

# EXECUTIVE MBA

FALL 2020



**LEAD  
INSPIRE  
TRANSFORM**

**LEAD  
INSPIRE  
TRANSFORM**

## MESSAGE FROM THE PROGRAMME DIRECTOR

Suleman Dawood School of Business (SDSB), Pakistan's first business school to achieve accreditation by AACSB International—The Association to Advance Collegiate Schools of Business (AACSB), offers a uniquely designed Executive MBA (EMBA) for mid-career executives aiming to advance their managerial capability and take the next leap in their career.

The Programme leverages the assemblage of top business and management faculty members in the country. Our faculty brings rigour from their world-class research and relevance from their extensive interaction with the industry. The EMBA candidates bring diverse professional backgrounds and experiences, which combined with a participant-centred learning approach, pioneered by SDSB in Pakistan, creates an intellectually challenging and rewarding environment. This ecosystem at SDSB stimulates and supports executives to harness their full potential and prepares them for senior leadership positions.

The EMBA provides executives an unparalleled opportunity to be part of the most eminent graduate programme in business education in the country while building a lifelong association with LUMS.

**DR. SHAKEEL SADIQ JAJJA**  
PROGRAMME DIRECTOR  
SULEMAN DAWOOD SCHOOL OF BUSINESS



## WHY SDSB



SDSB is Pakistan's first business school to achieve accreditation by AACSB International —The Association to Advance Collegiate Schools of Business (AACSB). Since 1916, AACSB has become a renowned global leader in assessing and evaluating business schools for programme quality, relevance, impact, and overall educational services.

The rigorous accreditation process, which lasts several years, weighs performance against 15 international standards. These standards include strategic management, innovation, learning and teaching, professional engagement, and active participation of students, faculty, and staff.

As a result, just five per cent of business schools in the world hold the AACSB accreditation. SDSB is privileged to be one of the 856 AACSB accredited business schools in the world; a testament to the quality of research and pedagogy that makes it stand out not only in the region, but also around the world.

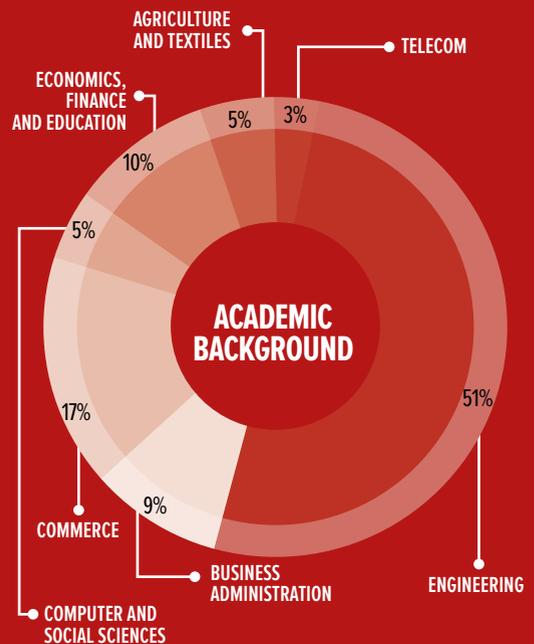
- The SDSB MBA is ranked among the top 25 MBA programmes in Asia according to QS MBA Ranking Asia 2020 and the top 250 in the world by QS Global MBA Ranking 2020.
- LUMS is ranked among the top 50 in Asia and the top 200 worldwide by QS Graduate Employability Rankings 2020.
- SDSB is a Harvard Business Publishing content partner.
- Over 800 case studies have been indigenously developed on local industry challenges and trends.

## THE EMBA EXPERIENCE

- Participants do not have to put their career on hold to earn the degree.
- Most EMBA participants advance their careers during the Programme, or upon graduation.
- EMBA boasts faculty with strong industry linkages, who have received global recognition for their research.
- Participants learn from the industry experience of their cohort peers, and practical experience through the Globalisation Module.
- The solid, general management core courses help participants bring new ideas and skills to their workplace and put them to work right away.
- This degree is an excellent investment in the future. It is also a wise investment for employers.
- Work-life balance is maintained with only three courses in each module at a time.
- The entire Programme is spread over 22 months with classes held on campus every alternate Saturday and Sunday to minimise required time out of the office.

# EMBA STUDENT PROFILE

Designed for executives dedicated to excellence and innovation, EMBA provides a platform to network with influential industry experts and high-achieving peers.



AVERAGE AGE  
**34 YEARS**



AVERAGE EXPERIENCE  
**11 YEARS**

# THE EMBA ADVANTAGE

## Enriched by a Lifelong Professional Community

LUMS connects you to the most relevant industry leaders in Pakistan. In the EMBA Programme, you learn from faculty that has revolutionised business practices in Pakistan through their teaching and research. You gain unparalleled access to dynamic companies and leaders in Pakistan and around the world. You also leverage a 13,000+ strong LUMS alumni network that impacts the global marketplace. The EMBA Programme also provides you with a transformative experience without disrupting your career.





# PROGRAMME DESIGN

The Programme is spread over 22 months, which includes 4 week-long sessions (two week-long sessions in the first year, one after the end of the first year during summers for the Globalisation Module, and the last week-long session at the end of the second year for EMBA Project presentations) and 36 weekends. The regular sessions are held on alternate weekends every month.

The Programme is divided into the following modules:

## BUSINESS FUNDAMENTALS

---

### MANAGING OPERATIONS AND PEOPLE

---

### COST, VALUE AND INNOVATION MANAGEMENT

---

### LAW AND ENTREPRENEURSHIP

---

### MANAGING THE FUTURE

---

---

## SUMMER ORIENTATION PROGRAMME (SOP)

The SOP provides essential subject knowledge needed to prepare you for the challenges of competitive coursework and Case Method of teaching. The SOP is not graded but its successful completion is a prerequisite for EMBA. The SOP prepares you for regular EMBA classes by providing the basic framework in the following modules:

## BUSINESS MATHEMATICS

---

### INTRODUCTION TO FINANCIAL ACCOUNTING

---

### INTERPERSONAL SKILLS

---

### INTRODUCTION TO THE CASE METHOD

---



## PROGRAMME STRUCTURE

The study weeks are spread as follows:

### YEAR 1

---

Distance Learning **Module 1**  
Harvard Business School Online Courses  
**JULY – AUGUST**

---

SOP + Business Fundamentals  
**Module 1**  
**AUGUST – NOVEMBER**

---

Distance Learning  
**Module 2**  
**NOVEMBER – DECEMBER**

---

Managing Operations and People  
**Module 2**  
**NOVEMBER – MARCH**

---

Distance Learning  
**Module 3**  
**MARCH – APRIL**

---

Cost, Value and Innovation Management  
**Module 3**  
**APRIL – JUNE**

---

### YEAR 2

---

Cross Cultural and Globalisation Module  
**SUMMER**

---

Law and Entrepreneurship Module  
**Module 4**  
**AUGUST – DECEMBER**

---

Managing the Future  
**Module 5**  
**JANUARY – APRIL**

---

EMBA Project  
**OCTOBER – MAY**





## Distance Learning

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

## Programme Courses

### Online Courses

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

### Core Courses

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

Da Fu

ma Hussain

## 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.

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

## Globalisation Module

EMBA participants learn first-hand about international business practices, competitive markets, and complex environments through the Globalisation Module. Last year, the EMBA class of 2020 visited San Francisco Bay Area, aptly titled, the Silicon Valley, to learn the ropes of entrepreneurship from start-up gurus. Naeem Zafar, who teaches entrepreneurship at UC Berkeley and Brown University and is also a serial entrepreneur, having started his own business at the age of 26, was the instructor of the course.



# COMMITTED TO DIVERSE PERSPECTIVES

## Industry Perspective

The LUMS faculty has developed over 800 cases focusing on the Pakistani business industry, which further builds on the local perspective of the participants. SDSB is a Harvard Business Publishing content partner, contributing insightful and meaningful research at a global level. Collaborative linkages with international institutions add immense value to the Programme.



### ATIF ARIF

**UNIT HEAD –  
RECRUITMENT,  
BANK OF PUNJAB  
EMBA 2021**

“I believe that the case study methodology of teaching employed in the LUMS EMBA has been of a significant advantage to me as it improved and sharpened my analytical and interpersonal skills. I encourage entrepreneurs and dynamic individuals to join the EMBA programme to fill in the gaps they might not have known about previously.”

## ADVANTAGES FOR SPONSORING ORGANISATIONS

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

## PARTNER/SPONSORING ORGANISATIONS

- Nestle Pakistan
- Bulleh Shah Packaging (Pvt.) Ltd.
- Jazz
- SAP-Systems, Applications and Product
- AIM Marketing
- Allied Bank Ltd.
- Fatima Fertilizer Company Ltd.
- Punjab Information Technology Board
- MCB Islamic Bank Ltd.
- FINCA Microfinance Bank Ltd.
- Engro Fertilizers Ltd.
- Ericsson
- Treet Group of Companies
- GE Power
- Bank Alfalah
- Bank of Punjab-TAQWA Islamic Banking
- CNEEC Pakistan
- Netsol
- Tetra Pak Pakistan
- Pakistan Telecommunication Company Ltd.
- Punjab Thermal Power (Pvt.) Ltd.
- Diamond Group of Industries
- Pakistan Air Force
- Lahore Electric Supply Company Ltd.
- Honda Atlas Cars (Pakistan) Ltd.
- Afiniti
- USAID-Sustainable Energy for Pakistan
- Beaconhouse School System
- Coca-Cola Beverages Pakistan Ltd.
- First Women Bank Ltd.
- Shell Pakistan
- Wateen Telecom Ltd.
- Mari Petroleum Company Ltd.
- METRO Cash and Carry Pakistan
- Robert Bosch Middle East FZE-Pakistan Liaison Office
- Oil and Gas Development Company Ltd.
- Hydromech Corporation
- Sahar Atif Design Studio
- Exceed Petroleum Private Ltd.
- Shaukat Khanum Memorial Cancer Hospital and Research Centre



## UMER GHUMMAN

HEAD MOBILE PHONE DIVISION  
SAMSUNG ELECTRONICS  
PAKISTAN LTD.  
EMBA 2014

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



## BILAL AHMED KHAN

MANAGER DIGITAL  
MARKETING AND SALES,  
NETSOL  
EMBA 2021

"I feel my decision to pursue an Executive MBA at LUMS has been an inspired one; not just from an academic point of view, but also from an overall experiential perspective. Being a marketing professional with a cross-industrial background, it is absolutely refreshing to see such an accomplished, diverse and talented group of individuals. From the structure of the Programme to lively class discussions, I can safely say that LUMS EMBA is the best one in Pakistan."



## THE LUMS ECOSYSTEM

### Your Lifelong Professional Network

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

You are encouraged to engage directly with 210 PhD faculty members at LUMS, including research experts and industry professionals. This provides a collaborative learning experience in which students and faculty draw upon their unique industry experiences and perspectives.

### A Training Ground for Leaders

The EMBA allows you to develop new leadership skills and capabilities – changing the way you approach business problems.

### Gad and Birgit Rausing Library

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

### Access to Cutting Edge Research

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



### State-of-the-art Facilities

EMBA participants have the option to avail accommodation facilities at the Rausing Executive Development Centre (REDC) at the University for the term. Residence at the REDC is a single room accommodation equipped with Subscriber Trunk Dialling (STD)/International Subscriber Dialling (ISD) services along with computing facilities. LUMS offers many on-campus dining choices such as the Executive Dining Hall and the Pepsi Dining Centre, which offer a diverse variety of meals and snacks at affordable prices.

### Syed Maratib Ali Sports Complex and the Coca-Cola Aquatic Centre

The Syed Maratib Ali Sports Complex offers an ideal environment to carry out numerous sporting activities like tennis, squash, gym, football, volleyball, cricket, basketball etc. The latest addition to the University's sports facilities is the Coca-Cola Aquatic Centre, which is an international standard indoor swimming pool built in line with FINA specifications (25 metres length), operational throughout the year.

### The Health and Wellness Centre

This Centre comprises a doctor and two staff members, beds for patients, basic emergency equipment, basic medicines and an active ambulance service. The facility is active 24 hours, 7 days a week and caters to all first aid medical situations on campus.

### ATM

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

### Superstore

The LUMS Superstore provides easy access to daily provisions including toiletries, groceries and stationery.

### Pharmacy

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

## ADMISSION CRITERIA

Admission is purely merit-based and rests solely on the following criteria:

### Academic Record

A minimum of sixteen (16) years of education leading to a Master's or Bachelor's\* degree from a university recognised by the Higher Education Commission (HEC), Pakistan.

*\*Candidates holding only a Bachelor's degree of less than four years duration will be required to produce an equivalence certificate of 16 years of education issued by the HEC, Pakistan.*

### Performance in Admission Test

Applicants are required to take the **Graduate Management Admission Test (GMAT)** or **Graduate Record Examination (GRE) General** or **NTS GAT (General)** in order to be considered for admission.

For details on GMAT/GRE (General) and NTS GAT (General), please visit [www.mba.com](http://www.mba.com) or [www.ets.org](http://www.ets.org) or [www.nts.org.pk](http://www.nts.org.pk)

The deadline to take the **GRE (General)/GMAT/NTS GAT (General)** is **April 30, 2020**.

#### NOTE

- GMAT/GRE (General) taken more than five years before the admission deadline will not be considered valid.
- NTS GAT (General) taken more than 2 years before the admission deadline will not be considered valid.

### Work Experience

Applicants for the Executive MBA Programme must have prior work experience. This experience demonstrates the candidate's managerial track record and potential for success in senior positions. Evaluation is based on the quantity and quality of the full-time work experience. The candidates must have at least six (6) years of full-time work experience with (4) four years at a managerial level.

### Complete Application Form and Supporting Documents

Complete application form (online) and supporting documents should be submitted by the stipulated deadline. Minimum two (2) recommendation letters are compulsory for applying to the EMBA Programme.

### Performance in Interview

Only shortlisted applicants will be called for an interview.

#### NOTE

This is the minimum criteria that applicants need to fulfil in order to be eligible to apply. Fulfilment of this criteria does not guarantee admission to LUMS.

## FINANCIAL SUPPORT

### MCB Student Personal Loan

Local EMBA applicants can also apply for the MCB Student Personal Loan (SPL) Facility.

Details of the loan can be viewed at:

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

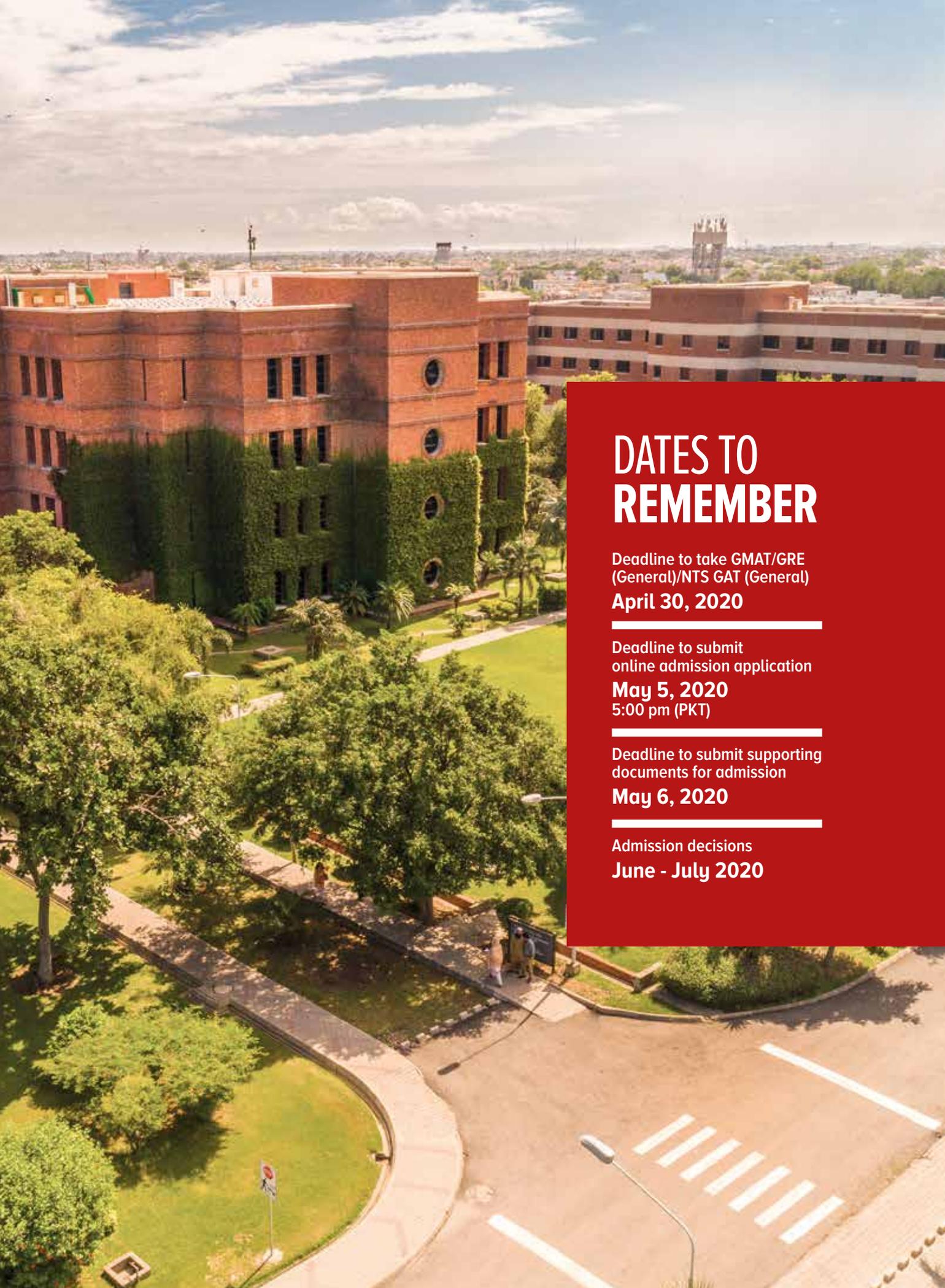
### Women Scholarship

Fostering, celebrating and advancing women's leadership in business, a 50% tuition fee waiver will be awarded to all admitted female students.

### Sponsorship

EMBA applicants are encouraged to discuss support options with their respective organisations. In addition to their consent to attend all the course modules, some companies also provide full or partial financial support to their qualified employees for this Programme.





# DATES TO REMEMBER

Deadline to take GMAT/GRE (General)/NTS GAT (General)

**April 30, 2020**

---

Deadline to submit online admission application

**May 5, 2020**

5:00 pm (PKT)

---

Deadline to submit supporting documents for admission

**May 6, 2020**

---

Admission decisions

**June - July 2020**



# LUMS

DHA, LAHORE CANTT. 54792, LAHORE, PAKISTAN

+92 42 111 11 LUMS (5867) Ext. 2177

admissions@lums.edu.pk

www.lums.edu.pk



#MeritMatters | #KeepGoingPlaces

