



# MBA

## Recruiter's Guide

 Suleman Dawood  
SCHOOL OF BUSINESS

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

Office of Corporate Communications  
Suleman Dawood School of Business  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA, Lahore Cantt. 54792 - Pakistan.  
Phone: +92-42-111-11-LUMS (5867) Fax: +92-42-35725048  
URL: <http://mpo.lums.edu.pk>



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## MBA PLACEMENT OFFICE (MPO) – AN INTRODUCTION

Dear Recruiter,

Where economic recession marks the order of today and many organisations seem to be condensing their resources and operations, the task of managing all resources has become even more crucial. Human Resource forms a company's competitive advantage and holds a key to its sustainability and scalability, especially amidst these trying times. This concentrates and magnifies the need to recruit the best resources with minimum time and maximum ease. To best address this core concern of all recruiting partners, the MBA Placement Office (MPO) was formed under the Suleman Dawood School of Business (SDSB) LUMS, in April 2009. The MPO aims to provide its recruiting partners with an exclusive platform to target, identify and recruit quality MBA resources.

At MPO we follow an industry wise approach with each officer dedicated for one or more industry(s) where they work very closely with pertinent recruiting partners and interested students to bridge the gap between the requirements and needs of both. Each officer is committed to facilitate his/her recruiting partners in meeting their recruiting objectives most efficiently and precisely.

In line with its mission to serve you better, the MPO has adopted several key initiatives in its work cycle. These include:

- Professional and Personal Development Module for students. These cover training workshops by industry experts and industry awareness panel sessions by senior alumni and HR professionals
- Sector-wise MBA Networking Nights
- MBA Recruiter's Guide - our annual publication that serves as a guideline and information for recruiters seeking MBA graduates, including other avenues of partnering with SDSB
- MPO website catering to students, recruiters, alumni and very shortly industry mentors
- MPO Newsletter (weekly to fortnightly editions)

I am pleased to introduce the MBA Placement Office team:



Quratulain Babur [quratulainb@lums.edu.pk](mailto:quratulainb@lums.edu.pk)  
MBA Internships & Industry Focus: Financial Institutions, Manufacturing, Consultancy, Media  
+92-42-35608274



Sana Mirza [sana.mirza@lums.edu.pk](mailto:sana.mirza@lums.edu.pk)  
Industry Focus: Energy, Telecom, Technology, Services  
+92-42-35608309



Sarah Karim [sarahkarim@lums.edu.pk](mailto:sarahkarim@lums.edu.pk)  
Industry Focus: International Market, FMCG, Groups/Conglomerates, Pharmaceutical, Development, Govt/Public  
+92-42-35608231

We look forward to working closely with you.

**Ayesha Zafar Ali**  
Corporate Communications  
Suleman Dawood School of Business  
Lahore University of Management Sciences  
[ayesha.ali@lums.edu.pk](mailto:ayesha.ali@lums.edu.pk)  
+92-42-35608308



# WHY RECRUIT AT SDSB?

## TOP RANKED BUSINESS SCHOOL IN PAKISTAN

LUMS SDSB is the Business School of and for Pakistan. Our environment provides a complete learning experience that develops young professionals with a knowledge base, management expertise and leadership calibre second to none. Our Business School has been ranked the top across the country by the Higher Education Commission of Pakistan (HEC) for several consecutive years now. If you seek an opportunity of a lifetime that gives you a global exposure within a local context, it is only natural to partner academically with SDSB.

## A RANGE OF RECRUITING METHODS TO SUIT YOUR NEEDS

The MBA Placement Office team is committed to finding a recruitment strategy best tailored to your specific requirements. Both formal and informal platforms facilitate you with an ideal combination to tap and access the best talent to meet your hiring objectives all year round. Our flexible recruiting methods range from on-campus activities to our website to Networking Nights to club activities/guest speaker sessions.

## A COMMITMENT TO EXCELLENCE

Our MBA programme attracts the best – and makes them even better. Our reputation brings the best minds to LUMS SDSB. Nurtured by a world class faculty and further groomed and prepared by a globally expansive alumni network, students experience an intensive two year programme that enhances their business insights, organisational skills and entrepreneurialism. These competitive individuals then leave LUMS to pioneer constructive change and impact local and global businesses wherever they go.

**LUMS**

has been ranked the leading Business University by HEC since 2006 to date





# WHY LUMS MBA?

The MBA programme at the Suleman Dawood School of Business (SDSB), LUMS provides a unique business experience to its participants. Since its inception in 1986, this programme has produced more than 3000 graduates. It continues to be ranked as the best in the country by the Higher Education Commission (HEC), Pakistan for several consecutive years.

The LUMS MBA programme develops professionals with a 'Comprehensive Managerial Calibre'; a well-rounded managerial skill set that prepares them for diverse roles across all functions and industries. Our graduates are a conglomerate of diverse backgrounds, varied experiences and yet, different goals for their professional careers ahead. They stand apart with their strong multi-tasking capabilities, sustained performance under pressure and a passion to lead. Coupled with the strong ethics and values that LUMS inculcates in them, they are the ideal human resource choice for businesses and corporations across the world.

Some of the salient features that segregate our MBAs from other business graduates include:

## CASE METHOD OF TEACHING

The Case Method is the best pedagogy model employed by the top ranked business schools worldwide. It is a potent tool that combines theory with practise and exposes the students to the true rigours of real time decision making and analysis. The same Case Method is the teaching trademark of the LUMS Business School. The students are presented with actual company scenarios where they stretch their intellect, knowledge base, analysis and other skills in arriving at the most befitting decision/solution. Conflicting data, intricate politics and often critical resource constraints add to the decision making complexities and the decision has then to be defended amongst competitive peers against different, yet equally viable solutions.

This prods students to think and act as managers from the very first day; much before they assume this role in the corporate world by when they become seasoned leaders; both in theory and practise.

The students solve over 500 cases during their two-year MBA programme at LUMS.

## MBA FINAL YEAR PROJECT

The MBA project is a mandatory requirement of our MBA curriculum. Groups of students (4-5) work with a client (organisations) on a live managerial issue/project over a course of a year. They construct and present an exhaustive solution to the

client and faculty audience at the end and are graded accordingly by both. In many cases, these solutions are actually implemented by the clients and give successful results amidst real business environments.

The MBA Project is an excellent opportunity for a mutual evaluation in the recruitment parameter. The year long interaction provides for an in-depth, realistic assessment of students which at the same time allows the latter to gauge the company in detail; its business, culture, people, environment and values. This works best in mapping recruitment requirements at both ends and hence, complementing a best fit.

Invitations for the MBA Final Year Project are circulated in July/August every year. If you are interested to receive one, please contact the Project Coordinator:

**Dr. Kamran Ali Chatha**  
**Email: kamranali@lums.edu.pk**  
**Tel: +92-42-35608094**

## ACCREDITATIONS, INTERNATIONAL AND INDUSTRIAL LINKAGES

Our educational excellence is acknowledged globally. The Association of Management Development Institutions in South Asia (AMDISA) has awarded us with the South Asian Quality System (SAQS) accreditation. We are also a full member of Association of Asia-Pacific Business Schools (AAPBS) and European Foundation for Management Development (EFMD). We have established international linkages in research, academia and various international competitions with many universities worldwide including MIT, Harvard and McGill University among others.

Another exciting feature that directly connects our students with the outside world and adds a true global flavour to our MBA degree is the MBA Student Exchange Programme. Our School has active linkages with several universities worldwide where our students visit and spend an entire semester every year.

## ABOUT 20%

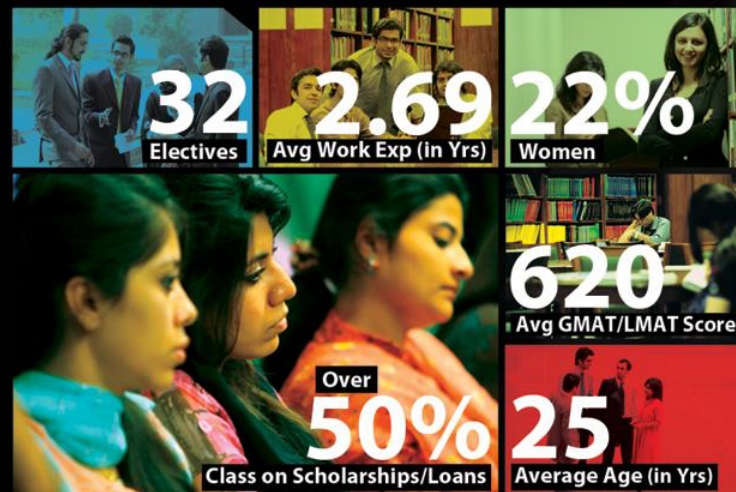
of our MBA students enroll for a term in one of our partner universities every year



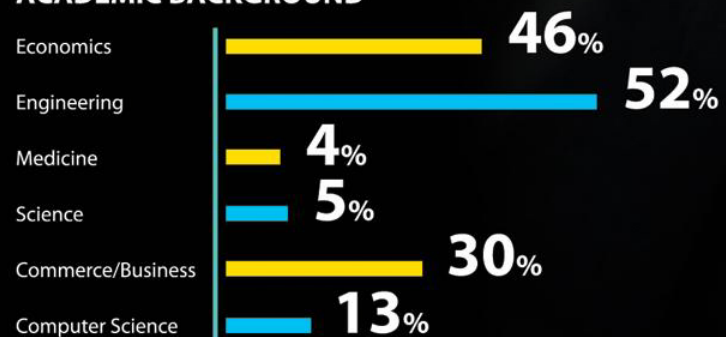
# THE PEOPLE

The target audience of the Suleman Dawood School of Business subsumes all walks and professions of life across Pakistan and the world. Other student nationalities include China, Sri Lanka, Bangladesh, India, Azerbaijan and Uzbekistan. Such a diverse crowd adds to the diversity of our MBA programme and the richness of the Business School experience.

## MBA 2012 PROFILE



## ACADEMIC BACKGROUND



**MORE THAN 50%**  
of every MBA class is on financial aid  
in the form of loans/scholarships



# OUR FACULTY



LUMS faculty is a rich conglomerate of the finest PhDs from around the world; Harvard, Stanford, McGill, Oxford, Cambridge and the likes. Each faculty is an authority over his/her area with commendable research and peerless industry experience. They give SDSB its distinctive edge and the local lead. Besides their in-depth academic excellence, our faculty also bring in global perspective and rich practical experience as many of them have served while others continue to serve on executive committees and boards of many local organisations and international agencies.

**THE BUSINESS SCHOOL FACULTY**  
 alone comprises 30 PhD holders from Harvard, Stanford, MIT, Cambridge, McGill and the likes



# OUR ALUMNI



The MBA alumni of LUMS need no introduction. They continue to be living examples of business genius and the academic excellence of their alma mater.

Our alumni have been the pioneers of change wherever they have served; particularly the local environment where they have been the harbingers of innovation, creativity and healthy re-structuring.

On the global front, they have been equally effective in driving critical decisions, structures and processes and enhancing productivity and efficiency.

LUMS 5500+ ALUMNI WORK OR STUDY IN 27 COUNTRIES WORLDWIDE

## MANY OF OUR ALUMNI

are employed in companies that form part of the Global 500 list including Shell, British Petroleum, Chevron, Samsung Electronics, ENI etc.





# HOW TO RECRUIT A LUMS MBA?

## INTRODUCTION

The MBA Placement Office (MPO) was established in 2009 to cater to the multifarious HR needs of the corporate world and establish the specialised market niche that our experienced MBAs are ideal for.

MPO provides you with a singular platform to exclusively address all your business requirements across all industries and functions from an eclectic resource pool with varying academic and professional backgrounds, geographical distribution and practical expertise.

The segmented sector-wise approach permits specialised customer orientation and an active, cohesive one-on-one liaison between each sector officer and his/her recruiting partners. This has rendered better personalised relations and more productive career fits.

The MPO peak activity cycle extends from January till June every year. During this time, our office provides complete support to all our recruiting partners in their resource pursuits; both on and off-campus. In addition, all sector officers are also available round the year for similar objectives and to further enhance student-recruiter connectivity and networking through other channels such as mock interviews, panel discussions, live case studies and so on.

The MBA Placement Office has an eventful activity calendar to provide you with a customised skeleton that best incorporates and responds to your recruitment wish list. You will find further details on this calendar including guidelines on recruiting our business graduates in the sections that follow.

## MPO RECRUITMENT SUPPORT

The MBA Placement Office provides round the clock support to its recruiting partners in identifying ideal candidates for their organisation through the following channels:

## MBA PLACEMENT OFFICE WEBSITE

The most recent milestone in MPO's success stories is the MPO Website. The website provides a comprehensive online solution to all stakeholders to meet their own respective objectives and needs. It supports separate user corners to achieve this; the Student Corner, Recruiter Corner and a very interesting, still in process, Mentor Corner.

The two corners, aptly cater to the student and recruiter population in connecting with each other for their respective career needs. This includes advertising vacancies, searching and filtering specific profiles, downloading complete class profiles, requesting on-campus support and more.

## THE MPO WEBSITE

is the only university career platform that will cater to students, recruiters, alumni and mentors alike

However, MPO aims to be much more than a mere placement office for its clients; we wish to not only support quality placements but also prepare and pre-engage both sides for the same through an involving mentoring relationship. The Mentor Corner aims to serve this goal; allowing the corporate world to connect with their target audience as Mentors and enabling the mentees to truly benefit beyond recruitment in terms of learning, grooming and developing.

MPO also plans to actively support alumni in their career aspirations; hence another separate Alumni Corner is in the making and will be made live shortly.

We intend to provide specific 'headhunting' services to alumni and recruiters for alumni recruitment so that both get the best of their choices with the economy of time and money.

MPO will inform you via email and other communication channels when the Mentor and Alumni Corner go live. For now, you are more than welcome to get the best of our services through a Recruiter account that can be constructed through the following steps:

- Visit the MPO website at <http://mpo.lums.edu.pk>.
- Click on 'Recruiters' in the left navigation area followed by 'New User' on the resulting page.
- Fill out the New User Form and submit to MPO. Your account will be approved shortly with the username and password details emailed to your official account.
- Use the login details to enter your account and use it to hire LUMS MBAs.

## CORPORATE PRESENTATIONS

On-campus presentations are an effective platform where recruiters require an exclusive, personalised interaction with our MBA graduates to introduce and sell their organisation.

We invite you to visit our campus, network with our graduates, guide them about potential opportunities and recruit the best talent available in the region.

## ALL DAY RECRUITMENT

MPO also facilitates all day recruitment for its recruiting partners. Those who wish to condense several recruitment stages over a short time span can target this mode at our campus. It may involve corporate presentations, tests, interviews, group discussions and more.

However, recruiters must intimate us well in advance of the target dates if they decide on the all day recruitment option at any time.





### INTERVIEWS/TESTS/GROUP DISCUSSIONS

MPO also facilitates its recruiting partners through every individual stage of recruitment/internships; on-campus tests, interviews, group discussions and assessment centres.

We also provide coordination support (between students and recruiters) if any of these stages are conducted off-campus. Additional assistance and collaboration may be provided through the physical presence of one or more of our team members at the specific off-campus site, if needed.

### VIDEO CONFERENCING/VIRTUAL MEETINGS

LUMS SDSB offers video conferencing capabilities to assist our Recruiters with their interview process especially in case of international opportunities where great distances often impose constraints. An increasing number of Recruiters are now employing these services and if you are interested in conducting virtual meetings/video conferences, please contact the MBA Placement Office.

### MPO GUEST SPEAKER SESSIONS/PANEL DISCUSSIONS

MPO supports a series of sector-wise alumni panel discussions and individual guest speaker sessions to connect the students with the corporate world and its on-going dynamics. They help them understand the dos and don'ts of different industries and functions, future trends/requirements and recruitment plans of specific organisations. These sessions are scheduled throughout the year but mostly through October to December.

Most of these sessions are coordinated through MBA Clubs and Societies directly. Our MBA students have 11 special executive clubs and societies that provide a platform for our students to enrich their equally important non-academic skills and connect with the corporate fraternity and the market at large.

These Clubs & Societies include:

- ✔ LUMS Marketing Executive Club
- ✔ LUMS HR Executive Club
- ✔ LUMS Global Management Executive Club
- ✔ LUMS Entrepreneurship Executive Club
- ✔ LUMS Finance Executive Club
- ✔ LUMS Supply Chain Management Executive Club
- ✔ LUMS Toastmasters Executive Club
- ✔ MBA Leadership Society



- ✔ MBA Sports Society
- ✔ LUMS Business Review
- ✔ LUMS Investment Management Association

You are encouraged to participate in such student related activities as they serve as one of the most direct networking channels with our graduates. If you are interested to know more in order to partake/sponsor one or more of them, please contact:

**Mr. Muhammad Umar Brar**  
**Email: [umarb@lums.edu.pk](mailto:umarb@lums.edu.pk)**  
**Tel: +92-42-35608233**

### MBA NETWORKING NIGHTS

This unique model of MBA recruitment has been in practise since 2010 with a great response and feedback from students and recruiters alike.

The MBA Networking Nights provide our recruiting partners with a highly focused channel to network with the entire graduating class in one go and determine the best fits for their organisation. A candid interaction amidst a semi-formal ambience brings out the best across both sides and lays the ground for potential recruitment and a long term strong association.

The Networking Nights are sector based to ensure a more intimate and detailed exchange between each recruiter and student group. Three Nights are conducted in total, each targeting a set of important sectors that provide involving experience to all.

### JOB TREKS

Job treks provide students with an opportunity to visit an organisation. Each year, various companies invite students to their offices. These company treks offer unique insights into a company's day-to-day operations, people, and culture. Treks can also enable more interaction with senior leaders and alumni within the organisation. Popular times for these treks lie during the semester break every year.

### INTERNATIONAL HIRING

The MBA Placement Office has a special Recruitment Executive dedicated for international careers. We work closely with international Recruiters to discuss strategies for recruiting the best talent and the hiring process so that they get the best possible experience with LUMS SDSB and MPO.





# OUR CORPORATE RECRUITERS

We are pleased to share some of our recruiting partners with you. It reflects our placement diversity and shows the wide range of companies and industries that recruit at SDSB-LUMS;

## INTERNATIONAL RECRUITERS

- ✓ AC Nielson, Sharjah
- ✓ Bank of America n̄ Merrill Lynch, Hong Kong
- ✓ Credit Suisse Bank, Hong Kong
- ✓ Cupola Group, Dubai
- ✓ Gallup Consulting, Dubai
- ✓ IFFCO, Dubai
- ✓ Jotun Paints, Dubai
- ✓ McKinsey&Company, Dubai
- ✓ Naseba, Dubai
- ✓ P&G, Dubai

## NATIONAL RECRUITERS

- ✓ 3M Pakistan
- ✓ Abacus Consulting
- ✓ Abudawood Pakistan
- ✓ AC Nielsen Pakistan (Pvt.) Ltd.
- ✓ Acumen Fund
- ✓ Agha Khan Foundation
- ✓ Allied Bank Limited
- ✓ Askari Bank
- ✓ Attock Refinery Limited
- ✓ Aurat Foundation
- ✓ Ayesha Group
- ✓ Bank Alfalah
- ✓ Barclays Pakistan
- ✓ Bata Pakistan Ltd.
- ✓ Bayer Pakistan
- ✓ Be Be Jan Colours Limited
- ✓ Berger Paints
- ✓ Blue Group of Companies
- ✓ British Council Pakistan
- ✓ British Oxygen Company (BOC) - LINDE
- ✓ Burj Bank Limited
- ✓ Care Foundation
- ✓ Cargill Pakistan
- ✓ Chen One
- ✓ Chenab Group
- ✓ China Mobile Pakistan - ZONG
- ✓ Citibank NA
- ✓ Civil Society Human and Institutional Development- CHIP
- ✓ Coca Cola Pakistan
- ✓ Competition Commission of Pakistan

- ✓ Confiz Solutions
- ✓ Continental Biscuits Limited
- ✓ Crescent Bahuman Limited
- ✓ Cupola Group
- ✓ D.G Khan Cement Company
- ✓ Dascon Construction Company
- ✓ Dawlance Pakistan
- ✓ Dawn Bread
- ✓ Dawood Hercules Corporation Limited
- ✓ Descon Group
- ✓ Development Pool
- ✓ Eli Lilly Pakistan
- ✓ English Biscuit Manufacturers
- ✓ Engro Corporation
- ✓ Eni Pakistan
- ✓ Fatima Group of Companies
- ✓ Fauji Fertilizer Company Limited
- ✓ Faysal Bank Limited
- ✓ First Capital Group
- ✓ FMC Corporation
- ✓ Four Brothers Group
- ✓ FranklinCovey Pakistan
- ✓ Gallup Pakistan
- ✓ Getz Pharma Pvt. Ltd.
- ✓ GlaxoSmithKline Pakistan
- ✓ Gul Ahmed
- ✓ Gulistan Group of Companies
- ✓ Habib Bank Limited
- ✓ Habib Metropolitan Bank
- ✓ Haleeb Foods
- ✓ Harvest Top Worth International
- ✓ Hashoo Group
- ✓ House of Habib
- ✓ Hyperstar
- ✓ IBM
- ✓ ICI - Akzonobel
- ✓ IFFCO Group
- ✓ Inbox Business Technologies
- ✓ Infrastructure Project Development Facility
- ✓ Intel Pakistan
- ✓ Inter Loop Limited
- ✓ Ittehad Textile Mills
- ✓ Jahangir Siddiqui Investment Bank
- ✓ Johnson & Johnson Pakistan
- ✓ Kansai Paint Pvt. Ltd.
- ✓ Karachi Electric Supply Company

- ✓ KASHF Foundation
- ✓ Kolson Foods
- ✓ Kot Addu Power Co.
- ✓ Lafarge Pakistan Cement Ltd.
- ✓ Lahore Stock Exchange
- ✓ Lakson Group
- ✓ Levis Pakistan
- ✓ Lifestyle Appliances
- ✓ Maersk Pakistan Pvt. Ltd.
- ✓ United Energy Pakistan
- ✓ Maple Leaf Cement
- ✓ Master Group of Industries
- ✓ Master Textile Mills
- ✓ Mayfair Group of Companies
- ✓ Muslim Commercial Bank
- ✓ Mentor Graphics
- ✓ Metro Cash & Carry Pakistan (Pvt.) Ltd.
- ✓ Ministry of Commerce/NACTA
- ✓ Mitchell's Fruit Farms
- ✓ Mobilink
- ✓ Monsanto Pakistan Agritech Pvt. Ltd.
- ✓ National Database and Registration Authority (NADRA)
- ✓ National Foods
- ✓ Nestlé Pakistan
- ✓ Netsol Technologies
- ✓ Nippon Paints
- ✓ Nishat Group
- ✓ Novartis Pharma Pakistan
- ✓ Oil & Gas Development Limited (OGDCL)
- ✓ Orient Group of Companies
- ✓ Outfitters
- ✓ Pakistan Oilfields Company
- ✓ Pakistan Petroleum Limited
- ✓ PARCO
- ✓ Punjab Board of Investment & Trade (PBIT)
- ✓ Pak Elektron Limited (PEL)
- ✓ Pepsi Cola International Pakistan
- ✓ Pfizer Laboratories
- ✓ Pharmagen Healthcare Limited
- ✓ Philip Morris Pakistan
- ✓ Punjab Information & Analysis Unit (PIAU)
- ✓ Pioneer Seeds Pakistan
- ✓ Poverty Alleviation Fund
- ✓ Procter & Gamble Pakistan
- ✓ Pakistan State Oil (PSO)
- ✓ PSS Asia
- ✓ Pakistan Tobacco Company
- ✓ Pakistan Telecommunication Company Ltd.
- ✓ Qarshi Industries
- ✓ QSA Surgical Pvt. Ltd.
- ✓ Reckitt Benckiser Pakistan
- ✓ Rural Support Programme Network (RSPN)
- ✓ Saif Group of Companies
- ✓ Samin Textiles Limited
- ✓ Sanofi-Aventis Pakistan
- ✓ Sapphire Textiles
- ✓ Securities & Exchange Commission of Pakistan (SECP)
- ✓ Sefam Pvt. Ltd.
- ✓ Servis Sales Corporation
- ✓ Shakarganj Group
- ✓ Shell Pakistan
- ✓ Sofizar
- ✓ Standard Chartered Bank
- ✓ Style Textiles
- ✓ Stylo Shoes
- ✓ Systems Ltd.
- ✓ Tapal Pakistan
- ✓ Techlogix
- ✓ Telenor
- ✓ Teradata Corporation
- ✓ The Citizen's Foundation
- ✓ The Resource Group (TRG)
- ✓ Total Parco Pakistan Ltd.
- ✓ Trade Development Authority of Pakistan
- ✓ Treet Corporation
- ✓ UBL Fund Managers Limited
- ✓ Ufone
- ✓ Unilever Pakistan
- ✓ US Denim Mills Pvt. Ltd.
- ✓ Warid Telecom
- ✓ Wateen Telecom
- ✓ World Wide Fund for Nature WWF
- ✓ Zealcon Engineering Pvt. Ltd.
- ✓ Zephyr Textiles Limited

MPO connects with

## 300+ RECRUITERS

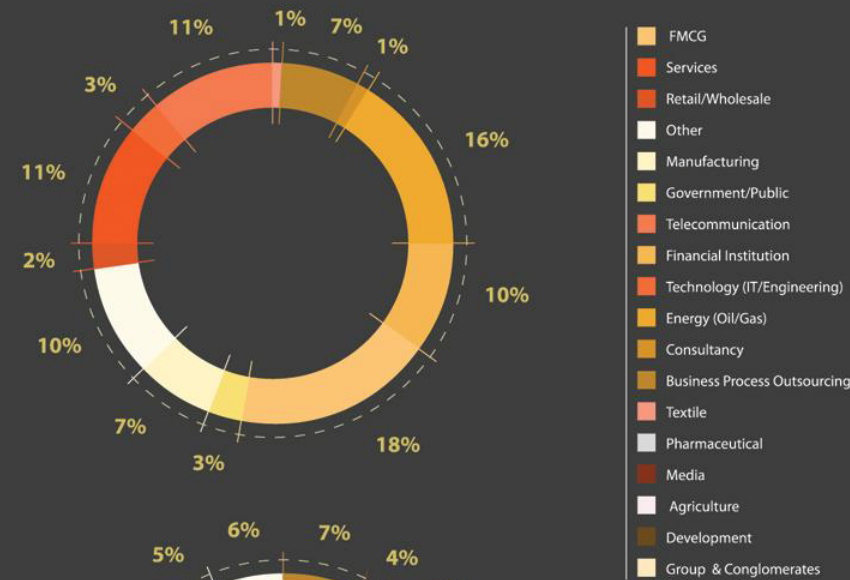
for MBA Recruitment/Internships every year



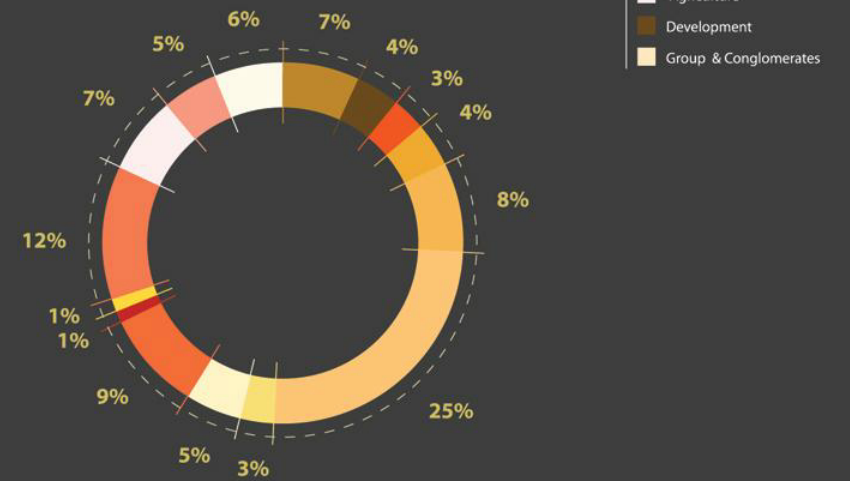
# MBA RECRUITMENT SUMMARY 2009-2011

## JOB PLACEMENTS BY SECTORS

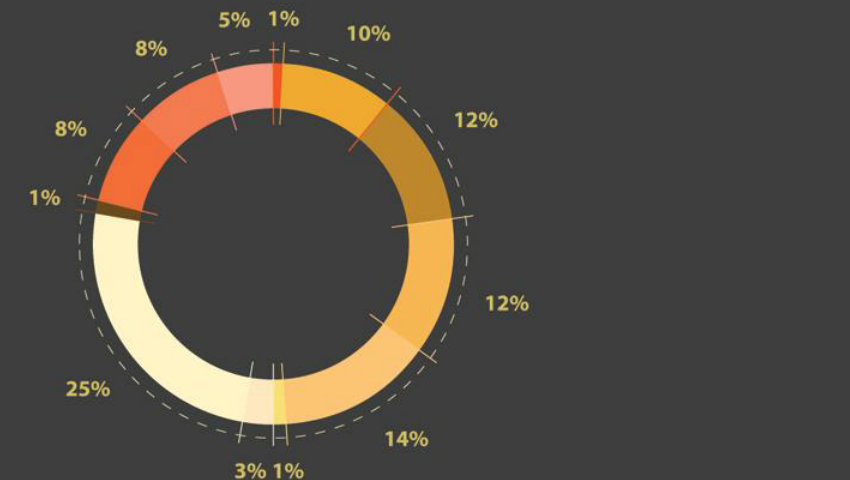
MBA 2009



MBA 2010

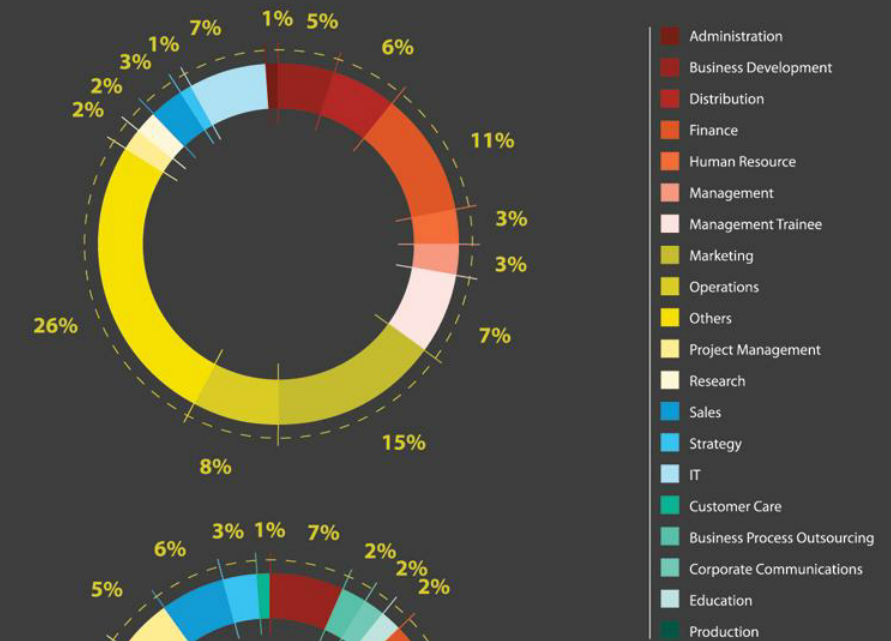


MBA 2011

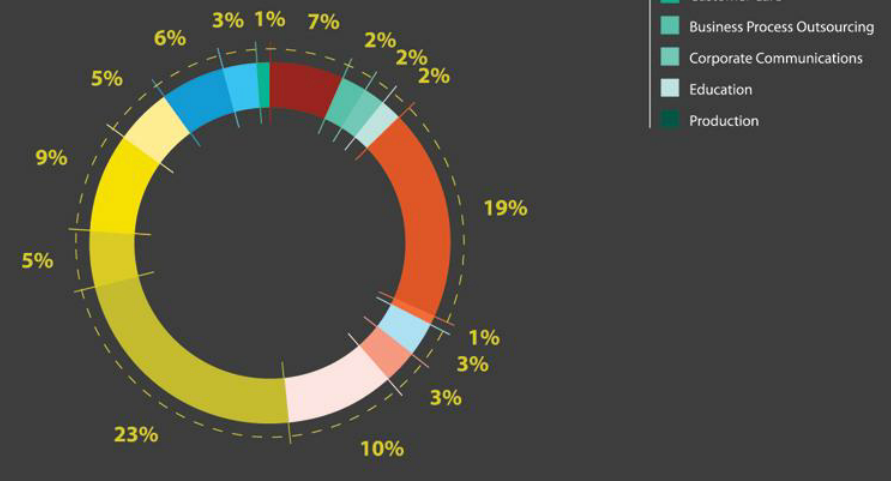


## JOB PLACEMENTS BY FUNCTIONS

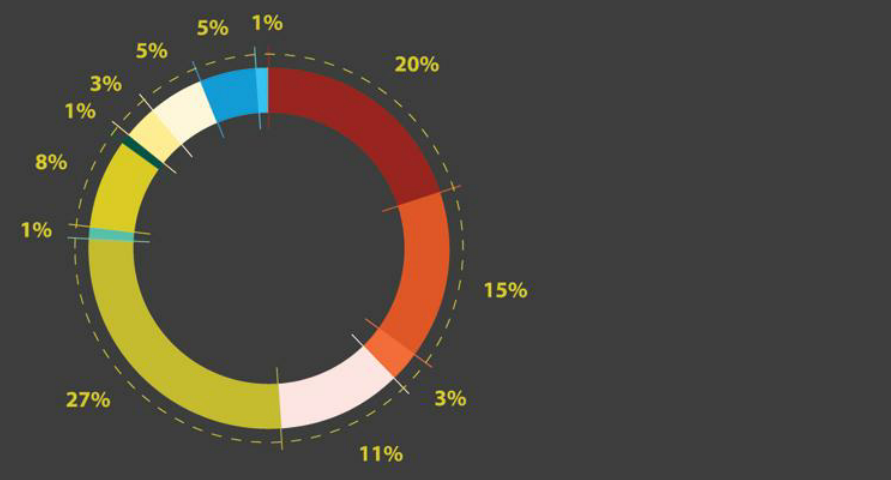
MBA 2009



MBA 2010



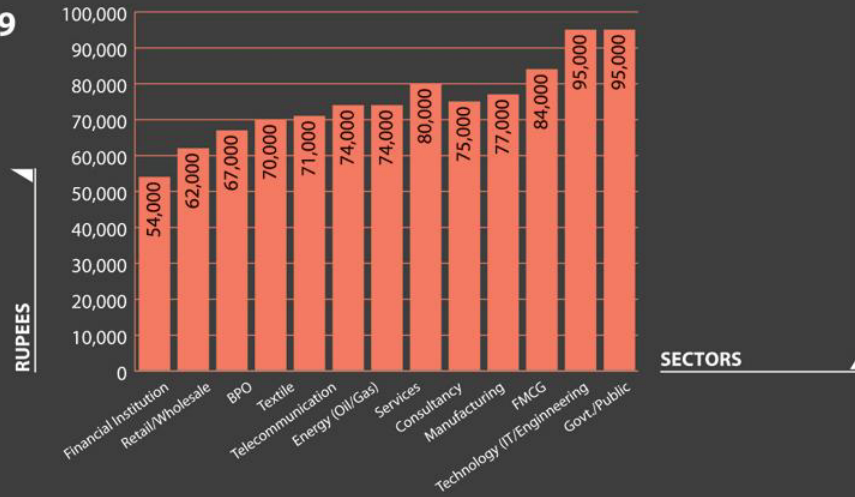
MBA 2011



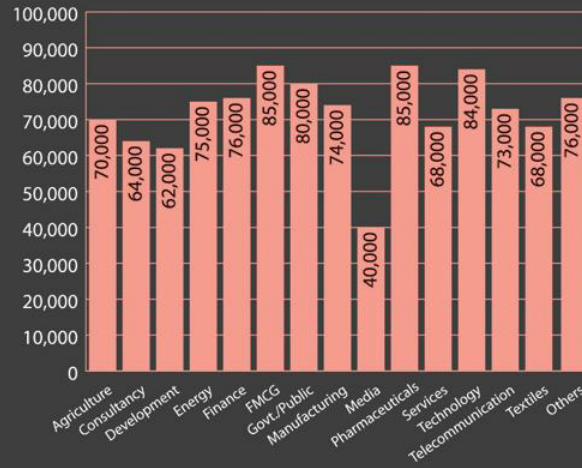


**AVERAGE SALARY BY SECTORS**

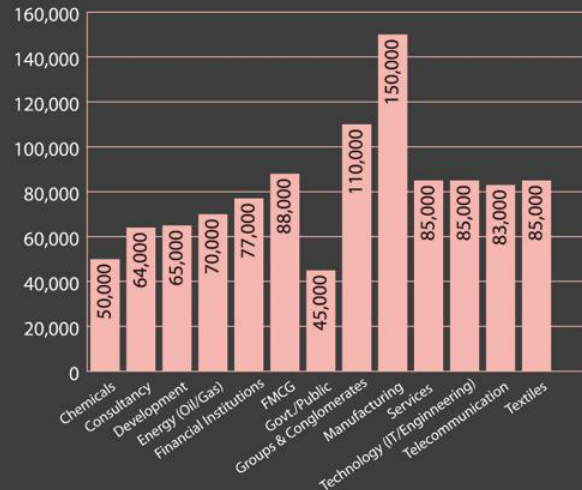
**MBA 2009**



**MBA 2010**

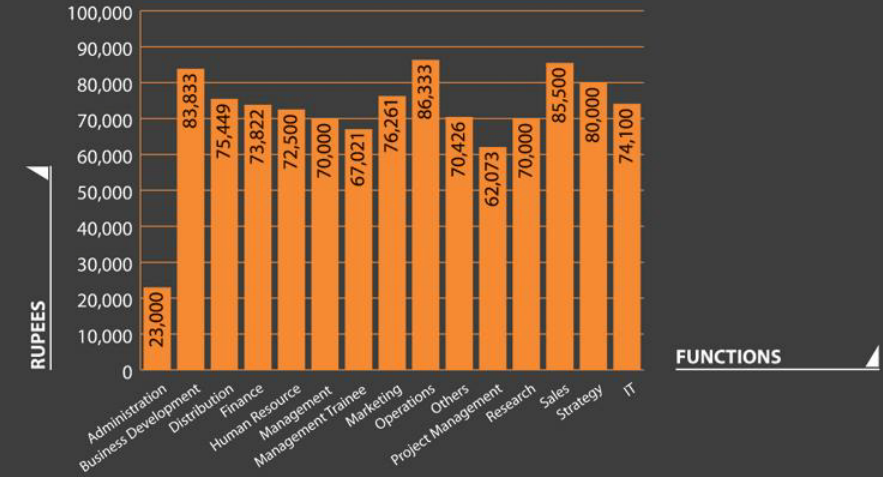


**MBA 2011**

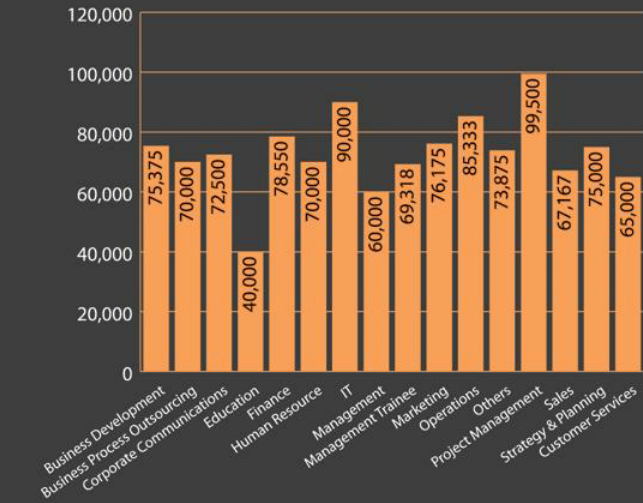


**AVERAGE SALARY BY FUNCTIONS**

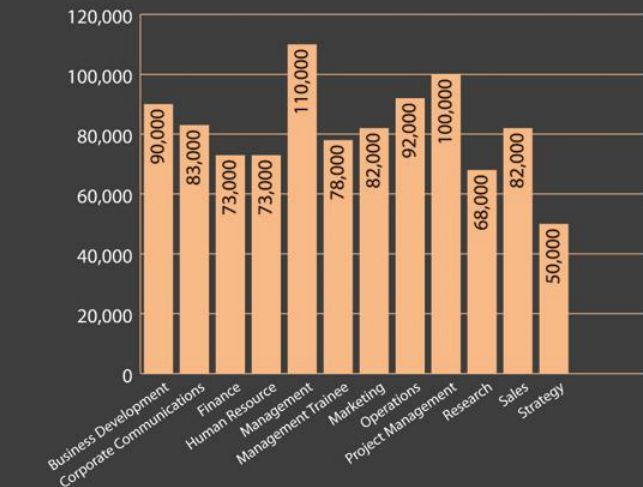
**MBA 2009**



**MBA 2010**



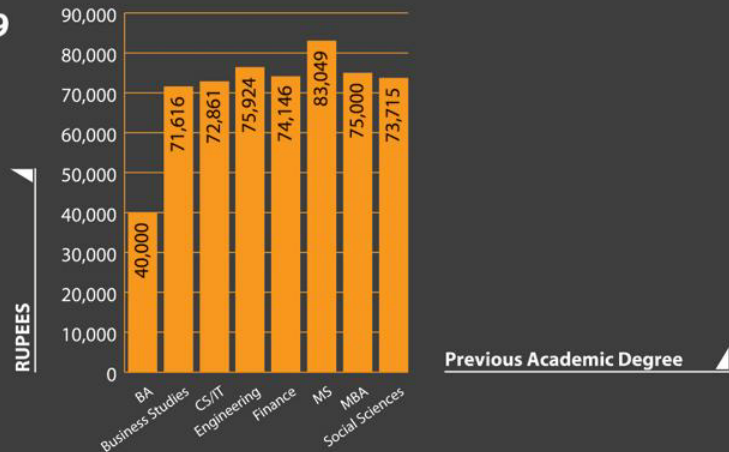
**MBA 2011**



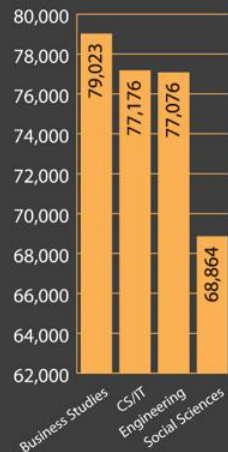


**AVERAGE SALARY BY ACADEMIC BACKGROUND**

**MBA 2009**



**MBA 2010**



**MBA 2011**

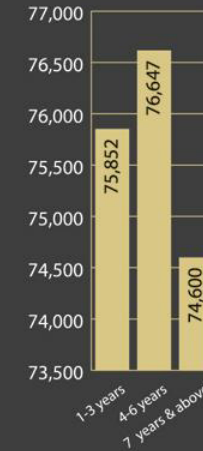


**AVERAGE SALARY BY PRIOR EXPERIENCE**

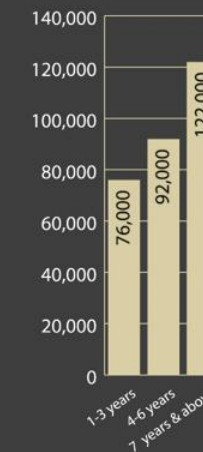
**MBA 2009**



**MBA 2010**



**MBA 2011**





## RECRUITERS WITH MOST OFFERS

### MBA 2009

Offer	No. of Students
KESC	32
TRG	15
Mobilink	9

### MBA 2010

Offer	No. of Students
Telenor Pakistan	8
Nestlé Pakistan	6
Engro Corporation	5

### MBA 2011

Offer	No. of Students
Standard Chartered	9
Shell Pakistan	5
Philip Morris Pakistan	4

## RECRUITERS WITH MOST ACCEPTANCES

### MBA 2009

Offer	No. of Students
KESC	17
TRG	9
Mobilink	6

### MBA 2010

Offer	No. of Students
Nestlé Pakistan	6
Telenor Pakistan	6
Engro Corporation	5

### MBA 2011

Offer	No. of Students
Standard Chartered	6
Shell Pakistan	5
ICI	3