LUMS | EMBA

2015-2016

EXECUTIVE MBA

WEEKEND PROGRAMME

Take Control of Your Future









Suleman Dawood School of Business

Lahore University of Management Sciences

www.lums.edu.pk/sdsb

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MESSAGE FROM THE ASSOCIATE DEAN



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

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

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

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

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

Dr. Jamshed Hasan Khan
Associate Dean & Professor
Suleman Dawood School of Business (SDSB)

THE SDSB ADVANTAGE

The SDSB's competitive edge is its teaching pedagogy, the case method of teaching. It emphasises experiential learning through local and international cases. Seldom do business managers face problems that are not impeded by external forces. Thus, the case method allows participants to tackle the decision making process in a more dynamic, real-world environment and draw on their individual professional experiences to enhance group learning.

The case method of teaching places a premium on teaching materials and standards. Since 1986, 625 cases have been developed at LUMS, focusing on the Pakistan business environment that helps in further building on the local perspective of participants. By providing our participants with cutting edge international practices, we present them with opportunities for real growth in their careers. An international outlook, including the incorporation of global linkages and internationally qualified faculty, adds greatly to the sophistication and innovation of our Executive MBA Programme. Collaborative linkages with international institutions add immense value to the programme content and its marketability.

In keeping with our aspirations and essentiality of integrating a world wide appeal to our programme, we offer an international study module through which the students can visit Silicon Valley, USA or Penang, Malaysia for one week. During the visit the students are exposed to foreign business practices, industrial visits and sessions with foreign faculty.



A COMMITMENT TO EXCELLENCE

The global business environment has never been more rigorous and demanding. With the global business setting becoming increasingly uncertain, the task of managing has become more challenging. The key to future business success lies in developing leaders who can effectively respond to the rapidly unfolding changes of the day. The Executive MBA offered by SDSB has been designed precisely to cater to this need. While providing a rigorous and worthwhile business education, the programme has been designed to enable busy managers to acquire a superior management education while continuing to fulfill their professional responsibilities. Ours is one of the top-tier business schools in the region, with world-class faculty, high-tech campus facilities and a stimulating and challenging curriculum.

Our tradition of individually interviewing applicants ensures that we select only the best. Applicants come from a range of organisations and cities around the country. Through their interaction with one another, they add inestimable personal experience and value to the programme.

WHY LUMS EXECUTIVE MBA?

- You don't have to put your careers on hold to earn the degree.
- EMBA prepares you for the next level of leadership. You will learn to be a better team member and a strong leader.
- This degree is an excellent investment in your future. It is also a wise investment for your employer.
- 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 two 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 school life while they are on campus.
- Highly experienced classmates with an average of 10 years of work experience.
- Faculty with strong industry linkages, who have received global recognition for their research.
- Gain access to a global network of 26,000+ alumni.



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 participating in three one-week residencies and attending classes on Saturdays and Sundays every alternate week.



DEVELOPING BUSINESS LEADERS

The Suleman Dawood School of Business (SDSB) was the first school established at LUMS in 1986. Now, over two decades later it is ranked as one of the top business schools in the region. SDSB continues to be the first choice of students in South Asia. The school effectively caters to the development needs of managers and leaders in the corporate sector. It provides the training necessary for these executives to take on greater roles of leadership.

INDUSTRY PERSPECTIVE

The LUMS faculty has developed 625 cases focusing on the Pakistani business industry. This helps in further building on the local perspective of participants. By providing our participants with cutting edge international practices, we present them with opportunities for real growth in their careers. An international outlook, including the incorporation of global linkages and internationally qualified faculty, adds greatly to the sophistication and innovation of our Executive MBA Programme. Collaborative linkages with international institutions add immense value to the programme content and its marketability.

INTERNATIONAL MODULE

The Executive MBA offers an international study module through which the students can visit Silicon Valley, USA or Penang, Malaysia for one week. During the visit the students will be exposed to foreign business practices, industrial visits and sessions with foreign faculty.

WHAT SETS THE PROGRAMME APART?

The Executive MBA prepares individuals to impact change.

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



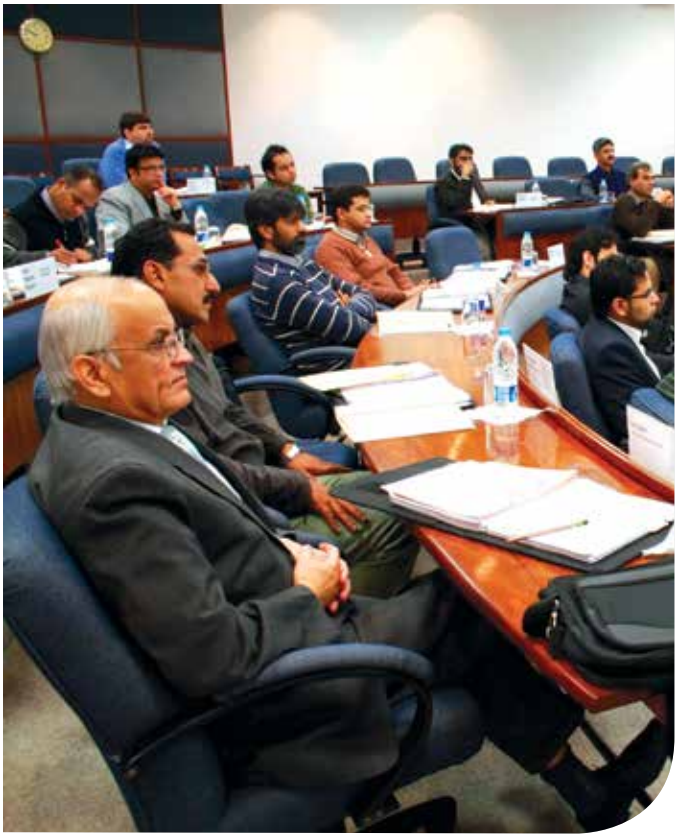
PROGRAMME DESIGN

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



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.



SUMMER ORIENTATION PROGRAMME (SOP)

The SOP is an integral part of the Executive MBA programme. It provides background information to the basic subjects needed to prepare participants for the challenges of the course load and case method of teaching.

Successful completion of the SOP is a prerequisite for the regular programme. Though not graded, it eases the transition to the regular classes by providing the basic framework in the following modules:

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

STRUCTURE

The study weeks are spread as follow:

Year I

Distance Learning Module 1 (Harvard Business School Online Courses)	July - August
SOP + Leadership Module	August - October
Distance Learning Module 2 (Harvard Business School Online Courses)	October - November
Business Fundamentals Module	November - March
Innovation Module	April - June

Year II

International Module	Summer
Specialisation Module	September - January
Managing the Future Module	January - May

EXECUTIVE MBA PROJECT

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

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

The project requires candidates to explore key facets of the issue and recommend alternative solutions. The study demonstrates awareness of relevant theoretical concepts, tools and techniques. It measures the candidates' ability to apply the most appropriate of these concepts to the organisational problem being studied. To the advantage of the current employer and candidate, the project is usually identified by the current employer (client) of the candidate and a faculty advisor is attached for guidance and counselling. The Executive MBA project, hence, is a real life test of the candidates' learning during the programme and their ability to apply the relevant skills and techniques.



COURSES OFFERED IN THE EXECUTIVE MBA PROGRAMME

On-Line Courses

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

Core Courses

- Business Mathematics
- Interpersonal Skills
- Introduction to Case Method
- Leading Organisations
- Problem Solving and Decision Making
- Marketing Management
- Finance for Managers
- Operations & Supply Chain Management
- Managing People
- New Product Development
- Innovation and Technology Management
- Managerial Accounting and Control Systems
- Business Strategy
- Islamic Ethics
- Managerial Economics

Elective Courses

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

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.

3 Specialisations

Candidate can choose the most suitable option

Public Enterprise Management

- Capital Budgeting
- Procurement Managament
- Monitoring and Control Systems

Entreprenuership

- Venture Creation
- Corporate Entreprenuership

General Management

- Corporate Finance
- Marketing Strategy



DISTANCE LEARNING

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

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

COLLABORATIVE LEARNING

As students, the Executive MBA participants experience different perspectives of individuals from diverse backgrounds. They get the opportunity to interact with each other and discuss complex case situations in class. Lively peer interaction is an integral part of the learning process in and outside the SDSB classrooms. Once the participants familiarise themselves with the entire class and the faculty at the SOP, the EMBA programme translates into an enriching journey. The experience derived from an Executive MBA class gives participants confidence and the leadership qualities to tackle even the worst-case scenarios amicably. Lectures, videos and computer exercises compliment the classroom experience.

NETWORKING OPPORTUNITY

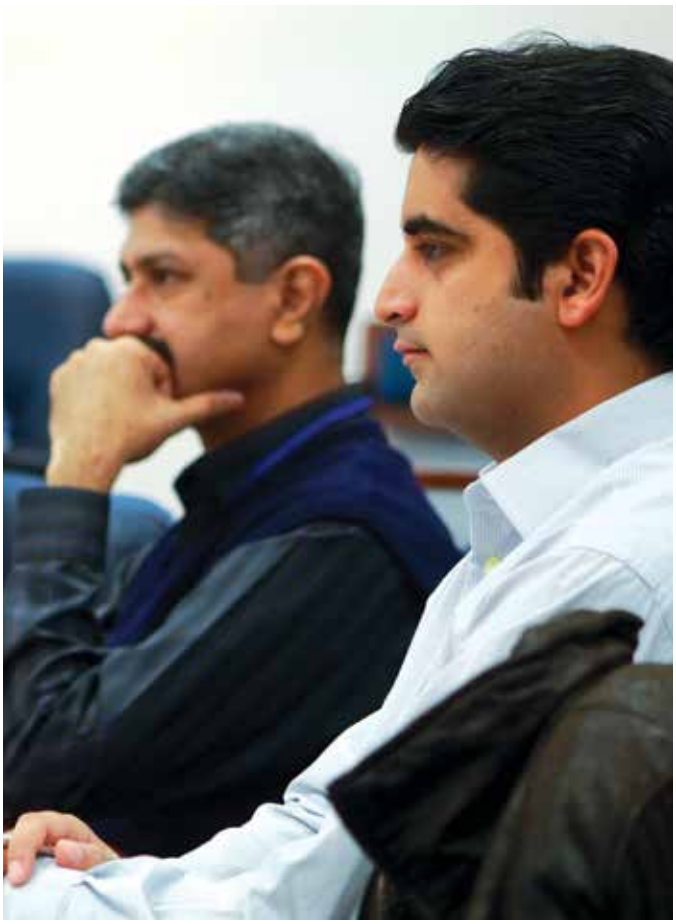
LUMS is also a networking hub for its Executive MBA participants. While enrolled in the programme, participants are constantly networking with the MBA students, alumni, the corporate world and senior faculty members. Participants are also called upon to stage seminars and deliver lectures in collaboration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

- LUMS Marketing Executive Club
- LUMS Human Resource Executive Club
- LUMS Global Management Executive Club
- LUMS Finance Executive Club
- LUMS Entrepreneurship Executive Club
- LUMS Toastmaster's Executive Club
- LUMS Business Review
- LUMS Investment Management Association
- LUMS Supply Chain Management Executive Club



Executive MBA - A Training Ground for Leaders

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



FACILITIES

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

ADVANTAGES FOR SPONSORING ORGANISATIONS

EMBA sponsoring organisations will be able to:

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



ADMISSION CRITERIA

In order to be eligible to apply for admission, applicants need to fulfill the minimum eligibility criteria. However, fulfillment of these criteria does not guarantee admission into LUMS.

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.

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)
- At least 6 years of full time work experience
- Two letters of recommendation
- Interview performance

* Candidates holding 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 call 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 being met. Shortlisted candidates will be called in for an interview, after which the final decision will be taken.

ADMISSION TEST FOR EXECUTIVE MBA

Applicants are required to take the 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.

GMAT is offered as a computer adaptive test worldwide. Apart from official test scores that LUMS will require directly from Educational Testing Service (ETS), USA, applicants must submit or mail a copy of the unofficial GMAT scores as soon as they take the test. The LUMS code for receiving GMAT scores from ETS is 0679. 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.
- The deadline to take GMAT is May 8, 2015.
- 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	44,100
Security (Refundable)	16,000
Total Fees	**809,100**

LUMS reserves the right to change its policies without prior notice. For further details, please visit www.lums.edu.pk



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.

SPONSORING EMPLOYEES

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

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

ACCOMMODATION

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

PARTICIPANT PROFILE

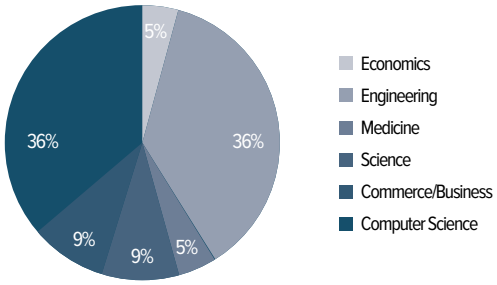
The Executive MBA programme is designed for mid-career managers and entrepreneurs who are devoted to taking on greater challenges and making a better impact on the productivity of their organisation. These individuals can leverage their rich work experience through a world-class management education.



Executive MBA Admitted Applicant Profile Class of 2016

Average Age	35 years
Average Experience	10.33 years
Average GMAT/LMAT Score	510

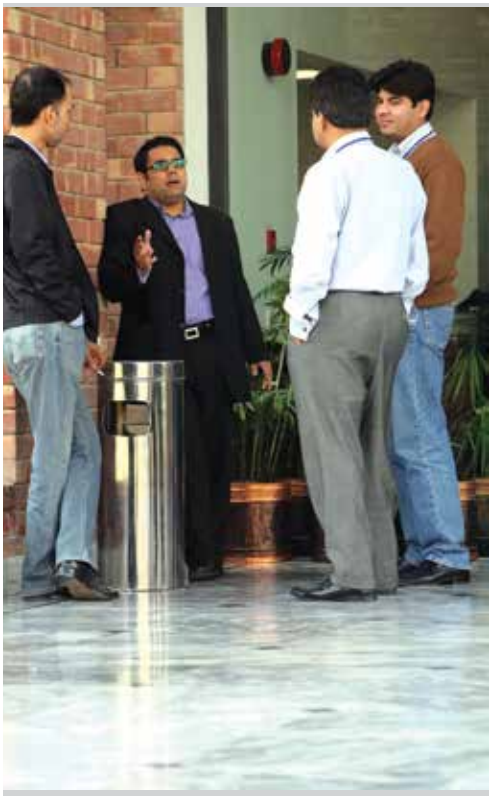
ACADEMIC BACKGROUND CLASS 2016



EXECUTIVE MBA ALUMNI

- **Abbas Sajjad**
  EMBA 2004
  Head of Marketing
  Sales & Investor
  Services
  Atlas Asset
  Management
- **Mahrukh Ali Malik**
  EMBA 2006
  Director
  Instaprint
- **Sheikh Ali Hussain**
  EMBA 2007
  Director
  The Agha Khan
  University
- **Shahzad Mughal**
  EMBA 2011
  CEO & Director
  Work Man (Pvt.) Ltd.
- **Syed Imran Rizvi**
  EMBA 2013
  Head of Shares
  Fauji Fertilizer Company
- **Abid Ziauddin**
  EMBA 2008
  Manager Plant Logistics
  Engro Fertilizers Ltd.
- **Naval Kumar**
  EMBA 2012
  Senior Manager
  PTCL
- **Muhammad Asad Noor**
  EMBA 2005
  Country Account
  Manager
  General Electric Inc.
- **Shahzad Khalil**
  EMBA 2009
  Regional Manager Sales
  Telenor Pakistan





Apply Skills Concurrently

Executive MBAs 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.

EXECUTIVE MBA
PARTICIPATING ORGANISATIONS

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

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

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Lahore University of Management Sciences
Telephone: +92 42 111-11-LUMS(5867) (Ext. 2177)
Fax: +92 42 35896559 | **Email:** admissions@lums.edu.pk
www.lums.edu.pk