



## Dear Graduating Students,

As you prepare to set sail from LUMS, I would like to take this opportunity to draw your attention to the support available to you to land your dream job. The Career Services Office (CSO) in the Office of Student Affairs is your bridge to the working world, that can also help you prepare for it. It is important that you prepare well before you start your job search. CSO provides robust counselling and professional grooming sessions which are executed by the top professionals of the industry. They will also evaluate your resume and help you identify the best organisations where you may apply to work.

CSO organises recruitment drives and job fairs, and is essentially LUMS' window to the professional world. Over the past few years CSO has increased its international outreach activities and now, together with all major local employers, an increasing number of international organisations are also looking to hire LUMS graduates.

The Career Services Office is a pro-active unit, and always at hand to help you towards your journey to become professionals.

**Dr. Sohail Naqvi** Vice Chancellor





## **Career Services Office (CSO)**

CSO operates under the umbrella of Office of Student Affairs (OSA) at LUMS and offers an ever increasing range of services to the undergraduate and post graduate students of LUMS in all areas of career planning including job placement and higher education. CSO facilitates employers to identify the appropriate candidate and connects students with successful professionals of multiple industries that helps them develop their professional skills and match their skill set with the needs and requirements of potential employers.

#### **Our Vision**

The Career Services Office envisions to be recognized as the premium career services provider in the country, facilitating LUMS students and graduates to pursue optimal academic and professional careers, while inculcating ambitious policies & practices and maintaining highest degree of personal and professional integrity in our endeavors

#### **Mission Statement**

Our mission at Career Services Office is to strive for excellence in career guidance and placement services to benefit students (undergraduates and postgraduates), by providing a variety of career opportunities through job placements and higher education even beyond Pakistan. For career progression, we aim to place our graduates in professionally developed organizations. We provide a platform for our students to interact with renowned professional trainers of the industry to enhance their skill set at advance level.

## **CSO Objectives**

- Job placements and internships for the students.
- Exploration of scholarship opportunities in the leading universities of world to pursue higher studies.
- Provide opportunities for interactive sessions between students and leading international universities by organizing Annual Education Fair, one on one counseling, and information sessions.
- Organize on campus recruitment drives and Annual Career Fair
- Organize grooming sessions, mock interviews & assessments, and information sessions.
- Develop professional skills of students including resume writing, interview skills, professional behavior, personal branding, and employability.

## **Preparing Students for Opportunities**

The focus for CSO has been the placements of more than 800 students graduated from LUMS in 2015, and helping them explore the career path of their choice. Few will argue that our students have immaculate analytical and advanced skill set which helps them in securing jobs within and outside the country. Every year we at CSO train students in accordance with the current job market scenario through grooming sessions, mock assessments & interviews, and information sessions. CSO organizes two mega events annually, LUMS Career Fair for job placement and LUMS Education Fair to help pursue higher studies.

#### **Mock Interviews**

Mock interviews are arranged by CSO and conducted by our senior Alumni specifically for senior year students. Based on the interviews, Alumni share invaluable feedback with students as per their performance during the interviews and guide them for further improvements required for effective interviews. Students utilize this opportunity to its fullest because an interview is the basic skill that can land you in a great job. This year, our alumni, associated with companies like Total Parco Pakistan Limited, Coca Cola Beverages Pakistan Limited, and Unilever Pakistan Limited conducted mock interviews.

## **Grooming Session**

The right guidance and training can go a long way in helping the students choose their career path and achieve success. Career Services Office plays a vital role in organizing a wide array of workshops and training sessions that allow our students to be equipped with skills, competencies and strengths needed to succeed in the job market. These workshops cater to every step of the recruitment process including the following:

- Effective Resume & Cover Letter Writing.
- Interviewing Strategies (Telephonic, One-on-One, and Skype).
- Negotiation Skills.
- Mock Interviews.
- Corporate Training on Work place etiquettes and ethics.
- Mentorship.
- Guidance on career path.
- Motivational Sessions or Success Stories.
- Employablity Skills.
- Optimizing the use of LinkedIn.



CAREER



Mr. Waseem Ijaz (CEO, Sherwin Williams - KSA) conducted a session on the topic of "Essentials to Achieve Success in Personal and Professional Life".

Mr. Mobeen Ajmal LUMS alumnus & Director of LDI addressing to students on "LinkedIn Usage and Networking & Workforce Etiquette".





Mr. Mahmood Shamsher Ali (A LUMS alumnus, Head of Trainings for FINCA) interacting with students on the topic "Personal Branding".



"Campus to Corporate - Sharpen your interview skills" A session by Warid Telecom.



#### **CSO** as Facilitator

The diligent CSO team is efficaciously working as a link between students and their prospective employers through on-campus recruitment drives, grooming & information sessions and annual career fair that all together increased job opportunities for LUMS graduates and undergrads in niche companies from multiple industries as compared to previous years.



We play a vital role in strengthening relationships between students and representatives of leading universities by organizing information sessions, one-on-one counseling, and annual education fairs that help students explore scholarships and pursue their higher studies in leading universities of the world.

#### **Internships**

Every year CSO facilitates students in exploring internships in niche organizations that not only provide exposure and experience of a professional life in the corporate sector but also an excellent opportunity for the companies to identify future recruits.

#### **Networking Sessions**

The Career Services Office (CSO) conducted networking sessions in Islamabad, Lahore and Karachi, with recruiters from leading companies from a variety of segments like telecom, FMCG, education, development, engineering, banking & finance, automotive, and consultancy in avid attendance. These have been represented by notable companies that include Mitsubishi Corporation, Standard Chartered Bank, Philip Morris Pakistan, GSK Pakistan, National Foods, Bank Alfalah, Nestle Pakistan, KPMG, Service Sales Corporation, AkzoNobel, Warid Telecom, Mobilink, Coca-Cola Beverages, Descon Engineering Ltd to name a few.



The objective of these sessions has been to match the skill set of LUMS graduates with the needs and requirements of potential employers. The recruiters shared their positive feedback about the LUMS graduates currently employed at their respective companies.

#### **LUMS Education Fair 2015**

Career Services Office (CSO) organized the 6th Annual Education Fair at Lahore University of Management November 2015, in Sciences (LUMS) in international offices and representatives of renowned universities participated. The objective of the fair was to provide a platform to the students of LUMS where they could develop contacts with university representatives to discuss degree programs & course options and to understand the admission criteria that would be helpful for them to opt for better courses and select a suitable university for further studies. The international offices of higher education institutions such as United States Educational Foundation in Pakistan, Sheffield Hallam University, University of Bristol, DAAD, Queen Mary, University of London and University of Warwick participated to showcase excellent foreign education opportunities.



#### **Career Fair 2016**

Every year Career Services Office at LUMS arranges Career Fair for the graduating batch in which top-notch talent of the country is connected with leading employers of the country. At the career fair, niche companies from multiple sectors provide invaluable information to students, conduct on-spot interviews, and present their portfolios. The career fair is an amazing platform for the student to network with their prospective employers.

The Career Services Office organized annual career fair on January 30, 2016, in which Dawood Hercules, Fatima Group, Engro Corporation, Mitsubishi Corporation, Philip Morris Pakistan, Descon Engineering Ltd, Bank Alfalah, Standard Chartered Bank, Habib Bank, Citibank, PTCL, Total Parco, Dairy and Rural Development Foundation (DRDF), SANOFI Pakistan Ltd, Getz Pharma, The City School, and many other leading companies from multiple sectors like FMCG. development, automotive, information technology, telecom, education, engineering, and consultancy participated.



#### **Recruitment Drives**

Leading companies including MNCs visit LUMS each year in the Spring semester to hire premium talent of the country. During recruitment drives companies conduct information sessions to share opportunities, professional culture, and career growth within the company. They discuss their recruitment process with students followed by a test and interview of qualified students. These recruitment drives are executed for entry level positions, for instance, management trainee programs and executive level positions.



This year, the Career Services Office conducted 48 recruitment drives for leading companies from a wide variety of industries. Business leaders such as PWC UAE, Bain & Company, McKinsey, Microsoft, Unilever Pakistan, P&G Pakistan, L'Oréal Pakistan, Reckitt Benckiser (RB), Dawood Hercules, Fatima Group, Engro, Mitsubishi Corporation, Philip Morris Pakistan, Coca-Cola Beverages, PepsiCo, Ufone, Nestle Pakistan, UN World Food Program, Bank Alfalah, Standard Chartered Bank, Habib Bank and other top notch national & multinational companies of various sectors including notable Law firms of Pakistan partnered with LUMS over their individual recruiting requirements.



Bain & Company Information Session





Recruitment activity of Philip Morris at LUMS



**Reckitt Benckiser Information Session** 



DH Corp Information Session



Nestle Recruitment Drive



**P&G Recruitment Drive** 



Law Open House at Asifa-Irfan Moot Court Room



Unilever Information Session



L'Oréal Brand Storm Session

## Class of 2015 - Dream Big

The Career Services Office has successfully placed 98% graduates from the Class of 2015 by March 30, 2016. These enthusiastic, promising LUMS graduates have been placed in leading MNCs and local companies within Pakistan and abroad. Top international organizations that have inducted these fresh graduates are PWC UAE, Bain & Company, McKinsey, Google and SIO Capital. At home, LUMS graduates from the class of 2015 have joined Unilever, Reckitt Benckiser, L'Oréal Pakistan, P&G, Philip Morris Pakistan, Engro, Standard Chartered Bank, Daewoo, Punjab IT Board, Nishat Group, Netsol, and TRG. More than 80 graduates of Class of 2015 are pursuing higher studies abroad and most of them have secured scholarships in leading universities such as University College London, London School of Boston University, Economics, Columbia University, McGill University, Princeton University, University of California, The University of Warwick, SOAS University, University of Waterloo and University of Manchester, to name a few. Some graduates have

also been accepted for a Master's degree leading to PhD.

# Why a good cover letter can be the difference in getting an interview.

A Forbes article recently caused a small stir in the HR community. It claimed that since many hiring managers don't read them, "cover letters are dead" 1.

This is a very bold claim, and one that we certainly don't agree with. Not only are cover letters very much alive (the same Forbes article stated that 53% of employers prefer candidates that submit one <sup>2</sup>), we believe they are critically important to getting an interview, and put significant emphasis on them when deciding who to call back.

There are three main reasons to explain this:

**Cover letters differentiate between applicants.** In Acasus' last hiring round, we received more than 300 applications for a single position. Most candidates' CVs demonstrated great academic achievement, and similarly impressive experience. Accordingly, the real differentiator between otherwise equally promising candidates became their cover letters.

A great cover letter stands a great candidate apart from the crowd, and is often why they make the interview shortlist.

Cover letters show a candidate's reasons for applying. Hiring people is resource-intensive and expensive – estimates put the entire cost at around 1.5 to 3 times the salary of an employee <sup>3</sup>.

Getting the right people to the interview stage is therefore critical.

Since cover letters give candidates the opportunity to show they understand the position, explain why they are applying, and outline why would they be a great fit, these become an essential part of any application.

**Cover letters demonstrate proficiency in critical skills.** British Council research suggests that English skills are just as important as IT skills for South Asian employers <sup>4</sup>, whilst a recent study shows that 1 in 3 skills requested in job postings relate to foundational skills, such as written English <sup>5</sup>.

A concise cover letter ticks both of these boxes. It demonstrates English proficiency and a good command of written communication to employers, two hugely important skills. Candidates able to do this tend to go straight to the front of the queue.

So the need for a good cover letter is clear. It's likely going to be the differentiator that gets you noticed over the competition.

This means that being able to write a great cover letter is hugely important. Considering the following points will maximize the chances of this:

- Describe why you're applying for this particular job. Explain why you want to work for Bank X over Bank Y or Bank Z, rather than discussing a general interest in banking.
- Show that you've taken an interest in your potential employer. This might include speaking with an employee, investigating a past or current project, or reading any relevant research.
- Demonstrate how work, academia, sports, or any other activities have honed your skills and character, and how this could be an asset to the employer.
- Strike the right balance between showing your personality whilst remaining professional. Employers want to get to know you, but also want to be reassured by your professionalism.
- Get to the point. 70% of employers prefer a cover letter that's half a page or less
   6, and verbose applications have a tendency to quickly find their way to the bin.
- Check, double check, and triple check spelling and grammar. It takes just ten minutes to do this, but can often be the difference between a great and a poor application.

Incorporating this advice into your next cover letter will not guarantee you the job, but it will certainly maximize your chances of getting an interview.

With that in mind, spending a couple of hours crafting a great cover letter is a valuable investment to make.

http://www.forbes.com/sites/ashleystahl/2015/06/11/the-cover-letter-is-almost-dead/#7842830e174a

<sup>&</sup>lt;sup>2</sup>http://www.forbes.com/sites/ashleystahl/2015/06/11/the-cover-letter-is-almost-dead/#7842830e174a

<sup>&</sup>lt;sup>3</sup>http://www.investopedia.com/financial-edge/0711/the-cost-of-hiring-a-new-employee.aspx

<sup>&</sup>lt;sup>4</sup>https://www.britishcouncil.org/voices-magazine/importance-english-south-asias-job-market

<sup>&</sup>lt;sup>5</sup> http://www.cnbc.com/2015/12/01/the-skills-employers-are-looking-for.html

<sup>&</sup>lt;sup>6</sup>http://www.forbes.com/sites/ashleystahl/2016/01/08/8-common-cover-letter-mistakes-to-avoid/#4c1b ff84b2dc

# Tips Job Offer Guidelines

The most important question to ask yourself is: Are you excited about this job and the salary? If you are not happy, you will not be a great employee, and you are not likely to have a good experience with the organization. But it is also important to balance your excitement and passion for the field you are entering with a realistic expectation of financial rewards.

#### **Accepting an Offer**

It is good to be enthusiastic about the first job, but do not lose your head. Find out when you start, what your salary is, what your hours are, and what the office dress code is. You may need to negotiate some of these things; make sure you have done your research so you can be a smart negotiator - especially regarding your salary.

- Do not accept the offer immediately. Ask the employer when they need your answer. This should not be a problem with most employers.
- Remember that an accepted offer should be honored. Do not take an offer just because it is your first weigh your options carefully before accepting.
- When you accept an offer, notify any other potential employers that you have accepted an offer and you are no longer available for consideration. Do not go for interviews after you have accepted an offer.
- Once you receive and accept a job offer, send your new employer a thank-you letter. This is an effective gesture to get a good start in forming a positive relationship with your new employer.

#### Rejecting an Offer

If you receive an offer for a job that you do not want to accept, you need to let the employer know as soon as possible so they can continue looking for a candidate.

It is important to be polite and sincere when you turn down an offer. If you think that you would hate working for a company or were totally unimpressed with what you saw during a tour, there is no need to say that!

Instead, say **ff I'm sorry**, but:

- I don't feel that your organization would be the best choice for me. 55
- I don't think that I could fully meet all of your expectations.
- I just don't think that your organization is the best fit for me at this time.

If you withdraw from consideration for a position or turn down an offer, send a polite and positive thank-you letter which leaves the door open for future consideration.

#### **Managing Multiple Offers**

If you have been interviewing with different employers, you may have more than one offer to consider. Here are a few points to bear in mind:

- It is perfectly acceptable to ask for an extension while considering a job offer. This is true even if you are waiting for an offer from another employer, rather than considering an offer that has already been made. Once you accept a job, notify the other interviewers that you are no longer available.
- Do not accept an offer immediately, even if you are sure you want the job. It is reasonable to ask for a few days to think it over; be wary of any employer who insists that you make a decision right away.
- When dealing with more than one offer, make a list of pros and cons for each.
- Consider the long-term benefits of each job, not just the immediate ones. A hiring bonus is nice, but it is a one-time benefit; a more attractive health insurance plan is worth more in the long run.
- It is acceptable to let an employer know if you are considering another offer, particularly if that is the reason you are unable to make a quick decision. Knowing that there is competition may encourage an employer to make a more attractive offer.
- Do not reveal specific details of your other offers. It is fine to provide a salary range or mention extra benefits, but do not get into details.
- Mentioning additional offers is a negotiating tactic, not a threat. While any employer who makes an offer is obviously interested in hiring you, the way you handle salary and benefit negotiation will reflect on your potential as an employee just as much as the interview. Be professional, tactful, and well-prepared, just as you would in a work situation.

#### **Negotiating Offers**

The strongest tools to negotiate with are salary information for your industry and the value of the unique skills that you bring to the table. The industry's economic climate and the location of your position will both have a major influence on your salary offer, even when compared to other candidates within the same company. Have a salary range in mind before negotiations begin, based on your research into the field, geographic area, and company. Know your budget limits and your personal skill restrictions.

# Interviews for Fresh Graduates

Following are interview tips for graduating students in order to excel in an interview.

#### 1. Do your homework

Students must do their homework on the job, the organization, the competition and the industry. They must tap their university network and parents' network in order to get an inside scoop. Our students, especially with their extensive reading habits, can stand out from the crowd if they do prior homework.

# 2. Anticipate and prepare for the typical questions with strong personal answers

"Tell me about yourself." "What are your strengths and weaknesses?" "Tell me about your greatest accomplishments." "Share a time you failed and how you responded to the situation." "Why do you want this job?" "Why this organization?" Students must have specific answers and examples of these basic questions.

# 3. Develop 5-7 adaptable stories from your resume related to the job you are seeking.

This is a highly useful strategy. Students can start by describing the context and the problem. Then he/she can give further explanation of how the situation was improved by him/her. Note that it is effective to describe the results in quantifiable terms. This strategy will demonstrate that you understand the importance and the impact of your personal contributions. If these stories are prepared in advance, students can adapt them to various questions.

# 4. Frame your answers to show how you will add value to the organization

Most of the time students too often focus on why they want the job, what they will get out of it and why it will be good for them. Our students can instead explain how and why they can and will benefit the organization. You have to find ways to tactfully mention what they would gain if they hire you.

#### 5. Practice interviewing out loud

Students can practice interviewing with mentors, friends or even in the mirror. Most students have not done many (if any) job interviews and definitely not when under pressure. It is important to hear the words they intend to speak, which includes the tone, emphasis, inflections and facial impressions, so that students do not blow it when it really counts. It is rare to get a second chance.

## 6. Demeanor, humble self-confidence, personality and enthusiasm really matter

The candidate must smile and reflect on their voice tone, words and body language to communicate their genuine excitement about the opportunity. It is going to be a significant decision factor for the interviewer. If student is not reflecting this behavior, the interviewer will be in doubt and will question if the candidate is really looking for the job or going to be committed to the organization. This is one of the top reasons why people do not get job offers.

#### 7. Do not judge a book by its cover

Many students have difficulty getting excited about the entry level jobs because they feel overqualified or discouraged that the work will not be fulfilling. In each interview, the primary objective of the student is to get invited back for another interview and to eventually secure an offer. As students' progress through the process, many find that the job and organization are much more interesting than they originally thought.

#### 8. Finish strong and follow up

Students can always close with a final statement that makes it crystal clear that they are genuinely excited and interested in the opportunity, including why they would be a great hire and fit for the job and the organization. Email a thank you note less than 24 hours after the interview while it is still fresh on their mind. Students can articulate their note and mention the reason why a prospective employer hires them. Every interviewer expects a thank you note from each candidate, so no note is a sign of no interest and no professionalism. If a student has to really stand out, then they are required to send a decent thank you note soon after the interview.

**Reference:** Chan, A. (06/14/2013). Top 10 Interview Tips for New College Graduates. Retrieved from:

http://www.huffingtonpost.com/andy-chan/new-graduates-interview-tips\_b\_3 443514.html



Much of the learning that takes place in higher education occurs outside of classroom, during interactions with faculty and peers. Close relationships with professors are important well before graduate school begins. Undergraduates also benefit from mentoring relationships with faculty.

#### 1. Benefits of Being Mentored

Mentors are guides. They can help you to identify your academic and professional needs and will guide you to seek opportunities in future. They offer opportunities to get research experience, writing experience, publications, presentations and training opportunities such as fellowships, internships, and assistantships. Mentors may introduce you to their professional network by asking you to meet their colleagues at conferences.

#### 2. Primary and Secondary Mentors

In graduate school, faculty members often serve the function of academic advisors and become mentors. They provide advice on research and professional development, guiding students in learning about and conducting research. Your mentor is an important influence on your professional development, but remember that no mentor can meet all of your professional development needs. Graduate students might seek mentorship in a variety of activities such as research, teaching, and applied work.

A secondary mentor such as another research advisor, practicum supervisor or professional can provide support, advice, and a new perspective on your career. The happiest graduate students have several mentors for the various facets of professional life.

#### 3. Evaluate Your Mentoring Needs

Before you get involved in a mentoring relationship learn about the mentoring dynamic and what type of relationship you can aspire to and take initiative in making this so. Think about what type of career you want.

#### 4. Learn about Mentors

Once you have identified your mentoring needs, look for potential mentors. List the faculty in your department and collect information about them. Pay attention to

bulletin boards that may list faculty talks, and visit faculty web pages to review their vitae and publications. Ask other students about their experiences with faculty to learn about what they are like: their expectations, how easy it is to get along with them, quirks, working style, and so on.

#### 5. Make Contact with Professors

After you have identified potential mentors, it is time to get to know them. Establish contacts and gain the professors' attention by signing up for a class or seminar, or ask if you can help them with their research. Know something about their research before you ask. Make it clear that you are aware of their work - and interested in it rather than blindly searching for ways to get research experience. Get involved in their work before you ask them to mentor you so that you are familiar with their research and know what you are getting into.

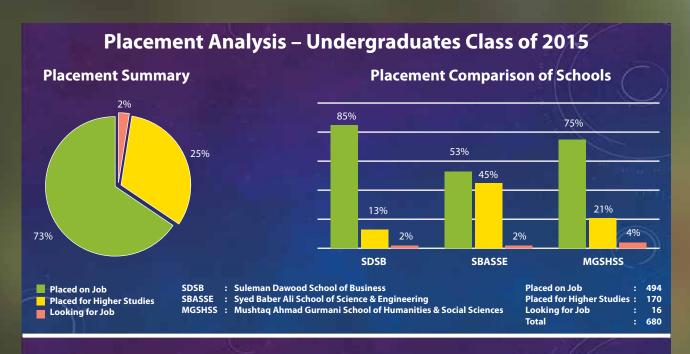
#### 6. How to Ask

Request a meeting for the purpose of asking questions and seeking guidance. Ask if the professor is willing to answer questions about their own experiences and successes. At the meeting, ask questions, and explain your academic and professional goals. If you have not already, volunteer to work on a project with the professor - entailing anything from collecting data to simply making copies. Ask if the member is willing to mentor you and be someone you can contact for academic or career advice.

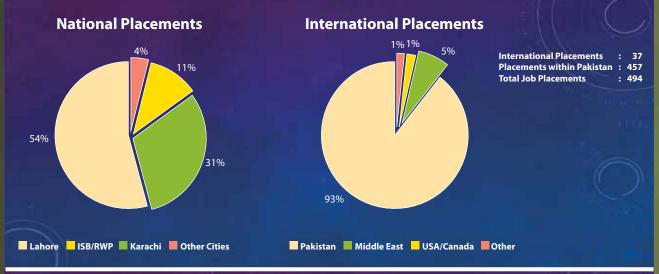
#### 7. Do not Forget Peers

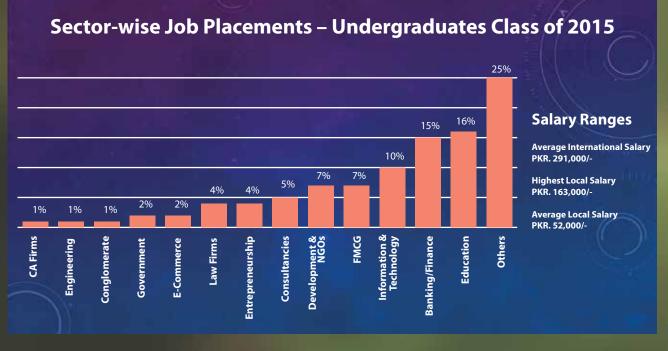
You can benefit from several mentors with differing areas of expertise and levels of experience. Graduate student peers are a particularly valuable, yet a relatively unknown source of mentorship. More experienced peers can help you learn about the process of applying to grad school. Grad student peers can share advice about classes, faculty, comprehensive exams, theses, and more. In this respect they can provide more timely and relevant advice because they just experienced it and they know what it is like to be in your shoes.

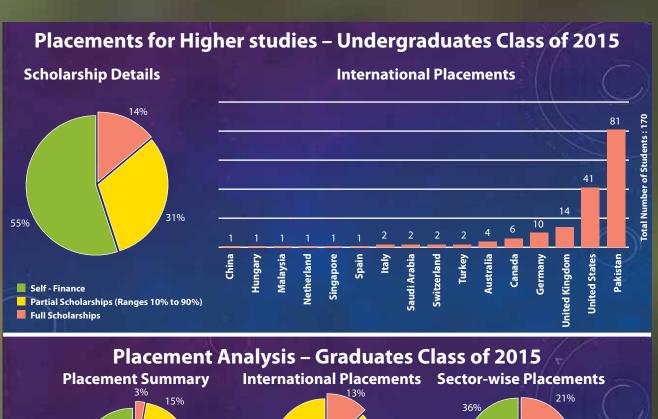
**Reference:** Kuther, Tara. (November 29, 2014.) Seek a Mentor in Grad School. **Source:**http://gradschool.about.com/od/aboutadvisors/tp/Getting-Mentored-In-Grad-School.htm

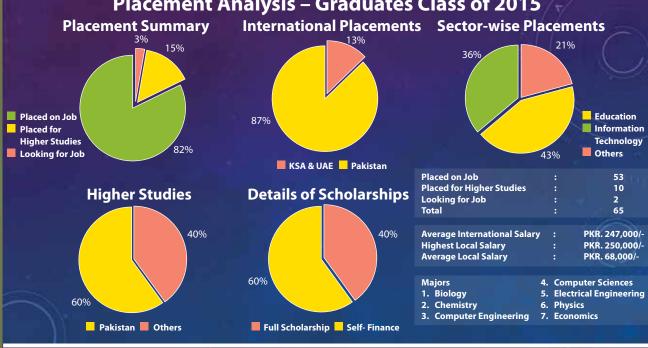


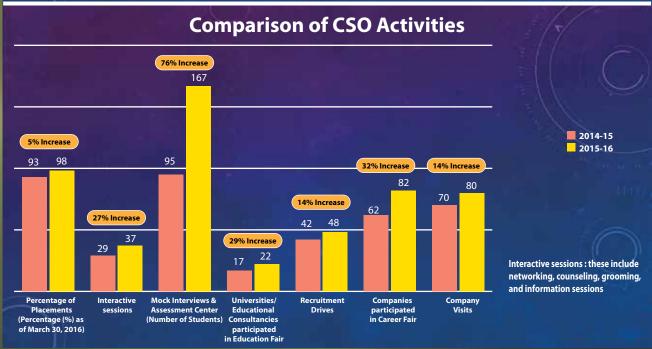
#### Job Placements - Break-up Across Region - Undergraduates Class of 2015













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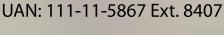
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