



LUMS

TAKE CONTROL OF
YOUR FUTURE

EXECUTIVE MBA

SULEMAN DAWOOD SCHOOL OF BUSINESS (SDSB)



Message from the Programme Director

The Executive MBA at the Suleman Dawood School of Business (SDSB) is designed for mid-career executives aiming to advance their knowledge and skills to gain a deeper understanding of the business environment. Through advanced management practices and applied learning projects, EMBA executives emerge with a broader perspective and the tools to increase their impact.

The Programme is academically rigorous and demanding, it strengthens leadership and management skills and prepares candidates for senior leadership roles. The environment at LUMS is both stimulating and supportive and will facilitate you to harness your full potential.

Executive MBA candidates bring diverse professional backgrounds and experiences to the class which helps promote collaborative learning. The EMBA programme is an opportunity to join an elite forum for innovation and leadership, in which mid-career executives develop an edge in their management capabilities and build a network and connection with LUMS that lasts a lifetime. If you have the ability, the enthusiasm and the motivation to work hard, then we want to hear from you.

Asad Alam

Programme Director & Professor
Suleman Dawood School of Business
(SDSB)

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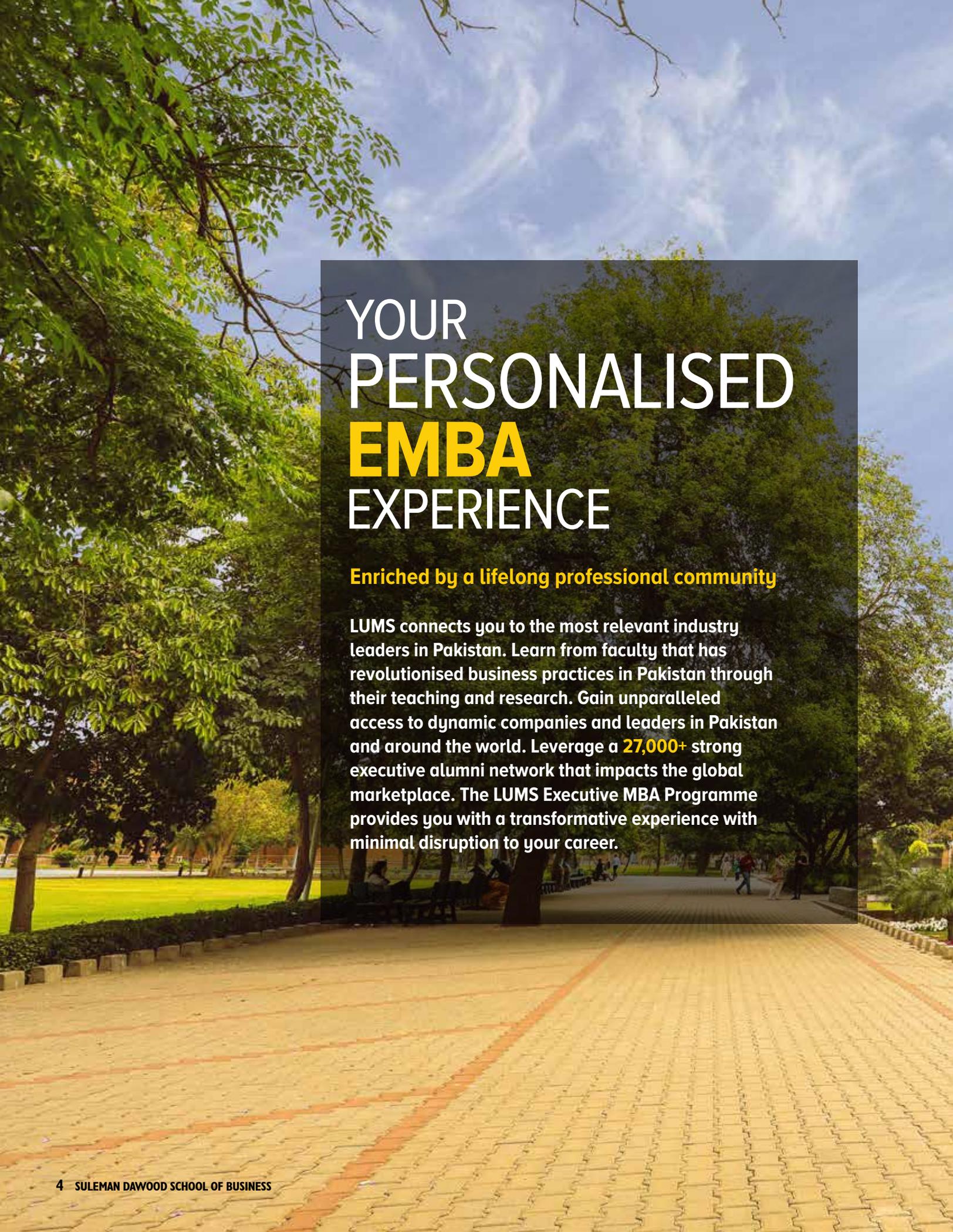
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YOUR PERSONALISED **EMBA** EXPERIENCE

Enriched by a lifelong professional community

LUMS connects you to the most relevant industry leaders in Pakistan. Learn from faculty that has revolutionised business practices in Pakistan through their teaching and research. Gain unparalleled access to dynamic companies and leaders in Pakistan and around the world. Leverage a **27,000+** strong executive alumni network that impacts the global marketplace. The LUMS Executive MBA Programme provides you with a transformative experience with minimal disruption to your career.





THE EMBA ADVANTAGE

- You do not have to put your career on hold to earn the degree
- Most EMBA students have advanced their careers during the programme or upon graduation
- Students learn from globally recognised faculty, the industry experience of their cohort peers, and a global learning experience
- EMBA prepares you for the next level of leadership
- The solid, general management core courses help you bring new ideas and skills to your work place and put them to work right away
- This degree is an excellent investment in your future. It is also a wise investment for your employer
- Maintain work-life balance with only three courses at a time
- On-campus classes are held every alternate Saturdays and Sundays to minimise required time out of office
- Highly experienced classmates with an average of 12 years of work experience
- Faculty with strong industry linkages, who have received global recognition for their research
- Students having complementary skills are paired in study groups; for example, a student with very strong quantitative skills may be paired with someone having excellent negotiations skills

EMBA STUDENT PROFILE

ACADEMIC BACKGROUND

Services	36%
Manufacturing	32%
Telecommunications	10%
Banking	10%
Automobile	7%
Oil and Gas	5%



AVERAGE AGE:
34 YEARS



AVERAGE EXPERIENCE
12 YEARS

PROGRAMME DESIGN

The programme is spread over 22 months, which includes 4 week-long sessions (two week-long sessions in the first year, one after the end of first year during summers for the globalisation module and the last week-long session at the end of the second year for EMBA project presentations) and 36 weekends. The regular sessions are held on alternate weekends every month. The programme is divided into the following modules:

- **Business Fundamentals**
- **Managing Operations and People**
- **Cost, Value and Innovation Management**
- **Law and Entrepreneurship**
- **Managing the Future**

SUMMER ORIENTATION PROGRAMME (SOP)

The SOP provides essential subject knowledge needed to prepare you for the challenges of competitive coursework and case method of teaching. The SOP is not graded but successful completion of the programme is a prerequisite for EMBA.

The SOP prepares you for regular EMBA classes by providing the basic framework in the following modules:

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

PROGRAMME STRUCTURE

The study weeks are spread as follows:

Year 1

Distance Learning Module 1 Harvard Business School Online Courses	JULY – AUGUST
SOP + Business Fundamentals Module 1	AUGUST – NOVEMBER
Distance Learning Module 2	NOVEMBER – DECEMBER
Managing Operations and People Module 2	NOVEMBER – MARCH
Distance Learning Module 3	MARCH-APRIL
Cost, Value and Innovation Management Module 3	APRIL – JUNE

Year 2

Cross Cultural and Globalisation Module	SUMMER
Law and Entrepreneurship Module Module 1	AUGUST – DECEMBER
Managing the Future Module 5	JANUARY – APRIL
EMBA Project	OCTOBER - MAY

DISTANCE LEARNING

The Executive MBA participants have to stay connected with the faculty through distance learning while off-campus. This connection is facilitated through the Information Systems and Technology (IST) Department at LUMS which centrally supports the LUMS Learning Management System (LMS). The LMS allows each participant a dedicated Academic Resource Centre on the web. Participants have access to several e-modules, course related activities and resources. These include course material, discussion boards and online course assessment tools.

EXECUTIVE MBA PROGRAMME COURSES

Online Courses

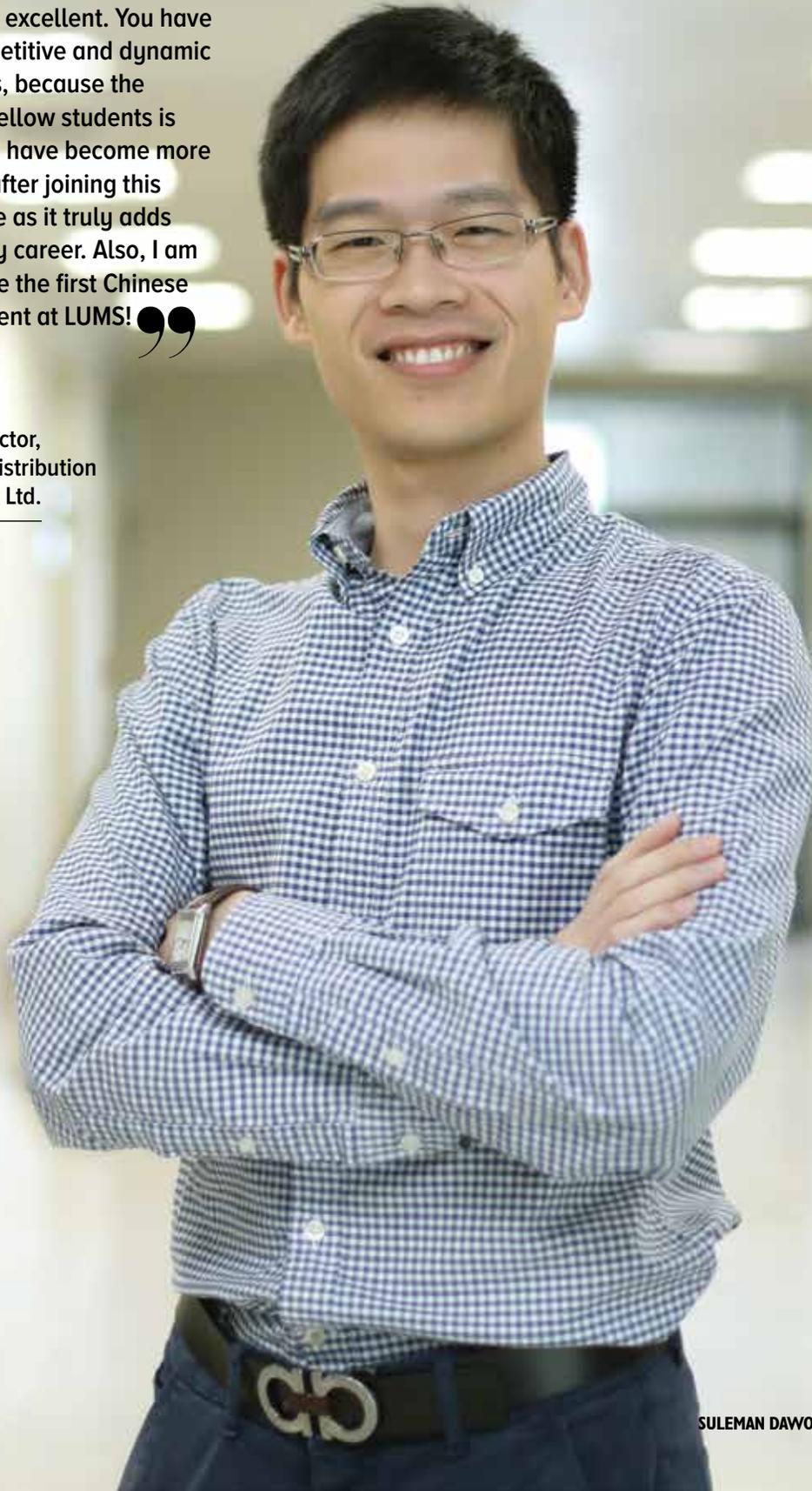
- Managerial Communications
- Spreadsheet Modelling
- Quantitative Methods
- Mathematics for Management
- Financial Accounting
- Finance

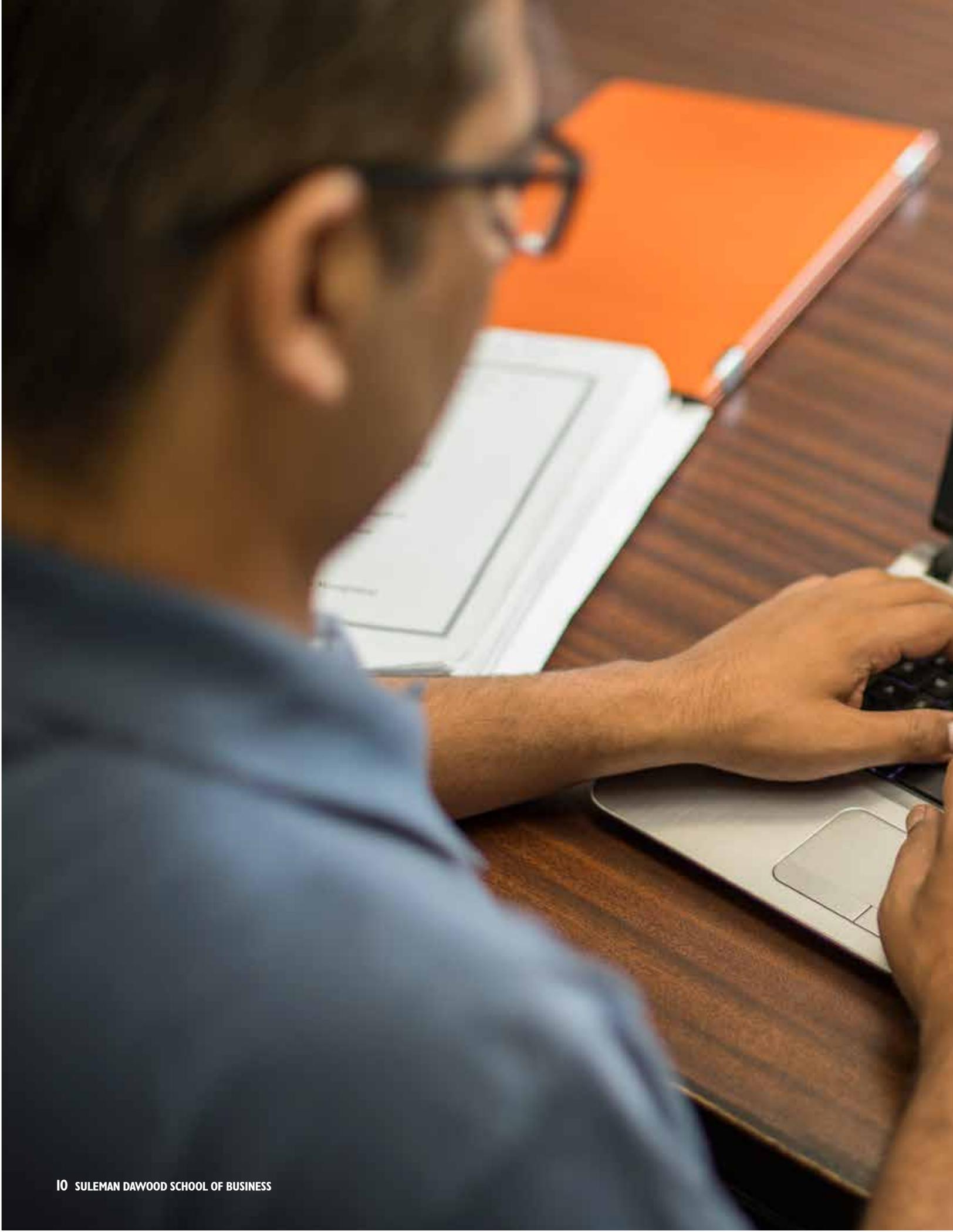
Core Courses

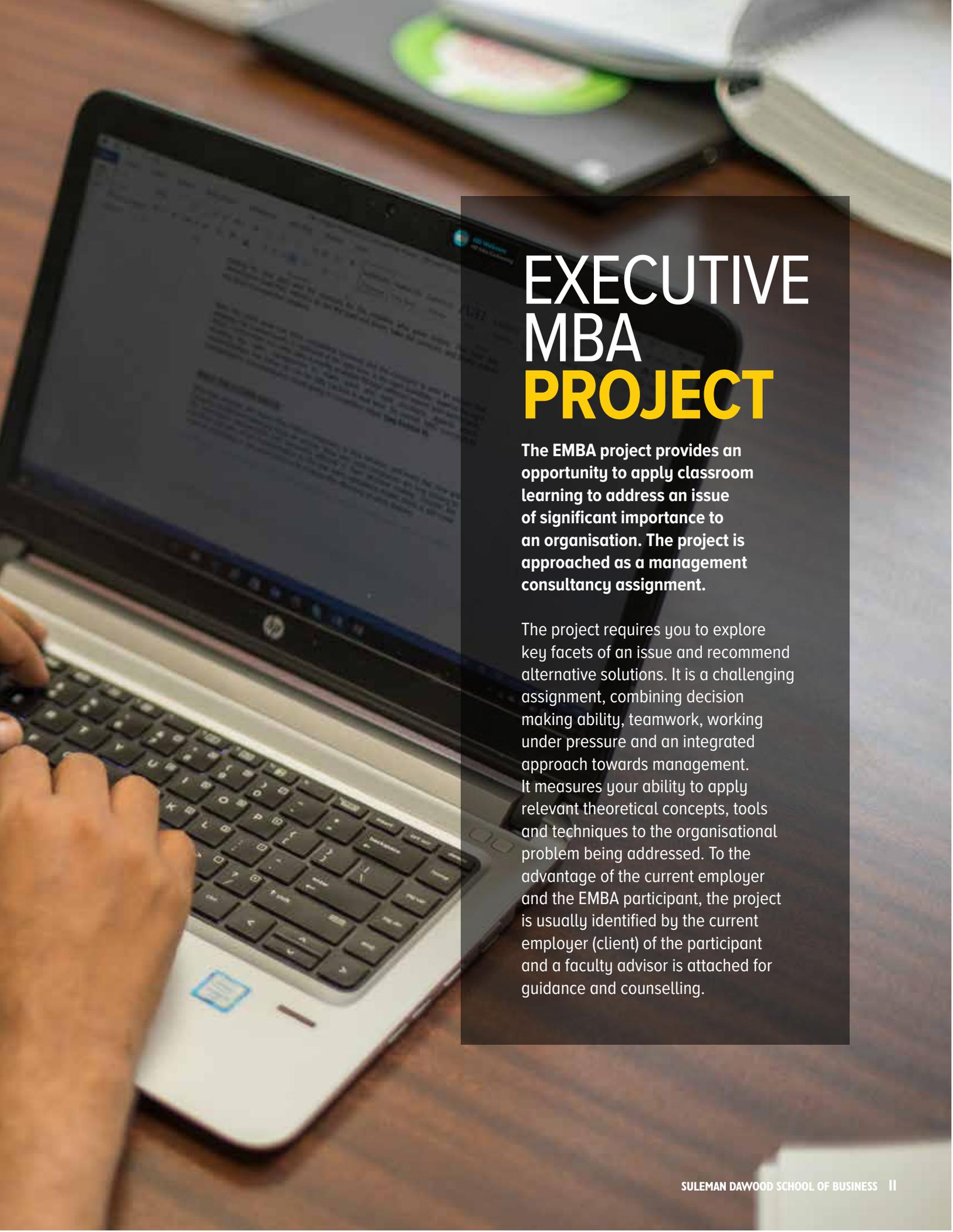
- Understanding Financial Statements
- Problem Solving and Decision-Making
- Marketing Management
- Managerial Economics
- Operations and Supply Chain Management
- Managing People
- Managerial Finance
- Innovation and Technology Management
- Managerial Accounting and Control Systems
- Business/Corporate Strategy
- Business Law & Corporate Governance
- Leading Organisations
- Corporate Finance
- Venture Creation & Corporate Entrepreneurship
- Islamic Ethics

“LUMS EMBA is demanding, but the faculty and support provided is excellent. You have to be competitive and dynamic in the class, because the calibre of fellow students is very high. I have become more confident after joining this programme as it truly adds value to my career. Also, I am happy to be the first Chinese EMBA student at LUMS!”

DA FU
EMBA 2018
Deputy Director,
Sales and Distribution
ZongCMPak Ltd.







EXECUTIVE MBA PROJECT

The EMBA project provides an opportunity to apply classroom learning to address an issue of significant importance to an organisation. The project is approached as a management consultancy assignment.

The project requires you to explore key facets of an issue and recommend alternative solutions. It is a challenging assignment, combining decision making ability, teamwork, working under pressure and an integrated approach towards management. It measures your ability to apply relevant theoretical concepts, tools and techniques to the organisational problem being addressed. To the advantage of the current employer and the EMBA participant, the project is usually identified by the current employer (client) of the participant and a faculty advisor is attached for guidance and counselling.

GLOBALISATION MODULE

GLOBAL LEARNING EXPERIENCE

EMBA participants learn first-hand about international business practices, competitive markets, and complex environments through the Global Learning Experience. Last year, the EMBA class of 2017 visited San Francisco Bay Area aptly titled the Silicon Valley to learn the ropes of Entrepreneurship from start-ups gurus. Naeem Zafar, who teaches entrepreneurship at UC Berkeley and Brown University and is also a serial entrepreneur, having started his own business at the age of 26, was the instructor of the course.

The LUMS EMBA entrepreneurship courses are designed to develop an entrepreneurial mindset and enable participants to develop their own toolkit to overcome the myriad challenges they might face in creating a scalable business. The mindset and toolkit is useful for those who want to launch or join a startup as well as those who seek to innovate within a large company.



The Globalisation Module teaches EMBA participants

- Critical thinking about problems in a multidimensional way before solving it. Before drafting any solution, the problem space should be thoroughly studied.
- Radical collaboration between people from different fields of life, different demographical backgrounds and cultures and how to work together. Unlike minded people working together can look at the problem from various angles before solving it.





- Mindful of processes of problem solving at the beginning of an exercise. To divide the project into smaller benchmarks and measure the deliverables as the project progresses.
- Culture of prototyping and how to create a lot of prototypes and evaluate them based upon the pre-decided guidelines. Also the prototypes can be presented to the user group for evaluation before finalising.
- Checking a product's commercial viability and its business viability can be done in multiple ways that involves using your personal network, hiring of professional service and relying on your own gut feeling. Test marketing can be done on small scale to understand the impact. This leads the participants to understand the reasons behind the creation and growth of giants like Google, Apple, and Cisco.
- Tech feasibility and the understanding of how technology can facilitate your business idea. It evaluates various technologies available and their costs.
- Experiential learning as the visits to companies in Silicon Valley give insights about the impetus of success in different companies, different frameworks of growth, the importance of intellectual property rights, and upcoming trends in industry.



“At LUMS, I was able to learn and challenge myself and others in an interactive environment. This came through deep analysis, finding solutions, stating my opinions within a limited window of time and then building on it to establish my credibility.”

UMER GHUMMAN

EMBA 2014

Head Mobile Phone Division

Samsung Electronics Pakistan Ltd.

COMMITTED TO DIVERSE PERSPECTIVES

INDUSTRY PERSPECTIVE

The LUMS faculty has developed 800+ cases focusing on the Pakistani business industry, which further builds on the local perspective of the participants. Suleman Dawood School of Business (SDSB) cases are now accessible on the Harvard Business Publishing (HBP) website, making LUMS cases available to a global audience. Collaborative linkages with international institutions add immense value to the programme content.

PARTNER/SPONSORING ORGANISATIONS

- | | |
|---------------------------------|--|
| • National ICT R&D Fund | • International Resource Group (IRG) |
| • PTCL | • Atlas Honda Ltd. |
| • Zong | • Beaconhouse School System |
| • C4I Directorate, GHQ | • Rausing Executive Development Centre, LUMS |
| • GE Energy | • Siemens Pakistan Engineering Company |
| • Hitech Networks (Pvt.) Ltd. | • Service Sales Corporation (Pvt.) Ltd. |
| • Sharif Feed Mills (Pvt.) Ltd. | • Warid Telecom |
| • Drakken (Pvt.) Ltd. | • Adsells Advertising |
| • HBL (Barclays Bank PLC) | • NetSol Technologies |
| • Engro Foods Ltd. | • ChenOne |
| • Descon Oxychem Ltd. | • Fauji Foods |

ADVANTAGES FOR SPONSORING ORGANISATIONS

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

THE LUMS ECOSYSTEM

YOUR LIFELONG PROFESSIONAL COMMUNITY

More than 27,000 loyal executive alumni make up the LUMS global network

As an EMBA participant you will immediately have a strong connection to professionals all over the world, including top executives at leading national and international firms, successful entrepreneurs, community leaders, and passionate industry volunteers.



ENGAGE WITH WORLD- RENOWNED FACULTY MEMBERS

Students are encouraged to engage directly with 204 PhD faculty members at LUMS, including research experts and industry professionals, to form a collaborative learning experience in which students and faculty draw upon their unique industry experiences and perspectives.





“ The Executive MBA has been a life-changing experience for me. This degree taught me how professional businesses are run. The case study method exposes students to the challenges faced by larger organisations and how they overcome real time business obstacles. One learns not only from the finest faculty in the country, but while interacting in an elite peer group we enhance each other’s knowledge of our respective industries. ”

SAHAR ATIF

EMBA 2017

Creative Director and CEO
Sahar Atif Design Studio

“The steep learning curve at the EMBA programme has changed me since I joined, not just in my technical knowledge of the business world, but also in my multitasking abilities, my renewed perspective of time and its value, and most importantly, in realising my true potential. LUMS is a ‘centre of excellence.’ The faculty, teaching approach, first-hand exposure to the industry, learning from peers, and state-of-the-art infrastructure and facilities on offer are unmatched. The ‘Think Global, Act Local’ philosophy, a key building block for the institute, is evident in its impressive case based teaching methodology. With great emphasis on experiential education and value addition from a wide array of professionals in every class, LUMS makes an ideal learning platform for you to explore endless possibilities.”

Saleena Beg

EMBA 2019
Senior Officer Customs and Trade Facilitation
USAID Pakistan Regional Economic
Integration Activity (PREIA)



THE LUMS ECOSYSTEM

THE LUMS NETWORK

LUMS is also a networking hub for its EMBA participants. As an EMBA participant you are constantly networking with the MBA students, alumni, the corporate world and senior faculty members.



A TRAINING GROUND FOR LEADERS

The EMBA allows students to develop new skills and capabilities. This changes the way they approach business problems thus enhancing their leadership skills.

GAD & BIRGIT RAUSING LIBRARY

Library offers advanced systems and technologies for its users. It allows free and secure access to library catalogues and its full text resources through a web interface called iPortal. It also provides access to more than 35,000 online journals.



ACCESS TO CUTTING EDGE RESEARCH

The SDSB faculty engages in cutting edge research in all major fields of business studies. This research benefits the larger public—especially managers, executives, entrepreneurs and policy-makers. These insights emerge from pioneering research conducted by the SDSB faculty and published in the world's leading academic journals and case hubs. Our teaching is informed by most practically relevant lessons from such research. SDSB facilitates knowledge sharing and dialogue between the academia and the industry, thereby bringing LUMS one step closer to its goal of creating synergy between theory and practice.





“ I would highly recommend people to join the Executive MBA at LUMS as it will have a positive impact on their careers as well as their personalities. Moreover, you will start loving the place, the people and the instructors in no time! ”

MOHAMMAD SOHAIL NAWAZ

EMBA 2018

General Manager

Sales & Marketing Division

Honda Atlas Cars Ltd.

“ The EMBA programme is adding great value as it integrates my practical working experience in both China and Pakistan with an enhanced awareness, building skills and international exposure. I find the methodology of instruction strategically focused towards precise knowledge building while widening our respective horizons. ”

NAIMIN YANG

EMBA 2020

General Manager

TCL Electronics Pakistan (Pvt.) Ltd.



WORLD-CLASS 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.



SUPER STORE

The LUMS Super Store provides easy access to daily provisions including toiletries, groceries and stationary.



LUMS COCA-COLA AQUATIC CENTRE

The latest addition to the University sports facilities is the LUMS Coca-Cola Aquatic Centre, which is an international standard indoor swimming pool built in line with FINA specifications (25 metres length), operational throughout the year, certified for national and international competitions. LUMS is the only university in Pakistan to house such a facility.



ATM

There are three ATM machines present on campus, providing speedy and safe access to cash 24/7.

PHARMACY

The campus Pharmacy offers a wide range of medicines and healthcare products, located on the first floor of the LUMS Superstore.

SYED MARATIB ALI SPORTS COMPLEX

The Complex at LUMS offers an ideal environment to carry out numerous sporting activities like tennis, squash, gym, football, volleyball, cricket, basketball etc.



TAKE THE NEXT STEP

We start accepting applications in November for the new session. Applicants continue to be accepted until the class is full. Deadlines for each admissions cycle are available on the LUMS website.

Applicants will be assessed on the following criteria:

- Minimum 16 years of education leading to a Master's or Bachelor's* degree from a Higher Education Commission (HEC), Pakistan recognised university
- Performance in the GMAT or GRE (no other admission test scores are valid)
- Work experience (at least 6 years of full time work experience)
- Two letters of recommendation
- 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

Decisions on admission are made after careful evaluation of all applications. Evaluation for interview calls is carried out based on a combination of factors such as academic track record, performance in GMAT and work experience.

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

Note

- GMAT taken more than five years before the admission deadline will not be considered valid
- The deadline to take GMAT is May 17, 2019
- If the applicant has taken more than one test, the best score will be considered for application evaluation
- Availability of GMAT score is mandatory for submission of online admission application
- Applicants who are admitted and join the EMBA programme will get a refund of one GMAT registration fee

FINANCE YOUR EMBA

MCB STUDENT PERSONAL LOAN

LUMS provides the MCB Student Personal Loan (SPL) facility to EMBA students. Details of the loan can be viewed at:

<https://financial-aid.lums.edu.pk/emba-loan-options>

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 EMBA programme.

SPONSORSHIP

EMBA 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 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.



“ I come from the banking sector and here at LUMS I have had the opportunity to meet people from diverse backgrounds. In class group discussions, getting such a versatile set of ideas is a great source of learning for me. LUMS EMBA is a very rigorous programme where the case methodology is being used to give us insight on almost every business situation we encounter on a day to day basis. Moreover, LUMS has the best teaching faculty available in Pakistan having knowledge of every dimension of the business world.”

Atif Munir

EMBA 2020

Manager Operations
Summit Bank Limited



“The LUMS EMBA programme is a 360 degree intellectually stimulating experience. It is a platform for manifold learning. From networking to the trying deadlines; I feel that each plays its role in achieving the overall EMBA objective. I joined the programme with the aim of discovering a new dimension of Business Administration; it’s been that and everything else! It is an overwhelming programme and highly recommended for both business, and non-business professionals.

The Programme is very unconventional. The teaching methodology is both distinct and empowering for students. Moreover, the faculty comprises of highly dedicated professionals from whom there is plenty to learn even outside the classroom. In short, it is a perfect blend of modern industry practices and the textbook based curriculum; a mix hard to find elsewhere.”

SARAH NISAR

EMBA 2019

Manager, Customer Value Management
PTCL

ADMISSION CALENDAR

Activity	Date
Deadline to take GMAT	May 17, 2019
Deadline to apply for admission	May 21, 2019
Deadline to submit supporting documents	May 22, 2019
Admission Decisions	June - July 2019
Classes Start	August 2019



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#MERITMATTERS

#KEEPPROGRESS