# MBA PROGRAMME GLOBAL BUSINESS LEADERS **LUMS** SULEMAN DAWOOD SCHOOL OF BUSINESS (SDSB)

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## MESSAGE FROM THE DEAN

The Lahore University of Management Sciences (LUMS), ranked amongst top 15 universities in SAARC by QS University Rankings Asia 2016, has long positioned itself as a leader in developing and imparting business education. Thirty years ago, LUMS pioneered the first state-of-the-art business school in the country, the Suleman Dawood School of Business (SDSB) which introduced the Case Study Method of teaching. Its top-notch faculty, its commitment towards excellence and appreciation for talent has led it to receive the highest quality category accreditation by the National Business Education Accreditation Council. We are also now in the process of getting accreditation from international accreditation bodies like AACSB and EQUIS.

As a testament to our academic rigour, the Harvard Business Publishing (HBP) will now encompass distribution of SDSB cases through their website, making the School's cases available to a global audience. A major achievement for the Case Research Centre, this partnership places SDSB and LUMS on the international case map.

Diversity is a benchmark of the institution's student body. Ever since its inception, LUMS has attracted foreign students from across the globe. This culturally diverse socio-academic environment gives impetus to gaining personal and professional skills. The University lays a strong emphasis on supporting top talent worldwide and offers generous scholarships to deserving international students.

Today, SDSB is recognised for excellence in three interconnected areas: research, teaching and service. The School supports dissemination and creation of relevant and responsible research with specific emphasis on values of responsibility, integrity and diversity as part of the content. Additionally, our case method pedagogy enables critical integration of organisational examples into the curriculum. Thirdly, service refers to a continued commitment and contribution to industry, academic community and the wider society.

SDSB's flagship MBA programme produces graduates who are strategic and entrepreneurial in nature, team players, ambitious and capable to turn around organisations. A significant portion of our graduate students' time is devoted to experiential learning materialised through mandatory industry analysis, entrepreneurial ventures and consulting assignments.

MBA students are also exposed to a global learning environment through our international exchange programmes with 13 universities, whereby they understand the transnational nature of today's businesses. Recruitment drives, seminars and networking initiatives are integral components of the programme. The LUMS MBA Placement Office educates, connects and advises students about opportunities in the professional world. We are proud of the high percentage of graduates who have been recruited across the globe and are contributing to the economy and society through their leadership acumen.

Our faculty is a rich conglomerate of the finest PhDs from across the globe. Forty-six of them hold doctorate degrees from the best universities of the world. This group of educators and researchers inculcate a sense of exceptional commitment in the students and the classroom setup demands them to bring out their leadership skills. Dedicated to excellence in research and education, SDSB faculty members are known to have a deep understanding of the rapidly changing world economy as well as complex business environments. They are invited as speakers and advisors on international forums to discuss issues of global concern and key business trends. They are also active in research, applying cutting edge methodologies to tackle both domestic and global economic and management issues.

Tapping into our extensive network of 27,000+ executive alumni and 11,000+ University alumni, corporate partners and visiting executives, SDSB offers the best platform for innovation and for challenging conventional thinking in business. Our alumni are not only founders of exciting start-ups but they also lead multinational corporations and spread the essence of LUMS' education and values, both locally and internationally.

On behalf of all of us here at LUMS, I encourage you to explore our programme and the campus life and become a part of our ever-expanding network of excellence.

#### Jawad Syed, PhD

Dean and Professor of Organisational Behaviour Suleman Dawood School of Business

## WHY LUMS



Ranked No. 1 University by QS University Rankings Asia 2016



5 schools

of diverse disciplines with over

30 degree programmes



13 research centres

institutionalising cutting edge research and knowledge generation



**80% job placements** within 6 months of graduation

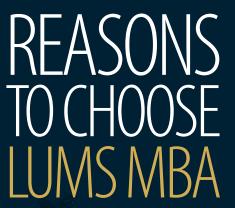


An exciting student life with

46 student societies



**Safe gated community** in the historic city of Lahore





Ranked among **top 300** Business Schools of the World - QS Rankings by Subject 2017



A partner case study contributor to





**75%** faculty members with a PhD from the world's top institutions



13 International Student Exchange programmes with some of the best global institutions



Fully funded scholarships for local and international students



Over 2000 business leaders as entrepreneurs and top professionals around the world



700+ case studies

indigenously developed on local industry changes and trends

### PROGRAMME STRUCTURE

#### THE PATH TO INNOVATIVE LEADERSHIP

The LUMS MBA programme is a critical amalgamation of relevant theory and rigorous practice. It develops global business leaders who can provide leadership at any level in an increasingly global economy.

**CLASS PROFILE** 

AVERAGE AGE 25 YEARS





\* GRE SCORES EQUIVALENT TO GMAT

#### **CASE METHOD PEDAGOGY**

During the two years at LUMS, students work on over 500 cases which develops in them the ability to make decisions in a broad range of "real-world" situations. This methodology cultivates leaders who are fully prepared to solve problems and face challenges across local and global contexts.

#### **EXPERIENTIAL LEARNING**

LUMS MBA programme is at par with global MBA models. Students work on real business problems. They work with faculty and mentors to apply their learnings to business issues and derive analytical insights. This is done by using on-field learning exercises in synergy with case based teaching that draws from both local and global business scenarios. They use concepts learnt in class and apply them in interactive exercises through industry engagement, entrepreneurial drills and consultancy projects.

#### **ACADEMICS**

#### **Summer Orientation Programme**

SOP is aimed at developing a sound knowledge base for students that helps them perform exceptionally well when they enter the rigorous two-year programme. It builds their business fundamentals through critical modules in Communication, Business, Finance and Computer Applications. SOP also orientates students with the business school and helps them become an active participant of the LUMS student community.

#### **Year I | Core Courses**

The Year I core courses are designed to teach concepts that provide the foundation of general management education. From fundamental management courses to decision modelling and financial reporting, to analytical and critical thinking, to driving economic development of an organisation with ethics and social responsibility, these diverse courses build intellectual capital and produce graduates who are ready for today's competitive business landscape.

#### **Experiential Learning I**

Experiential I, covered in the first semester, comprises an Industry Analysis Exercise. This module helps students understand and analyse a selected industry and its market dynamics in detail. Not only do they examine the holistic business environment of the industry and its key players but also analyse current practices, predict future trends and provide strategic recommendations. Additionally, the exercise provides regular opportunities to stay connected with the business world and build relevant networks that go a long way.

#### **Experiential Learning II**

In semester 2, students conceive, test and commercialise an original business idea. Starting from opportunity identification and feasibility analysis to business model development, this module gives students a holistic understanding of a business as a total enterprise by applying theory, practice, experience and talent in one coherently built module. Students accumulate skills critical to an entrepreneurial mindset, leadership and management. This allows our students to excel and transfer their expertise to any business setting, whether it is starting their own passion project or working for a renowned multinational organisation.

#### **Summer Internship**

This is a mandatory project-based internship of at least 6 weeks between the first and the second year. It offers a working platform to reinforce the skills learnt during the first year into an actual business environment and drive meaningful change. Students gain hands-on experience of

managing real life business challenges under the mentorship of top executives. They also build valuable professional connections that help them later in many ways, including permanent placements.

#### **Year II | Elective Courses**

In year II, students select from a wide range of electives offered in multiple disciplines. This mix of general management and specialist courses through the two years makes our graduates truly versatile and ideal candidates for careers across a range of functions and industries.

These elective streams include Finance, Marketing, IT/Operations and Organisational Behaviour, Human Resource Management and Strategy.

#### **Experiential Learning III**

The third experiential learning module, covered in the first 10 weeks of semester 4, the MBA Consultancy Project (MCP), provides students the opportunity to apply their classroom learning in an actual business context. Students exclusively work on a specific client's consulting project in small groups, under the supervision of a faculty member from SDSB. Interim progress is monitored by the faculty supervisor and senior management of the client. The entire project culminates in a formal presentation to relevant stakeholders and submission of final reports.



AVERAGE - USD

MONTHLY 7,333

ANNUAL 87.996



AVERAGE - PKR

MONTHLY 125,636

ANNUAL

1,507,632

## OUR FACULTY

### PASSIONATE SCHOLARS AND TEACHERS AT THE FOREFRONT OF NEW IDEAS

LUMS MBA faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are renowned leaders in the study of management, finance, marketing and technological forces shaping global markets today.

#### A TRADITION OF TEACHING EXCELLENCE

At SDSB, teaching excellence is a high priority. In the LUMS MBA classroom, faculty members emphasise both theory and practice by using a variety of teaching methods. Case studies, seminars, simulations, guest speakers and group projects, all facilitate the learning process.

#### REAL LIFE INSIGHTS FROM INDUSTRY PRACTITIONERS

The MBA programme also makes creative use of experienced practitioners from the industry in its classes as adjunct professors and lecturers. A number of prestigious lectures including the SDSB Speaker Series are held where talks are delivered by eminent business figures, to inspire, educate and challenge students.

#### **ACCOUNTING AND FINANCE**

- Dr. Syed Mubashir Ali Associate Professor - PhD
- Dr. Syed Aun Raza Rizvi Assistant Professor - PhD
- Dr. Atif Saeed Assistant Professor - PhD
- Mr. Asad Alam
   Assistant Professor
- Ms. Ayesha Bhatti Assistant Professor
- Mr. Khalid Mirza Professor
- Mr. Samir Ahmad Adjunct Faculty

#### MARKETING

- **Dr. Ehsan ul Haque** Professor - PhD
- Dr. Zain ul Abidin Khawaja Assistant Professor - PhD
- **Dr. Farrah Arif** Assistant Professor - PhD
- Dr. Moeen Naseer Butt Assistant Professor - PhD
- Mr. Muhammad Luqman Awan Teaching Fellow
- Mr. Ali Nabeel Sarwar Adjunct Faculty
- Mr. Arif Ijaz Adjunct Faculty

#### OPERATIONS MANAGEMENT

- Dr. Jamshed H. Khan Professor - PhD
- Dr. Syed Zahoor Hassan Professor - PhD
- Dr. Arif Iqbal Rana
   Associate Professor PhD
- Dr. Kamran Ali Chatha
   Associate Professor PhD
- **Dr. Shakeel Sadiq Jajja** Assistant Professor - PhD
- Dr. Zehra Waheed Assistant Professor - PhD

#### ORGANISATIONAL BEHAVIOR

- **Dr. Anwar Khurshid** Professor - PhD
- Dr. Muhammad Ghufran Ahmed Assistant Professor - PhD
- **Dr. Muhammad Shafique** Assistant Professor - PhD
- Dr. Anjum Fayyaz Assistant Professor - PhD
- **Dr. Mohsin Bashir** Assistant Professor - PhD
- **Dr. Muhammad Sheharyar Shahid** Assistant Professor - PhD
- Mr. Atif Rahim Adjunct Faculty
- Ms. Aamna Khalid
   Adjunct Faculty



"I teach Marketing and Managing Social Enterprises. In my Marketing classes, I teach students how to make money, in my nonprofit classes, I hope to teach them how to spend it wisely.

Any student joining the LUMS MBA should be in for a shock. At SDSB, students unlearn their bad habits fast. Here they will be asked to present and defend their diagnosis and solutions of business situations day in and day out with faculty members only facilitating the process. They should expect sleepless and tension-filled nights and breathless marathons during the days. At the end of the two years they will evolve as aspiring entrepreneurs, visionary managers and responsible adults."

Dr. Ehsan UI Haque Professor, Marketing



"Our MBA is extremely rigorous. It will entertain you, excite you and no matter what your background, it will make you do more. Our demanding course pushes you to your limit and brings you closest to what it is like working in the cut-throat corporate environment.

Our approach is outside inside, where we pick original local case studies, with insights of what is happening in the industry.
Students learn the tools and practices in class, so whenever our students are presented with a real life problem, they are able to draw from theoretical concepts and put them in practice. The resources we deploy to train our students are so sophisticated that other institutes cannot simply afford. I like calling it 'Experiential learning on steroids'."

Dr. Jamshed H. Khan Professor, Statistics and Operational Strategy



"LUMS MBA is driven by case based and experiential learning philosophy. Our students keep a holistic picture in mind, which includes both the company strengths and the external environment they face. Over the course of their programme, they participate in class discussions, visit various companies to understand their value chain, start their own start-ups and provide consultancy services to companies. This interactive nature of the programme keeps me endlessly fascinated by our students. Teaching them is as much of a learning experience for me as it is for them. They make me eager to excel in my teaching, my research as well as in my ability to write cases."

Dr. Atif Saeed Chaudry Assistant Professor, Finance and Programme Director MBA

## LUMS ECOSYSTEM

RANKED #1 ACCELERATOR IN PAKISTAN AND #11 IN ASIA -**GUST ACCELERATOR REPORT & FUNDACITY** 

LCE WON THE ICT R&D FUND of \$ 6.0M

**75**+ START-UPS INCUBATED

500+ **ENTREPRENEURS GROOMED** 

500M+ REVENUE GENERATED

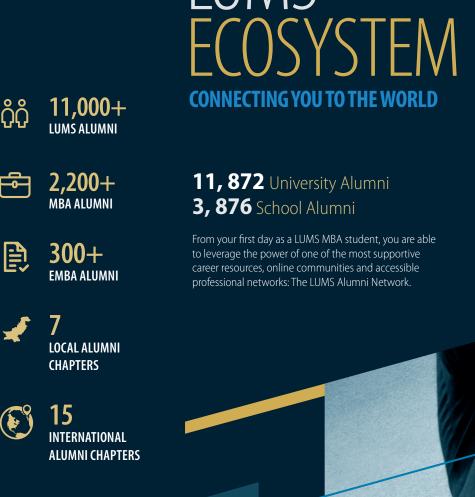
300M+ INVESTMENT RAISED

1.9B+ TOTAL VALUATION

1,200+
JOBS CREATED



LUMS Center for Entrepreneurship (LCE) is Pakistan's most comprehensive experiential development platform for budding entrepreneurs that formalises the process of scouting, grooming and facilitating passionate start-up founders.





"In addition to a solid education, LUMS gives the opportunity to interact with real business leaders. The hands-on experience provides students confidence. Important management skills, working long hours, problem-solving two year programme."

Karim Beg Head of Marketing, Visa International Middle East, Dubai MBA 1990

especially people who want to become entrepreneurs; from the faculty and alumni providing valuable advice to actually getting graduates established in the market. The hard work and values that LUMS instilled in us, helped us get off very humbly with 2 people with a dream to go big and today we have more than 150 people working with us and we are operating in 9 cities."

Suneel Sarfaraz Munj Co-Founder, PakWheels MBA 2005



"The experience I had at LUMS gave me prepared for the realities of my chosen navigating through the challenges. The faculty and even the competitiveness of the Ivy League schools. You will receive a top-notch education from a first class

Azim Rizvee Federal Liberal MP Candidate, Milton Riding of the Greater Toronto Area **CEO-Founder, Lux Real Estate** MBA 1998



"Education at LUMS gave me the to never give up. It teaches you one thing, and that is, do what you love. Start with the belief that you can move mountains and pretty soon you will."

Fariyha Subhani Director Marketing, Media & CMI, **Unilever Pakistan** MBA 1989





## ATRULY GLOBAL PROGRAMME

A WORLD OF OPPORTUNITIES

#### PARTNER UNIVERSITIES FOR STUDENT EXCHANGE PROGRAMME

LUMS MBA is a truly global learning experience. SDSB has institutional links and student exchange programmes with some of the best universities in the world. This allows our students and faculty a permanent and powerful platform to global academics and research. These exchanges also provide an excellent lens to see the distinct difference in work cultures across multiple geographies and help them understand the skills required to adapt to new environments.

13 INTERNATIONAL STUDENT EXCHANGE PROGRAMMES WITH SOME OF THE BEST GLOBAL INSTITUTIONS

BOND UNIVERSITY, AUSTRALIA

UNIVERSITY OF NEW CASTLE,

AUSTRALIA

**EMLYON BUSINESS SCHOOL, FRANCE** 

ESSEC BUSINESS SCHOOL, FRANCE

IESEG SCHOOL OF MANAGEMENT, FRANCE

TSINGHUA SCHOOL OF ECONOMICS & MANAGEMENT, CHINA

SEOUL NATIONAL UNIVERSITY, KORFA

INDIAN SCHOOL OF BUSINESS, HYDERABAD, INDIA

KOC UNIVERSITY, TURKEY

SABANCI UNIVERSITY, TURKEY

UNIVERSITI SAINS MALAYSIA, MALAYSIA

UNIVERSITY OF MALAYA, MALAYSIA

PUTRA BUSINESS SCHOOL, MALAYSIA



## LIFE AT SDSB

Our vibrant campus life enriches students' educational experience within and beyond the classroom. With a total of 46 student led societies, LUMS is the perfect place to put your knowledge, skills and passions into practice, offering a plethora of diverse extracurricular opportunities.

More specifically, the 12 MBA student societies with over 50 leadership positions complement students' soft skills and serve as effective networking interfaces to build lifelong connections with the corporate world. Students find exclusive opportunities to hone their leadership skills, organisational management potential as well as their creative abilities since these societies work with the corporate community, alumni and engage industry experts to organise numerous events each year.



**12** MBA SOCIETIES THAT COMPLEMENT **SOFT SKILLS AND GROOM WELL ROUNDED PROFESSIONALS** 

#### STUDENT CLUBS AND SOCIETIES

#### **LUMS MARKETING EXECUTIVE CLUB**

LUMS Marketing Colloquium (Signature Event)

#### **LUMS HR EXECUTIVE CLUB**

LUMS HR Confluence (Signature Event)

#### **LUMS GLOBAL MANAGEMENT EXECUTIVE CLUB**

GMC Synergies (Signature Event)

#### **LUMS ENTREPRENEURSHIP EXECUTIVE CLUB**

TEDxLUMS (Signature Event)

#### **LUMS FINANCE EXECUTIVE CLUB**

Finance Prometheus Challenge (Signature Event)

#### **LUMS SUPPLY CHAIN** MANAGEMENT EXECUTIVE CLUB

SDSB Supply Chain Summit (Signature Event)

#### MBA LEADERSHIP SOCIETY SDSB Leadership Marathon

**MBA SPORTS SOCIETY** Dangal (Signature Event)

(Signature Event)

#### **LUMS MBA MUSIC SOCIETY**

**LUMS Loud & Proud** (Signature Event)

#### **LUMS SALES CLUB (LSC)**

**LUMS Sales-Con** (Signature Event)

#### **LUMS BUSINESS REVIEW**

LBR (Annual Business Publication)

#### **LUMS TOASTMASTERS EXECUTIVE CLUB**



## APPLYING TO MBA

#### DID YOU KNOW?

LUMS MBA HAS AN
ACCEPTANCE RATE OF
UNDER 10%

Applications will be evaluated on the following criteria:

1 ACADEMIC BACKGROUND

Successful completion 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

PERFORMANCE IN GMAT/GRE

Valid test scores of GMAT or GRE (General)

3 WORK EXPERIENCE (strongly preferred)

**LETTERS OF RECOMMENDATION**Two letters of recommendation are required

INTERVIEW PERFORMANCE

ROUND 1

**DEADLINE TO TAKE** 

GMAT/GRE

FEBRUARY 08,

2018

#### Note

DEADLINE TO APPLY

FEBRUARY 15,

ONLINE

2018

- All applicants are required to take GMAL of GRE (General) on or before the stipulated deadlines

  For CMAT vicit: http://www.mba.com.
  - For GMAT, visit: http://www.mba.com For GRE, visit: https://www.ets.org
- Applicants completing their last degree by May 15, 2018 are also eligible to apply

\*Candidates holding only a Bachelor's degree of less than four years' duration will be required to provide an equivalence certificate of completion of 16 years of education issued by the Higher Education Commission (HEC), Pakistan

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 into LUMS

**DEADLINE TO** 

**DOCUMENTS** 

FEBRUARY 16,

2018

SUBMIT SUPPORTING



## FINANCIAL SUPPORT

Generous financial support is available to Local and International Applicants applying to our MBA programme.

#### GMAT/GRE (GENERAL) FEE REFUND

GMAT/GRE fee of one test attempt will be refunded to admitted MBA students.

#### MBA MERIT SCHOLARSHIP

Admitted students will be awarded Merit Scholarship covering 50% of the tuition fee if they meet one of the following criteria:

- Score 700 or above in GMAT or GRE (equivalent to 700 or above GMAT after conversion)
- Secure one of the top three positions in the MBA Merit Ranking

#### ASIAN DEVELOPMENT BANK-JAPAN SCHOLARSHIP PROGRAM

Asian Development Bank-Japan Scholarship Program provides ADB's developing members to pursue graduate studies in Master's in Business Administration (MBA) at LUMS. This scholarship covers full tuition fee, cost of medical and accidental insurance, monthly subsistence allowance, book allowance and travel expense. The applicant needs to simultaneously apply to the MBA Programme along with financial aid and ADB-JSP through relevant websites.

In addition to these, local applicants are also offered:

#### **LUMS INTEREST FREE LOAN**

LUMS currently offers Interest Free Loans to MBA students, which cover partial to full tuition fee expense. Financial need assessment is done on a yearly basis.

#### MCB STUDENT PERSONAL LOAN (SPL) FACILITY

MBA applicants can avail MCB Student Personal Loan (SPL) Facility. For details, visit https://financial-aid.lums.edu.pk/mba-embaprogramme-fa

#### **EXTERNAL SCHOLARSHIPS (IF AVAILABLE)**

Applicants can benefit from the available funding opportunities based on assessed financial need and specified criteria.

All decisions taken by the University are final. It reserves the right to amend its policies and procedures at any point in time during the programme.





ABOUT 30% OF STUDENT BODY ON FINANCIAL AID EACH YEAR

3.9 BILLION

**DISBURSED AS** 



## GETTING TO KNOW PAKISTAN

#### **INTERNATIONAL STUDENTS**



3<sup>RD</sup> LARGEST ENGLISH SPEAKING NATION IN THE WORLD



7<sup>TH</sup> LARGEST POOL OF SCIENTISTS AND ENGINEERS



THE KARAKORAM
HIGHWAY
HIGHEST PAVED

INTERNATIONAL ROAD



MARVELS OF MUGHAL EMPIRES AND COLONIAL



HOME TO COUNTLESS SCHOLARS, POETS AND

Pakistan came into being in 1947. The territory that now forms Pakistan was home to several ancient civilisations. Today, Pakistan is an ethnically and linguistically diverse country.

LUMS is situated in Lahore, the cultural hub of Pakistan. The city offers diverse entertainment, numerous food choices and a lifelong experience that will feed your wanderlust. Shopping malls, restaurants, cinemas, reliable public transport facilities and a network of a government owned surveillance system dot the city's landscape.

Lahore is one of the safest cities of Pakistan. The Punjab Safe Cities Authority (PSCA) established under the Punjab Safe Cities Ordinance 2015, aims to ensure establishment, development and maintenance of an integrated command, control and communication system (PPIC3) for Police in major cities of the province for public safety.

#### **VISA PROCESS**

In order to study at LUMS, foreign nationals must obtain a "Study Visa" from the Pakistani Embassy/ Consulate working in their country. The Pakistani Embassy/Consulate will only issue a study visa for students' stay at LUMS upon receipt of Higher Education Commission (HEC), Pakistan's "No Objection Certificate" and clearance from the Ministry of Interior, Pakistan.

For the issuance of visa, students must submit relevant documents to the LUMS Admissions Office through postal mail/courier service by the stipulated deadline.

For details, visit: international.lums.edu.pk





## Create Future



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Opposite Sector U, DHA, Lahore 54792, Pakistan

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- admissions@lums.edu.pk

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www.lums.edu.pk



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#MERITMATTERS