Raising Executive Development Centre

Raising Executive Development Centre (REDIC)
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Suleman Dawood
School of Business

MANAGEMENT DEVELOPMENT PROGRAMME
Oct 21 - Nov 1, 2019

ORCHESTRATE PERFORMANCE
MANAGEMENT A BALANCING ACT

Managing across functions is a balancing act. Made more challenging in today’s new economy, by complex market dynamics and fast-paced competition, businesses which accomplish a strategic direction in sync with their inherent functional strengths, respond to the market turbulence better and quicker. Businesses which can respond to the market dynamics and economic swings, are a step ahead of the competition.

To drive performance in this fast paced yet uncertain environment, general managers in the organisations need an innovative mindset to appreciate the interlinkages between all organisational functions.

The Management Development Programme (MDP) is our flagship programme developed for functional managers, business unit heads and other professionals who are planning successful career transitions from functional to general management level. The two-week immersive programme allows participants to expand their knowledge base across all functional areas and develop a holistic management perspective. By integrating key functional disciplines, participants develop the capability to envision, influence, control and implement strategic direction of the firm.

Reading together at LUMS, participants immerse themselves in a two week learning experience that has been designed to be rigorous, real in context and transformational.

“Programme was very well-planned and managed. Everybody in REDC was aligned with a single goal to make this programme successful. Course content was covering insight to all the relevant areas of general management.”

Waseem Ahmad
The Coca Cola Export Corporation
PROGRAMME OBJECTIVES

General managers are typically at the helm of organisational control and performance and often find themselves in situations where they have to make complex management decisions across key functions. The Management Development programme (MDP) at IIMB enables participants to integrate key functional areas in an organisation and drive a result-focused business strategy. The objective of MDP is to create a successful general manager who can leverage their own and their organisation’s inherent strengths in order to create breakthrough performances and optimize end results.

During the programme, the participants:

- Acquire conceptual skills to understand business functions and their inter-linkages
- Develop the ability to rethink business functions and lead change at different levels of an organisation
- Understand how industry structures work and evaluate how to create value and profit for their operating units in a competitive environment
- Develop key value drivers for their business performance to achieve long-term growth and sustenance
- Learn international best practices as to how organisations respond to recession and cyclicality
- Understand and harness their leadership capability to lead the organisation effectively
- Gain from organisation opportunities with like-minded people from diverse backgrounds and industry experiences

WHO SHOULD ATTEND

The programme is designed for high potential senior executives who have either taken on or are preparing to transit from functional to a broader general management position.

Senior executives require a different skillset to manage wider responsibilities and more complex management challenges. MDP provides an excellent opportunity to develop individuals who, in their current or prospective roles, are required to manage multiple functional areas in an integrated manner and drive organisational growth both internally and externally.

A typical participant profile includes:

- Country Managers
- Directors
- Controllers
- Vice Presidents
- CPOs
- Senior Managers
- Divisional Heads

MANAGEMENT DEVELOPMENT PROGRAMME
Excellent programme with very good content and learning methods. A group-based programme for companies should be done for building similar understanding and synergy. Fantastic learning experience, a must programme for people working at middle management levels.

Asif Arij
Mewat Bank Limited

PROGRAMME CURRICULUM

MDP curriculum has been designed to impart learning which reinforces functional knowledge and bridges the core management areas of marketing, finance, operations, technology, leadership and team management, with a view to create functional synergies. The curriculum has been mapped into two modules.

Module 1 has been designed to cover the broad functional areas in order to enhance the general management skills and expose participants to areas of management in which they may have limited knowledge and/or activities.

Module 2 focuses on the abilities of the participants to view the organisation from a strategic perspective and in the process sharpen their leadership, interpersonal and negotiation skills. This would increase their impact as leaders and change agents.

Based on the core pedagogy of case-based learning, the programme’s curriculum encompasses the latest development in management theory and practice.

This includes a repository of local, regional and international case studies that deepens the perspectives from various geographical dimensions. Computer simulations, interactive lectures, exercises and role play augment case studies to ensure that the learning is delivered and received in a practical context.

SPECIAL FEATURES

- Get the unique opportunity to analyse real-time indicators of market response to strategic business decisions through state-of-the-art management simulation
- Gain an (in-depth look at your management-personality and leadership style through specialised self-assessment tools, exercise and role plays
- Get a 360 degree grip on business realities and different industry perspectives through engaging sessions with industry experts and thought leaders
- Optimise learning through extended peer and faculty interaction during integrated sports and wellness activities
A TYPICAL DAY

Each day of the MDP is specifically designed to provide value through unique learning opportunities. The programme opens with formal dinner an evening earlier and an introductory session by the Programme Director. A typical day at MDP involves rigorous in-class & outdoor learning and interactive activities.
PROGRAMME FACULTY

Arif N. Butt
Professor, Organisational Behaviour & HRM
PhD, McGill University, Canada
PhD, Lahore University of Management Sciences
MSc, Georgia Institute of Technology, USA

EHSAN-UL-HAQUE
Professor, Marketing
PhD, University of Texas, Arlington
MBA, University of Pennsylvania
Research Interests: Advertising & Promotion Management, Consumer Behaviour and Marketing Research

KHALID A. MIRZA
Professor of Practice
Honorary PhD, Institute of Business Management, Karachi, 2018
M.Com. Punjab University, Lahore, 1965
Experience:
Chairman and Chief Executive: Competition Commission of Pakistan
Chairman and Chief Executive: Monopoly Control Authority, Government of Pakistan
Former Chairman, Securities & Exchange Commission of Pakistan

Muhammad Shafiique
Assistant Professor
PhD, Maastricht University and the United Nations University
MBA, Economics and Business Administration, Copenhagen Business School, Denmark
Research Interests: Macro and Micro Dynamics of Innovation and Technological Change

PROGRAMME DIRECTOR

JAMSHEED H. KHAN
Professor, Operations Management
PhD, University of Texas, Arlington
MBA, University of Texas, Arlington
BS, University of Texas, Arlington
Research Interests: Management of Services, TOQ, Operations Strategy, Safety, Chain Management, DI Sigma, Project Management and Developing Customer Centric Culture

CO-PROGRAMME DIRECTOR

MUHAMMAD ADEEL ZAFFAR
Assistant Professor, MIS and Technology
PhD, University of North Carolina-Charlotte
MBA, Computer Science (USA)
BS, Computer Science (Pakistan)

MANAGEMENT DEVELOPMENT PROGRAMME
A blend of sensational experience, holistic knowledge and deep driving opportunity to absorb concepts that are not just global but most current. Management Development Programme has instilled the mindset that leaders need to have for effective business life cycles.

A Novel Gathering of Accomplished Executives

Established in 1995, The Management Development Programme (MDP) has hosted accomplished senior executives and entrepreneurs from leading business groups, multinational and public sector organizations. During its history of the last twenty years, MDP has been recognized for its transformational effect.

Being a residential programme, the participants have the unique opportunity to share, network and bond with each other and interact extensively with LUMS faculty, executives with diverse backgrounds, culture and corporates to exchange insights and broaden their management perspectives. MDP is a once-in-a-lifetime opportunity in a participant’s career and those who have experienced it become a part of the elite MDP alumni network.

The case method of teaching is a special strength of LUMS

The university is at the forefront in developing and using cases in its various programmes. We are always looking for new business situations and bring into the classroom problems and opportunities faced by practicing managers. The participants analyze problems, evaluate alternatives and recommend appropriate solutions which help enhance decision-making abilities and problem-solving skills.

To enrich the learning process, REDC faculty shares its experience and knowledge collared from the latest academic literature and research, as well as insights gained from working with companies as researchers, consultants, and board members. The extensive experience of the faculty in administering and conducting executive programmes ensures an interactive and stimulating classroom experience for you.

Grounded in Reality

The faculty of LUMS incorporates the latest research and business concepts into the classroom, next time through case studies, lectures, videotaped market simulations and small group assignments, we offer an interactive, actionable learning experience for you to develop personal and professional strengths and lead your organization into an increasingly competitive environment.

Peer group learning is an integral part of the learning process

The dynamic exchange of knowledge and experience among successful individuals from different organizations and functions enhances learning. Valuable ideas and insights are shared with fellow participants and faculty in and out of the classroom. Group study provides a forum where you benefit from the diversity of views, perspectives and abilities of other team members.

Adeel Khalid
Avanceon Limited
SOME PARTICIPANT ORGANISATIONS

Some of the companies that have sponsored MDP participants in the past include:

- Habib Metropolitan Company
- Ehsan Prize Automobiles
- Health Flow Communications
- Internationals Industries Limited
- International Saints Limited
- Isoral Industries Limited
- JDRPC Industries Limited
- KTS Chemicals Limited
- KKKK Industries Limited
- Kimtex Chemicals Limited
- Kingdom Textile Mills Limited
- Kraft Foods
- Mukai Cement
- Mita Coned and Cement Factory Limited
- Mirt Petroleum Company Limited
- National Bank of Pakistan
- NICRA
- OASIS
- Oman Trading Company Limited
- Pakistan Atomic Energy Commission
- Pakistan Defence Company Limited
- Pakistan Field Security & Insurance Company
- Pakistan Telecommunication Authority
- Pakistan Television Company Limited
- Pak Calender (Public)
- Pakistan Security Printing Corporation
- PAKFAW
- Pakistan Textile Mills Corporation
- Pakistan Steel Mills Limited
- Pakistan Steel Mills Limited
- Pakistan Steel Mills Limited
- Pakistan Telecommunication Company Limited
- Pibani Group
- Public Sector Development Corporation
- PPG Industries
- PTM
- Roshan
- Shell Pakistan
- Sri Lanka Shell
- State Bank of Pakistan
- Sindh Bank
- South Asia Energy
- Sri Lanka Power Limited
- Sri Lanka Telecommunications Limited
- Sujawal Industries Limited
- Sino Pakistan Limited
- Sri Lanka
- Stead and India Bank
- Strauss Limited
- Stylof SHAH
- Sugar Mills
- Syntex Packaging
- Syngenta Limited
- Tarai Power
- Telenor Pakistan
- Terminal
- Third Party Global Consulting Centre
- The Engineering
- The Great Coop Limited
- The Bank of Faisal
- Timaco Limited
- Union Bank Limited
- United Bank Limited
- United Raymond Limited
- United Tobacco Limited
- Unilever Pakistan Limited
- Unilever Food Services Company
- Wold Telecom
- Waseem & Memon Limited
- Welcare Labs Private Limited

ADMISSION CRITERIA

Applicants and/or sponsoring authorities are required to apply as early as possible. Organisations are encouraged to nominate individuals in consultation with candidates to ensure the achievement of the programme’s objectives.

In addition to early application, organisations are encouraged to source individuals who meet the following criteria:

- Participate in at least two years of practical experience at the stage of the programme.
- Candidates must hold a degree or equivalent qualification in Business Administration, Finance, Economics, Accounting, Law, Management, or a related field.
- Preference will be given to candidates from organisations that have been approved by the sponsoring organisation.
- Candidates should have excellent communication and interpersonal skills, as well as a strong understanding of the business environment.
- Candidates should have a passion for personal development and be committed to contributing to their organisation’s growth and success.
- Candidates should be willing to attend sessions and workshops as required by the programme.

Organisations applying for sponsorship should ensure that candidates comply with the above criteria, given the high standards of the programme.
ADMISSION PROCESS

To apply to the programme, participants are required to submit an online application form available at our website:
http://admissions.uni.edu.pk/Calendar.php

If you require any assistance while applying online, please contact us by:
Tel: +92-42-35608119 or 35608243
Email: reg@lums.edu.pk
Fax: +92-42-35722691
Mail: Manager, Registration

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The deadline to apply to this programme is October 31, 2019. Kindly ensure that your complete online application form reaches the office by the deadline. Incomplete application forms will not be entertained.

The Admissions Committee will review the applications and recommend participation or otherwise. After the review, an information package along with the payment invoice will be mailed to the participants as well as to the sponsoring executive. A seat in the programme is only confirmed once payment has been processed.

INVESTMENT

The fee for a two-week residential programme is PKR 53,000/-, which includes tuition costs, reading material, snacks, Full-board accommodation and meals served during the programme. However, any extra charges such as personal calls, extra meals for guests, laundry etc. would need to be paid on departure. The fee is due upon the receipt of the invoice and must be submitted through a cheque / bank draft in the name of Lahore University of Management Sciences. Payment should be sent to the mailing address mentioned in the Admission Process.

* LUMS is a non-profit organisation and exempt from tax deductions under legal provisions of the Income Tax Ordinance 2001.

DISCOUNT POLICY

If more than two executives from the same organisation participate in this programme, each participant after the first two will attract a group size discount of 20% on programme fee.

ACCOMMODATION

Participants will reside in a purpose built facility named after the founder of Terra Pak Ch. Robert Falconer, The Falcon Executive Development Centre (REDC). The facility features 55 single en-suite bedrooms. Each room is equipped with mini-fridge, writing desk and direct dial STD/DD telephone and cable TV. All bedrooms at REDC have data transmission facilities that may be used by the participants to log on to the internet.

PLEASE NOTE WE DO NOT PROVIDE ACCOMMODATION FOR DRIVERS ACCOMPANING PARTICIPANTS.

SUBSTITUTES / TRANSFERS & REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 7 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 40,000. It is possible to transfer a registered fee to any open enrichment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to refund.

THE UNIVERSITY RESERVES THE RIGHT TO MAKE CHANGES IN ITS PROGRAMME POLICIES AND FEES AT ANY TIME.