN



Dr. Alnoor Bhimani
Abdul Razak Dawood Chair,
Honorary Dean, Suleman
Dawood School of Business

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.

SULEMAN DAWOOD SCHOOL OF BUSINESS

The 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.

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

Placed in the top
116
institutions in QS Asian University
Rankings 2023

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 2022 by Subject

Among top
250
universities for Accounting and Finance
in QS World University Rankings 2022
by Subject

Placed between
201-250
Asian Universities by Times Higher
Education Asia University Rankings 2022

SDSB is a
Harvard Business Publishing
content partner

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 the 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. They are 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.

Short Courses

To incorporate the latest industry trends in the MBA programme, various one-credit-hour elective courses, such as Influencer Marketing, The Business of Sports, Emotional Intelligence, Critical and Strategic Thinking, are offered. Led by academicians and industry leaders, these courses typically span over a week. Instead of having multiple learning objectives, they delve deep into innovation, new ideas, and specialised skills, keeping in view the future of industry and business.*

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
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*Course offerings may be subject to change.



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
- Excelia Business School, France
- IÉSEG 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
- Sabancı University, Turkey
- University of Malaya, Malaysia
- Universiti Sains Malaysia, Malaysia



"The Influencer Marketing (IM) course aims to educate students about the rapidly growing influencer marketing industry, with a particular emphasis on setting up influencer campaigns, selecting influencers, implementing IM strategies and measuring ROI.

Throughout the course, we study theoretical frameworks and invite guest speakers who share case studies from their companies about how IM helped deliver on their marketing communication objectives. As an instructor, I believe this course enables students to get exposure to a relatively new yet highly effective discipline in the marketing communication realm. Our graduates will play a stronger role as brand managers - having learned key facets of this fascinating discipline which is growing phenomenally, nationally and globally."

Anwar Kabir
Founder & CEO, Brand Spectrum and
Adjunct Faculty, SDSB

MBA CLASS PROFILE 2024

The LUMS 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.

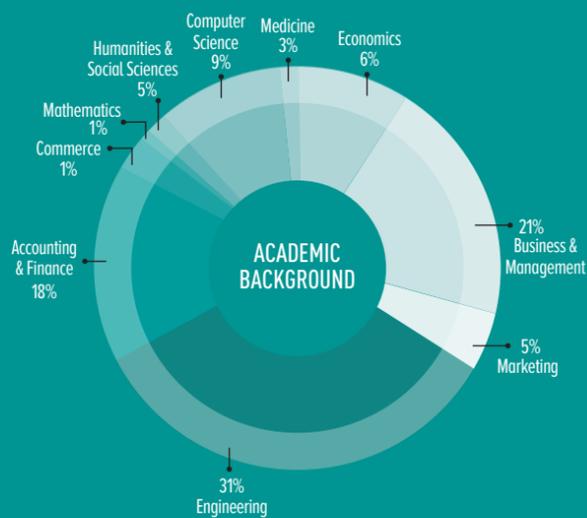
MALES: 65%
FEMALES: 35%



AVERAGE AGE
28 YEARS



AVERAGE EXPERIENCE
2.6 YEARS



ALUMNI NETWORK

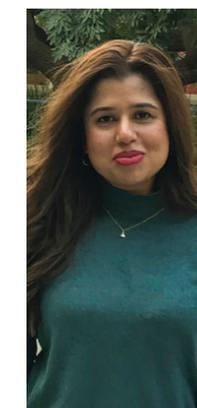
LUMS MBA graduates earn a lifetime membership to a privileged network of change-makers and impact creators around the world. MBA graduates stay connected through many alumni activities, including networking, professional development workshops, fundraising events, and more. With a 17,000-member group of business leaders, entrepreneurs, and thinkers around the world, the LUMS alumni network plays a crucial role in the pursuit of excellence and growth.



AIMAN BASHIR

**Co-founder & CEO, Out-Class
MBA 2012**

“The LUMS MBA is not just a degree in management; it is a high-intensity programme that welcomes a diverse group of ambitious people and sends them off as thought leaders and change-makers, ready to take on the shifting dynamics of the business world. I recommend this programme to those who are relentless and determined to amp up their professional lives, become leaders in a world of managers, climb the corporate ladder, or perhaps carve their own entrepreneurial paths. The LUMS MBA journey will require you to bring everything you’ve got - it will be a rollercoaster ride. You will take away from it, more than competence and grit, the incomparable gift of a truly remarkable alumni network.”



FIZA ALI

**Assistant Brand Marketing Manager,
Fungi Matrix
MBA 2022**

“The LUMS MBA programme is designed to teach aspiring professionals a myriad of skills, applicable to their careers and personal development. A brilliant faculty pioneering teaching through the case study method takes us on an exhilarating and rewarding journey. The classroom discourse provides a holistic environment that spurs healthy debate and learning among peers. The result of this two-year programme is the ability and confidence to add value to many industries and have the tools to start one’s own venture. It is a programme, ROI which pays off multi-fold throughout one’s lifetime.”

THE STUDENT EXPERIENCE



ABDUL HAADI KHAWAJA
MBA 2023

“The LUMS MBA programme has many distinctive features, including the case study method of teaching, endless networking opportunities and highly experienced faculty that offers good exposure to academia and industry. The programme is designed to develop critical thinking skills and the constant urge to seek excellence through extensive collaboration.”



NEHA HUMAIR
MBA 2023

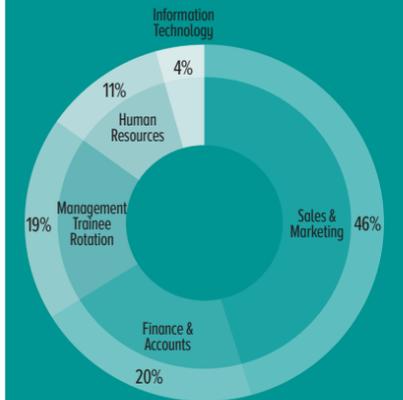
“The LUMS MBA is truly an exciting experience. Within the first week, we were challenged and pushed, which made us realise our true potential. Moreover, with everyone coming from a diverse background, we are also able to learn from each other's unique experiences. I believe one of the most important takeaways from the LUMS MBA will be the valuable bonds you will make with your peers as you embark on this journey together.”



EMPLOYERS OF THE MBA CLASS

Al Zayed Shades & Tents Industry LLC	Karandaaz Pakistan
10Pearls	KASB Securities
7Vals	Kenja Communication
AA Pulp & Puree (Pvt.) Ltd.	Khired Networks
Abacus Consulting	L'Oréal
Abudawood Pakistan	LUMS
Acasus	McKinsey & Company
Afiniti	Metro Cash & Carry
Aga Khan University (AKU)	MUNCH:ON
AIESEC - LUMS Training	Mywater
Ars Nova (AIESEC LUMS)	NayaPay
Artistic Milliners (Pvt.) Ltd.	Nestlé
Bain & Company	NovaMed Pharmaceuticals (Pvt.) Ltd.
Bank Alfalah	Nutrifactor Laboratories (Pvt.) Ltd.
Bazaar Technologies	Oware Technologies
Bisconni - Ismail Industries Ltd.	Oxford University Press (OUP)
Blink Co Technologies	Pattern Technologies
Byte Technology	PartEx Technologies
CarFirst	Procter & Gamble
CCL International	Packages Group
Center for Language Engineering (CLE), Lahore	Panther Tyres Ltd.
Centre for Economic Research in Pakistan (CERP)	Philip Morris (Pakistan) Ltd. - PMI
CitiBank	PTCL Group (PTCL & Ufone)
Coca-Cola Company	Reckitt Benckiser
Colgate Palmolive	Retailo Technologies
Data Dojo (Pvt.) Ltd.	Remington Pharmaceuticals
Dawlance	Roche
Dastgyr	RSI Chemicals
Decklaration Design Studios (Pvt.) Ltd.	SadaPay
Descon Engineering Ltd.	Samba Bank
Educative Inc.	Salesflo
Engro	Sapphire Textile Mills Ltd.
Express News	Sarmayacar Ventures
Fatima Group	Servaid
Fauji FreshnFreeze Ltd.	Shan Foods
FF Steel	Shell
Friesland Campina	Softwood (Pvt.) Ltd.
Garibsons (Pvt.) Ltd.	Solis Energy Solutions (Pvt.) Ltd.
GroupM	Standard Chartered Bank (SCB)
Habib Bank Limited (HBL)	Tapal Tea
Honda Atlas Cars Pakistan	TCS
IBL Healthcare	Telenor Pakistan
ICI Pakistan	TEXT
Ifi Sol Infinite Solutions	The Dawood Foundation
i-50	Total Parco
Jazz (Mobilink)	TreadStone Associates
Jotun Pakistan (Pvt.) Ltd.	Unilever
JS Investments Ltd.	United Christian Hospital (UCH)
	White Pearl Group
	Yodo1 Games
	Zong

PLACEMENTS BY FUNCTION



ADMISSION CRITERIA

LOCAL AND INTERNATIONAL STUDENTS

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

1. ACADEMIC RECORD

A minimum of 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 1 of the following tests in order to be considered for Fall 2023 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 www.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 NTS 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.



Scan the code for more information



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 are 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 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 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 is awarded to all admitted female students.

MCB STUDENT PERSONAL LOAN (SPL) FACILITY

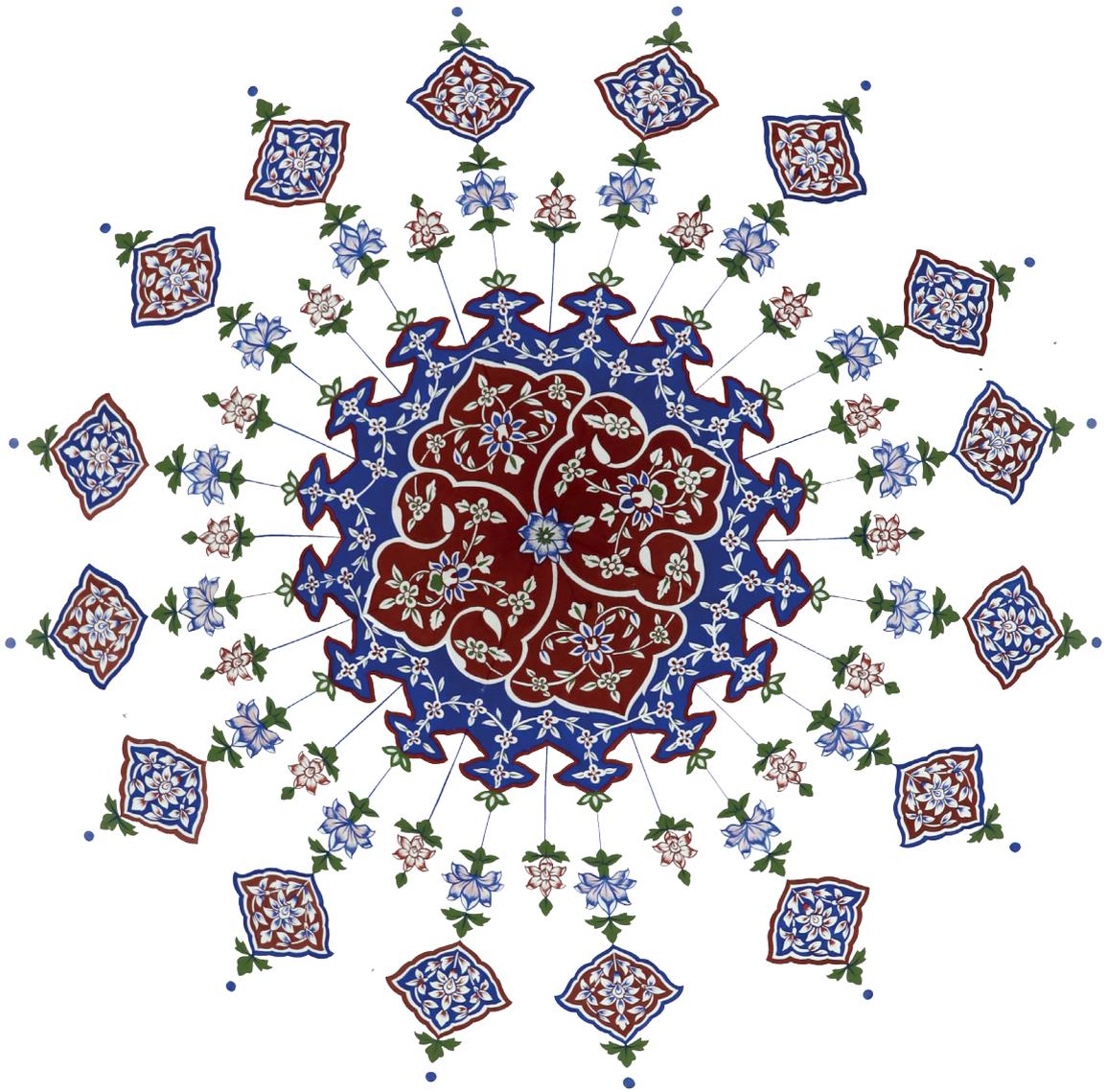
Local MBA applicants can apply to the MCB Student Personal Loan (SPL) facility.

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.



Scan the code for more information



LUMS

A Not-for-Profit University

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Email: admissions@lums.edu.pk

Website: www.lums.edu.pk



#LearningWithoutBorders