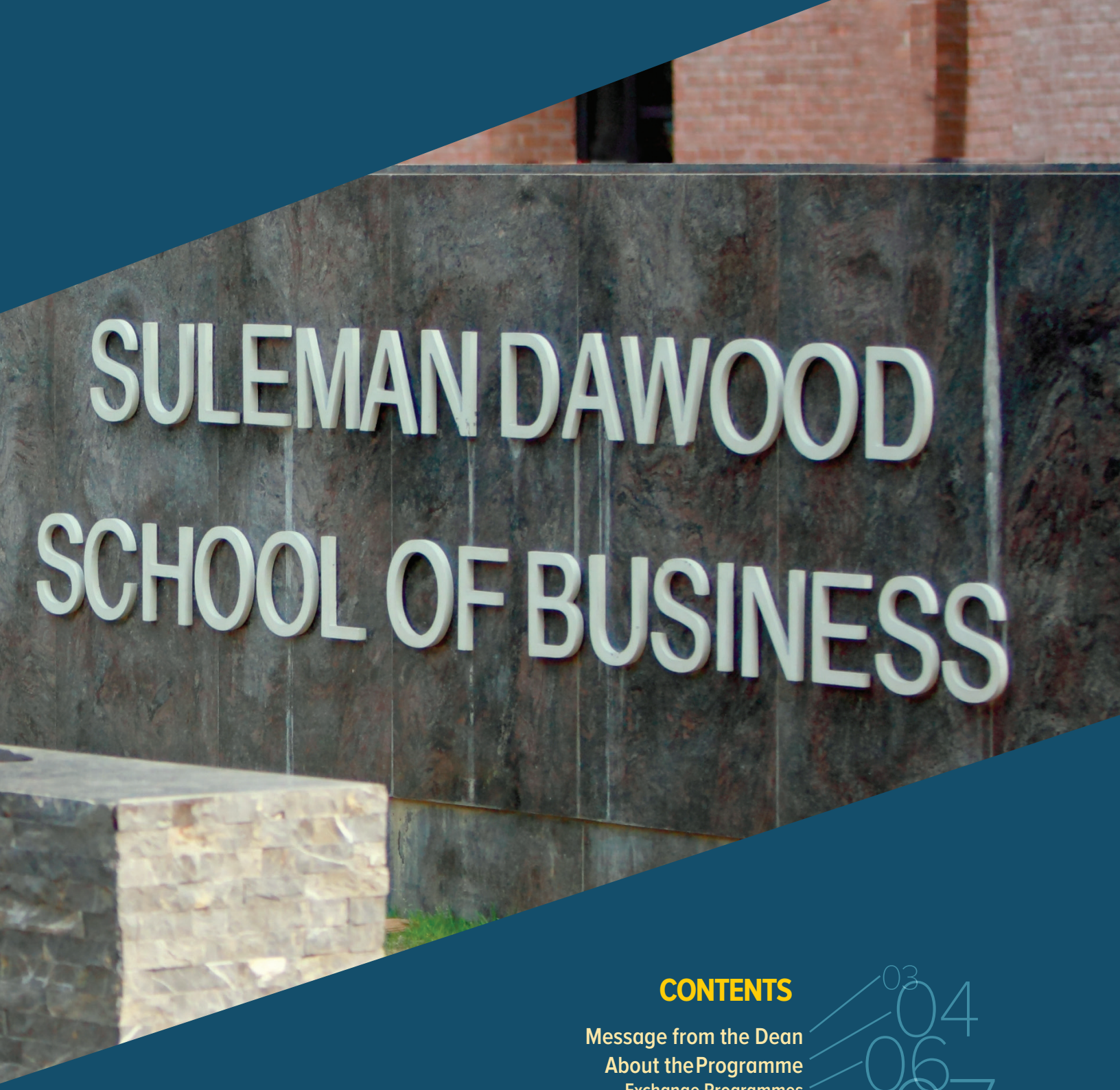
LUMS | MBA

Inspiring Brilliance

Suleman Dawood School of Business

Lahore University of Management Sciences

www.lums.edu.pk/sdsb



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Cover Photographs:

L to R: Dean SDSB, Dr. Arif Nazir Butt conducting an MBA class session
A LUMS MBA student on an International Exchange Programme
Students discussing job placements at a Networking Night, organised by MBA Placement Office (MPO)

MBA 2016 Class Profile

Academic Background	%
Economics	14
Engineering	35
Arts	2
Medicine	1
Science	8
Commerce/Business	38
Computer Science	1

Geographical Distribution - MBA 2016

Regional Distribution

Pakistan	%
Islamabad/Rawalpindi	19
Karachi	22
Lahore	47
Other	12
Overseas	**%**
Saudi Arabia	1

MBA 2016 Class Profile

Average Age	24
Age Range	20-34
Professional Experience Range	0-8 years
Average Experience	2.25 years
Average GMAT/LMAT Score	610

Suleman Dawood School of Business

Inspiring Business Excellence

Message from the DEAN

Suleman Dawood School of Business is a leading management school in Asia, especially distinguished as a pioneer of the case method of teaching in Pakistan. With over 600 local cases and several high quality publications written by its faculty, it has focused on conducting 'relevant' research that can be communicated to different stakeholders and brought into the classrooms.

The academic programmes are designed to develop leaders who can identify real challenges and present viable solutions. Our programmes are industry relevant, addressing the pressing needs of today and give our graduates a global perspective. Our executive education and customised training programmes are highly sought after by organisations in the public and private domains.

Our research and executive centres are complemented by the highly accomplished faculty who work to achieve our mission of generation, assimilation and dissemination of knowledge. With the largest gathering of PhDs in a business school in the nation, the research conducted by our faculty is widely acknowledged in international scholarly circles and is published in well renowned journals, including our own Asian Journal of Management Cases.

Dr. Arif Nazir Butt
Dean & Professor
Suleman Dawood School of Business (SDSB)

SUMMER ORIENTATION PROGRAMME (SOP)

SUMMER INTERNSHIP

YEAR 1

YEAR II

- EXCHANGE PROGRAMME (FIRST SEMESTER)
- MBA PROJECT
- MENTORING FOR PLACEMENTS

94%
PLACED WITHIN 6 MONTHS OF GRADUATION

ABOUT THE PROGRAMME

The MBA programme at LUMS exposes students to academic rigour and high practical relevance. It links theory to practice, bringing the industrial experience to the classroom.

Curriculum

The MBA Programme starts with the Summer Orientation Programme (SOP), a series of core and elective courses taken over 2 years, a summer internship and the MBA project. Students can opt to take the third semester at an international partner university.

Summer Orientation Programme (SOP)

The SOP brings together students from diverse academic backgrounds and prepares them to deal with the challenges of the rigorous MBA programme. The SOP is offered in August, prior to the official commencement of classes. It aims at easing the transitional stage of students into the regular MBA by providing fundamental skill enhancement modules in communication, business mathematics, accounting, computer applications and statistics, thus bringing all the students from different backgrounds to one level.

The LUMS MBA is a two-year programme based on a series of core and elective courses.

Year I

In year I, all students are expected to complete core courses that are designed to give concepts that provide the backbone of general management education.

- Marketing Management
- Organisational Behaviour
- Financial Reporting and Analysis
- Critical Thinking and Managerial Communication
- Statistical Analysis for Management
- Decision Modelling for Managers
- Operations Management
- Financial Management
- Managerial Economics
- Managerial Accounting and Control Systems
- Leadership and Social Responsibility
- Business Development and Economy
- Business Integration and Innovation
- Islamic Ethics

Summer Internship

Between the first and the second year of the MBA programme, students must undertake a project based summer internship of at least six weeks. The mandatory internship helps students to apply classroom knowledge to a practical environment, the amalgamation adding further to the learning experience. Through the internship, students gain valuable management experience early on in their careers and identify their long term career goals. Internship placements are aided by the Placement Office at SDSB.

JAZIB ZAHIR
MBA 2009
COO, TINTASH (PVT.) LTD.

"The Unique Selling Point of the LUMS MBA programme is the resources including students, faculty and guest speakers who will make you realise how many interesting career options you can create in both Pakistan and abroad. i think the kind of exposure it gives you by nature of how well entrenched it is in regional industry, government and academia makes it unique."

Year II

In year II, the students can select from a wide range of electives offered in multiple disciplines. Students can choose courses focusing on their interests, creating a mix of topics to support their professional goals.

Finance

- Investments
- Economic Environment and Business Risk Management
- Management of Financial Institutions
- Islamic Banking
- Entrepreneurial Finance
- Corporate Finance
- International Finance

Organisation

- Negotiation Skills
- Corporate Governance
- Business Law
- Organisational Power and Politics
- Business Government Relations
- Strategy and Management in Emerging Economies
- Entrepreneurship-Developing and Sustaining a New Venture
- Agribusiness Management
- Human Resource Management
- Corporate Strategy
- Leading and Managing Change
- Family Business

Marketing

- Sales Force Management
- Consumer Behaviour and Market Research
- Business to Business
- Brand Management
- Integrated Marketing Communications
- Digital Marketing
- Channel Management

IT/Operations

- Supply Chain and Retail Management
- Project Management
- Operations Strategy
- Management of Technology and Innovation
- Business Intelligence

DANISH UMER

MBA 2014

MARKETING & BUSINESS DEVELOPMENT MANAGER,
MEDITERRANEAN TEXTILE COMPANY (S.A.E), EGYPT

"I really enjoyed the Socratic Method of learning at LUMS. Unlike traditional methods, students are put in a situation and are questioned by the professor on their approaches to solve complex problems. Every student had his or her own approach to handle these situations, and of course there were huge disagreements. I have discovered the importance of listening to the others' opinions, which were at times quite different from mine and presented completely different perspectives."

The MBA Project

The project is an excellent application of what is learnt throughout the programme. It is a challenging assignment, combining decision making ability, teamwork, working under pressure and an integrated approach towards management.

STUDENT EXCHANGE PROGRAMMES

To give our students exposure to global business practices, SDSB has established institutional links and student exchange programmes with top universities of the world. Our MBA students have the option to take a semester at one of the following institutes:

International Linkages

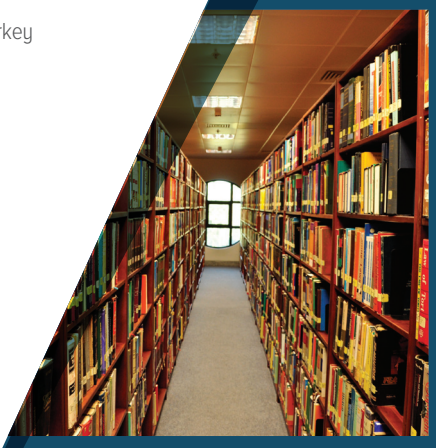
- Bond University, Australia
- University of New Castle, Australia
- Guanghua School of Management, Peking University, China
- Tsinghua School of Economics & Management, China
- EmLyon Business School, France
- ESSEC Business School, France
- IESEG School of Management, France
- Indian School of Business, Hyderabad, India
- Seoul National University, Korea
- Universiti Sains Malaysia, Malaysia
- University of Malaya, Malaysia
- Putra Business School, Malaysia
- KOC University, Turkey
- Özyegin University, Turkey

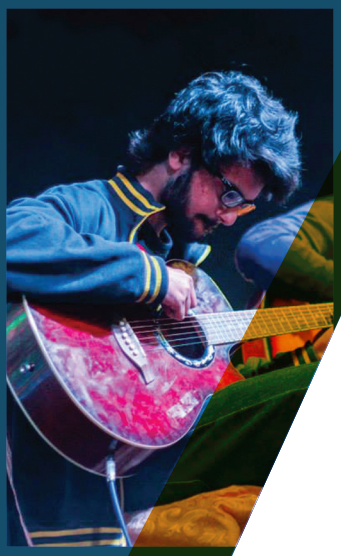
SANA MAKHDOOM

MBA 2014

MANAGEMENT TRAINEE, MARKETING
RECKITT BENCKISER

"I wanted to go to a school of international standing and learn more about the field from those who are acknowledged as experts. Therefore, LUMS was always the obvious choice. It is known to give a holistic business experience via its case study method so that once the students enter their respective fields they can take decisions while keeping multiple perspectives in mind."





CONNECT TO GROW

The MBA student life outside the classroom is extremely stimulating and active. There are special MBA student clubs which are an integral part of the LUMS MBA experience. These clubs work with the corporate world, alumni and other industry experts to organise a number of events including speaker series.

Graduate Clubs & Societies

1. LUMS Marketing Executive Club
   LUMS Marketing Colloquium *(Signature event)*
2. LUMS HR Executive Club
   LUMS HR Confluence *(Signature event)*
3. LUMS Global Management Executive Club
   LUMS Synergies *(Signature event)*
4. LUMS MBA Entrepreneurship Executive Club
   TEDxLUMS *(Signature event)*
5. LUMS Finance Executive Club
6. LUMS Supply Chain Management Executive Club
7. LUMS Toastmaster's Executive Club
8. MBA Leadership Society
9. LUMS MBA Sports Society
   Dangal *(Signature event)*
10. LUMS Business Review *(Yearly Edition)*
11. LUMS Consulting Club
12. LUMS MBA Music Society
    LUMS Loud & Proud *(Signature event)*
13. LUMS Investment Management Association

AALI SHAFI

MBA 1993

EXECUTIVE VICE PRESIDENT & BUSINESS HEAD
MCB BANK LTD.

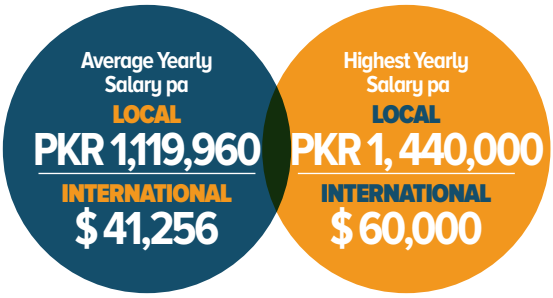
"I joined LUMS in summer of 1991 at the old campus. For our summer orientation among other things, we were introduced to computers and given two floppies each! Coming from a background of traditional classrooms, the case method of teaching felt intimidating. I was fortunate to have been taught by the founding faculty of LUMS, with less than 100 students on the campus. I made lifelong friendships during my time at LUMS. While WAC was a back breaker, the lure of Halwa Puri breakfast kept us going; not to forget the midnight basketball matches. Would not mind doing it all over again!"

LUMS MBA PLACEMENTS

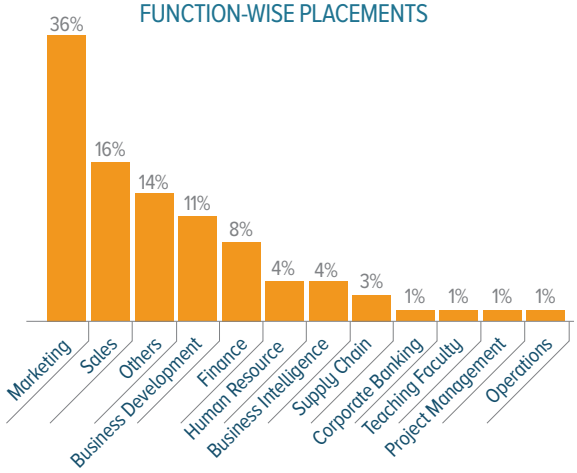
Supports students achieve their career goals

Placement office provides students with a singular platform to work towards their career aspirations across any industry, function and location. It adopts segmented sector-based approach allowing for specialised customer orientation alongside an active, cohesive one-on-one laison between students, recruiters and the placement team. This has rendered better personalised relations and more productive career fits.

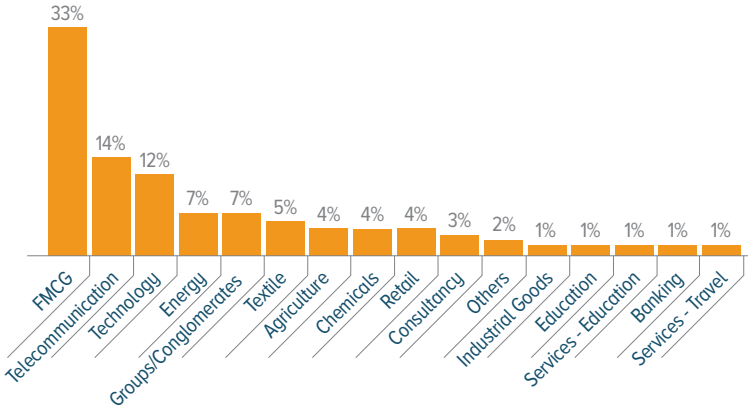
The placement peak activity cycle extends from January till June every year. During this time, the office provides complete support to both students and recruiting partners in their resource pursuits; both on and off-campus.

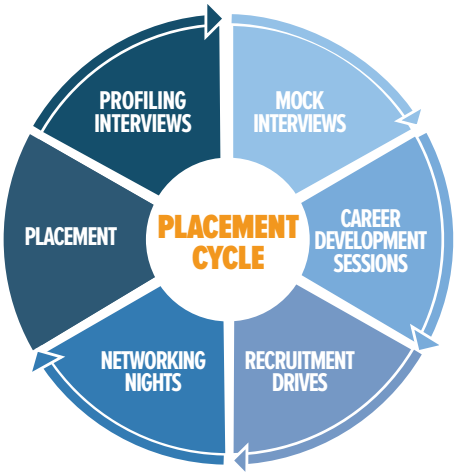


MBA 2014
FUNCTION-WISE PLACEMENTS



MBA 2014
SECTOR-WISE PLACEMENTS





SOME COMPANIES THAT HIRE SDSB MBAs

- AC Nielsen
- ACIT
- Al-Hassan Group, Oman
- Bin Dawood
- Chevron
- Clary Business Machines
- Coca Cola Beverages Pakistan Ltd. (CCBPL)
- Dubai Islamic Bank Pvt. Ltd. (DIBPL)
- Elan
- Engro Corporation
- Engro Eximp
- Fatima Group
- Maxim International
- Mediterranean Textile Company, Egypt
- MindStorm Studios
- Mobilink GSM
- Namal College
- NDC Tech
- Nestle
- Netsol Technologies
- Nishat Chunian
- Procter & Gamble (P&G)
- Premier Paints, Sherwin Williams, Saudi Arabia
- Pakistan Tobacco Company (PTC)
- Reckitt Benckiser Pakistan (RB)
- Sakonent
- Service Sales Corporation (SSC)
- Shell
- Sonya Southern Travels
- Supreme Foods, Saudi Arabia & UAE
- Telenor Pakistan
- Terabiz
- Ufone
- Unilever
- World Business Intelligence
- Zong CM

SHARJEEL MINHAS

MBA 2012

ENTREPRENEUR
EMIRATES SECURITY SERVICES
AGRO INDUSTRIES

"Being an entrepreneur, I have experienced the support of the LUMS network first hand. It's great to have connections and friends in nearly every company in Pakistan. LUMS alumni are always very supportive and you can easily get a chance to pitch your products as an entrepreneur."

ADMISSION AND FEE DETAILS

Admission Criteria

Applicants need to fulfill the minimum eligibility criteria to apply, however, fulfillment of these criteria does not guarantee admission into LUMS.

Applicants will be assessed on the following criteria:

- 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 GMAT (no other admission test scores are valid)
- Work experience (preferred but not compulsory)
- 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.*

Admission to the Programme is based entirely on merit. The basic policy of the Admissions Committee of the Suleman Dawood School of Business is to select those candidates whose intellectual capacity, managerial potential and personal characteristics best qualify them to pursue careers in management.

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 taken.

GMAT for MBA

Applicants are required to take Graduate Management Admission Test (GMAT) in order to be considered for admission. Only GMAT scores are valid and, hence, applicants with previous LMAT scores need to take the GMAT.

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. For further details on GMAT, please log on to www.mba.com.

Note:

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

Work Experience

Preference is given to applicants with prior work experience. Evaluation is based on the quantity and quality of the full-time work experience, and candidates are encouraged to acquire work experience of between 1–2 years before applying to the LUMS MBA Programme. This requirement, however, is not mandatory for admission to the MBA Programme.

Interview Performance

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

Fee Structure

Tuition Fee	687,000
Admission*	70,000
Semester Registration Fee	37,500
Summer Orientation Programme (SOP)*	17,100
Reading Material	31,550
Security (Refundable)	16,000
Total Fees	**859,150**

Double Occupancy Hostel Fee-per semester	28,125
Triple Occupancy Hostel Fee-per semester	18,250
Laundry Charges-per semester	3,100
Hostel Registration *	1,700
Hostel Security (Refundable)	14,000
Application Processing Fee-MBA	4,700

***One time expense**

For details regarding admission criteria and fee structure, please visit our website: www.lums.edu.pk

"APPLICANTS WHO ARE ADMITTED AND JOIN THE MBA PROGRAMME WILL GET A REFUND OF ONE GMAT REGISTRATION FEE"

FINANCE YOUR FUTURE

MCB Student Personal Loan (SPL) Facility

MBA students are entitled to take an MBA Loan from MCB Bank. The commercial loan facility is pivotal for students who are currently financially unable to afford the cost of tuition and living facilities. This facility is one of the first of its kind in Pakistan.

External Scholarship

Funding opportunities are available to students as per assessed need and criterion specified by the donors.
For further information: kindly visit **www.lums.edu.pk**

Dates to Remember

	Round 1	Round II
Deadline to take GMAT	February 06, 2015	March 13, 2015
Deadline to apply for admission	February 12, 2015 till 5:00 p.m. (PST)	March 19, 2015 till 5:00 p.m. (PST)
Admission Decisions	April – June 2015	
Classes Start	August 2015	

FACULTY AT SDSB

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