

# Take a **LEAP** In Your **CAREER**

## Executive *MBA* Weekend Programme



**3 Areas of  
Specialisation**



**100 Participating  
Organisations**



**600+ Case Studies  
Written by LUMS Faculty**



**130+ PhD Faculty  
Members at LUMS**



Suleman Dawood  
School of Business

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Welcome to the Executive MBA Programme at the Suleman Dawood School of Business (SDSB). The school, to date has been successful in attracting an impressive applicant pool, and admitting a remarkable group of people who have gone on to further their careers and their host organisation's productivity. These leaders are now well equipped with the skills and tools needed to take on exigent roles as global business leaders.

The SDSB's Executive MBA Programme has an outstanding faculty that comprises experts in their respective fields. The faculty has proven academic track records of teaching and research. Foreign adjunct faculty and visiting professors from highly reputed universities add to the diversity and richness of the learning experience.

The programme's competitive edge is the Case Method pedagogy. It not only imparts functional expertise but also cross-functional learning and application that is requisite for the realistic outlook required by top management. From this year onwards participants will also have the opportunity of selecting their specialisations from General Management, Entrepreneurship and Public Enterprise Management. These specialisations will further allow candidates to impact their organisations with enhanced efficiency and relevance. Furthermore, a week-long international study module is also being offered to increase the global outlook and learning of our Executive MBA candidates.

Our participants come from assorted backgrounds, both professionally and personally. A diversified participant profile provides excellent networking opportunities across various industries. Our alumni prove to be particularly useful in providing a strong, dependable network and have a presence in Pakistan as well as in many other countries. This building of a dependable learning community serves as a valuable support system for the graduates. We are looking for motivated middle to top managers who are ready to work along our weekend programme structure, managing work, family and study.

On the following pages you will find more about the SDSB Executive MBA. I am sure the Executive MBA Programme will suit your aspirations and needs.

**Dr. Anwar Khurshid**  
**Associate Dean & Professor**  
**Suleman Dawood School of Business**



## WHY AN EXECUTIVE MBA FROM LUMS?

The SDSB's competitive edge is its teaching pedagogy, the case method of teaching. It emphasises experiential learning through local and international cases. Seldom do business managers face problems that are not impeded by external forces. Thus, the case method is the best adopted model.

## WHAT IS THE CASE METHOD PEDAGOGY?

It allows participants to tackle the decision making process in a more dynamic, real-world environment and draw on their individual professional experiences to enhance group learning. Combining originality with an applied approach to learning gives participants the structural tools to further their careers. This is in keeping with attempts to provide participants with a rigorous practical approach. The case method of teaching places a premium on teaching materials and standards.

## THE INTERNATIONAL PERSPECTIVE

Since 1986, over 600 cases have been developed at LUMS, focusing on the Pakistani business environment. This helps in further building on the local perspective of participants. By providing our participants with cutting edge international practices, we present them with opportunities for real growth in their careers. An international outlook, including the incorporation of global linkages and internationally qualified faculty, adds greatly to the sophistication and innovation of our Executive MBA Programme. Collaborative linkages with international institutions add immense value to the programme content and its marketability.

## EXCHANGE PROGRAMME

In keeping with our aspirations and the essentiality of integrating a worldwide appeal to our programme, we are including an international study module in which the students will visit Turkey/ Malaysia for one week. During the visit the students will be exposed to foreign business practices, industrial visits and sessions with foreign faculty.

# A COMMITMENT TO EXCELLENCE

With the global business setting becoming increasingly uncertain, the task of managing has become more challenging. The key to future business success lies in developing leaders who can effectively respond to the rapidly unfolding challenges of the day. LUMS Executive MBA has been designed precisely to cater to this need. While providing a rigorous and worthwhile business education, the programme has been designed to enable busy managers to acquire a superior management education while continuing to fulfill their professional responsibilities. The SDSB tradition of individually interviewing applicants ensures that we select only the best. Applicants come from a range of organisations and cities around the country. Through their interaction with one another, they add inestimable personal experience and value to the programme.

## WHAT SETS THE PROGRAMME APART?

To add to these features of the SDSB EMBA programme, our Executive MBA prepares individuals to impact change.

- Case method of teaching supplemented with computer based exercises and simulations
- Extensive use of distance learning and a virtual university system through e-modules
- Field visits and guest speaker sessions for a holistic and integrated perspective
- A week long international study module to Turkey/Malaysia
- 3 specialisations

## WEEKEND PROGRAMME

A 22-month weekend programme is offered over a period of 3 weeks and 32 weekends. The sessions are held on alternate weekends every month.

## SUMMER ORIENTATION PROGRAMME (SOP)

The SOP is an integral part of the Executive MBA Programme. It provides background information to the basic subjects needed to prepare participants for the challenges of the course load and case method. Successful completion of the SOP is a prerequisite for the regular programme. Though not graded, it eases the transition to the regular classes by providing the basic framework in the following modules:

- Business Mathematics
- Introduction to Financial Accounting
- Interpersonal Skills
- Introduction to the Case Method Pedagogy



Abid Amin  
EMBA 2010  
Head of Projects,  
SIEMENS Energy

The Executive MBA at LUMS is a unique experience which provides knowledge and a forum to develop capabilities to handle challenging business environments. As an employer, the organisation also benefits from the perspective brought in by the employee exposed to real life global case studies and discussions with experienced managers from different fields.



Rizwan Ata  
EMBA 2009  
SEVP,  
Meezan Bank Ltd.

My Executive MBA at LUMS has significantly enhanced my problem solving aptitude and provided me with the vision and skill set required to bring about positive changes in my life. After my Executive MBA, I have been elevated as Senior Executive Vice President-Circle Executive Central by my organisation.

## STRUCTURE

The study weekends are as follows:

SOP + Term 1A	9-day session
Sept-May	Alternate weekends
August-June	Alternate weekends

# Executive MBA Project

All participants work on a project which requires them to address an issue of significant importance to their organisation. The approach is that of a management consultancy assignment. A possible topic covers:

1. Carrying out a strategic review of an organisation and its environment
2. Identifying a major issue/problem faced by the organisation
3. Coming up with alternative solutions for addressing it

The project requires candidates to explore key facets of the issue and recommend alternative solutions. The study demonstrates awareness of relevant theoretical concepts, tools and techniques. It measures the candidates' ability to apply the most appropriate of these concepts to the organisational problem being studied. To the advantage of the current employer and candidate, the project is

usually identified by the current employer (client) of the candidate and a faculty advisor is attached for guidance and counseling. The Executive MBA project, therefore, is a real life test of the candidates' learning during the programme and their ability to apply the relevant skills and techniques.

## Courses Offered in the Executive MBA Programme

- Managerial Communications
- Spreadsheet Modelling
- Quantitative Methods
- Business Mathematics
- Interpersonal Skills
- Introduction to Case Method
- Leading Organisations
- Problem Solving and Decision Making
- Financial Accounting
- Finance
- Marketing Management
- Finance for Managers
- Operations & Supply Chain Management
- Attracting and Retaining Talent
- New Product Development
- Innovation and Technology Management
- International Module
- Managerial Accounting and Control Systems

### General Management (Specialisation)

- Corporate Finance
- Channel Management

### Entrepreneurship (Specialisation)

- Financing Entrepreneurial Ventures
- Venture Creation

### Public Enterprise Management (Specialisation)

- Monitoring and Control
- Procurement Management

## DISTANCE LEARNING

The Executive MBA participants are required to keep in touch with their academics through distance learning while off campus. The Information System Technology (IST) Department centrally supports LUMS' Learning and Content Management System, which allows each participant a dedicated academic resource centre on the web. Participants have access to several e-modules, course related activities and resources including assignments course material, discussion boards and online course evaluations.

*Spread Sheet Modelling, Mathematics and Financial Accounting online courses along with other tutorials are offered in affiliation with Harvard University before the participants actually set foot on campus.*



Moetesum Khurshid  
EMBA 2009  
GM Operations,  
Royal Airport Services (pvt) LTD

I needed a transformation platform during my mid-career change that could equip me with entrepreneurial insight. The rich and diversified LUMS Executive MBA class and faculty experience helped me reach my goal. The enlightening case discussions made us focus on what I call the "Why Factor", forcing us to take a holistic approach and not just focus on a single issue.



## CLASS ENVIRONMENT

As students, the Executive MBA participants experience different perspectives of individuals from diverse backgrounds. They get the opportunity to interact with each other and discuss complex case situations in class. Lively peer interaction is an integral part of the learning process in and outside the SDSB classrooms.

Once a participant is familiarised with the entire class and the professors at the SOP, for them EMBA translates into an enjoyable journey. The experience derived from an Executive MBA class gives participants confidence and the leadership qualities to tackle even the worst-case scenarios amicably. Lectures, videos and computer exercises complement the classroom experience.

## NETWORKING OPPORTUNITY

LUMS is also a networking hub for its Executive MBA participants. While enrolled in the programme, participants are constantly networking with the MBA students, alumni, the corporate world and senior faculty members. Participants are also called upon to stage seminars and deliver lectures in collaboration with the MBA clubs and societies. Some of these clubs are as follows:

1. LUMS Marketing Executive Club
2. LUMS Human Resource Executive Club
3. LUMS Global Management Executive Club
4. LUMS Finance Executive Club
5. LUMS Entrepreneurship Executive Club
6. LUMS Toastmasters Executive Club
7. LUMS Business Review
8. LUMS Investment Management Association
9. LUMS Supply Chain Management Executive Club

## FACILITIES

The Executive MBA participants have the option to avail accommodation facilities, at the Rausing Executive Development Centre (REDC) for the term, if necessary. Residence at the REDC is a single room accommodation equipped with STD/ISD services along with computing facilities in the allocated discussion rooms for EMBA participants. A superstore, cafeterias and medical emergency services are all present on campus.



M. Mudassar Aqil  
Sponsor  
GM, Human Resource &  
Quality Assurance,  
Bank Alfalah Ltd.

The LUMS Executive MBA is our programme of choice to develop senior leadership talent for Bank Alfalah. It provides the perfect platform to expose our high potential people to complex business decision making at higher management.



Muhammad Taufiq Cheema  
EMBA 2010  
Technical Manager,  
ICI Soda Ash Khewra

LUMS enhanced my confidence to meet future business challenges by improving my abilities to think strategically for effective resource management and make the right decisions at the right time. The Executive MBA has added substantial value to my personal and professional development. I will always feel proud to have been associated with this esteemed institution where I spent quality time.

# THE SDSB EMBA ADVANTAGE

## FOR PARTICIPANTS

EMBA participants will be able to:

- Get ready to assume a leadership role
- Accelerate their career growth
- Acquire advanced management skills without disrupting their career
- Expand opportunities, gain critical skills and secure a competitive advantage
- Learn by sharing perspectives with a diverse group of seasoned professionals
- Develop an effective network of peers and mentors
- Gain exposure to an extremely rigorous, stressful and demanding work routine, reshaping their work attitude and ethics

## FOR SPONSORING ORGANISATIONS

EMBA sponsoring organisations will be able to:

- Improve their organisation's productivity, performance and profitability by increasing the effectiveness of key managers
- Retain and motivate high achievers in their organisation
- Develop a pool of sophisticated leaders who will enable their organisation to take on global challenges
- Reduce their human development costs
- Keep abreast of the globally renowned practices and the skill set required to combat the challenges of an expanding business



# HERE'S WHAT YOU NEED TO ENROLL

## ADMISSION ELIGIBILITY GUIDELINES

Admission to the EMBA Programme is based entirely on merit. Applicants will be assessed on the following factors:

- Minimum of sixteen years of education leading to a Master's or Bachelor's\* degree from a university recognised by the Higher Education Commission (HEC), Pakistan
- Performance in the admission test (LMAT or GMAT)
- Work experience (at least eight (8) years of full time work experience with five (5) years of experience at a managerial position)
- Interview performance

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

The Admissions Office will review applications to ensure requirements are being met. Shortlisted candidates will be called in for an interview, after which the final decision will be made.

For details regarding admission criteria and deadlines, please visit our website: [www.lums.edu.pk](http://www.lums.edu.pk)

## ADMISSION TEST FOR EMBA

Applicants can either take the **LUMS Management Admission Test (LMAT)** or the **Graduate Management Admission Test (GMAT)** in order to be considered for admission.

**LMAT** is offered as an internal test of LUMS, typically based on Multiple Choice Questions (MCQs). LMAT will be conducted simultaneously in Lahore, Karachi and Islamabad according to the dates specified on the LUMS website.

**GMAT** is offered as a computer adaptive test worldwide. Apart from official test scores that LUMS will require directly from Educational Testing Service (ETS), USA, applicants must submit or mail a copy of the unofficial GMAT scores as soon as they take the test. **The LUMS code for receiving GMAT scores from ETS is 0679.**

## REMEMBER

- LMAT taken more than two years before the admission deadline will not be considered valid
- To register for LMAT, applicants are required to submit their complete online admission application on or before the test registration deadline. Submission of an online admission application is mandatory for taking LMAT
- GMAT taken more than five years before the admission deadline will not be considered valid

## PROGRAMME FEE

Participants are encouraged to discuss sponsoring options with their respective organisations.

The fee structure for the first year is as follows:

Fee Non-resident Participants	PKR
Admission (one-time expense)	64,500
Security (refundable; one-time expense)	15,000
Reading Material	41,200
Registration & Computing	35,000
Tuition	599,200
Total	754,900

LUMS reserves the right to change its policies without prior notice. For further details, please visit [www.lums.edu.pk](http://www.lums.edu.pk)



Muhammad Asad Noor  
EMBA 2005  
Country Manager, Transportation  
Business,  
General Electric

My 2 years at LUMS proved to be a game changer for me. Despite having an engineering background, I had mostly remained involved in diversified business functions during my 14-year career prior to joining LUMS in '03. The Executive MBA Programme at LUMS not only helped me polish my existing capabilities but also geared me up to take on bigger responsibilities in future. I am happy that I made the right decision at the right time!

# Sponsoring Employees

Participants are encouraged to seek financial support from their employers in addition to their consent to attend all the course modules. This means that the company agrees to spare the Executive MBA participant from work during on-site sessions to ensure that he/she is available on all class days.

The financial support of the participant's company is a matter that needs to be resolved between the participant and the company itself; however, LUMS does provide MCB – Student Personal Loan (SPL) facility to EMBA students.

## ACCOMMODATION

Participants will have to indicate on their admission application whether they want to stay on campus. They will have to commit for the entire programme and are responsible for their meals and other expenses.

## WORK EXPERIENCE

Work experience demonstrates the candidate's managerial track record and potential for success in senior positions. The candidates must have at least eight (8) years of full time work experience, with five (5) years at a managerial level. Evaluation is based on the quantity and quality of the full-time work experience.

## INTERVIEW PERFORMANCE

A merit ranking for interview short listing is established on academic performance, work experience and admission test score of the candidates. Those who qualify in this comparative ranking are called in for an interview.

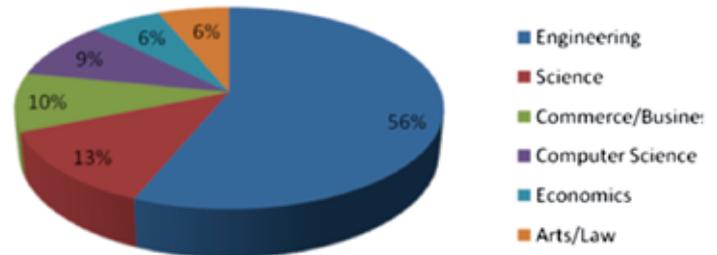
## PARTICIPANT PROFILE

The Executive MBA Programme is designed for mid-career managers and entrepreneurs who are devoted to taking on greater challenges and making a better impact on the productivity of their organisation. These individuals can leverage their rich work experience through a world-class management education.

### Executive MBA Admitted Applicant Profile - Class of 2015

Average Age	28
Average Experience (in years)	10.66
Average GMAT/LMAT Score	530

## ACADEMIC BACKGROUND - CLASS 2015



## Executive MBA Alumni

**Rizwan Aziez**  
EMBA 2009  
ICI Pakistan Limited  
Electrical & Instrumentation  
Manager

**Muhammad Tahir Aziz**  
EMBA 2009  
Shaukat Khanum Memorial  
Cancer Hospital & Research  
Centre  
Senior Manager

**Amir Mahmood Islam**  
EMBA 2005  
ICI Pakistan  
Human Resource Manager /  
Business Partner

**Shahid Hussain Gardezi**  
EMBA 2008  
Eni Pakistan Limited  
Maintenance & Facilities  
Optimisation Superintendent

**Samina Rizwan**  
EMBA 2007  
Oracle Corporation  
Senior Director, Industry  
Strategy and Insight

**Muhammad Asad Noor**  
EMBA 2005  
General Electric Inc  
Country Manager  
Transportation

**Muhammad Iqbal**  
EMBA 2008  
Pakistan Telecommunication  
Corporation Limited  
Senior Manager

**Abaidullah Khan**  
EMBA 2005  
Saudi Consulting Services  
Project Engineer

**Raja Waheed Ullah Khan**  
EMBA 2008  
Lotte Pakistan PTA Limited  
Corporate HR Manager

**Zaheer Ahmed Ghanghro**  
EMBA 2007  
OMS Private Limited  
Managing Director

**Sheikh Ali Hussain**  
EMBA 2007  
Agha Khan University  
Director, Resource Development  
Office

**Ammar Hassan Khan  
Lodhi**  
EMBA 2008  
Chevron Pakistan Limited  
Global Lubricants  
Area Competency Development  
and Compliance Manager for  
Pakistan, Middle East and Egypt

# EXECUTIVE MBA PARTICIPATING ORGANISATIONS

Here is a broad range of organisations that have sponsored their high flyers for the LUMS Executive MBA:

• A.F. Ferguson & Co. Chartered Accountants	• Habib Bank Ltd.	• Network Solutions
• Abacus Consulting	• Hadayat Sons	• Oracle
• AES Lal Pir Thermal Power Station	• Halcrow Pakistan	• Ovex Technologies
• Allied Bank of Pakistan	• Hana Financial Group (South Korea)	• Packages Ltd.
• Army Welfare Trust	• Haroon Textiles	• Pak Arab Refinery Ltd. (PARCO)
• Askari Commercial Bank	• HMA Pumps Grundfos	• Pakistan Air Force
• Askari Leasing Company Ltd.	• Honda Ltd.	• Pakistan Army
• Atlas Battery Ltd.	• Horizon Construction Pvt. Ltd., WAK Group	• Pakistan Navy
• Atlas Honda Ltd	• ICI Pakistan Ltd.	• Pakistan Telecommunication Company Ltd.
• Atlas Investment Bank	• IGI Insurance	• Prime Commercial Bank
• Aventis Ltd.	• ILM Society	• Reckitt Benckiser
• Aztech Marketing	• Income Tax Department	• Schering Asia
• Bank Alfalah Ltd.	• Inov8 Ltd.	• Servis Sales Corporation (Pvt.) Ltd.
• Bata Pakistan Ltd.	• Intellectual Property Organisation of Pakistan	• Shakarganj Mills Ltd.
• Bayer Pakistan	• International Power Global Development	• Shaukat Khanum Memorial Hospital
• BOC Pakistan Ltd.	• International Union for Conservation Nature (IUCN)	• Shell Pakistan Ltd.
• Caltex Oil Pakistan Ltd.	• Itim Associates (Pvt.) Ltd.	• Siemens Pakistan
• Civil Aviation Authority	• Ittehad Chemicals Ltd.	• State Bank of Pakistan
• Coca Cola Beverages	• JS Investment Ltd.	• Sunrise Packages
• Cosmopolitan Enterprises	• Karachi International Container	• Syed Bhais Pvt Ltd.
• Cybersoft Technologies	• Khan Housing	• Systems Ltd.
• Department of Auditor General of Pakistan	• KSB Pumps	• T-Channels
• Descon Engineering	• Lahore Electrical Supply Company (LESCO)	• TCS (Pvt.) Ltd.
• EFU	• Matrix Sourcing	• Telenor Pakistan
• Electronic Govt. Directorate Ministry of IT	• MCB Bank	• Teradata Pakistan
• Emirates Airlines	• Meezan Bank	• Unilever Pakistan
• Engro Corporation	• Mobilink	• Warid Telecom (Pvt.) Ltd.
• Ericsson Pakistan	• MOL Pakistan Oil & Gas	• Water and Power Development Authority (WAPDA)
• Fauji Fertilizer Co. Ltd.	• National Bank of Pakistan	• Workman
• Faysal Bank Ltd.	• Nestlé Pakistan	• WorldCall Telecom Ltd.
• Federal Board of Revenue		
• Ferozsons Laboratories		
• Gemalto		



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