



LUMS

Take Control of Your Future



Executive MBA Programme

Suleman Dawood School of Business

Lahore University of Management Sciences

www.lums.edu.pk/sdsb



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Message from the Programme Director

It is my honour and pleasure to introduce the Executive MBA Programme at the Suleman Dawood School of Business (SDSB). The Executive MBA at SDSB is designed for middle to upper level managers aiming to advance their knowledge and skills to gain a deeper understanding of business strategy. The programme is demanding and academically rigorous, designed to strengthen leadership and management skills. It prepares candidates for senior leadership roles by focusing on advanced business knowledge and decision making skills. You will find the environment at LUMS both stimulating and supportive; it will facilitate you to harness your full potential. Executive MBA candidates bring diverse professional backgrounds and experiences to the class which helps you learn and at the same time challenges you to excel in your career. By joining the Executive MBA, you connect to the entire LUMS community that provides an unending source of contacts both locally and internationally. 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)



» The LUMS EMBA Advantage

Advance a career in business.

- You don't have to put your careers on hold to earn the degree.
- Career advancement - 80% of EMBA students have advanced their careers during the programme or upon graduation.
- Premium learning - Students learn from globally recognised faculty, the industry experience of their cohort peers, and a 12-day global learning experience.
- EMBA prepares you for the next level of leadership. You will learn to be a better team member and strong leader.
- This degree is an excellent investment in your future. It is also a wise investment for your employer.

Supplemented through a cohort learning approach.

- The solid, general management core courses help you bring new ideas and skills to your workplace and put them to work right away.
- Maintain work-life balance with only three courses at a time.
- On-campus classes are held on Saturday and Sunday every alternate week to minimise required time out of the office. This format allows students to completely focus on academic life while they are on campus.
- 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.

Enriched by a lifelong professional community.

- Lifelong professional community - Gain access to a global network of 26,000+ alumni, including top executives at leading companies.

LUMS connects you to the most relevant industry leaders in Pakistan. Learn from professors whose innovative research revolutionises business practice in the country. Gain unparalleled access to dynamic companies and leaders in Pakistan and around the world. Join an entrepreneurial-minded community that promotes innovation. Leverage a 26,000 + strong alumni network that impacts the global marketplace. The LUMS Executive MBA Programme gives you all this on a flexible schedule, providing a transformative education without disrupting your career.

» Transform Your Career



The LUMS Executive MBA (EMBA) prepares individuals to impact change. It is designed for working, high-potential professionals to help them move their career forward in just 22 months, without career interruption.

The LUMS EMBA focuses on collaboration and applied learning. You will engage in team-based learning in a small group, featuring a complementary mix of professions and expertise. Most of our students have considerable work experience, and each student entering the programme brings a unique perspective to the classroom.

Our faculty and guest speakers bring the latest research and cutting-edge business practices to the class. The strategic leadership curriculum is specifically designed for experienced, highly motivated executives and leaders.

Collaborative Approach to Learning

Students are paired in study groups having complementary skills; a student with very strong quantitative skills will be paired with someone having good negotiations skills.



80%
Students
experienced
career
advancement

Less than Two Years from Start to Finish

Executive MBA classes are designed in such a way that busy working professionals can earn an MBA with minimal disruption to their professional and personal lives. Over the course of 22 months, students earn credits by attending classes on Saturdays and Sundays every alternate week.

- 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 seven to twelve days international study module to Silicon Valley, USA

"It was a great learning experience studying among knowledgeable and experienced people. Being a fashion designer by profession, I was more tuned to creative thinking rather than thinking analytically. The Executive MBA at LUMS helped to bridge the gap between the intangibility of fashion and the concrete realities of business. I am presently working as a director at one of the most renowned fashion institutes of China."

Beenish Saeed
EMBA 2013

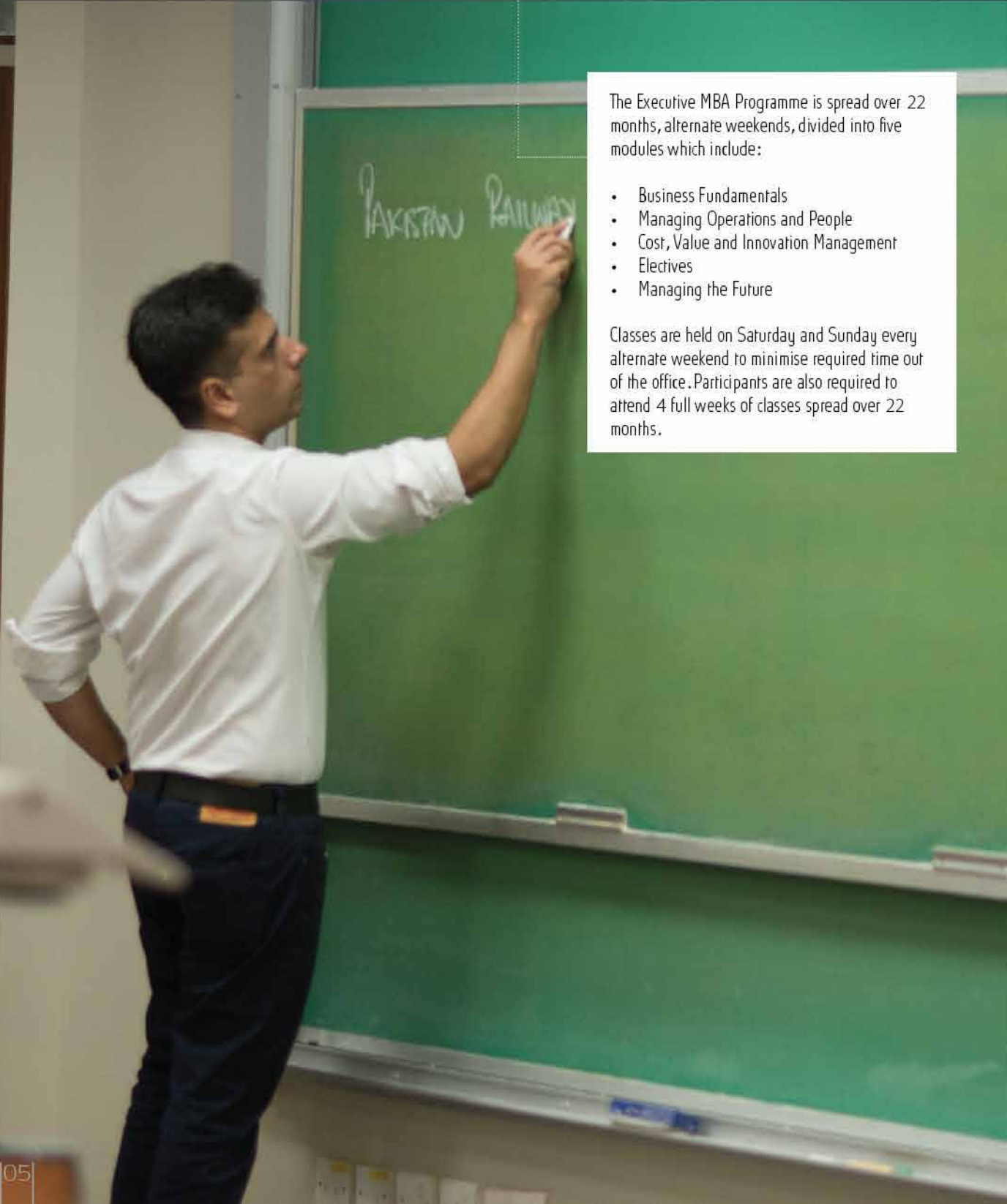
Director
Creative Design Institute, Shenzhen, China

**A transformational
experience**

Our approach to leadership development will make you bring out the very best in yourself and your team. We emphasise on the principles of general management which prepares managers to lead any part of an organisation or to lead across departments.



» Programme Design



The Executive MBA Programme is spread over 22 months, alternate weekends, divided into five modules which include:

- Business Fundamentals
- Managing Operations and People
- Cost, Value and Innovation Management
- Electives
- Managing the Future

Classes are held on Saturday and Sunday every alternate weekend to minimise required time out of the office. Participants are also required to attend 4 full weeks of classes spread over 22 months.



Summer Orientation Programme (SOP)

The SOP will provide you background information to the basic subjects needed to prepare you for the challenges of the course load 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
- > Interpersonal Skills
- > Introduction to the Case Method

Apply Skills Concurrently

Executive MBA students don't have to wait until graduation to test classroom learning on the job. Since they work full time while earning their degrees, they can start applying the weekend learning concurrently.



Structure

The study weeks are spread as follow:

Year I

Distance Learning Module 1
(Online Courses)

SOP + Module 1:

Business Fundamentals Module August – November

Distance Learning Module 2
Managing Operations and People November – March

Distance Learning Module 3
Cost, Value and Innovation Management March – June
April – June

Year II

Cross Cultural & Globalisation Module Summer
Electives Module August - January

Managerial Accounting and Control System
Business Law and Corporate Governance
Corporate Finance
Corporate Entrepreneurship
Venture Creation
Managing the Future Module February - May





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 the 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.

Exploitation of coal in Thar and its utilisation

A project by Syed Aamir Abbas and Chafak Aftakhar

Syed Aamir Abbas, EMBA 2013

Manager (New Projects), Technology & Business Development Division, M&T Group, Fauji Fertilizer Company Limited

"I took up a project which I thought would help me and my organisation. My project was related to the exploitation of coal in Thar and its utilisation beyond just burning for power. My organisation appreciated my efforts since the project was in sync with their long term vision. My teammate and I travelled to Thar to gain firsthand knowledge and we worked extensively on developing a concept of conversion of a fertilizer plant to coal. We had to interview a



number of skilled people and organisations already working in Thar. We developed cost estimates and subsequently a financial model to evaluate the returns. We assessed the risks and outlined the mitigation techniques. The project enhanced my management skills by forcing me to interact with

total strangers, organising my work into measureable milestones, making repeated presentations and conducting sessions with my professors and supervisors. Travelling to Thar was a unique learning in itself which gave me confidence that the project is not just paperwork but is actually doable. I had to use tools for financial modelling, which I had never done before. The model we worked on is still in my use and I am applying it to test almost all kinds of projects that I come across. My teammate and I also learned a lot about the living style of the Thar people. I am proud of the fact that my EMBA project was relevant enough to bring about change in the lives of at least some people in Thar."

Chafak Aftakhar, EMBA 2013

Nestle

"My LUMS EMBA experience was marvelous, rigorous and rewarding at the same time. We had hundreds of years of experience (cumulative) sitting under one roof, everybody put in their best shot and gained as much as they could from the discussions. The most organised and consistent could only thrive!"





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 Strategy
- Islamic Ethics
- Business Law & Corporate Governance
- Leading Organisations
- Cross Cultural & Globalisation Module (International/Local Module)

Elective Courses

- Corporate Finance
- Marketing Strategy
- Corporate Entrepreneurship
- Venture Creation



EMBA Student Profile Class of 2017

Academic Background	%
Economics	3
Engineering	40
Accounting/Finance/Business	27
Computer Science	10
Others	20

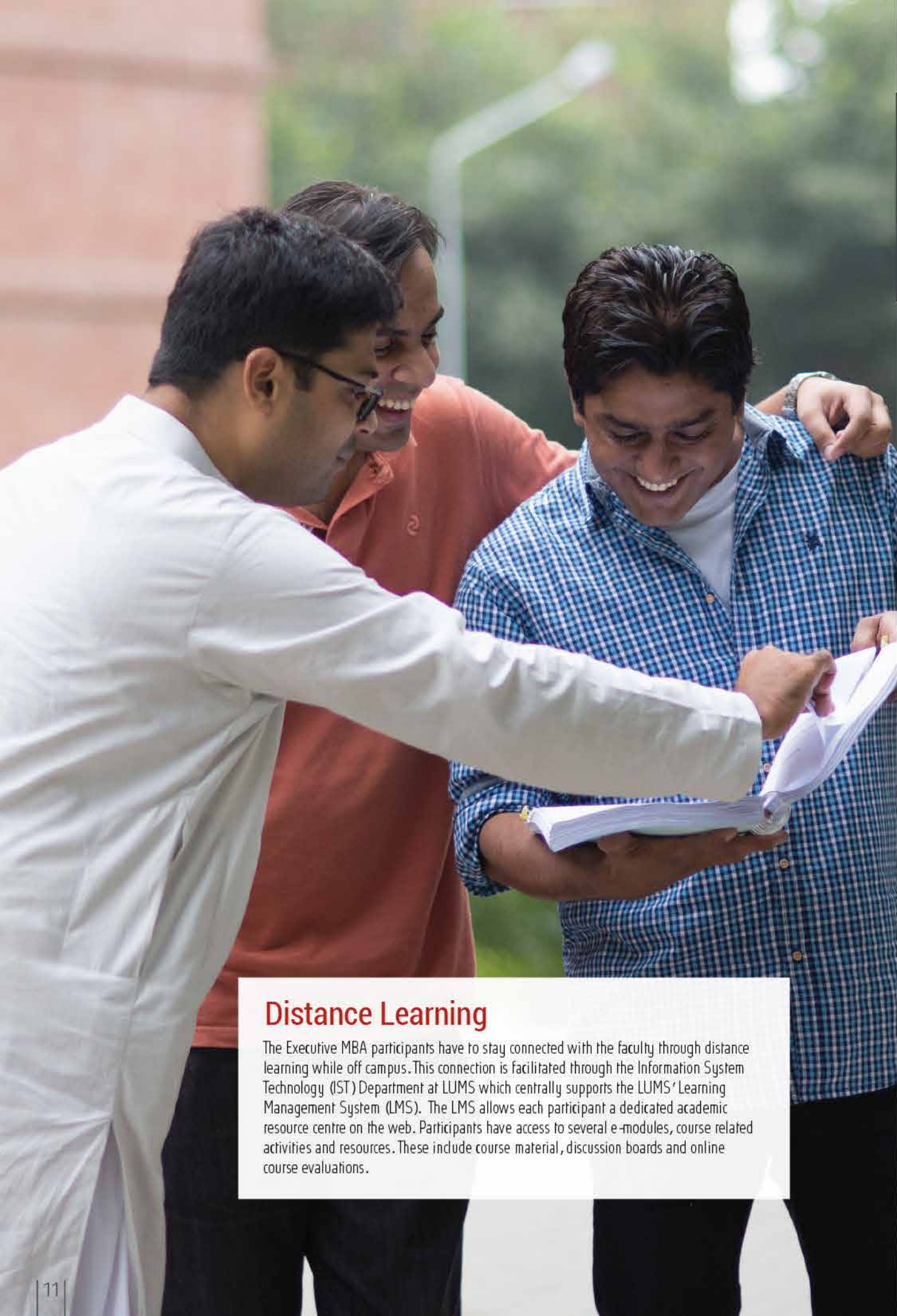
Average Age 34 years

Average Experience 12 years

Average GMAT Score 431

Fundamentals First Approach

LUMS takes a 'fundamentals first' approach to its Executive MBA curriculum. Students are required to take courses that provide a strong foundation for management and different management roles. Later students can tailor their EMBA programme based on their professional goals and interests.



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 System 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 evaluations.



Global Learning Experience - Cross Cultural and Globalisation Module

EMBA Class of 2016 take the Entrepreneurship Course in Silicon Valley!

EMBA participants learn firsthand about international business practices, competitive markets and complex environments through the global learning experience in Silicon Valley, USA for 12 days. This year the EMBA class of 2016 visited Silicon Valley to learn the ropes of Entrepreneurship from the gurus of startups at Silicon Valley. 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.

To enhance the students' learning experience, Zafar invited eminent speakers from the industry to share their professional experiences with the class. These industry experts included Rick Rasmussen, Concordia Ventures; Faysal Sohail, MD Presidio Partners; Hilary Weber, Haas Business School; Greg LaBlanc, UC Berkeley and Minal Hasan, Pillsbury Law.

The LUMS EMBA entrepreneurship courses are designed to develop an entrepreneurial mindset and enable participants to

form 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.

"Quite possibly a life-changing experience. The learning visit to Silicon Valley has brought me closer to embarking on the thorny but rewarding path of entrepreneurship, more than anything else in my whole life."

Jasim Sheikh, EMBA 2016

Global Microfinance Business Systems Lead,
Islamic Relief Worldwide



"A brilliant course with world class interactions, an absolute must exposure to anyone aspiring to be an entrepreneur."

Osman Masud, EMBA 2016

Director Sales & Business Development, Ibex Global - TRG



Committed to Diverse Perspectives

We want our EMBA participants to engage with individuals from diverse backgrounds to bring different perspectives and experiences that will challenge their own. We encourage collaborative learning because by working in teams they can develop a shared understanding of each other's experiences and build individual cultural competencies.

The participant diversity provides an enriching experience both in and out of the classroom and also encourages the creation of a culture reflective of the world at large. Working with people from diverse backgrounds enables our participants to thrive in an increasingly global workplace with the cultural understanding they need to advance their careers and organisations.

Industry perspective

The LUMS faculty has developed 700+ cases focusing on the Pakistani business industry, which further builds on the local perspective of participants. Collaborative linkages with international institutions add immense value to the programme content.



Partner/Sponsoring Organisations



National ICT R&D Fund

JAYTEX group



Servis Sales Corporation (Pvt.) Ltd.



International Resource Group (IRG)



Rausing Executive Development Centre, LUMS



Hitech Networks (Pvt.) Ltd.

C4I Directorate, GHQ



Advantages for Sponsoring Organisations

The LUMS Executive MBA Programme impacts organisations in very practical ways. The payback is quick as participants attend courses while remaining on the job; they are able to take what they learn in the classroom and apply it to the benefit of the organisation.

The Executive MBA participants bring best practices and new ideas to the organisation. Talented performers are transformed into valuable leaders who increase the organisation's resources. The programme also grooms talent to assume greater responsibility in less time and assists in the retention of high potential employees.



» Your lifelong professional community

More than 26,000 loyal 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 170 + 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 LUMS ecosystem

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.

The LUMS Centre for Entrepreneurship (LCE), set up as an independent centre under the LUMS umbrella, aims to provide strong support to entrepreneurs as the country's most comprehensive experiential development platform. It formalises the process of scouting, grooming and facilitating passionate startup founders. As an EMBA participant you are eligible to avail all the services and advantages the centre provides.

Access to cutting-edge research

As a research driven university, LUMS' faculty – which includes 170 + PhDs – produce internationally acclaimed research through local and international collaborations. Pertinent research by the faculty includes areas like HR, Management, Leadership and Finance etc. As an EMBA participant you gain access to this large repository of research.

Executive MBA - A training ground for leaders

Our students are deeply knowledgeable about what they do. The EMBA allows students to develop new skills and new capabilities. This changes the way they approach business problems thus enhancing their leadership skills.



World class facilities at LUMS

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.



Super Store & ATM

The LUMS Super Store provides easy access to daily provisions including toiletries, snacks and medicines. The super store also has an ATM facility.



Syed Maratab Ali Sports Complex

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



Gad & Birgit Rausing Library

Gad & Birgit Rausing Library at LUMS offers advanced systems and technologies for its users. The library 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.

Take the Next Step

We start accepting applications in October for the new session. Applications 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 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 (at least six (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 8, 2016.
- 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 and join the EMBA programme will get a refund of one GMAT registration fee.

Programme Fee

Participants are encouraged to discuss sponsoring options with their respective organisations. The fee structure for the first year is as follows:

EMBA	PKR
Tuition Fee	641,500
Admission	70,000
Registration	37,500
Reading Material	4,100
Security (Refundable)	16,000

Total Fees	809,100
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* This was the fee for the year 2015. LUMS reserves the right to change its fee and policies without prior notice. For further details, please visit www.lums.edu.pk

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.

MCB Student Personal Loan (SPL)

MCB Bank offers student loans to LUMS EMBA students requiring external financing at attractive rates and payback options.

Details of the loan can be viewed at <http://lums.edu.pk/financial-aid/page.php/loan-options-mba-grad-fa>



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Programme

Lahore University of Management Sciences

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