

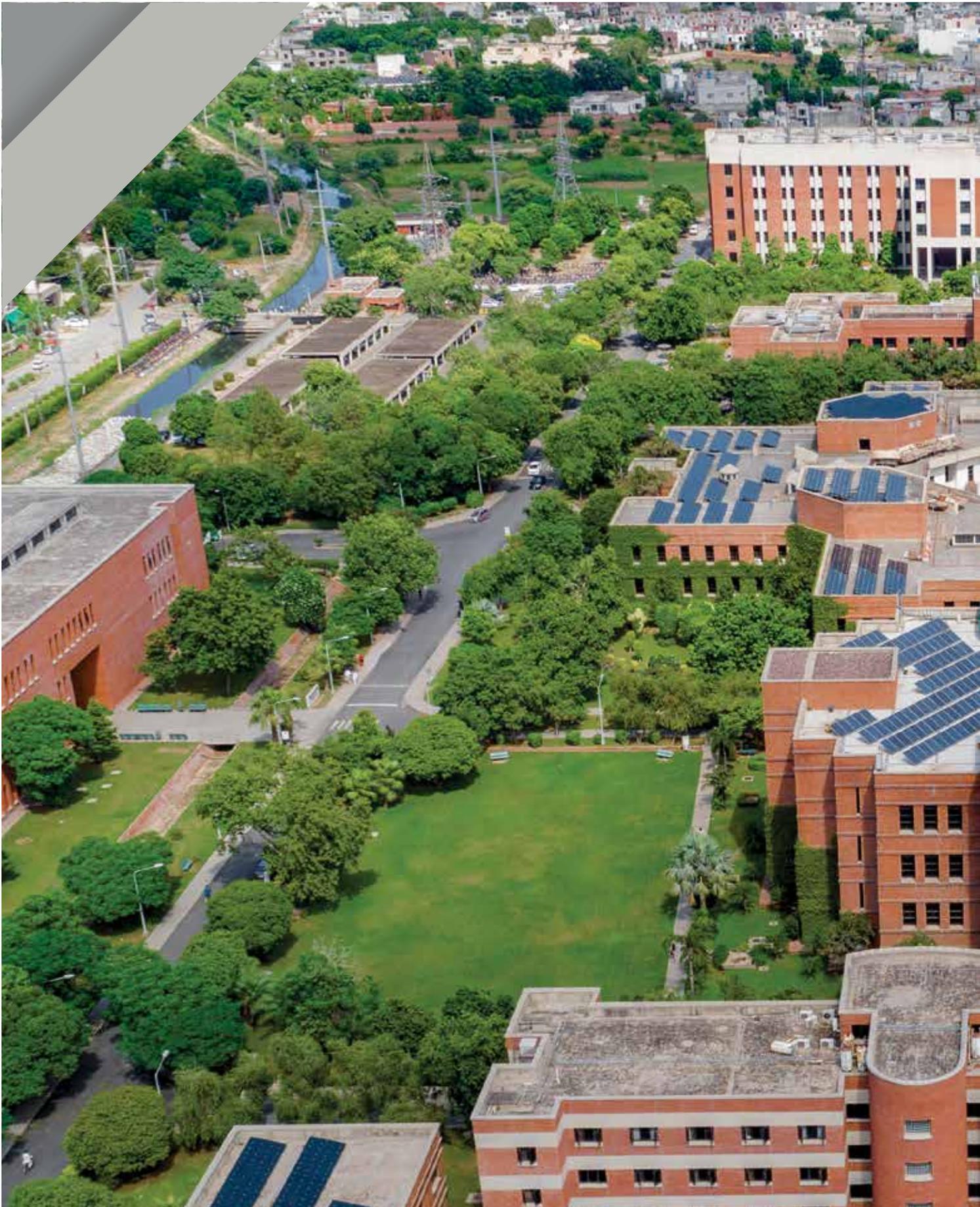
**32**  
YEARS OF  
EXCELLENCE

# MBA

## PROGRAMME



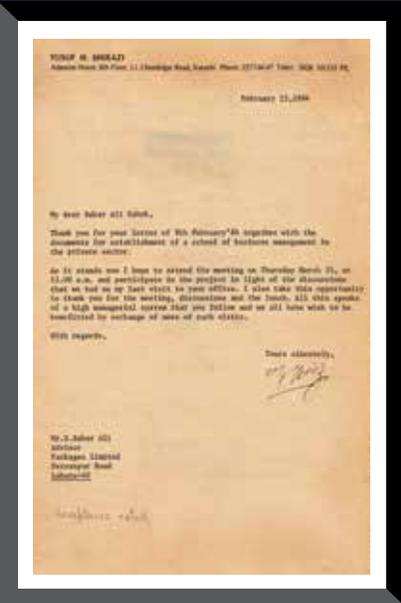
SULEMAN DAWOOD  
SCHOOL OF BUSINESS (SDSB)





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# THE LEGACY CONTINUES

The LUMS Business School's history began in 1986. Thirty-two years ago, we pioneered the first state-of-the-art business school in the country. The need for a challenging and relevant curriculum suggested the use of case studies rather than conventional lectures to impart knowledge. The decision was supported by close collaboration with Harvard Business School and the University of Western Ontario (UWO), both of which are pioneers in this teaching philosophy. LUMS spearheaded the Case Study Method of teaching in Pakistan; fast forward to today and the Suleman Dawood School of Business (SDSB) is locally and regionally

recognised. The Case Study methodology has been honed over 30 years and is central to SDSB's approach to practical business education today.

Our legacy in training global business leaders since 1986 shapes our future as one of Asia's most sought after business school. From the very beginning, the LUMS MBA was envisioned as a rigorous programme, taught by the best business school faculty. Attracting the best of the best, students are selected purely on merit; academic excellence is never compromised.



From the very beginning, the values that formed the basis of the Lahore Graduate School of Business Administration now LUMS, namely, commitment to excellence and merit-based approach are the same that the University prides itself on today.

LUMS MBA is committed to educating not just leaders of business but leaders of the world. From the time the School was envisioned, it was felt that Pakistan was desperately short of leaders. Even the city of Lahore did not have a single business school worth its name. LUMS provided these to the country. Today, carrying on this legacy LUMS continues to provide leaders to the world.



## MESSAGE FROM THE PROGRAMME DIRECTOR

Carrying forward its legacy of excellence, SDSB continues to empower the intellect and fulfil management expectations, nationally as well as globally.

Driven towards keeping pace with constant innovations in business practices worldwide, the Experiential Learning components are at the heart of the programme. The MBA has been undertaking a progressive path for the last two years. These are strongly directed towards bringing the perspective of the industry to the classroom setting, fostering a state-of-the-art educational

environment, developing a strong knowledge-base, nurturing an attitude in line with the industry requirements and challenges, and empowering the students to achieve a career advancing approach.

With a broad-spectrum of Experiential Learning opportunities, our general curriculum sharpens students' understanding of business fundamentals, while the core curriculum offers them the flexibility to gain insights into advanced topics. The MBA engages them in activities that are aimed to develop an energy powered future, a commitment with a managerial skill set and the attitude to change the way things are done in the business world.

With its top-notch faculty, its commitment to excellence and appreciation for talent, SDSB received the highest quality category accreditation by the National Business Education Accreditation Council (NBEAC). We are now in process of getting accreditation from international accreditation bodies like AACSB and EQUIS.

As a highly ranked business school, our internationally diverse faculty are experts and thought leaders in their respective areas. Bringing into the classroom practical and cutting edge knowledge with a global perspective, they help students stay competitive in today's dynamically changing marketplace. This group of educators and researchers inculcate a sense of exceptional commitment in the students and the classroom setup demands them to bring out their leadership skills. Dedicated to excellence in research, teaching and business engagement, SDSB faculty members are known to have a deep understanding of the rapidly changing world economy as well as a unique and complex business environment in the world. The learning environment thus produces graduates who are strategic and entrepreneurial in nature, team-players, ambitious and capable to turnaround organisations.

We at LUMS, also expose students to a global learning environment through our international exchange programmes with 16 universities, whereby they understand the transnational nature of today's businesses. Additionally, a significant number of our MBA students visit

Silicon Valley in the US each year, where they are exposed to tech giants and their latest innovations.

To drive our students towards success, recruitment drives, seminars and networking initiatives are integral components of the MBA programme. The MBA Placement Office educates, connects and advises students about opportunities in the professional world and work closely with them to prepare them for employer expectations within different professions and industries. We are proud of the high percentage of graduates who have been recruited across the globe and are contributing to the economy and society through their leadership acumen. Our alumni are not only founders of exciting startups but they also lead multinational corporations and spread the essence of LUMS' education and values globally.

The School supports dissemination and creation of relevant and responsible research with specific emphasis on values of responsibility, integrity and diversity as part of the curriculum. Additionally, our case method pedagogy enables critical integration of organisational examples into the curriculum. As a testament to our academic rigour, the Harvard Business Publishing (HBP) now encompasses distribution of SDSB cases through their site, making the School's cases available to a global audience. A major achievement for the Case Research Centre, this partnership places SDSB and LUMS on the international case map. Thirdly, LUMS MBA continues to develop graduates with a continued commitment and contribution to the industry, the academic community, and the wider society.

On behalf of all of us here at LUMS, I encourage you to explore our programme and the campus life and become a part of our ever-expanding network of excellence.

**Dr. Bushra Naqvi, PhD, FRM**  
Assistant Professor, Finance and  
Director MBA Programme  
Suleman Dawood School of Business

**“The school supports dissemination and creation of relevant and responsible research with specific emphasis on values of responsibility, integrity and diversity.”**

# OUR MBA

**LUMS ranked  
among Top**

**50**

in Asia by QS Graduate  
Employability Rankings 2019

**A partner  
case study  
contributor to**  
Harvard Business  
Publishing

**6 research centres**  
institutionalising  
cutting edge research  
and knowledge generation

- Rausing Executive Development Centre
  - Strategic Sectors Research Centre
    - Case Research Centre
  - Social Enterprise Development Centre
- Center for Governance and Public Management
  - China Pakistan Management Initiative

Ranked  
among Top

**300**

Business  
Schools  
of the world  
by QS World  
University  
Rankings by  
Subject 2017

**71%**

of MBA 2018  
successfully  
placed at  
the time of  
graduation

**Pioneer  
business**

school in case  
based teaching  
methodology in the  
region

**73% faculty  
members**

with PhDs from the  
world's top institutions

**16**

student  
exchange  
programmes  
with some of the  
best global  
institutions

## Experiential learning

with industry diagnostics, entrepreneurial drills and consultancy projects

## Fully funded scholarship

for local and international students

## Women Scholarship

for advancing women's leadership in business

850+

case studies indigenously developed on local industry problems and changes

12

MBA societies that complement academic learning with soft skills and leadership grooming

SDSB has full member status of

**Association of Asia-Pacific Business Schools (AAPBS)**

SDSB is also a member of

**European Foundation for Management Development**

Over  
**2000**

business leaders as entrepreneurs and top professionals around the world

## Visit to Silicon Valley, US

with exposure to tech giants such as Google, Apple, Facebook and Tesla

# CHALLENGING YOU ACADEMICALLY

## Passionate Scholars and Teachers at the Forefront of New Ideas

LUMS MBA faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are renowned leaders in the study of areas such as management, finance, marketing etc., shaping global markets today.

LUMS faculty members play an active role in national business communities, serving as consultants, board members, and speakers at major business conferences and seminars.

## A Tradition of Teaching Excellence

At SDSB, teaching excellence is a norm. In the MBA classroom, faculty members emphasise both, theory and practice by using a variety of teaching methods. Case studies, seminars, simulations, guest speakers, and group projects, all facilitate the learning process.

## Outstanding Thinkers and Leaders

Emulating best practices internationally, an experienced team of faculty members share their expertise and knowledge with students. Engaged in groundbreaking discoveries in the field, faculty members are authors of widely used case studies in marketing, economics and management adding to a repository of over 800 case studies. The Harvard Business Publishing (HBP) now encompasses distribution of SDSB cases through their site, making the School's cases available to a global audience.

## Real Life Insights from Industry Practitioners

The MBA programme also makes creative use of experienced practitioners from the industry in its classes as adjunct professors and lecturers. SDSB Speaker Series and CEOs at LUMS are leadership lectures delivered by eminent business figures, to inspire, educate and challenge students.



## Beyond the comfort zone

“The MBA originates from a time in the University’s history when it offered a single degree programme only. Yet its rigour, expanse and emphasis on developing students’ ability to diagnose and posit solutions to real business problems made it a market leader then, as much as it is now.

I teach Project Management which, for example, brings together ideas and industry practices from engineering, social sciences as well as operations and strategy. This ensures that our MBAs learn to draw on knowledge from different disciplines to seamlessly diagnose and reflect on contemporary, complex business situations that require more than the knowledge of what is typically considered to be ‘business management’. Our use of the case study method ensures that learning is always embedded in practice and knowledge is gained through argument, analysis and integration of ideas allowing students to be ably prepared to handle real life problems when they face them in their professional careers.

As an instructor, I like to push students to explore beyond their comfort zones and to develop and articulate their own insights.”

**Dr. Zehra Waheed**  
Assistant Professor,  
Project Management



## Pushing you to your limit

“Our MBA is extremely rigorous. It will entertain you, excite you and no matter what your background, it will make you do more. Our demanding course pushes you to your limit and brings you closest to what it is like working in the cut-throat corporate environment. Our approach is outside inside, where we pick original local case studies, with insights of what is happening in the industry. Students learn the tools and practices in class, so whenever our students are presented with a real life problem, they are able to draw from theoretical concepts and put them in practice. The resources we deploy to train our students are so sophisticated that other institutes cannot afford them. I like calling it ‘Experiential learning on steroids’.”

**Dr. Jamshed H. Khan**  
Professor,  
Operations, Supply Chain  
and Customer Focus



## Be in for a shock

“I teach Marketing and Managing Social Enterprises. In my Marketing classes, I teach students how to make money, in my non-profit classes, I hope to teach them how to spend it wisely. Any student joining the LUMS MBA should be in for a shock. At SDSB, students unlearn their bad habits fast. Here they will be asked to present and defend their diagnosis and solutions of business situations day in and day out with faculty members only facilitating the process. At the end of the two years they will evolve as aspiring entrepreneurs, visionary managers and responsible adults.”

**Dr. Ehsan Ul Haque**  
Professor,  
Marketing



## Innovation: The DNA of LUMS

“High-quality learning and experience is the DNA of LUMS. Experiential learning enriches our students with a platform for a practicum which means whatever knowledge they learn in a classroom setting is applied in the field by working with companies on real life problems. Secondly, since business is evolving into the digital page and there is a lot of artificial intelligence and machine learning happening, we believe in giving opportunities to our students where they can explore cross-disciplinary areas and technology that lead to innovation in the country.”

**Dr. Farrah Arif**  
Assistant Professor,  
Design Thinking and  
Consumer Analytics

# A PROFESSIONAL NETWORK THAT KNOWS NO BOUNDS

LUMS MBA Alumni Network is an astoundingly diverse mix of connections and contacts. These 2,000+ alumni are an impactful force in providing you leadership and professional development, propelling your career by connecting you to prospective employers. Their skill set and decision-making powers are inspirational as they are a driving force for national and international organisations. These Alumni provide perspective. They are willing to share their experience and give advice to you. The network is large and what you find is a connection that is both powerful and sincere.

MBA Alumni  
**2,288**

LUMS Alumni  
**12,180**



**Shahzad Saleem**  
Chairman,  
Nishat Chunia Group  
MBA '89

“In the LUMS MBA Programme, you find yourself surrounded with smart and driven people. The challenging case study method with the guidance of the highly accomplished faculty intensifies the learning experience. It helps your personality evolve and you learn a lot. Eventually LUMS becomes a part of you. After graduating from LUMS, I started my business by setting up a textile company. I used the management knowledge and tools which I had learnt during my time at LUMS in my business along with a value system of hard work which had been instilled by the institution. God has been very kind and the textile company I started out with initially is now the 3rd largest textile company in Pakistan. Nishat Chunia Limited has an annual turnover of approximately PKR 35 billion. We have also diversified in the power sector with Nishat Chunia Power Limited. Both of these companies are listed on Pakistan Stock Exchange and are providing value to their shareholders as well as benefiting the employees which are a part of the Nishat Chunia family.”



**Salman Wasay**  
Co-Founder Chaaye Khana,  
CEO Couch Potato  
MBA '90

“I was an average student with average grades when I joined LUMS back in 1988. That part didn't change, I was still an average student with average grades after graduating from LUMS. But I was a changed man. By the end of the 1st quarter, I accumulated 3 LPs (Low Passes). The rule was that if you accumulate 3 LPS in a year, you are sent home. I did that in 3 months. A board sat on my case and decided against my continuation of studies at LUMS, but for one Jim Erskine, the Dean. He called me and said, “Look I have vetoed the majority decision because I think you can do it. Don't prove me wrong.” That was the shot in the arm I needed. I turned around my grades within the next quarter and with it I turned around my future.

Graduating from LUMS gave me a clear direction to my professional life and helped me define my ambition. When I look back at my career, I clearly see how those two years at LUMS shaped my professional life. The case method of teaching trains you to think, look out for solutions, to be different and innovate. It also teaches you to have a heart to listen to other people's arguments and participate in a meaningful debate. Going through so many successes and failures through cases, it teaches you decision-making and understanding the fine line between risk and reward.”



**Azamat Akbarov**

Financial Controller,  
SRG, Private Equity Fund, Uzbekistan  
MBA '07

“The LUMS MBA not only equips you with the necessary skills required to run the business but additionally gives the soft skills to survive in a corporate jungle.

My professional journey can be characterised as challenging and very fast moving. Working in finance, I encountered situations beyond finance which required non-finance skills and it would have been impossible for me to deliver results had I not been equipped with skills learnt at LUMS.

The LUMS MBA realistically simulates the corporate environment. This is reflective in the level of pressure on the students in terms of strict deadlines and enormous workload. If an assignment needs to be done by early morning, then it must be done no matter what. LUMS actually taught me how to survive under such enormous pressure and I am grateful, especially to Dr. Jamshed Khan who inculcated this respect towards deadlines during the orientation approach.

Another aspect worth emphasising is the course taught by Mr. Farzad Rafi Khan. He shed light on certain aspects of corporate organisational politics, which unfortunately are not elaborated in basic Harvard case studies. Becoming Head of FP&A within less than two years was a big leap for me since I joined the management position with a team of analysts under my supervision.”



**M Junaid Saleem**

CEO & Co-Founder,  
TripKar.com  
MBA '09

“Belonging to Bahawalpur with no entrepreneurial background, LUMS changed my life. The MBA ignited the never-ending thirst for knowledge that led to my entrepreneurial journey. It gave me confidence to believe in myself and embraced me with skills to work towards a positive impact on society. My recent start up, TripKar.com, is an example of such an initiative. LUMS has made me a better leader, influencer and utmost a better person. Thank you LUMS.”



**Babar Hassan**

Head of Marketing-Lubricants,  
Shell - Middle East  
MBA '11

“LUMS is no doubt the best institution in Pakistan and the competitive advantage of its MBA is HBS based Case Study Methodology, strong faculty and high-quality student intake. LUMS helped me in developing my capability to analyse every business scenario with a practical, strategic and analytical framework which most of the times translates into a robust decision with a successful outcome.

SDSB is the only School in Pakistan which has the curriculum and methodology that is at par with the INSEADs and Harvards of the world.”





# A PRACTICAL BUSINESS EDUCATION

Employers need MBAs who are job-ready. We at LUMS, ensure that our graduates are global business leaders who are game changers and can provide leadership at any level in an increasingly global economy.

## CHALLENGE 01

### Employers believe that today's MBA is less relevant to industry practices

The LUMS MBA core courses are designed in conjunction with top CEOs and industry experts to ensure that all our MBA students graduate with the essential capabilities as well as knowledge of the core business areas of finance, marketing and strategy.

The Programme is at par with global MBA models. Students work on real business problems. They work with faculty and mentors to apply their learnings to business issues and derive analytical insights. This is done by using on-field learning exercises in synergy with case based teaching. Students use concepts learnt in class and apply them in interactive exercises through industry engagement, entrepreneurial drills and consultancy projects.

## CHALLENGE 02

### Today's MBA is all about hard skills

Going beyond spreadsheets and case studies, the LUMS MBA focuses on building soft and hard skills in its students. Through a unique blend of classroom instruction, targeted practice and constructive feedback, students acquire the essential soft skills they need from public speaking to decision-making in volatile situations – they are transformed into genuine leaders.

Our students have several opportunities to gain real insight into many aspects of management through our guest speaker sessions, where industry experts share practical aspects of management. These selective guests who are chief strategists, visionaries and leaders of their organisations enhance the understanding of students with real-time industry practices and innovative approaches.

Meanwhile, the MBA's Summer Orientation Programme (SOP) develops interpersonal skills, learnt from class mates and eventually prepares them for extensive teamwork.

## CHALLENGE 03

### Employers find a gap between theory and practice in MBAs

The LUMS MBA curriculum focuses this on-spot. The primary teaching methodology of the Programme is the case method. During the two years at LUMS, students work on over 800 cases which develops in them the ability to make decisions in a broad range of situations. The Programme provides significant practical experience based on real world situations, supported by professional mentorship through the 3 Experiential Learning components of the MBA.

The students are educated through a range of core and elective courses from multiple disciplines. The mix of general management and specialist courses through the two years makes our graduates truly versatile and ideal candidates for careers across a range of functions and industries.



# PROGRAMME STRUCTURE

The LUMS MBA Programme is a critical amalgamation of relevant theory and rigorous practice. It encompasses core business management through a unique combination of courses, case method pedagogy and experiential learning components.

## Case Method Pedagogy

During the two years at LUMS, students work on over 800 cases which develops in them the ability to make decisions in a wide range of actual situations. This methodology cultivates leaders who are fully prepared to solve problems and face challenges across local and global contexts. By taking the position of decision makers, students take ownership, feel the pressure, and recognise the risk process; taking creative decisions becomes a habit. Case based learning provides the opportunity to students to develop analytical application, decision making, oral and written communication, time management and creatives skills.

## Summer Orientation Programme (SOP)

SOP is aimed at developing a sound knowledge base for students that helps them perform exceptionally well when they enter the rigorous two-year Programme. It builds their business fundamentals through critical modules in Communication, Business, Finance and Computer Applications. SOP also orientates students with the business school and helps them become an active participant of the LUMS student community.

## Year I Core Courses

The Core Courses are designed post industry feedback and are unique due to their integrated industry relevant nature. From Statistical Analysis for Management to Decision Analysis, to Macroeconomics Environment and Business, to Operations Management to New Venture Creation, the entire set of diverse courses build intellectual capital and develop graduates who are ready for today's competitive business landscape.

## Experiential Learning I (EL I)

EL I covered in the first semester, comprises an Industry Analysis Exercise. This module helps students understand and analyse a selected industry and its market dynamics in detail. Not only do they examine the holistic business environment of the industry and its key players but also analyse current practices, predict future trends and provide strategic recommendations. Additionally, the exercise provides regular opportunities to stay connected with the business world and build relevant networks that go a long way.

## Experiential Learning II (EL II)

In semester 2, as part of the EL II, students develop an 'entrepreneurial mindset', a capability that is essentially required by every successful professional in today's world, be it a person aspiring to start a new enterprise or a manager working in the corporate world.

EL II specifically focuses on LUMS MBA students' ability to conceive innovative solutions in the form of a new product or service to serve a real problem faced by the potential customers or any large organisation. Thus, EL II tends to act as a linchpin between EL I and EL III.

The EL II module is divided into two sub-modules. The first and the mandatory module is conducted in semester 2. The second module is optional and takes place during the summer break in lieu of the MBA internship.

## Summer Internship

This is a mandatory project-based internship of at least 6 weeks between the first and the second year. It offers a working platform to reinforce the skills learnt during the first year into an actual business environment and drive meaningful change. Students gain hands-on experience of managing real life business challenges under the mentorship of top executives. They also build valuable professional connections that help them later in many ways, including permanent placements.

## Year II Elective Courses

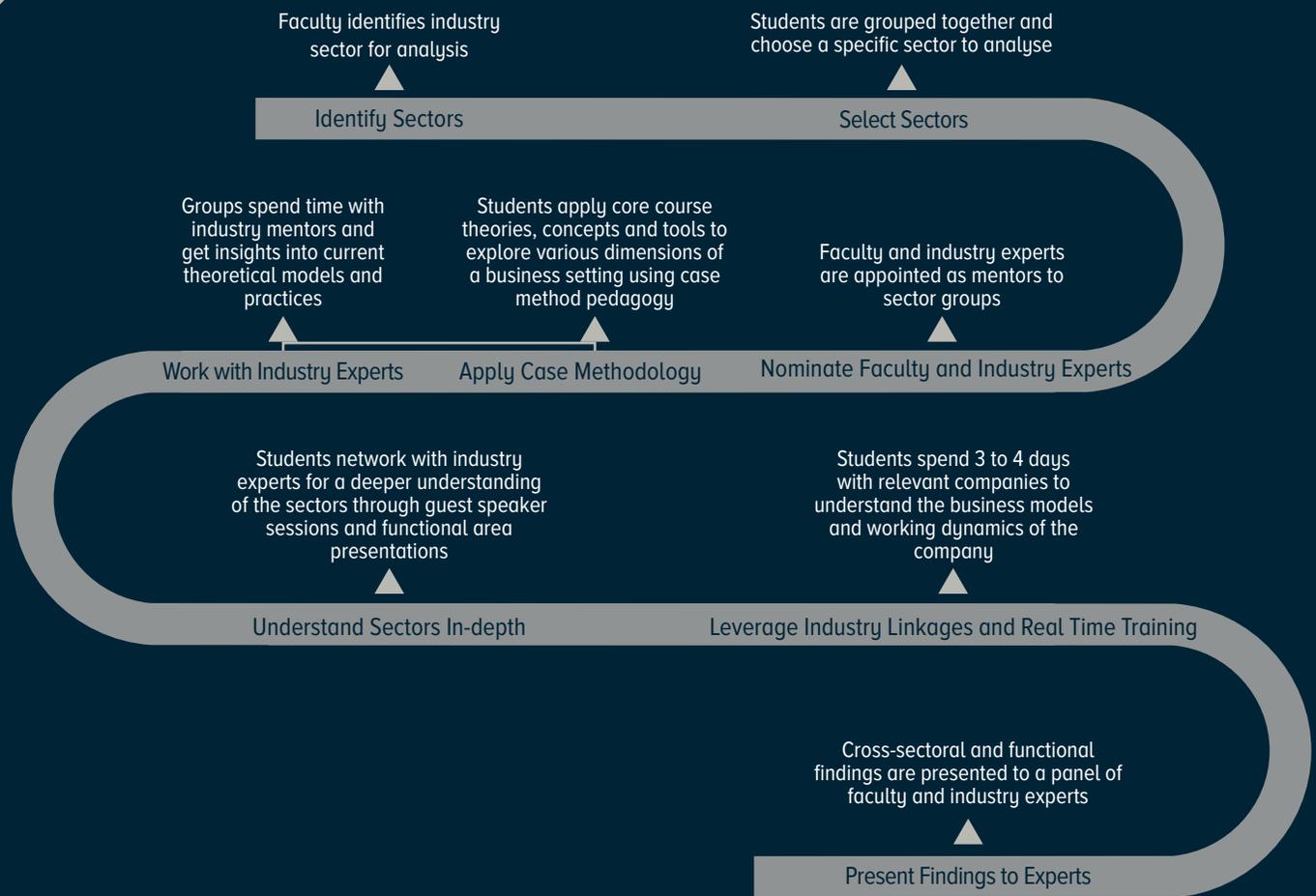
In year II, students select from a wide-range of electives offered in multiple disciplines. This helps students develop their career trajectory based on their future aspirations. The elective courses include: Business Intelligence to Retail Management, to The Business of Entertainment to Career Dynamics and Professional Development, to Agribusiness and Value Chain Management, to name a few.

## Experiential Learning III (EL III)

The third experiential learning module, covered in the first 10 weeks of semester 4, the MBA Consultancy Project (MCP), provides students the opportunity to apply their classroom learning in an actual business context. Students provide consultancy on a client business challenge under the supervision of a faculty member. Interim progress is monitored by the faculty supervisor and senior management of the client. The entire project culminates in a formal presentation to relevant stakeholders and submission of final reports.



# EXPERIENTIAL LEARNING I



## Over 60 Guest Speaker Sessions with industry experts, CEOs and veteran alumni

**Hussain Qadri**  
Associate Director, Material Management,  
Shaukat Khanum Memorial Hospital

**Hassan Bokhari**  
Chief Commercial Officer,  
ChenOne Stores Limited

**Tahir Yasin Malik**  
Chief Executive Officer,  
China Town and Jade

**Hamid Zaman**  
Managing Director,  
SEFAM

**Zeeshan Malik**  
Co-founder,  
Ghoomo Phirro

**Badar Khushnood**  
Co-founder and VP Growth,  
Bramerz

**M. Asad Noor**  
Country Head,  
General Electric

**Syed Adeel Anwar**  
Head Human Resource,  
The Coca-Cola Company

**Faisal Iqbal**  
Corporate Head (Central),  
Meezan Bank Limited

**Yasar Rashid**  
Chief Executive Officer,  
Stylo Group

**Atif Tufail**  
Chief Human Resource Officer,  
Akhuwat

# EXPERIENTIAL LEARNING II

## EL II MODULE A: ENTREPRENEURSHIP AND INNOVATION

Students introduce their findings from EL I to the module leader and learn concepts and frameworks related to the entrepreneurial mindset and innovative thinking

Students form project groups comprising of 4-5 members

Learn Entrepreneurial and Innovative Thinking Techniques

Form Groups

Students work with a module leader to brainstorm and finalise their business idea

Students choose to work on either of the following projects:  
 ● **New venture creation**  
 Innovative startup idea to be executed in the summer break  
 ● **New product/service development**  
 Create an innovative solution to an existing problem in the corporate sector in the form of a new, or improved product or service

Brainstorm Ideas

Select Project

Students collect feedback from potential customers and industry experts to transform their creative ideas into 'innovative solutions' in order to pivot their original conceptualisations

Students market test their ideas, interact with experts from the corporate sector and present their ideas to incubation centre directors, successful entrepreneurs and business leaders

Market Test Ideas

Present and Pitch Ideas

## EL II MODULE B: MY STARTUP

In lieu of the MBA internship, students can opt to work in the summer break on 'My Startup', an optional module. They work in a group of 2-3 students for a period of 8-10 weeks on the execution of their startup ideas as proposed in the first module of EL II.

This is created based on market research which revolves around the following parameters:

- Key partners
- Key activities
- Value propositions
- Customer relationships
- Customer segments
- Channels
- Revenue stream
- Cost structure

Create Business Model

Post MVP approval, students launch their business ideas in the market and test their hypothesis. Real time revenues need to be generated from their product or service.

After rigorous research, the groups develop and present Minimum Viable Product (MVP) to a panel to gauge its feasibility

Launch and Commercialise MVP

Present MVP to Experts

Each group meets the module leader every fortnight to share its progress as well as any challenges or roadblocks

Groups outline their venture progress, challenges and future plans in a final presentation

Discuss and Gauge Progress

Conduct Final Presentations

# EXPERIENTIAL LEARNING III

Students are divided into groups and each group selects a project based on its area of interest. Companies select a group that best meets their business objectives. Additionally, faculty advisors supervise each student group for consultation and feedback.

Students finalise 'action-oriented, executable, and result-based' projects. MCP can scope over multiple or one functional area e.g. Marketing, Operations, Finance, Human Resource Management etc.

Select and Finalise MCP

Finalise Project

Based on discussions with the client organisation and a faculty advisor, students prepare the project's TOR, covering timelines for each assignment within the project as well as delegation of group members to a specific part of the project.

Prepare Terms of Reference (TOR)

Students share bi-weekly reports. Post assessment of progress, interim reports are presented to the client organisation, faculty advisor and MCP coordinator at LUMS.

During the project, each group is stationed at the client organisation to work on the project where they develop a better understanding on the real life challenges in the decision-making process.

Share Progress and Reports

Work On-site

All groups are required to submit a complete MCP report and present the project findings to the MCP coordinator, faculty supervisor and client organisation.

Conclude with Presentation and Report

## Top companies involved in the MCP Project

**Elan**  
Jehanzeb Amin, CEO

**Sapphire**  
Shaheryar Khan Niazi, GM Merchandising

**Kayseria**  
Yasser Irfan, Brand Manager

**Wilshire Labs (Pvt.) Ltd.**  
Ghazanfar Ali Jawa, CEO

**STEDEC Technology Commercialization**  
Aqueela Ashraf, Manager Commercialisation

**Ehsan Chappal Store**  
Mian Faheem Akbar, HR Head

**IGI Insurance**  
Noman Bashir, General Manager

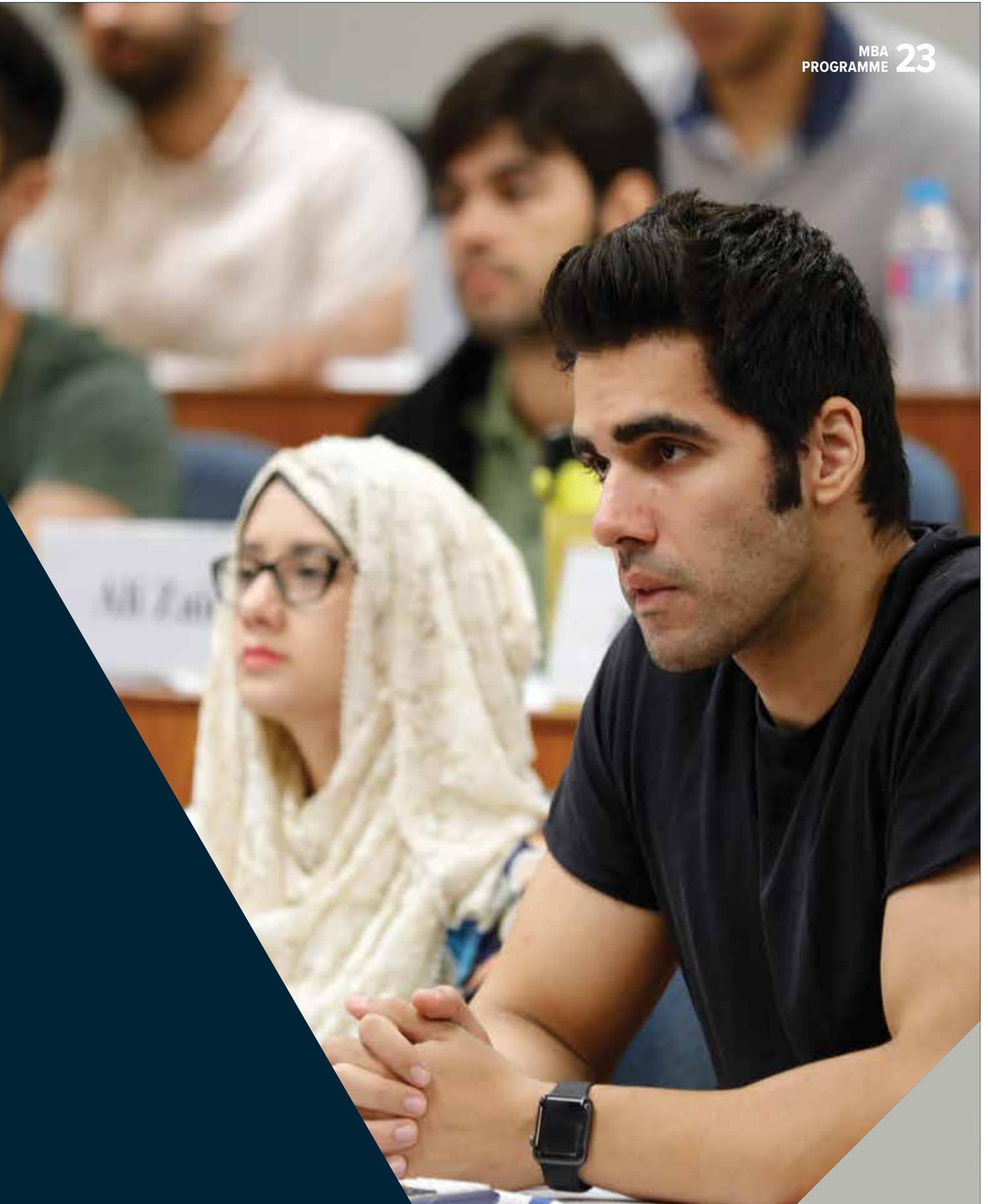
**Cowlar, Inc.**  
Umar Adnan, CEO

**Hush Puppies Pakistan**  
Qasim Mohammad, Marketing Director

**Mayfair Pakistan**  
Rabia Ghanchi, Marketing Head

**ICI Pakistan**  
Ahad Badar, Assistant Manager

**Zong Pakistan**  
Waqar Bashir, HR Manager



# WHAT MAKES A LUMS MBA

Through a continued commitment to excellence and merit-based approach, our MBA students share the characteristics of leadership, effective communication, decision-making, an entrepreneurial spirit and an analytical aptitude. They are well-rounded professionals and game changers who impact business management across the globe.



**Munir Alam**  
MBA '19

"As a marketing enthusiast, I always saw myself as a brand. With a solid academic foundation and experience of industrial marketing from Packages Ltd., I wanted to be successful in the corporate world. The LUMS MBA equipped me to interact and learn from the best faculty and leverage the alumni network to my benefit. LUMS MBA's case focused teaching method not only exposed me to the body of knowledge that the instructor had but also to that of my colleagues with different experiences and academic backgrounds. The Programme helped me build skills in areas of time management, team management and multitasking, which are absolutely crucial for excelling in the corporate world."



**Muneeba Shoab**  
MBA '19

"After working for three years with AKD Securities and post completion of my CFA level 1 exam, I felt the need to complement my technical skills with a managerial expertise. LUMS, by default was a natural choice. I have the opportunity to learn from the most experienced faculty in Pakistan. Beyond its academic rigour, the Programme foremost instilled a unique problem-solving approach, preparing me to take on professional challenges head-on."

## CLASS PROFILE

Average Age  
**25 YEARS**

Average Experience  
**2.4 YEARS**

Average GMAT Score  
**600**



**Salman Rashid**  
MBA '19

"LUMS MBA surpassed my expectations in terms of quality of education and I am proud to be associated with an institute of global repute. It has shaped me into a well-rounded personality capable of handling extremely stressful situations while equipping me with the requisite tools and skill set to deal with challenges effectively. The diversity of the students' work experiences and the teaching methodology of the faculty members ensures a climate that is thoroughly educational and interesting. The vast alumni network, guest speaker sessions and networking nights keep you up-to-date with the demands and requirements of the industry."



**Zubair Basra**  
MBA '19

"The LUMS MBA envisions to create future leaders who significantly impact society. While working as a Project Engineer for three years, I realised that cross-functional knowledge was critical to my success and relying solely on my engineering knowledge would not help me in taking on mainstream roles. Hence, I chose the LUMS MBA to blend my engineering skill set with essential business knowledge and fast-track my career progression.

The Programme is a transformational experience. One not only acquires a new skill set, but comes out as a totally changed person, who is more diligent and impactful than before. The rigour of case study and devotion of the faculty at SDSB are matchless. The Programme itself consistently pushes you out of your comfort zone, polishes your strengths and gives you a new way to think."



**Yusra Rashid**  
MBA '19

"The most valuable thing that the LUMS MBA has taught me is the value of hard work. From the gruelling days of the Summer Orientation Programme to spending nights pouring over study material, LUMS showed me that I am clearly capable of more than what I think I am. The teachers at LUMS are passionate about their work and their commitment and vast knowledge is inspiring."

# THE CORPORATE WORLD

## Employers of the Class of 2017 and 2018

- 3M
- Abacus Consulting
- AC Nielsen
- Back Office FZ LLC, UAE
- Bain & Company, UAE
- Baltoro
- Bata
- Careem
- Coca-Cola Exports
- Coca-Cola Beverages Pakistan Limited
- Continental Biscuits Limited
- CureMD
- Emirates NBD (UAE)
- Engro Corporation Limited
- Energas
- ECS
- Fatima Group
- FrieslandCampina Pakistan
- General Electric
- Henkel
- Hilal Foods
- Hush Puppies
- Hyundai
- IBM
- iCatch
- ICI
- Jazz
- Maersk
- Khaadi
- McKinsey and Company
- Medi Urge
- METRO Cash and Carry
- Metro
- Mughal Steel
- Nestle Pakistan
- Pakistan Air force
- Pakistan Centre of Philanthropy
- Philip Morris International (PMI)
- Procter & Gamble Pakistan
- Reckitt Benckiser
- Samsung Pakistan
- Shell Pakistan
- Service Sales Corporation
- Sefam
- Servup
- Standard Chartered Bank
- Supreme Foods (KSA)
- Tetra Pak
- Telenor Pakistan
- Total Parco
- Uber
- United Bank Ltd.
- US Apparel and Textiles - Advance Fashion
- Unilever Pakistan
- Wateen Telecom
- Zong CMPak

## Job Placement by Function

Consulting	6.25%
Corporate Banking	2.5%
Finance	2.5%
Human Resource	2.5%
Supply Chain	8.75%
Marketing	30%
Sales/Business Development	36.25%

## Job Placement by Sectors

Chemicals	8.75%
Energy	7.5%
Financial Services	6.25%
FMCG	21.25%
Government and Development	2.5%
Group/Conglomerate	11.25%
Management Consulting	6.25%
Marketing Research	2.5%
Transport and Logistics	10%
Technology	5%
Telecom	5%
Textile	2.5%

\* This data reflects job placements of 71 students out of 80 for class of 2017

# SDSB RESEARCH LINKAGES

The range of research activities at LUMS is broad and deep. Cutting edge research at the University continues to power ahead with a focus on quality and impact. SDSB stands proud of its research partnerships with esteemed international institutions. This facilitates faculty research and case development on an international scale. Our faculty is actively engaged in multidisciplinary research that underpins a huge range of innovations which create prosperity. We also have research linkages with the following renowned institutes:

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**Harvard University**

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**Institute of South Asian Studies, National University of Singapore**

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**Management Development Institute, Gurgaon, India**

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**McGill University (CIDA)**

---

**Massachusetts Institute of Technology**

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**University of Chicago**

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**University of Essex**

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**University of Sussex**

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# STUDENT EXCHANGE PROGRAMMES

16

International Student Exchange Programmes with some of the best global institutions

LUMS MBA is a truly global learning experience. The Student Exchange Programme at SDSB broadens your horizon and widens your network by providing global business perspectives. SDSB has established institutional links and student exchange programmes with some of the best universities of the world. The experience will expose you to new cultures, political systems and economic environments, and widen your perspectives of international business. This allows our students and faculty a permanent and powerful platform to global academics and research. LUMS SDSB partners with the following universities across the globe:

---

BOND UNIVERSITY,  
AUSTRALIA

---

BROCK UNIVERSITY,  
CANADA

---

COPENHAGEN BUSINESS SCHOOL,  
DENMARK

---

EMLYON BUSINESS SCHOOL,  
FRANCE

---

ESSEC BUSINESS SCHOOL,  
FRANCE

---

GUANGHUA SCHOOL OF MANAGEMENT,  
CHINA

---

IESEG SCHOOL OF MANAGEMENT,  
FRANCE

---

INDIAN SCHOOL OF BUSINESS,  
HYDERABAD, INDIA

---

KOÇ UNIVERSITY,  
TURKEY

---

LANCASTER UNIVERSITY,  
UNITED KINGDOM

---

MANAGEMENT DEVELOPMENT  
INSTITUTE, GURGAON, INDIA

---

SEOUL NATIONAL UNIVERSITY SNU,  
KOREA

---

TSINGHUA SCHOOL OF ECONOMICS  
AND MANAGEMENT, CHINA

---

UNIVERSITY OF NEW CASTLE,  
AUSTRALIA

---

UNIVERSITI SAINS MALAYSIA  
(USM)

---

UNIVERSITY OF MALAYA,  
MALAYSIA

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# THE MBA LIFE

Clubs and societies form an integral part of the MBA experience. They are the perfect setting for students to groom their skill set in all facets through leadership positions. These 12 MBA student societies with over 50 leadership positions serve the grass root perspective of how organisations run, complement students' soft skills and serve as effective networking interfaces to build lifelong connections with the corporate world. Students find exclusive opportunities to hone their leadership skills, organisational management potential as well as their creative abilities since these clubs and societies work with the corporate community, alumni and engage industry experts to organise numerous events each year, including guest speaker sessions, inter-collegiate competitions, conferences, group-discussions and seminars.

We welcome you to join these MBA clubs and societies and follow your passion and interests that will bring out the best in you. Our key MBA clubs and societies and their signature event are mentioned below.

**12**  
MBA student  
clubs and  
societies with  
over  
**50**  
leadership  
positions

**LUMS MARKETING EXECUTIVE CLUB (LMEC)**  
LUMS Marketing Colloquium

**LUMS HR EXECUTIVE CLUB (LHREC)**  
LUMS HR Confluence

**LUMS GLOBAL MANAGEMENT EXECUTIVE CLUB (LGMC)**  
GMC Synergies

**LUMS ENTREPRENEURSHIP EXECUTIVE CLUB (LEEC)**  
TEDxLUMS (Signature Event)

**LUMS FINANCE EXECUTIVE CLUB (LFEC)**  
Finance Prometheus Challenge

**LUMS SUPPLY CHAIN MANAGEMENT EXECUTIVE CLUB (LSEC)**  
SDSB Supply Chain Summit

**LUMS MBA LEADERSHIP SOCIETY (LMLS)**  
SDSB Leadership Marathon

**LUMS MBA SPORTS SOCIETY (LMSS)**  
Dangal (Signature Event)

**LUMS MBA MUSIC SOCIETY (LMMS)**  
LUMS Loud and Proud

**LUMS SALES CLUB (LSC)**  
LUMS Sales-Con

**LUMS BUSINESS REVIEW (LBR)**  
LBR (Annual Business Publication)

**LUMS TOASTMASTERS EXECUTIVE CLUB**





# FUNDING OPPORTUNITIES

Financial support is available to local and international applicants applying to our MBA programme.

## Asian Development Bank-Japan Scholarship Program

The Asian Development Bank-Japan Scholarship Program (ADB-JSP) provides support to students from ADB's member countries. This scholarship covers full tuition fee, cost of medical and accidental insurance, monthly subsistence allowance, book allowance and travel expense. The applicant needs to simultaneously apply to the MBA Programme for admission along with financial aid and ADB-JSP through relevant websites.

## Merit Scholarship

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

- A GMAT score of 700 and above or GRE score (equivalent to a GMAT score of 700 or above)
- Top three (3) applicants in the University Merit Ranking.

## Women Scholarship

Fostering, celebrating and advancing women's leadership in business, this merit-based scholarship will be awarded to highly talented young women who join the MBA programme.

## GMAT/GRE (General) Registration Fee Refund

Fee Refund of 1 GMAT/GRE attempt is given to admitted students.

## LUMS Interest Free Loan\*

LUMS currently offers Interest Free Loan to MBA students based on annual financial need assessment. The interest free loans cover partial to full tuition fee expense.

## MCB Student Personal Loan (SPL) Facility\*

MBA applicants can also apply to the MCB Student Personal Loan (SPL) Facility.

## External Scholarships (if available)

There are several 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.

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**\*Applicable only to local applicants**

For details please visit  
[financial-aid.lums.edu.pk/mba-emba-programme-fa](http://financial-aid.lums.edu.pk/mba-emba-programme-fa)

All decisions taken by the University are final. University reserves the right to amend its policies and procedures at any point in time during the programme.

# ADMISSION CRITERIA

- 1 Academic Record  
Successful completion 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
- 2 Performance in GMAT/GRE
- 3 Work experience (strongly preferred)
- 4 Two letters of recommendation
- 5 Interview performance

## NOTE

- All applicants are required to take GMAT or GRE (General) on or before the stipulated deadlines.
- Applicants completing their last degree by May 10, 2019 are also eligible to apply.

*\* Candidates holding only a Bachelor's degree of less than four years' duration will be required to provide an equivalence certificate of completion of 16 years of education issued by the Higher Education Commission (HEC), Pakistan.*

## ROUND 1

DEADLINE TO  
TAKE GMAT/GRE

DEADLINE TO  
APPLY

DEADLINE TO  
SUBMIT SUPPORTING  
DOCUMENTS

FEBRUARY 12,  
2019

FEBRUARY 19,  
2019

FEBRUARY 20,  
2019



## ROUND 2

DEADLINE TO TAKE  
GMAT/GRE

APRIL 12,  
2019

DEADLINE TO  
APPLY ONLINE

APRIL 17,  
2019

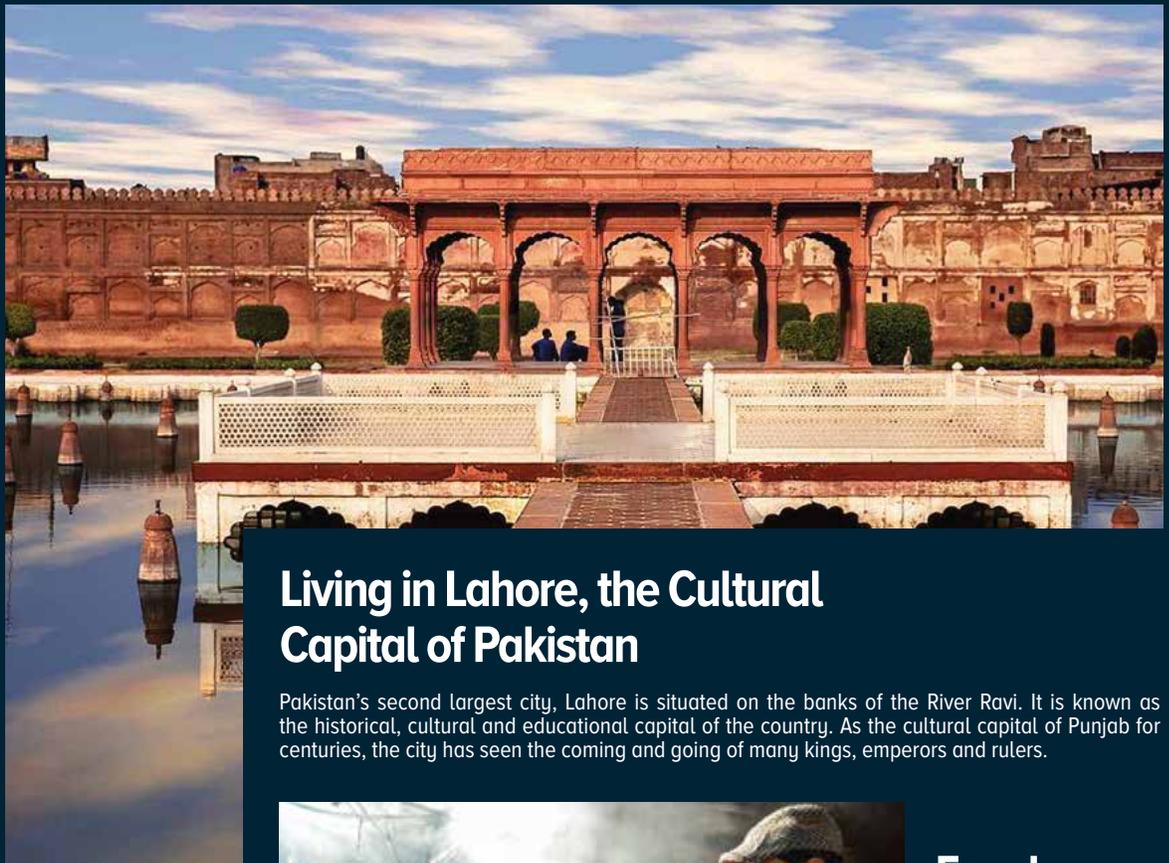
DEADLINE TO  
SUBMIT SUPPORTING  
DOCUMENTS

APRIL 18,  
2019

ADMISSION  
DECISIONS

APRIL - JUNE  
2019

# GETTING TO KNOW LAHORE



## Living in Lahore, the Cultural Capital of Pakistan

Pakistan's second largest city, Lahore is situated on the banks of the River Ravi. It is known as the historical, cultural and educational capital of the country. As the cultural capital of Punjab for centuries, the city has seen the coming and going of many kings, emperors and rulers.

### History

The city is famous for its historical landmarks. The Lahore Fort, Badshahi Mosque and Gurdwara are a testament to the Mughal and Sikh legacy of the city. The Mall Road is famed for its colonial buildings from the British Raj.



### Food

The city is famed for its wide variety and styles of food. Food streets at Gawalmandi and Anarkali are two good junctions for traditional food dishes, while restaurants and cafes offering continental as well as local dishes, can be found at M. M. Alam Road, Gulberg and Defence.



## Education

Lahore is also the centre of higher education in Pakistan. The University of the Punjab, Government College University, Kinnaird College for Women University and King Edward Medical College are some of the oldest and most prestigious institutes in the Country. Lahore University of Management Sciences quickly proved its mettle amongst these educational giants.



## People

Lahoris are friendly, generous and hospitable and their zest for life and food is well known. The people of Lahore like to claim that "One who has not seen Lahore, has not lived."



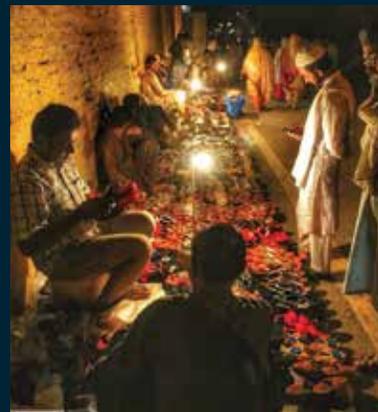
## Sports

The people of Lahore are sports enthusiasts. They share a love for hockey, cricket, golf, polo and football among several others. Numerous clubs and playgrounds dot the city landscape.



## Entertainment

Lahore is a lively happening place, catering to all forms of recreation. From gardens to historical sites to food and drama festivals to cinemas, it has a lot to offer in terms of entertainment.



## Cultural Activities

Lahore has a host of social activities ongoing all year round, which include arts and crafts exhibitions, film and literature festivals, concerts and much more.



SULEMAN DAWOOD  
SCHOOL OF BUSINESS



**LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS)**

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✉ admissions@lums.edu.pk

🌐 www.lums.edu.pk



#KEEPPROGRESS

#MERITMATTERS